

Gift Card Leader Cuts Attacks by 98% and Reduces Human-Driven Fraud by 60%

A global leader in prepaid and gift card solutions with hundreds of partners across dozens of countries. A high-value target for card stuffing attacks where bad actors validate stolen or generated card numbers at scale to identify active cards.



The Challenges

Card stuffing attacks at volume, with bad actors attempting to validate stolen and generated card numbers across the company's network of sites.

Legacy CAPTCHA solution bypassed by bots using machine vision technology, while simultaneously creating friction for legitimate consumers.

Existing defenses failed to stop sophisticated automated and human-driven attacks, allowing bad actors to disrupt operations and drive financial losses.

Needed cross-site data visibility and actionable fraud insights that the prior solution could not provide.



The Arkose Titan Solution

Arkose Titan deployed across the company's network of sites, combining real-time risk signals, advanced analytics, and adaptive enforcement challenges to stop both automated and human-driven attacks.

Arkose MatchKey challenges made automated attacks prohibitively expensive and time-consuming, stopping advanced bots including those leveraging AI and machine vision technologies.

Human fraud attempts frustrated through escalating challenge difficulty, making attacks costly and economically unviable.

Actionable fraud insights delivered to the security team, enabling faster response to emerging threats and streamlined collaboration across internal teams.



Business Results

98% reduction in successful automated attacks within weeks of deployment.

Over 60% decrease in human-driven fraud following deployment.

Legitimate consumer experience fully preserved with no added friction.

Deployment expanded across additional sites following initial results.

Security team gained meaningful visibility into attack patterns for the first time.

"We needed a more robust solution; we weren't getting any insights into the data with our old solution. Arkose Labs provided us with custom data and insights that we can share across teams internally."

— CISO

**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.