

# Protect customers. Safeguard content. Prevent fraud.

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Radically simple, highly effective bot defense for Streaming, Gaming, and Entertainment companies

## The Growing Threat Landscape

Customer account fraud is not just a security issue but a business-critical challenge. It drives up costs, erodes user trust, and distorts key metrics such as views and follows. The result: Financial and reputational damage.

## Streaming, Gaming, Entertainment Success Stories

### Live streaming platform

- CHALLENGE** Fake account creation was rampant on the global streaming platform - 92% of account signups were bots. This inflated creators' follower count to fraudulently obtain higher payouts from platform. Bots also raised SMS and site operational costs.
- SOLUTION** Kasada integrated with the site for a 30-day Proof of Concept trial, which revealed that the current CDN-based bot defense was missing 90% of the bots.
- IMPACT** Reduced bot traffic by 96% and bot-driven follows from 88% to just 17% of total, reducing website operational costs and improving customer experience.



## CHALLENGE

Online sports betting platform needed to prevent fraud while ensuring a frictionless experience for account creation and fund deposits. Even slight delays led users to abandon signup. Current bot defense introduced too much friction.

## SOLUTION

Selected Kasada because it required no hands-on management and easily scaled to enable Pointsbet's expansion into new markets.

## IMPACT

Reduced SMS account verification costs by 60%, increased conversion rates, and yielded cleaner analytics around account sign-up and fund deposits.

## Large global gaming company

## CHALLENGE

Company faced relentless, highly sophisticated attackers targeting user accounts. Adversaries activated consoles or accessed valuable gaming content for free. CAPTCHAs were easily bypassed by solver services while frustrating real customers.

## SOLUTION

Kasada was implemented as part of multi-layered security strategy. Its threat signals were integrated with other data sources for a holistic and flexible response to attacks.

## IMPACT

Kasada's weekly, custom defense updates reduced internal effort required to respond to evolving bot tactics, which typically adapted within 24 hours. Staying ahead of attackers and concealing its defenses provided lasting efficacy and built credibility.

## Business Impact of Kasada

- ✓ Improves customer experience and protects the brand
- ✓ Reduces web infrastructure and SMS costs
- ✓ Preserves integrity of views/follower-based business models
- ✓ Delivers clean data for analytics that reflects real customers



## Proactively defend against account fraud

[SEE KASADA IN ACTION](#) ▶

