The State of Security in eCommerce

$4.921 trillion
eCommerce sales predicted in 2021, a 16.8% year-over-year increase.
Source: emarketer.com

Beware of the bots!
57%
of attacks on online retail websites were carried out by bots in 2021, vs. 33% for all industries.
Source: emarketer.com

Attackers want your personal data
31.3%
of all web application attacks on online retail websites were data breaches.

¡Cuidado! Cyberattackers
45.9%
of API attacks targeting the retail industry were launched from Spain.

Wake up and smell the JavaScript
32.8%
of all bad bot attacks on retail websites are account takeover attempts, trying to steal saved credit card information, gift card balances, loyalty points, and more.

Cyberattacks on eCommerce are a worldwide problem
In Asia, attacks peak on Singles Day on November 11 and Black Friday (the Friday after Thanksgiving) in the West — both days known for high-traffic online shopping.

Cybercriminals have your wish list, too
Bad bot traffic to retail websites globally increased 788% between September and October 2020, just as pre-orders for next-generation gaming consoles were launched.

Mostly “cloudy” with a good chance of breaches
73.3%
of requests in attacks on retail websites were made from a public cloud service.

Bad bots block buyers
One-quarter of online retail traffic is bad bots, with 42.2% classified as moderate bad bots.

The USA is the top target
47.3%
of all bad bot attacks and 61.6% of all DDoS attacks on retail websites target US sites.

Holiday Cybersecurity To-do List
- Stress-test your infrastructure in advance of high traffic volume and make sure you are properly protecting against DDoS attacks across all web resources, including DNS.
- Put a bot management solution in place to allow only legitimate customers into your website. Otherwise, advanced bots will try to scoop up your products and deny legitimate users from buying.
- Ensure user passwords require a minimum number of characters, use of capitals, numbers, symbols, etc. Implement multi-factor authentication (MFA) and encourage customers to use it.
- Ensure new pages like login pages, checkout forms, and gift card functionality are properly protected by a bot mitigation solution.
- Consider using a specialized tool to help identify and assess the risks of JavaScript-based services, as well as enable you to block unauthorized ones from executing. Targeting eCommerce sites with a lot of transactions during times of high traffic is an ideal strategy for attackers.
- Beware of holiday phishing. Bad actors can masquerade as your brand, sending fake emails that offer coupons and gift cards. Alert customers and employees of any suspicious campaign making use of your brand.