

# Stop Automated Threats with Proactive, Preventative Protection

Website, API, and mobile app protection that's quick to evolve, difficult to evade, and invisible to customers. Our technology and team defend your customers and business so you can focus on growth.

## The Threat Landscape

Automation wreaks havoc on enterprise defenses. New tools, collaborative communities, and booming supply chains further shift the balance of power toward attackers.

### Evolving Adversaries

Solver APIs, CAPTCHA bypasses, customized DevTools, and more: actors invent tools and tactics to evade defenses.

### Ineffective Solutions

Adversarial retooling outpaces rule-based, static defenses. Detection systems using IP blocking, device fingerprinting, and machine learning have to let in automated requests to look for suspicious activity.

### Better Answers

Dynamic layers of defense anticipate and counter adversarial retooling. Attacks become expensive to execute and cheaper to defend.

## Kasada Defeats



Account takeover



Checkout fraud



Fake account creation & more

## Kasada Benefits



### More Revenue

Improved conversions, analytical insights inform decisions.



### Lower Ops Costs

Save on infrastructure, fraud, and more - which means you save time and money.



### Better Customer Experiences

No CAPTCHAs, ever. Seamless UX builds loyalty.



### Boosted Brand Equity

Reputation protection. Bots can't break your brand.

## How Kasada Works

- Invisible client-side challenges
- Server-side detection
- Unmatched knowledge of adversaries

## Expertise Matters

We can anticipate adversaries' behavior because we study their communities, economy, and techniques. That knowledge and our purpose-built architecture create dynamic defenses that stop threats in seconds.

## Dynamic Detections

### Invisible Signal Collection

Real-time. Hundreds of client-side sensors collect hidden traces of automation. Detects bots on first request without hitting backend.

### Proof of Execution

Dynamic code paths executed within our own virtual machine secures the data signal by forcing attackers to run code in real-time.

### Client Validation

Data received from the client is checked for signs of automation and tampering. Ensures data integrity and attempts to bypass.

### Fast Anomaly Detection

Analytics models based on trillions of bots identify automated session behavior in less than 2ms. Reduces the window of attack.

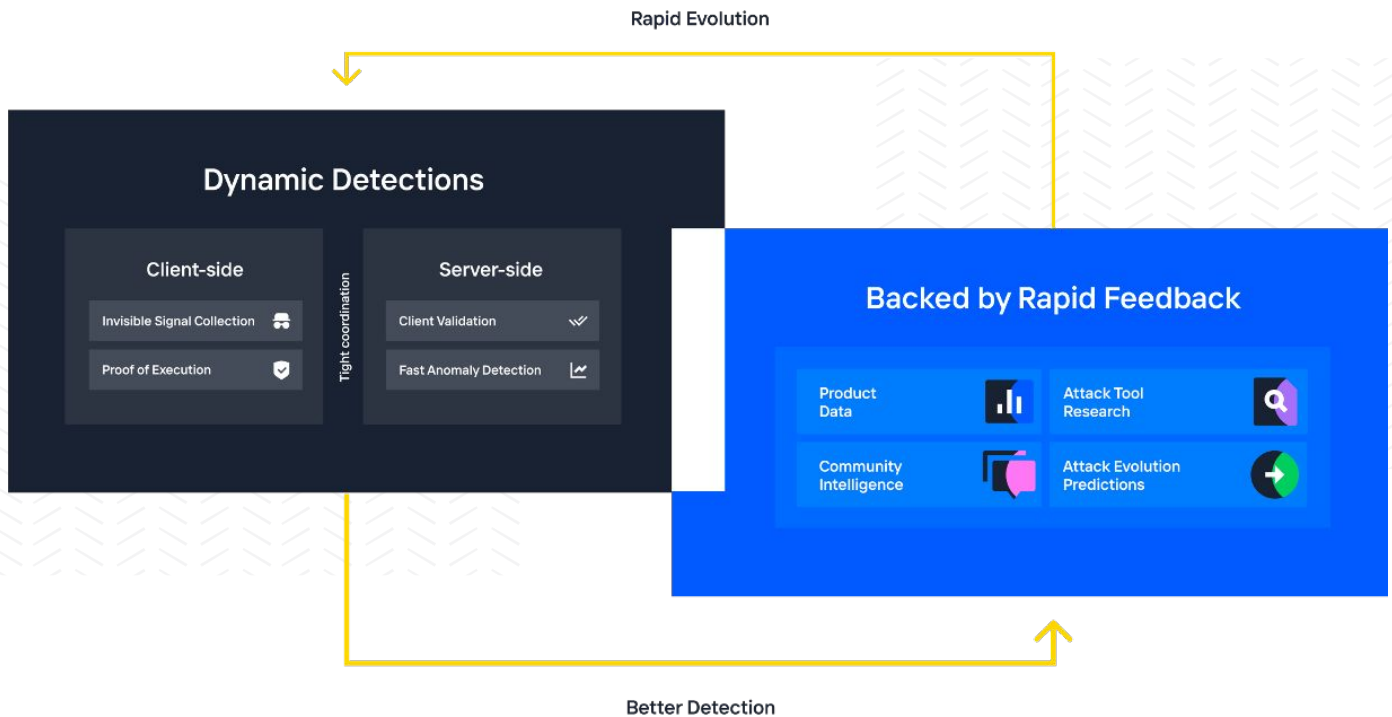
## Rapid Feedback

### Data Analytics

Live data collected for discovering and investigating real-time attempts to bypass detection.

### Threat intelligence

First- and third-party threat research bolsters defenses. New client-side sensors added in minutes across entire customer base.



## The Kasada Difference

### Enduring protection

Defeat adversaries with a platform that's frustrating, time consuming, and expensive to attack.

### Decisive Defense

No management, rule updates, or decisions to make. Simplify your life.

### Happy Users

Hidden challenges mean zero friction and exceptional user experiences.

### Caring Team

Kasada gives you a team, not just a tool. We're accountable for stopping the bots.

“When evaluating technology providers, we selected Kasada's solution for its innovative architecture and immersive 24/7 customer service.”

**Benjamin Vaughn**  
Vice President and Chief Information  
Security Officer



“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.”

**Nikita Pinchuk**  
VP Global Engineering



## Kasada Quick Facts

**85%**

Of Kasada customers previously used a different provider. They've switched. And stayed.

**\$150B**

Dollars protected annually for eCommerce organizations.

**10B**

Monthly requests we stop that other systems fail to detect.

**40%**

Average % of login attempts that are fake

## About Kasada

Kasada has developed a radical approach to defeating automated cyberthreats based on its unmatched understanding of the human minds behind them. The Kasada platform is intentionally engineered to overcome the shortcomings of traditional bot management tools. Kasada is based in New York and Sydney, with hubs in Melbourne, Boston, and San Francisco. For more information, please visit [www.kasada.io](http://www.kasada.io) and follow on Twitter, LinkedIn, and Facebook.