

Data Contamination Defense Case Study

# Samsonite Eliminates Bot Attacks for Better Analytics

---



Samsonite is the worldwide leader in superior travel bags, luggage, and accessories combining notable style with the latest design technology and the utmost attention to quality and durability. The Samsonite brand includes Samsonite, American Tourister, Hartmann Luggage, High Sierra, eBags, Gregory products, and other labels.

## Problem

Samsonite noticed that critical marketing domains were increasing in web traffic, but conversion rates were not corresponding to the spike. Deeper investigation revealed that the skewed metrics were due to heavy bot attacks infiltrating their website. Their KPIs were skewed and were therefore unreliable. Samsonite was unable to progress with making important website decisions due to inaccurate data. Furthermore, manually cleaning the data was an intensive and reactive process that yielded inaccurate results.

**“When we dug in, what we found was that there was a significant number of individual domains that were driving traffic to the site without converting. Low and behold, it was bot traffic. It’s hard to make decisions on inaccurate data.”**

— Jay Nagrelli,  
VP of E-commerce

# Solution

Samsonite chose [Data Contamination Defense](#) to address their escalating bot problem:



## NO MORE SKEWED DATA

Data Contamination Defense filters out bot-generated traffic from real human traffic. The solution uses behavioral fingerprinting and machine learning to develop a real-time profile of each visitor to separate bot traffic from human traffic for use in analytics. This gave Samsonite confidence in their KPI data.



## EASY INTEGRATION

Samsonite uses YOTTAA for website optimization. The direct integration between HUMAN and YOTTAA allowed Samsonite to implement Data Contamination Defense quickly and effectively with no infrastructure changes. Samsonite was assured that HUMAN and YOTTAA were tightly linked with a proven solution, so it didn't have to worry about coordinating efforts between the two teams.



## IMPROVES OPERATIONAL EFFICIENCY

Samsonite's biggest concern was eliminating their manual, reactive responses to bot attacks. With Data Contamination Defense, they had an automated approach to combating bot attacks.

# Results

With Data Contamination Defense in place, Samsonite could depend on accurate KPIs to make strategic decisions that helped them continually gain market share in the luggage category. Utilizing clean data helped the company improve its conversion rates. HUMAN not only provided better analytics data, but also handled all malicious bot activity including carding or account takeover (ATO) attacks.

With Human, Samsonite could set it and forget it. This gave them peace of mind because they no longer had to worry about managing, detecting or mitigating bot attacks. The automated solution allowed the team to stop manually responding to bot attacks, saving time and money. Instead, they could focus on strategic tasks that directly impacted the company's bottom line.

# About HUMAN

HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform.