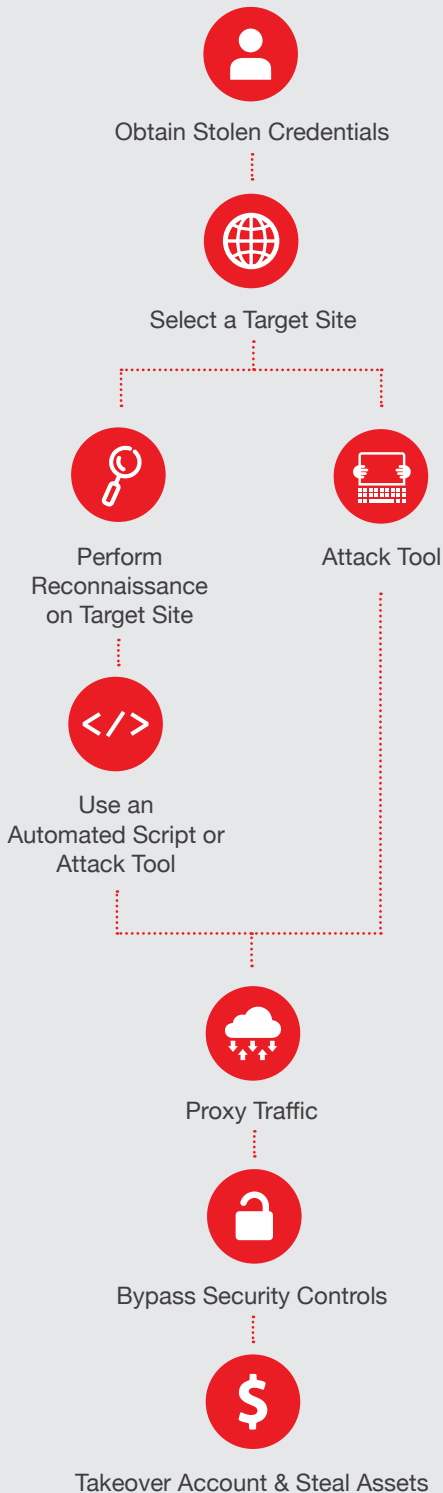


CASE STUDY

# Global Dating Platform Defeats Account Takeovers

## CREDENTIAL STUFFING KILLCHAIN



On average

**0.5-2.0%**

Of a credentials list will be valid on a target site.

### THE CUSTOMER

A global online dating company that serves 35 million members in over 50 countries. The company is a market leader and its mobile app is one of the App Store's top 50 grossing apps.

### THE PAIN POINT

The company was facing large-scale credential stuffing attacks in 2016. Credential stuffing is an attack in which bad actors take credentials that have been stolen from third parties and test them en masse via automation on the target site. Because users reuse passwords across online services, on average, 0.5%-2% of a credential list will be valid on a target site.

Bad actors were launching sophisticated credential stuffing attacks on both the website and mobile app, leading to numerous account takeovers. Once accounts were successfully taken over, attackers would conduct catfishing and spamming schemes. Not only did these attacks degrade user trust, but they also incurred a substantial cost for the customer service team.

### THE DECISION

In 2016, the company evaluated a tool offered by their CDN provider to mitigate the unwanted automation against their web and mobile platforms. After two months of testing the tool, the security and fraud teams were left frustrated. The tool required internal resources to actively deal with every single automated attack, including researching and writing rules for individual activities. The amount of time and resources required to operate the tool was unsustainable and cost ineffective. Moreover, the tool only identified 20% of the automated credential stuffing activity on the dating website, rendering it inadequate.

When it was clear that the CDN provided tool was not the right solution, the company contacted Shape Security. They were specifically looking for a solution that could fulfill four critical requirements:

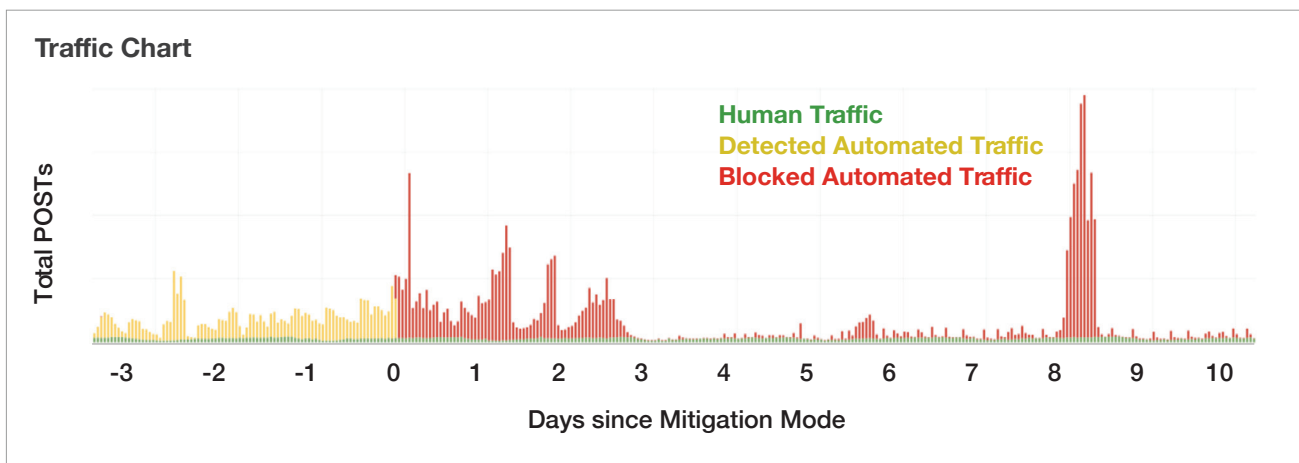
Company requirement	Shape Security
Protect against credential stuffing	Shape has been recognized as the leader in defending enterprises against credential stuffing attacks by: <ul style="list-style-type: none"> <li>• <b>3 of the Top 4 US Banks</b></li> <li>• <b>2 of the Top 5 Global Hotel</b></li> <li>• <b>4 of the Top 10 US Airlines</b></li> </ul>
Web and Mobile API Protection	Shape provides both a web and mobile solution.
Managed Service	Shape's 24/7 service acts as an extension of a customer's security team, so customers do not have to dedicate resources to technology management.
Predictable Cost	The Shape service is all inclusive, so sudden increases in attack volume or new system requirements do not incur additional costs for the customer.

## THE OUTCOME

Once the company selected Shape, Shape began deployment within weeks. In monitoring mode, Shape observed that, on average, 80% of all web traffic was automated. As soon as Shape initiated mitigation mode, the attacks were immediately blocked and prevented from reaching the origin server.

As depicted in the traffic chart below, attackers behaved in typical fashion:

- **Accelerate Days 0-2:** When first blocked, adversaries increase the volume of attack to attempt to break the new defense via brute force.
- **Retool Days 3-7:** After a period of failure, they stop in order to retool their attack.
- **Return Day 8:** The attackers return with a variant of their attack method that they deploy with full force.
- **Give Up Days 9-10:** The attackers quickly realize that the defense is impenetrable, and they move on to easier targets.



Note: Because traffic was up to 95% automated during this period, it is difficult to see the layer of real human traffic in green

By successfully mitigating automated attacks, Shape has delivered value across the enterprise:

- 1. Security:** Shape's managed service has allowed the security team to focus on other security priorities.
- 2. Fraud:** Now that Shape is preventing a majority of ATOs from occurring, the fraud team is able to dedicate its resources to detecting and preventing sophisticated manual fraud.
- 3. Customer Service:** The reduction in ATOs has led to a decrease in customer service requests and upset users.
- 4. IT:** Because automated traffic no longer reaches the origin server, the IT team only needs to handle 20% of the traffic they were handling before, reducing infrastructure costs. Furthermore, site latency decreased from 250 ms to 100 ms, improving site performance.

Shape Security defends the world's largest enterprises from sophisticated cyberattacks and fraud. Shape customers include three of the Top 5 US banks, five of the Top 10 global airlines, three of the Top 5 global hotels and two of the Top 5 US government agencies. The company has raised \$100M+ from Kleiner Perkins, Google Ventures, Eric Schmidt, and other leading investors to build an advanced web, mobile, artificial intelligence, and machine learning platform for global scale application defense. The Shape platform, covered by 50 issued patents and 100+ additional patent applications, prevented over \$1B in fraud in the last year. Shape was named by CNBC as one of the 50 most disruptive companies in the world. Today, the Shape Network defends 1.4 billion user accounts from account takeover and protects \$1B of in-store mobile payments worldwide.