

How Kasada Protects Airlines from Scraping Attacks & Loyalty Fraud

The Growing Threat Landscape

Adversaries exploit bot-driven attacks to scrape fares, interfere with dynamic pricing, and harm customers by taking over accounts and stealing rewards.

Airline Success Story

CHALLENGE

A multi-billion dollar airline faced relentless scraping from unauthorized Online Travel Agencies (OTAs) - up to 99% of traffic on key endpoints was bots.

One OTA scraped for virtual interlining without compensating the airline for its data feed. Moreover, when travelers ran into problems with OTA-booked travel, they blamed the airline - a poor experience and brand image issue.

SOLUTION

Kasada integrated with the airline for a 30-day Proof of Concept period to prove its efficacy vs. the current CDN-based bot mitigation vendor.

IMPACT

Discovered the unauthorized OTA and shut down its scraping. Improved site speed and stability by 30%, enabling a smooth site experience that encourages booking direct. This supported a top company goal of owning its customer relationships.

1.2%

of an airline's revenue is lost to web and mobile fraud.

Airlines are tempting targets due to vast amount of sensitive customer and payment data handled.

Source: International Air Transport Association

Problems Airlines Face

STOCK HOARDING

Bots buy up inventory and release unsold reservations at the last minute

ACCOUNT FRAUD

Fake account creation and ATOs steal customer data and loyalty/rewards points

LOYALTY/ REWARDS FRAUD

Attackers obtain points to fraudulently book travel for themselves or others

SCRAPING

Excessive PSS and API queries to keep up with dynamic pricing raise costs

INACCURATE METRICS

Bot traffic pollutes the data, skewing conversion rates and demand forecasts

Business Impact of Kasada

- ✓ Improves site experience and protects the brand
- ✓ Reduces web infrastructure and SMS costs
- ✓ Reduces loyalty/rewards points fraud
- ✓ Delivers clean data for analytics that reflects real customers



Stop scraping and loyalty fraud

SEE KASADA IN ACTION ▶

