PointsBet Scales its Strategic Growth with Kasada

How a leading online bookmaker reduces automated fraud while enhancing their digital experience

POINTSBET

THE BACKGROUND

PointsBet, founded in Australia with US headquarters in Denver, Colorado, is a cutting-edge, digital sports betting and technology company. PointsBet is one of the fastest growing operators in the industry, seeking to offer more markets on NBA, AFL, and NRL than any other bookmaker in the world. PointsBet prides itself in owning its proprietary technology, which allows the company to innovate more quickly and provide an outstanding experience across every customer touchpoint.

A key challenge for online bookmakers is preventing fraud while providing a frictionless user experience. Maintaining control over critical online assets and ensuring the authenticity of traffic without compromising the customer journey are constant concerns. Defending valuable data against account takeover and bot attacks has become essential to succeeding in today's digital environment.

In order to defend itself against automated threats while rapidly accelerating its growth, PointsBet was interested in finding a partner to help improve the customer onboarding and registration process, gain visibility into their traffic across all channels, and provide a seamless experience to legitimate users while eliminating bad bots.

THE PAIN

The ability for customers to easily onboard is a critical component for PointsBet, as new customers expect a user-friendly and secure process to create their account and deposit funds. PointsBet was looking for a solution that would provide an additional layer of defense with visibility into automated bot activity that they saw around the registration process and payment gateway.

"We're very selective in terms of how we protect our endpoints. These are very sensitive because we don't want to miss any single client from signing up with us or not being able to deposit due to the fact that we might be under a bot attack." - Nik Pinchuk, Global Head of Engineering, PointsBet

PointsBet wanted to get more granular visibility into automated activity. "We saw botnets with tens of thousands of IPs involved. It's very slow running. You wouldn't be able to catch it with more typical solutions when user agents and IP addresses are different."

Another challenge that PointsBet had was selecting a partner that would be able to scale with them as they were looking to expand into different geographies and grow their market share while maintaining their competitive edge.

THE SOLUTION

PointsBet knew that traditional bot mitigation solutions would require maintenance and resources on their end. They wanted to have their team focused on product development and innovation instead, so they turned to Kasada.

"For us, it's absolutely critical to not have any visible customer flow interventions, be it things like reCAPTCHAs or challenge pages, or anything like that. In the entertainment industry in general, and in betting, customers literally would abandon a registration process purely just because they have one extra step or five seconds to wait for a challenge page to disappear. Our advanced front-end architecture relies on unobtrusive ways of detecting legitimate users. 99.9% is API traffic, originated from either the mobile web application or mobile app."

— **Nik Pinchuk, Global Head of Engineering, PointsBet**

"Traditional bot management systems need to be actively tuned. We don't have anyone in PointsBet actively managing Kasada or tuning or adjusting rules. We focus that effort somewhere else. We never had to worry about botnet mitigation for the endpoints protected by Kasada. That was always handled by the Kasada team, which is great. That's obviously significant, given how complex the field of bot management and mitigation of those threats are. Kasada's given five out of five. It's a really good track record. We can talk to that because we did, for a while, have endpoints that were not covered by Kasada. We could compare the effort required to mitigate them."

For PointsBet, a seamless digital experience is critical. "Each individual's user experience is valuable. All of the data that we get is important and helps us to understand our customers. And the sign-up, account establishing, and deposit options that we have need to be quick and painless."

In addition to a good user experience, security is also of utmost importance to PointsBet, and they trust Kasada to protect their applications and APIs. "All of the endpoints associated with sign up, login, and authentication are protected by Kasada."

With the help of Kasada, PointsBet can better understand and analyze the user journey across their web, mobile, and API channels. "We always try to analyze when someone has a drop-out during sign-up, or someone started a deposit and didn't finish. We always want to know why that happened. We want to reach out to those customers, figure out what doesn't work for them. It's critical that if you have limited resources, you only prioritize the cases that are real humans. The analytics and data that comes out of those insights that are priceless to us."

Kasada helps PointsBet ensure high levels of availability for their business. "Performance for our business is very critical. We never had to worry about availability or performance with Kasada." "We never had a production incident specific to Kasada going down or any performance or availability issue, which speaks to the quality of engineering behind it. That is very important. It's great to have a team that we can rely on."

THE RESULTS

PointsBet selected Kasada for its ability to provide real-time detection and mitigation against sophisticated automated threats in an extremely simple and effective way

The team quantifies the ROI by assessing the opportunity cost of not defending against bot attacks. "It's all about what doesn't actually happen. On a per-customer basis, if for example, we plan to acquire say 10,000 clients in a particular month, a typical botnet attack may cause you can lose 10 percent of that. That is a significant impact as every client you fail to acquire, could translate to thousands of dollars of lifetime value that you miss."

> *Our relationship with the Kasada team, regardless of where they are located physically, is really good. Having the ability to jump on Slack and discuss something that we see or something the Kasada team can see is great. That's very positive. The degree of continuous improvement is very noticeable from the Kasada side."*
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> **— Nik Pinchuk, Global Head of Engineering, PointsBet**

Since implementing Kasada, PointsBet has been able to:

- Achieve real-time detection and defense against automated bots and botnets.
- Ensure that only legitimate users can register and make transactions by identifying and stopping bots.
- Utilize 24/7 customer support.
- Gain actionable insights with granular data from both humans and bad bots.
- Expand into new markets with flexible and scalable protection from automated threats and botnet attacks.
- Increase conversion rates through a simple onboarding process that invisibly verifies legitimate users, without CAPTCHAs.
- Stop bot operators attempting to abuse credentials and impact credit card fraud and the payment gateway.
- Improve the digital customer journey with cleaner web and mobile metrics.
- Drive more revenue by focusing on optimizing the user experience through account creation and onboarding.
- Avoid additional costs and overhead associated with traditional bot mitigation solutions.
- Improve the responsiveness of website and mobile app by eliminating bot traffic that slows down infrastructure processing.
- Easily manage bots without manual intervention or rules to manage.

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"It's very important for us to have someone who we can count on, if we double or triple our US presence in additional locations, we know that Kasada can keep up, and we don't need to look for another solution to cover different geographical locations or deliver at a greater scale."

About Kasada

Kasada provides the most effective and easiest way to defend against advanced persistent bot attacks across web, mobile, and API channels. With Kasada, trust in the Internet is restored by foiling even the stealthiest cyber threats, from credential abuse to data scraping. The solution invisibly stops automated threats while inflicting financial damage to attackers, destroying their ROI. With the ability to onboard in minutes, Kasada ensures immediate and long-lasting protection while empowering enterprises with optimal online activity. Kasada is based in New York and Sydney, with offices in Melbourne, San Francisco, and London. For more information, please visit www.kasada.io and follow us on Twitter, LinkedIn, and Facebook.