

Gaming Platform Enhances Player Experience, Thwarts Automated Attacks and Saves Millions

KEY RESULTS



Protected genuine players from **account takeovers**



Achieved a **15x reduction** in fraudulent activity



Restored economic balance and **fair play**

OVERVIEW

A global leader in sports video games faced a critical challenge: Sophisticated fraudsters were undermining both its bottom line and players' enjoyment. Automated bots were exploiting game mechanics to farm virtual currency for real-money trading on black markets, while simultaneously disrupting the in-game economy and hijacking legitimate player accounts through account takeovers (ATOs).

The company needed more than just a security solution—it needed a way to protect its ecosystem without creating friction for millions of genuine players who valued smooth, uninterrupted gameplay. By partnering with Arkose Labs, it found a solution that not only stopped fraud but actually improved the overall gaming experience.

THE BUSINESS PROBLEM

As one of the gaming industry's most successful franchises, the company had become a magnet for sophisticated fraud operations. Existing security measures

were proving inadequate against increasingly creative attacks that threatened multiple aspects of its business:



Economic Disruption: Fraudsters manipulated the in-game economy by monopolizing valuable assets and flooding the market with illegitimate currency, creating inflation that punished honest players who had invested time and effort into building their collections.



Player Trust Erosion: Account takeovers left legitimate users feeling vulnerable and frustrated, as fraudsters drained hard-earned assets and destroyed months or years of progress. This breach of trust risked damaging the company's reputation and player retention.



Competitive Integrity: Bot-driven accounts gained unfair advantages, making it nearly impossible for genuine players to compete on equal footing. This fundamental breach of fair play struck at the heart of what made the games enjoyable.

With gaming ranking as the [#3 industry for both volume and severity of attacks](#), as recent Arkose Labs research shows, the company recognized it needed a sophisticated solution that could adapt to evolving threats while respecting the player experience.

THE ARKOSE LABS SOLUTION

The company deployed Arkose Bot Manager, a solution specifically designed to balance security effectiveness with user experience. Rather than relying on traditional bot mitigation that often frustrates legitimate users, Arkose Bot Manager takes a more nuanced approach.



Intelligent Detection: The system analyzes over 225 risk signals, distinguishing between genuine players and bad actors with remarkable precision. This means legitimate users rarely encounter security challenges, maintaining the flow of their gaming experience.



Economic Disruption Strategy: Arkose Labs actively neutralizes threat actor groups and destroys the ROI of the most advanced, AI-powered attackers. This approach targets the root of the problem by making large-scale, automated attacks economically unviable.



Seamless Integration: Understanding that immersion is crucial to gaming, Arkose Labs created custom enforcement challenges using visual elements from the games themselves. When challenges are necessary, they blend naturally with the game's aesthetic, feeling more like a mini-game than a security check.



Adaptive Defense: The system evolves in real time to counter new attack vectors, ensuring long-term protection without requiring constant manual updates that might interrupt service.

THE RESULTS: SECURITY MEETS SEAMLESS EXPERIENCE

The implementation delivered transformative results across both security and user experience metrics:

For the Players

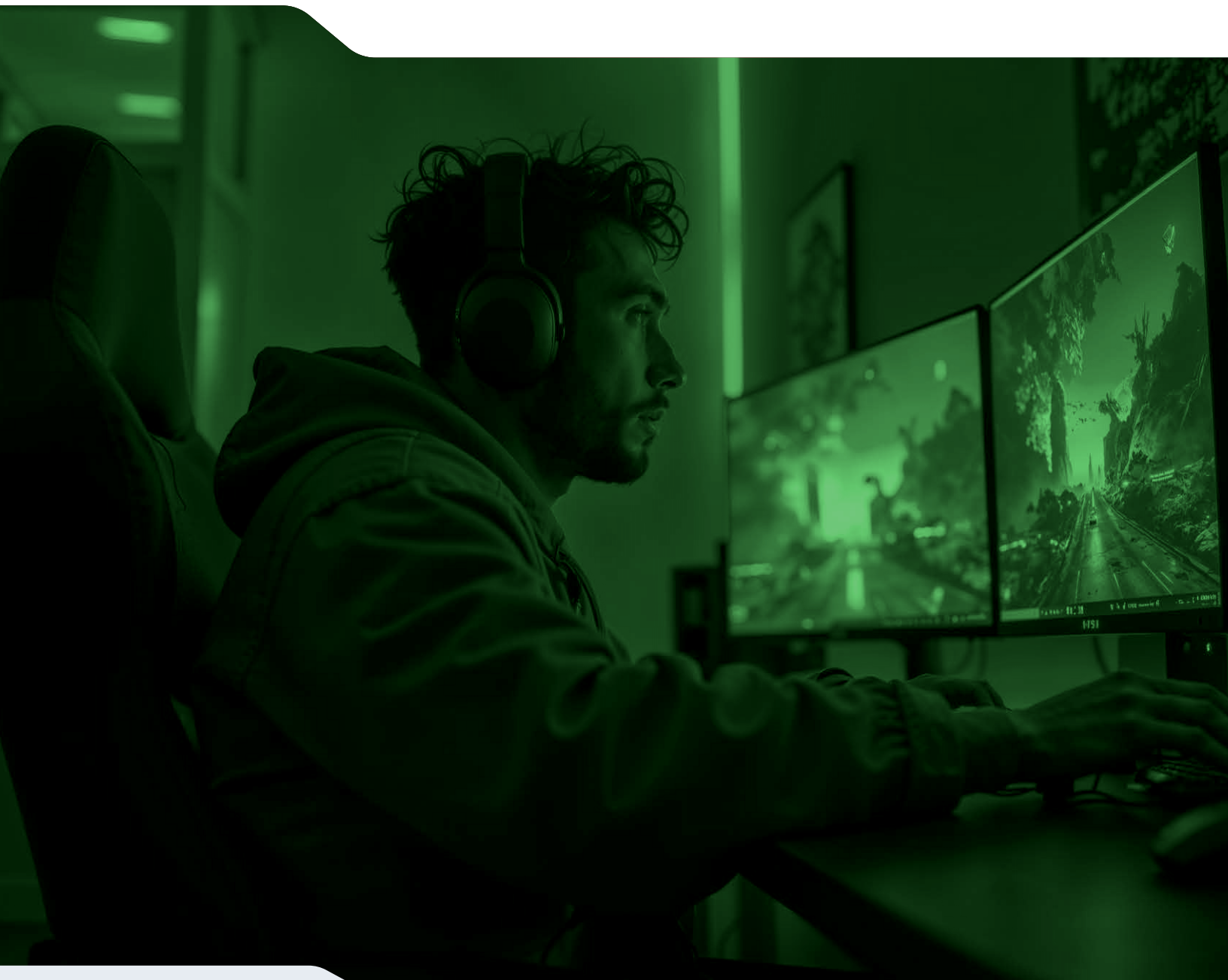
- Restored confidence in account security and asset protection
- Balanced in-game economy where effort and skill are properly rewarded
- Maintained smooth, uninterrupted gameplay for legitimate users
- Enhanced competitive integrity with dramatically reduced cheating

For the Business

- Fraudulent activity dropped by an impressive 15-fold
- Millions of dollars saved from eliminated currency farming and auction house manipulation
- Valuable insights gained from session data, enabling proactive threat response

Perhaps most importantly, these security improvements were achieved without adding friction to the player experience. Genuine users continued enjoying their games seamlessly, while fraudsters found their operations no longer profitable.

This partnership demonstrates that effective fraud prevention doesn't require sacrificing user experience. By understanding both the technical and human elements of gaming, Arkose Labs helped create an environment where legitimate players thrive while fraudsters find no foothold. The result is a more enjoyable, fair and sustainable gaming ecosystem that benefits everyone—except the bad actors.



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