kasada

What's In Your Online Traffic?
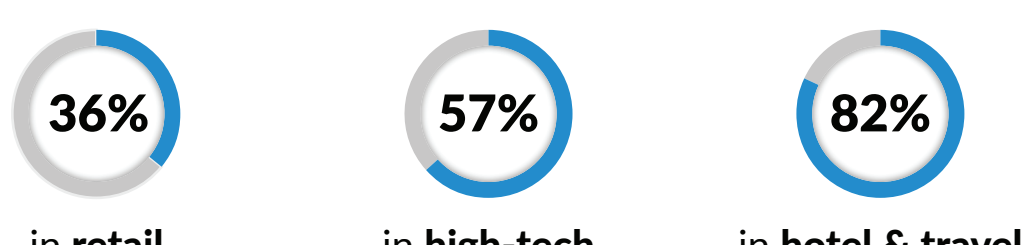
A visual guide to preserving online traffic integrity
by defending against bot attacks

THE PROBLEM

60% human → **INTERNET TRAFFIC** → 40% bots

50% of bot traffic is malicious.
Thus, **20%** of internet traffic is generated by bad bots.

Malicious automation accounts for **43%** of all login attempts:[2]

36% in **retail** **57%** in **high-tech** **82%** in **hotel & travel**

Common Types of Malicious Automation:

| Login Fraud | Carding | Credential Abuse | Account Takeover | Content Scraping |

THE IMPACT

Losses from online payment fraud between 2020 and 2024 are expected to exceed **$200 billion.**[3]

164%: the annual increase in losses from account takeover attacks.[4]

Loss of customer trust, brand reputation, competitive advantage, and revenue

WHY TRADITIONAL SOLUTIONS DON'T WORK

Inconsistent Anomoly Detection Expensive Installation & Maintenance Annoying End-User Friction

Introducing Kasada

Stops automated bot attacks and other forms of malicious automation before they ever hit your website, mobile apps, and APIs.

WHAT MAKES KASADA DIFFERENT?

✓ **Zero-trust approach** stops attacks from the very first request with superiorly effective detection

✓ An increasingly difficult **cryptographic challenge** that renders attacks financially unviable

✓ **World-class obfuscation** makes Kasada invisible to both bots and users

Almost Immediate Time-to-Value Long-term Efficacy Frictionless Customer Experience Increase Business Visibility

REAL-WORLD RESULTS

- Reduced need for manpower by **70%** on reactive bot mitigation.
- Kasada found to be up to **90%** more effective at defending the site than rule-based solutions.
- Reduced support from FTE to **an hour** a week.
- Eliminated payment fraud while reducing infrastructure costs.
- Improved the customer journey and improved web performance.
- Protected pricing IP by foiling reverse-engineering price scrapers.
- Increased conversion rate by as much as **60%.**

Don't let malicious automation steal your valuable content, break into user accounts, and overload your servers. Elegantly simple and superiorly effective. Better bot management.

REQUEST A DEMO

Sources:
1   https://www.zdnet.com/article/bad-bots-focus-on-financial-targets-make-up-20-percent-of-web-traffic
2   https://www.techrepublic.com/article/43-of-all-online-login-attempts-are-made-by-hackers-trying-to-break-into-your-account/
3   https://www.vanillaplus.com/2020/02/26/50973-online-payment-fraud-losses-exceed-200-billion-next-5-years/
4   https://securityboulevard.com/2019/06/the-costs-and-risks-of-account-takeover/