

# ESSENTIAL HOLIDAY SEASON PREP CHECKLIST FOR ONLINE RETAILERS



## EXPECT AN INFLUX OF TRAFFIC

Retailers should expect a surge in online traffic during the holiday shopping season.

In 2023 Imperva recorded a

# 12%



increase in traffic from Oct-Nov



## PREPARE FOR BOT TRAFFIC

Bot attacks are the most common threat to online retailers.

The industry experiences an average of

# 1,950

bot-related incidents daily!



BOTS  
ABUSING  
BUSINESS  
LOGIC

account for  
**43%**  
of all attacks



OTHER  
AUTOMATED  
THREATS

account for  
**12%**  
of all attacks



## PROTECT YOUR ACCOUNT AUTHENTICATION

User accounts on eCommerce websites are typically rich with financial incentives, making them a prime target for hackers and fraudsters.



Black Friday 2023 Imperva recorded an increase of

# 85%

in account takeover attacks.



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## SECURE YOUR APIs

APIs are popular in eCommerce because they enable seamless integration between various devices and platforms.



APIs support Headless Commerce architecture that allows customers to shop across multiple touchpoints effortlessly.



## SAFEGUARD THE CLIENT-SIDE

On average, almost

# 400

resources are loaded per retail site making eCommerce websites highly vulnerable to client-side data breaches.



# 76%



of JavaScript loaded on the client side of retail websites originates from third parties, increasing the risk of threats such as Magecart being introduced through the software supply chain.



## DDOS ATTACKS ARE STILL RAMPANT

When successful, these attacks can cause severe service disruptions and significant revenue loss.

Retail sites safeguarded by Imperva during the 2023 holiday season prevented an average of

# 30

  
**HRS**

of downtime per site.



## AI-DRIVEN THREATS ARE ON THE RISE

These attacks can automate phishing campaigns, generate convincing fake identities, and even adapt in real-time to bypass security measures.

Data from Imperva Threat Research reveals that retail sites experience an average of



# 569,884

AI-driven attacks daily.



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