Radware Bot Manager Protects A Leading Online Marketplace

Customer

A Leading Global Online Marketplace

Problems Faced

Fake user registrations, account takeover (ATO) attacks, and scraping of prices and content

Industry

Online Marketplace

Overview

Our customer referenced in this case study is one of the largest global online marketplaces that connects buyers and sellers in nearly 200 countries around the world. It features an enormous range of new, used, and refurbished products, including automobiles, electronics, fashion, home and business supplies, and much more. With a registered global member base of nearly 200 million users, this marketplace is one of the busiest, most-visited sites in the world. The sheer scale of their operations makes them a massive target for cybercriminals using bots to attack its websites, mobile applications, and APIs in a multitude of ways.

Why Radware Bot Manager?

The Online Marketplace Wanted:

- An effective bot manager that did not require DNS redirection
- An API-based approach with flexible integration options
- Optimal orchestration of data flows to and from crucial thirdparty services
- Customizable features essential to their operations
- Highly accurate bot detection with minimal false positives for a good user experience
- Minimal manual intervention and superior visibility into bot traffic

Benefits After Radware Bot Manager Roll Out:

- Accurate bot detection with automatic, real-time rule creation
- Minimal false positives and superior customer experience
- Robust security for user accounts through prevention of credential stuffing and cracking attacks
- Optimal integration with other security and third-party services provided greater visibility and insight
- Greatly reduced human intervention needed for bot management compared to previous solution

Business Challenges

Attracted by its vast scale of operations, cybercriminals and fraudsters using bots have for years attacked our customer's website and mobile applications to create fake accounts, scrape content and prices, and most concerning of all, to try to take over user accounts through credential stuffing and cracking techniques to access stored credits and other forms of value that can be quickly cashed out.

Radware Bot Manager Solution

Before switching to Radware Bot Manager, our customer used a competing solution that required DNS redirection, which was not optimal and led to data security concerns. The customer wanted better bot detection accuracy with lower false positives compared to their previous solution, which would ensure a much better customer experience. Also crucial was the fact that the marketplace wanted to switch to an API-based bot management solution which could work with their system orchestrator and allow for collective action to be taken based on their business needs, and worked well with other third party security solutions they used. This approach gave them better control and visibility into their Web operations, security, and anti-fraud tools.

Radware Bot Manager worked with several of the customer's teams, including their Application Security, Infrastructure, Engineering, and Product and Service Development teams. We provided specialized APIs featuring customized integration options and new product features, crucial among them being the development of a bot manager gRPC plugin, which was a key customer requirement. Compared to commonly-used REST APIs, the use of this new gRPC plugin speeds up the response time from the bot detection server to the client by 1 to 5 milliseconds. Although this seems to be a small number, this reduces Web page loading time and hence has a major impact on a site's conversion rate and search engine ranking. gRPC increases performance by providing faster responses in comparison to REST when traffic volume is high. This is because gRPC uses a protocol buffer for data serialization which makes the payload smaller, faster, and simpler.

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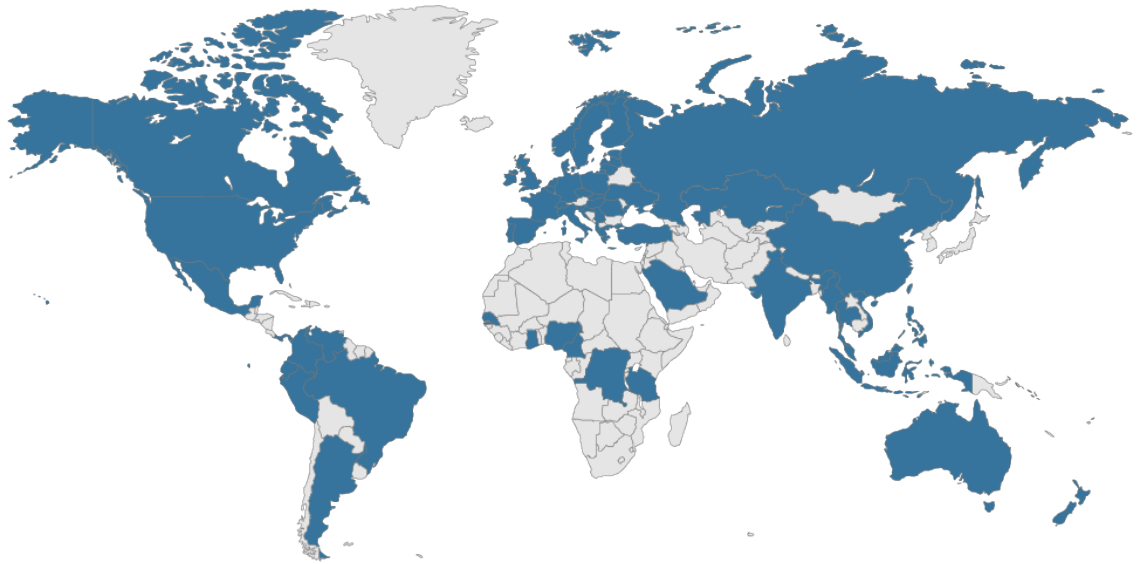
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About Radware

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