Ocado.com Eliminates Client-Side Threats to Ensure Customer Loyalty and Trust

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PREVENTING JOURNEY HIJACKING

THE CUSTOMER: OCADO.COM

Ocado, the UK's top digital-only supermarket, was established in 2000 and has become one of Britain's leading online retailers with a strong focus on technology and innovation. Given its unique digital strategy, Ocado invests continuously in protecting their returning customers, loyalty and trust.

THE PROBLEM

The customer's pro-active approach led it to learn about severe, yet invisible, threats due to unauthorized ads, banner, pop-ups and spyware that were injected to its website without its permission.

In recent years, the online retail sector has been facing a new yet rapidly growing type of threat. Unlike other security attacks that target online retailers' servers and infrastructure, Client-Side Threat runs through users' devices or browsers and therefore bypasses any server-side security shield.

These threats are often bundled into software actively installed by end-users and therefore not illegal. These threats aren't invisible to online retailers, as it is served on end-users browsers, but also undetectable by end-users anti virus.
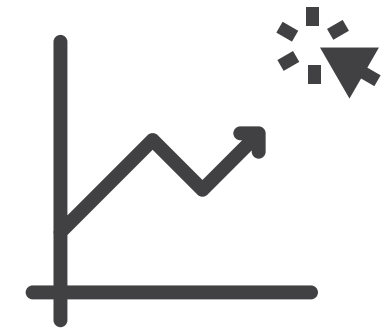
Online retailers sites are threatened by unauthorized injected ads, banners, in-text ads, pops-ups, affiliate hijacking and competing product / price comparison ads that not only lure customer away, but also jeopardize the page layout integrity and the conversion-driven customer journey. Many product ads re-direct customers within the website exploiting the online retailer's affiliation codes, resulting in significant increase in affiliation costs.

THE BOTTOM LINE

By deploying Namogoo's DigitalKnight ™ solution, Ocado ensured that registered and returning users enjoyed a safe and distraction-free customer journey.
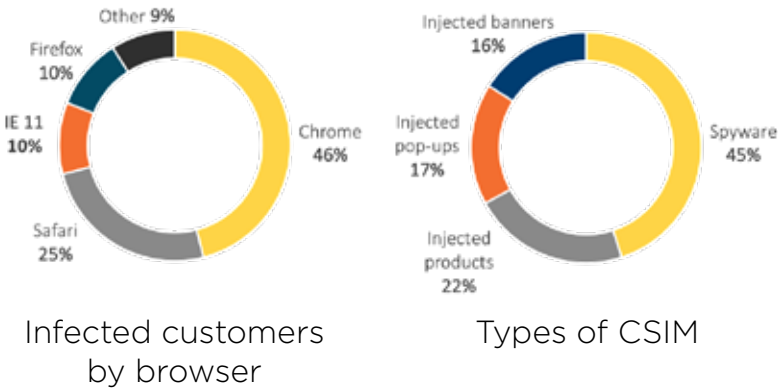
Since deploying DigitalKnight ™, Ocado experienced a noticeable improvement in its sales funnel, including a significant uplift in customer retention and conversion.

By leveraging Namogoo's DigitalKnight™ solution and eliminating client-side spyware, Ocado positioned itself well ahead of its peers by better protecting its customers and their data and offering an increased sense of security and trust.

THE RESULTS

Within 24 hours from adding Namogoo's tag to Ocado's pages, Ocado gained visibility to the many types of Client Side Threats that threaten its online assets. Namogoo's platform identified millions of unauthorized ads as well as spyware scripts.

Other 9%
Firefox 10%
IE 11 10%
Chrome 46%
Safari 25%

Infected customers by browser

Injected banners 16%
Injected pop-ups 17%
Injected products 22%
Spyware 45%

Types of CSIM

9.94%
Average percentage of customers infected with CSIM

291K
Infected visits over a 30-day period

8M
Infected pages over a 30-day period

12M
Injections blocked over a 30-day period

THE VALUE

By deploying Namogoo's DigitalKnight ™ solution, Oscado was able to:

- Improve the customer journey and ensure its sales funnel is optimized as designed, blocking customers from being lured away

- Ensure customer trust by offering a distraction-free experience while protecting sensitive and private customer data

- Protect the strength of its brand and customers loyalty by removing unauthorized ads and inappropriate content

- Improve loading performance by removing unauthorized video ads and other hidden components

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> It is our ambition to be a digital retail leader and that means being proactive when considering how we protect our customers and offering the most effective and safest shopping experience across all channels
>
> Thomas Thomaidis | Head of Marketing and Insight for Grocery at Ocado

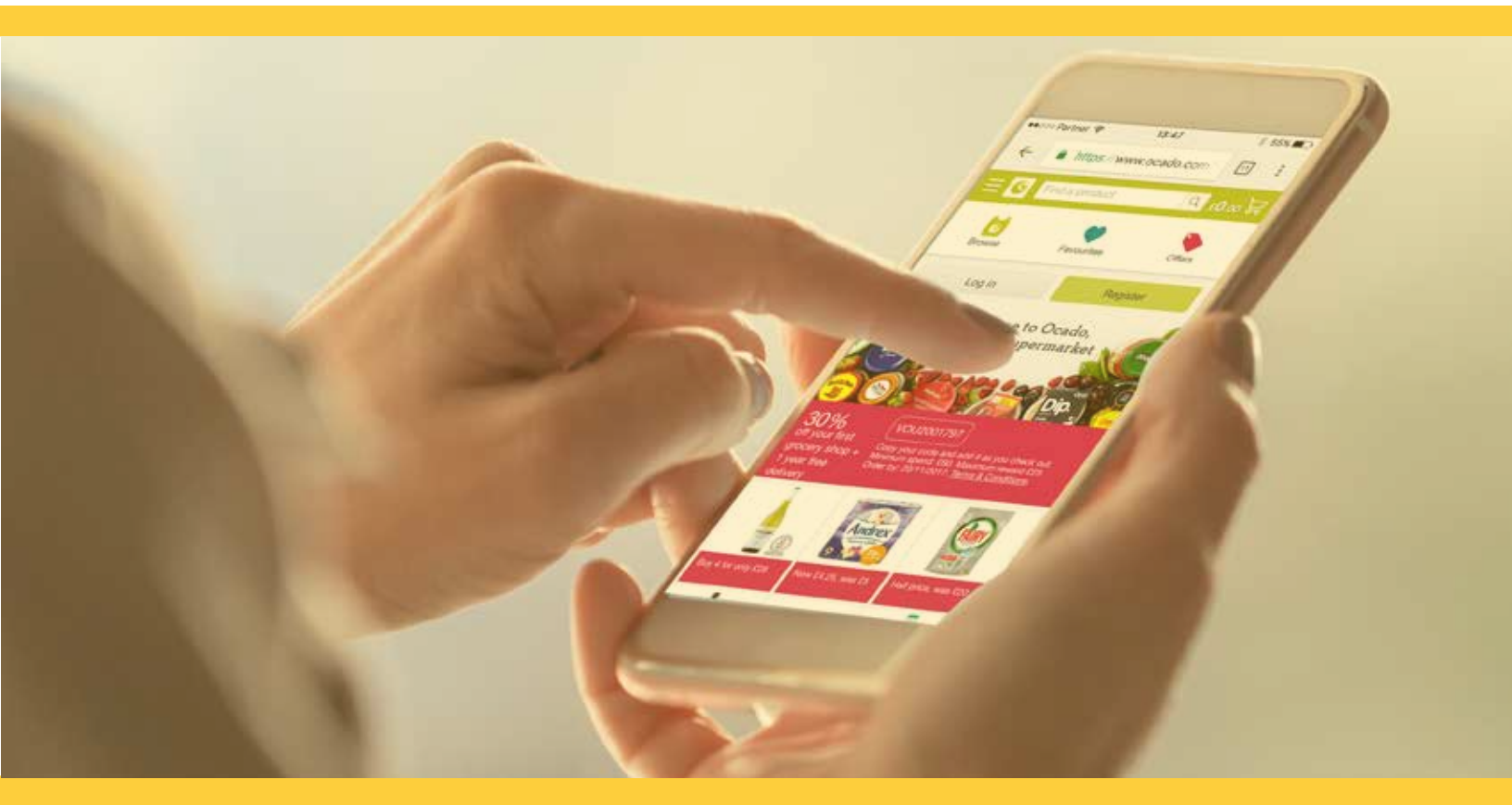## THE BOTTOM LINE

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