Streaming provider rescued new service launch from $2M fraud loss impact
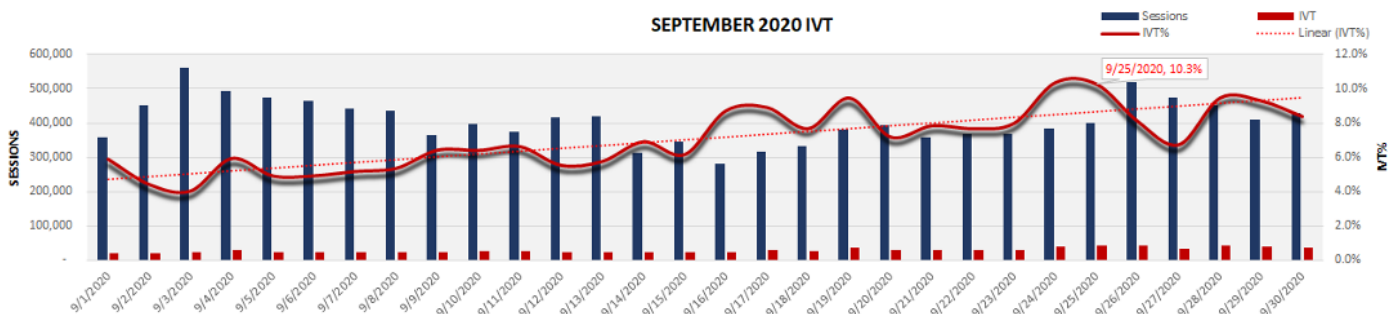
A streaming service provider was launching a new service. The strategy included a large focus on **new customer acquisition using CRM** data aggregated over years from previous products. The dataset used was populating across multiple campaigns, with a large focus on email.

DAILY BOT TRAFFIC TRENDS

What HUMAN Recommended

- Maximize Marketing Spend Efficiencies
- Protect against entire scope of marketing fraud
- Use HUMAN BotGuard's Google Analytics integration to seamlessly identify and stop fraud at the point of attack on site across all devices
- Employ Application Security to guard against login abuse

Results

The CRM data used was found to be **over 10% fraudulent**. The vulnerability was immediately identified and quickly adjusted to mitigate the fraudulent data points.

Outcomes

Missed revenue opportunities would have extrapolated to over $2,000,000 annually. Immediately identifying the vulnerability accelerated a massive optimization strategy toward data segments consisting of actual humans.

Deploy a **single line of code** and know who's real.