

International Airline Stops Inventory Hoarding and Reclaims Pricing Control

An international airline's existing fraud prevention proved inadequate against more than 5,000 high-volume bot attacks daily that artificially inflated prices and drove customers to competitors, threatening 20-30% of potential revenue.



The Challenges

Inventory Hoarding at Scale: Attackers used smart bots to hold bookings on high-demand routes only to release them near reservation window expiration, creating false scarcity that drove customers to competitors.

Artificial Price Inflation: Dynamic pricing algorithm responded to bot-driven fake demand, artificially raising seat costs and deterring legitimate customers from completing bookings.

Revenue Loss and Customer Churn: Lost 20-30% of traffic due to inventory exhaustion attacks that frustrated consumers and drained internal resources, as brand reputation was damaged due to attack-manipulated pricing.



The Arkose Titan Solution

Booking Flow Protection: Deployed Arkose Titan platform in booking flow with zero-code integration to provide accurate attack detection at the point of inventory reservation.

Email Intelligence Integration: Implemented Arkose Titan's Email Intelligence to quickly identify fake and throwaway email addresses without manual analysis, tackling abuse early in the booking process.

Multi-Layer Detection: Used behavioral biometrics analysis and device intelligence to identify activity from both automated bots and human fraud farms.

ACTIR Threat Intelligence: Arkose's ACTIR team identified notorious CAPTCHA-solving tools being used in attacks and deployed targeted strategies to neutralize their effectiveness.



Business Results

Near-Immediate Attack Detection and Mitigation: Stopped bot-driven attacks almost immediately upon deployment, eliminating inventory hoarding and false scarcity.

Consistently Stops 10K+ Monthly Malicious Bookings: Prevents tens of thousands of fraudulent booking attempts per month before they impact inventory or pricing.

Regained Pricing Algorithm Control: Restored accurate dynamic pricing based on genuine demand, eliminating artificial inflation caused by bot-driven fake bookings.

Reduced Customer Churn: Recovered brand positioning as low-cost airline provider by eliminating attack-manipulated pricing that drove customers to competitors.

**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.