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.