

# How Kasada protects airlines from scraping attacks and loyalty fraud

Adversaries scrape pricing and promo data, interfere with dynamic pricing, and harm customers by taking over accounts and stealing /rewards points.

Airlines are tempting targets for cybercriminals due to the vast amount of sensitive data they handle, from customer details to payment information. And the problem is getting worse.

## Automated Threats Fuel Problems for Airlines

### Scraping

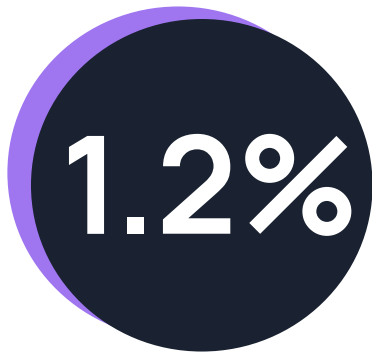
Adversaries continuously scrape flight data to keep up with dynamic pricing

### Fake Account Creation

New accounts created to perpetuate fraud

### Account Takeover

Hijacking legitimate accounts for theft of personal info or loyalty points



of an airline's annual revenue is lost to web and mobile fraud.

- *International Air Transport Association*

## Business Impact of Airline Security Threats



### Stock Hoarding

Botnets release unsold reservations at last minute



### Skewed Metrics

Feed inaccurate data into dynamic pricing and skew conversion rates



### Higher Costs

Scraping leads to excessive PSS and API queries for flight data



### Loyalty Fraud

Members have points stolen and accounts breached

## Customer Stories



### Wizz Air

Unauthorized Online Travel Agencies (OTA) were scraping Wizz. OTA-booked itineraries caused problems and customer frustration. Kasada stopped the scraping and **improved site speed and stability by 30%**.

The improved UX **encouraged direct bookings** and supported key goal: build direct customer relationships.

### Major North American Airline

Blocked 500K bot requests/day and stopped major OTA its CDN bot defense missed

“The first time Kasada prevented an account takeover event, we saw value.”

**Benjamin Vaughn**  
SVP and CISO, Hyatt Hotels

## The Kasada Difference

### Enduring protection for websites, apps, and APIs

Defeat adversaries with an always-evolving platform that's frustrating, time consuming, and expensive to attack.

### Decisive Defense

No management, rule updates, or decisions to make. Simplify your life.

### Happy Users

Hidden challenges mean zero friction and exceptional user experiences.

### Caring Team

Kasada gives you a team, not just a tool. We're accountable for stopping the bots.

## Kasada Quick Facts

**85%**

Of Kasada customers previously used a different provider. They've switched. And stayed.

**\$150B**

Dollars protected annually for eCommerce organizations.

**\$1M**

Monthly reduction in account verification and SMS costs

**4%**

Increase in conversion rates by eliminating checkout CAPTCHA

## About Kasada

Kasada has developed a radical approach to defeating automated cyber threats based on its unmatched understanding of the human minds behind them. The Kasada platform is intentionally engineered to overcome the shortcomings of traditional bot management tools. Kasada is based in New York and Sydney, with hubs in Melbourne, Boston, and San Francisco. For more information, please visit [www.kasada.io](http://www.kasada.io) and follow on X, LinkedIn, and Facebook.