



Kasada Bot Detection and Mitigation

The easiest and most effective way to defend websites, mobile apps, and APIs against advanced bot attacks.

Sophisticated Automated Threats & Fraud

According to Verizon's 2022 DBIR, the primary entry point into an organization is through the use of stolen credentials. These credentials are then weaponized through automation and bots to conduct attacks at scale. Even with the advent of passwordless authentication, bots and automation will continue to wreak havoc on enterprise defenses, including the following:

- Credential stuffing and abuse that leads to **account takeover**
- **Fake account creation**, login fraud, payment fraud, carding fraud that result in fraud losses
- **Checkout abuse**, denial of inventory, sniping and scalping that greatly reduce the availability of inventory to legitimate users
- **Application denial of service**, resulting in service disruption and bringing down network infrastructure
- **Data theft and illegitimate content scraping**, API scraping, and price scraping fraud and abuse – which can be conducted by competitors or bad actors

Bots Are Rapidly Evolving

In order to evade anti-bot defenses, bot operators continue to evolve their methods. In an attempt to look and act like humans, adversaries use open source DevTools, stealth plugins, anti-detect browsers, and residential proxy networks.

Most Solutions Can't Keep Up

Rule-based, static defenses aren't agile enough to respond to adversarial retooling and reverse engineering. First-generation detection systems rely on IP blocking, device fingerprinting, and rate limiting which have become frustratingly ineffective to detect modern bot operations. They must let automated requests in to look for suspicious activity that fly beneath the radar. It's already too late.

A New and Better Approach

A modern approach accurately identifies and stops malicious automation before it's ever allowed to enter your infrastructure, by detecting malicious automation client-side in real-time by assuming every request is guilty until proven innocent.

Introducing Kasada

Kasada has reimagined the approach to stopping automated attacks across your web, mobile, and APIs. Simply turn the service on and let our best-in-class defenses go to work. Kasada offers a cloud-based service along with an embedded, immersive 24/7 customer support and puts no extra maintenance burden on your internal team.

Unlike alternative solutions that provide incomplete, easy-to-detect, and inefficient bot mitigation tools (which are not only costly to deploy and maintain but also add friction and latency to the user experience), Kasada:



Makes bots, not humans, do the work, by cleverly deterring synthetic traffic with a cryptographic challenge that makes it arduous and expensive for bots to continue their attacks, while remaining imperceptible to (and requiring no action from) end users.



Is extremely efficient, easily implements within minutes, and demonstrates clear ROI across multiple departments, reducing your total cost of ownership and infrastructure expenses.

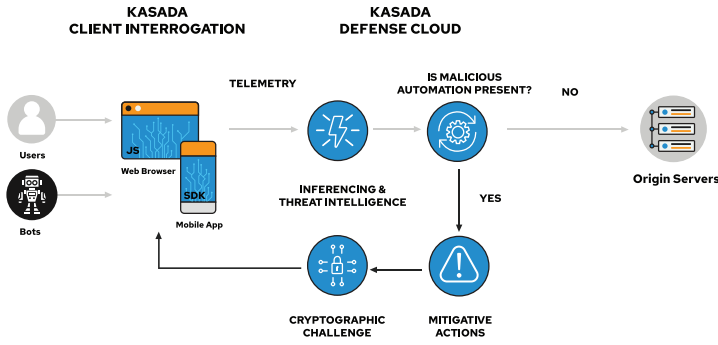


Is highly effective, delivering the best detection and lowest false positive rates in the market today.



How Kasada Works

Kasada adapts to new threats in real-time. It's resilient to retooling, and strikes back by making attacks too expensive and arduous to conduct.



Primary Use Cases

Kasada efficiently and effectively combats against automated threats to web applications, mobile applications, and APIs.

- **ACCOUNT TAKEOVER** – Prevent attackers from performing credential stuffing and automation to take over your accounts.
- **CONTENT SCRAPING** – Stop automated attacks from undercutting your pricing and stealing data on your website and apps.
- **APPLICATION DENIAL OF SERVICE (DoS)** – Protect against malicious bot traffic and DDoS attacks that overload your servers, lock out customers, and disrupt your business.
- **SYSTEM TAKEOVER** – Secure your web, mobile, and API channels from bots scanning your site to identify code weaknesses that can expose you to application attacks.

Benefits of Using Kasada

Kasada has been leading the fight with novel approaches and cloud-based technology to mitigate advanced bots that other security platforms can't:



85%

of our customers were using other bot mitigation providers prior to contacting us

Billions

of dollars protected for eCommerce organizations monthly

5 Billion

billion monthly requests stopped that were left undetected by systems in front of us

What Our Customers Say

When evaluating technology providers, we selected Kasada's solution for its innovative architecture and its immersive 24/7 customer service that is best characterized as 'embedded.' As a global hospitality brand that welcomes travelers from all over the world, it's critical that we collaborate with technology providers that understand our immediate and long-term imperatives, and we truly value the way Kasada's product further strengthens our technology systems and platforms that our guests use every day.

BENJAMIN VAUGHN

Vice President and Chief Information Security Officer, Hyatt Hotels

HYATT

The entire team was so amazed; we had never seen such fast, immediate ROI on a security tool. In just under 30 minutes, we set-up, turned on, and stopped the attack. It was an out-of-the-box experience with instant results. Kasada is a partner that has overdelivered.

NIKITA PINCHUK

VP Global Engineering, PointsBet

POINTSBET

About Kasada

Kasada is the most effective and easiest way to defend against bot attacks across web, mobile, and API channels. Its modern, proactive approach adapts as fast as the attackers working against them. The solution frustrates and strikes back at fraudsters to make automated attacks unviable. Invisible defenses eliminate the need for CAPTCHAs and ensure a frictionless user experience. Kasada onboards customers in minutes, requires no ongoing management, and empowers enterprises with long-lasting protection and optimal online visibility. 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.

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