

# Global E-Commerce Platform Cuts Fake Account Creation 54%

One of the world's largest e-commerce platforms faced rampant fake account creation and downstream abuse including fake reviews, fraudulent listings and spam, while the in-house solution caught legitimate users and created excessive friction.



## The Challenges

**Fake Account Creation at Scale:** Bad actors used bots and teams of human fraudsters to create new accounts that could be activated repeatedly to commit fraud, leave fake reviews, sell fake items and send spam messages.

**Ineffective In-House Solution:** Legacy homegrown fraud detection proved largely ineffective at stopping attacks while catching good users, creating onerous authentication processes with too much friction.

**User Experience Degradation:** As fraud was running rampant, legitimate buyers and sellers were left frustrated, threatening platform trust and growth.



## The Arkose Titan Solution

**New Account and Login Protection:** Deployed Arkose Titan platform at account creation and login stages across Europe, North America and Asia to compare results against the incumbent homegrown solution.

**Real-Time Intent Determination:** Adapted to real-time signals and changing traffic patterns to determine intent behind traffic, triaging suspicious sessions as trusted or potentially fraudulent.

**Targeted Enforcement Challenges:** Served suspicious traffic with 3D puzzles designed against machine vision technology, rendered in real time with countless permutations to prevent bots from solving at scale.

**White-Labeled Customer Experience:** Customized challenges with platform branding to optimize customer experience and make solving feel seamless.



## Business Results

**54% Reduction in Fake Accounts:** Immediately achieved 54% decrease in fraudulent new account creation compared to incumbent in-house solution, resulting in a substantial reduction in downstream abuse such as chargebacks, fake reviews and fraudulent listings.

**Detected Previously Invisible Threats:** Identified and stopped human sweatshop attack originating from Bangladesh that would not have been detected prior to Arkose Titan deployment.

**Improved Resource Allocation:** Accurately identified peak fraud attack times, enabling appropriate resource allocation and operational efficiency.

**Enhanced User Experience:** Reduced friction for legitimate users while maintaining robust security.

**SCHEDULE CALL  
WITH AN EXPERT**

Arkose Labs is the leading global provider offering a proactive fraud deterrence platform purpose-built to neutralize modern attacks, including those powered by Agentic AI and large language models (LLMs). Its comprehensive solution combines proprietary device identification (device ID), behavioral analysis, phishing protection, email intelligence, scraping prevention, API defense and bot management. Headquartered in San Mateo, California, the company maintains a global presence with offices throughout APAC, Central America, EMEA and South America. © 2026 Arkose Labs. All rights reserved.