How Kasada Helps Crocs Optimize Metrics and Customer Experience

crocs™

INDUSTRY:
eCommerce & Retail

- Over **$3B** Annual Revenue
- **80** Countries with Sales

Primary Challenges

→ Battling sophisticated bad bot traffic, especially during flash sales

→ Experiencing unwanted web scraping, carding attacks, and gift card fraud

→ Poor end-customer experience due to slow site and server crashes

→ Limited visibility into which requests were malicious vs. real customers

Key Outcomes

❖ 100x increase in legitimate web traffic

❖ Mitigated vulnerabilities, stopping automated attacks and fraud

❖ Protected customer data and experience, improving brand loyalty and reputation

❖ Gained visibility into their traffic with actionable threat intelligence

Company Background

Crocs is one of the world's top non-athletic footwear brands. The company prides itself on innovation and comfort.

With over 100 million pairs of shoes sold per year and annual sales surpassing $3 billion, delivering an outstanding customer experience is paramount.

Headquartered in Broomfield, Colorado, Crocs has over 4,000 employees globally.

Problems with Previous Solutions

As Crocs intensified its flash sales and collaborated with celebrities like Post Malone and Justin Bieber, the company encountered an unforeseen surge in bot attacks and fraudulent activities – even with a bot mitigation solution in place.

> " We weren't expecting the amount of bots and the automated attacks we experienced.
>
> [The bots] got into our APIs before we even launched our events. Bots were getting in and placing orders before the products went live. That was a shock to us."

Scott Deitz
Sr, Director eCommerce
Technical Operations

Use Cases

Scraping:

- Automated bots would access their website, mobile apps, and APIs.
- This negatively impacted revenue, customer satisfaction, and analytics.
- Kasada helped halt malicious scraping, ultimately leading to improved web performance and metrics.

Login Fraud:

- Brute-force login attacks posed a significant risk to customer data.
- These attacks involve trying multiple username and password combinations until a successful login is achieved.
- Kasada ended these attacks, providing enhanced security for customer information and safeguarding their sensitive information.

Carding Attacks:

- Fraudsters were using stolen credit card numbers to execute fraud.
- This posed a threat to customers, inventory, and brand reputation.
- With Kasada, the carding attacks ceased, ensuring the integrity of their inventory and brand reputation.

Gift Card Fraud:

- Fraudsters were also exploiting weaknesses in their gift card systems.
- Kasada protected Crocs from gift card fraud and other downstream fraud instances and subsequent charges.
- This saved Crocs time and money that would otherwise be lost to fraud.

Why Crocs Selected Kasada

Crocs chose Kasada as their bot mitigation solution due to the team's expertise and comprehensive threat intelligence.

With Kasada, Crocs was able to cease automated attacks, including scraping, login fraud, carding attacks, and gift card fraud, that the previous anti-bot solution couldn't. Kasada's solution empowers Crocs to execute day-to-day operations and high-profile sales events without concerns about bot attacks.

> Kasada really knows what's going on in the bot and automated fraud space. The solution, threat intelligence, and technical skills of the team are really impressive. We didn't see threat intel from other bot mitigation solutions or CDN providers."

Scott Deitz
Sr, Director eCommerce
Technical 'Operations

Crocs' Results with Kasada

Ease of Use
Streamlined order processing, ensuring smooth web performance.

Improved Analytics
Ability to make informed business decisions and optimize operations.

Revenue Protection
Preserved magins by preventing attacks and reducing fraud losses.

Brand Reputation
Gained increased customer satisfaction and improved customer loyalty.

Looking Ahead

Crocs plans to expand Kasada's protection to new business logic and applications, such as mobile apps. By leveraging Kasada's expertise, Crocs successfully addressed automated traffic and fraud, elevating their customer journey, protecting revenue, and reinforcing their brand equity.