HUMAN FOR TRAVEL AND HOSPITALITY

Protect against cyberattacks and improve your look-to-book ratio

HUMAN

Your customers' journey starts long before they ever leave their house. As prospective guests navigate through your web and mobile applications, cybercriminals threaten to take over their accounts, steal PII and loyalty points, and make fraudulent purchases.

HUMAN protects you from bad bot attacks, client-side threats, and account abuse without impacting user experience.

200%
Bot attacks on travel and hospitality businesses have doubled YoY[1]

INDUSTRY CHALLENGES	HUMAN SOLUTION	
Fraudsters gaining unauthorized access to user accounts	ACCOUNT TAKEOVER DEFENSE	Stop login bot attacks, such as credential stuffing and brute forcing
Automated price and product scraping by competitors	SCRAPING DEFENSE	Mitigate scraping bots, while allowing known bots to proceed
Fraudulent purchases on your guest checkout page	TRANSACTION ABUSE DEFENSE	Stop carding, gift card cracking, scalping, and inventory hoarding
Fraudulent use of loyalty points, airline miles or stored credit cards	COMPROMISED ACCOUNT DEFENSE	Remediate accounts that have been compromised by bad actors
Skewed look-to-book ratio	DATA CONTAMINATION DEFENSE	Filter bot traffic out of web metrics to ensure accurate analytics
Skimming of users' payment data from checkout forms	CLIENT-SIDE DEFENSE	Prevent client-side supply chain attacks, such as Magecart, formjacking, and malicious redirects
Compliance with PCI DSS browser script requirements	PCI DSS COMPLIANCE	Simplify payment page script management in compliance with PCI DSS 4.0

CASE STUDY

Challenge
With 10k+ domains pointed to their infrastructure, a hotel metasearch engine was experiencing bot attacks across multiple entry points.

Solution
The hotel metasearch engine partnered with HUMAN to stop scraping and account takeover attacks.

Result
The company saw a 20% reduction in server usage and used HUMAN's bot traffic insights to increase bookings by 380%.

> **"With HUMAN, our conversion rate of look-to-book search to booking went up about 20% almost instantaneously."**
>
> — Head of DevOps, Hotel Metasearch Engine

KEY CAPABILITIES

Unparalleled Accuracy
Detect threats using behavioral analysis, and 400+ machine learning algorithms; respond to threats with range of mitigation actions

Preserve Customer Experience
Low latency Enforcer blocks bots at the edge using out-of-band signals and validates 95% of users in under 2ms

Frictionless for Real Humans
User-friendly verification challenge is only shown to 0.01% of human visitors, so the buyer journey isn't interrupted

Block Bots the First Time
Precheck blocks bots on the first request, so bad actors can't access or scrape a single page

Mobile SDK and Integrations
Seamlessly integrate with your CDN, cloud, SDK, SIEM, CIAM, ticketing, and monitoring tools

Single Pane of Glass Management
Access a single console to see key details, edit policies, and generate out-of-the-box and custom reports

THE HUMAN ADVANTAGE

Scale
We verify more than 20 trillion digital interactions weekly across 3 billion unique devices providing unrivaled threat telemetry.

Speed
Our Decision Engine examines 2,500+ signals per interaction, connecting disparate data to detect anomalies in mere milliseconds.

Decision Precision
Signals from across the customer journey are analyzed by 400+ algorithms and adaptive machine-learning models to enable high-fidelity decisioning.

About HUMAN