

CASE STUDY

How a Global Footwear Company Increased Flash Sale Traffic by 100x and Fought Fraud with Kasada

A publicly traded global manufacturer and distributor of footwear. World leader in innovative casual footwear for women, men and children with over \$1B in annual revenue across 80 countries.

- Senior Director of Technology and team were battling bots - particularly during flash sales and events with celebrities
- Attempted mitigation with various products and services as well as custom coding - all with limited results. Wanted to stop playing a "cat and mouse" game with bot-based spikes in traffic, server crashes, web scraping, and gift card number guessing
- Introduced to Kasada in early 2021. Conducted a one-month POC and immediately moved to full production

"Kasada has been instrumental in the success of our highly visible flash sales. Our company has greatly benefited from the increased visibility of bot-based activities provided by Kasada. Implementation was super easy - we especially liked the team and experience they provided, particularly compared with other companies we've worked with."

- Senior Director of eCommerce

Kasada customers trust the scalability, security, and dependability of AWS to ensure their applications and businesses run smoothly.

Outcomes

Fast & efficient implementation of Kasada's cloud-based service. Minimal changes to the infrastructure and no noticeable impact on the user experience

Kasada's dashboard provides valuable visibility regarding bot detection and mitigation as well as eCommerce site performance. Information gathered also shared with the fraud team.

Minimal

Changes to their infrastructure

100x

Increase in web traffic

Eliminated

Previous DDoS during flash sales