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





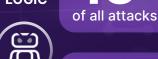
PREPARE FOR BOT TRAFFIC

Bot attacks are the most common threat to online retailers.

The industry experiences an average of

161,950
bot-related incidents daily!

BOTS ABUSING BUSINESS LOGIC



OTHER AUTOMATED THREATS

account for 12% of all attacks

account for



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.



Find out more about Imperva Application Security

imperva.com



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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.



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

Al-driven attacks daily.



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.



Find out more about Imperva Application Security