Shape Recognize™

Increase top-line digital revenue and improve customer experience
by eliminating login friction for legitimate returning consumers

Some Security Trade-offs Frustrate Legitimate Consumers and Impact Revenue

In a hyper-competitive digital market, consumers have many choices at their fingertips. Often, the ability to quickly login, research and transact is a key competitive advantage and makes for happy, repeat customers.

For many brands, the tension between friction-free consumer experiences and application security can lead to compromises that directly impact business outcomes. For example, many B2C web applications aggressively limit web session length in an attempt to deliver improved app security, but doing so can also frustrate legitimate repeat customers. For typical B2C web applications, up to 30% of legitimate human traffic struggles to successfully login.

Now, organizations have a new tool to remove the tension between friction-free e-commerce and security: Shape Recognize. Shape Recognize allows B2C organizations to provide secure persistent login, like Amazon, GMail and PayPal (90 days or more); this change can help drive a 1-2% increase in online revenue.

Shape Recognize Helps Find and Recover Legitimate Users Experiencing Re-authentication Distress

Shape Recognize rescues known, good consumers from the frustration of excessive logins and re-authentication, helping brands safely grow top-line revenue. Shape Recognize achieves this by accurately identifying, in real-time, returning consumers and other legitimate consumers through the power of deep analytics and the broad reach of the Shape network. With this insight, your web applications can dynamically reduce or eliminate login friction, capturing increased revenue while delivering frictionless experiences for legitimate customers and other returning consumers.

Figure 1: Grow top-line revenue while helping legitimate users in distress
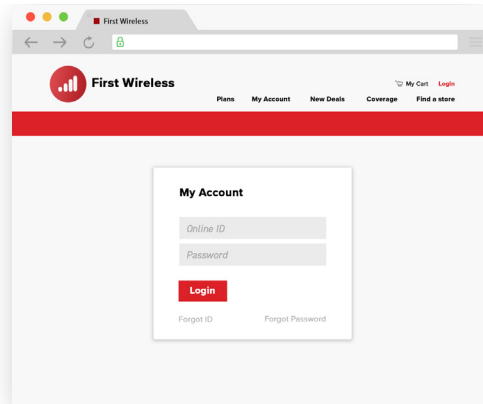
Account Login

On average, **70%** of the traffic to a B2C login page successfully login the first time.

However, **20%** struggle and fail on their first attempt, though they eventually get in.

Typically **10%** never succeed and abandon logging in. Some of these frustrated users who abandon login are known good users, many of whom go on to purchase from other brands.

SHAPE RECOGNIZE

- Increase in top-line revenue by up to 2%,

- Increase repeat customer share of wallet.

- Enhance customer usability.

- Lower support cost.

How It Works

Shape Recognize leverages a proven architecture that is deployed to defend ~40% of the B2C brands in the Fortune 500 from fraud and abuse attacks. Everything that Shape learns and uses over one billion times per day to defeat application attacks can now be leveraged to enhance the consumer experience for known legitimate consumers.

Every time a web application session is initiated, Shape Recognize leverages a proprietary set of signals and advanced analytics to deliver a real-time recommendation.
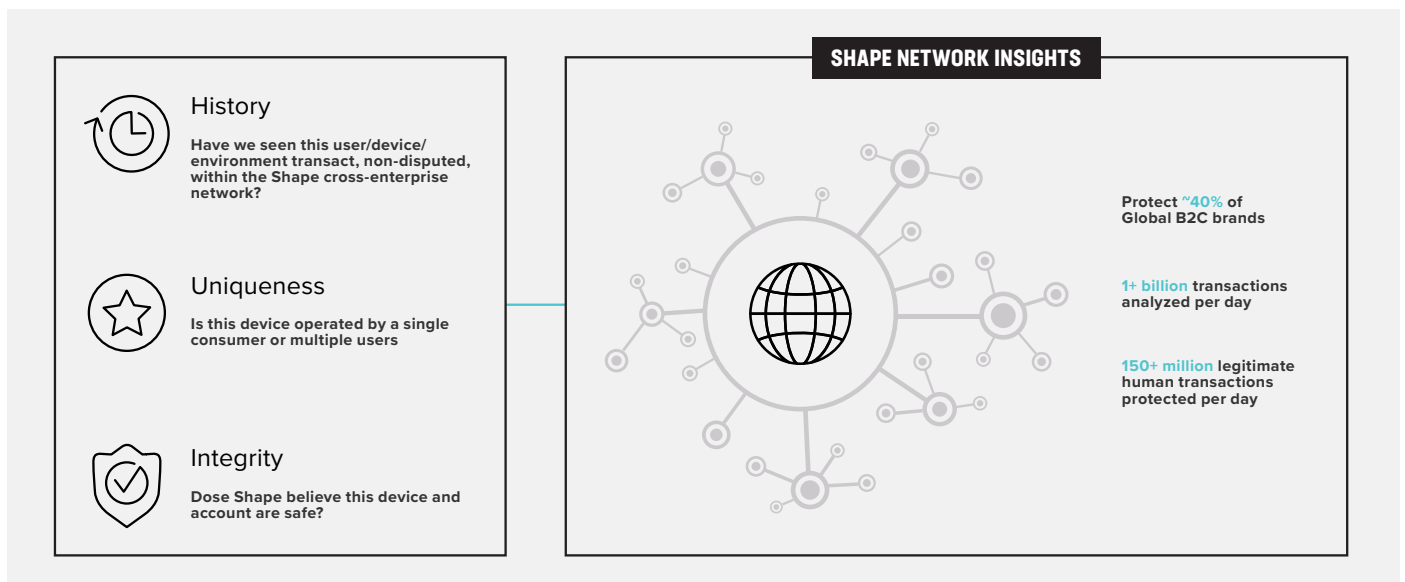

History
Have we seen this user/device/ environment transact, non-disputed, within the Shape cross-enterprise network?

Uniqueness
Is this device operated by a single consumer or multiple users

Integrity
Dose Shape believe this device and account are safe?

SHAPE NETWORK INSIGHTS

Protect **~40% of** Global B2C brands

1+ billion transactions analyzed per day

150+ million legitimate human transactions protected per day

Figure 2: How Shape Recoginze identifies consumers you can trust

Your Organization can Leverage Shape Recognize to Identify and Understand Legitimate Customers in oder to:

- Evaluate trust

- Reduce transaction friction

- Increase conversion rates

- Boost brand loyalty

And with Shape Recognize, organizations can achieve these outcomes while preventing new payment fraud through fake or compromised accounts.

Treat Your Good Consumers Better and Safely Grow Revenue

Now web application owners can recalibrate the tension between friction-free e-commerce and application security with Shape Recognize as they safely grow revenue and improve overall application user experience.

Protect Your Business Online Today

Protect your online applications from credential stuffing, account takeover, unwanted scraping, carding and other sophisticated online attacks and automation traffic that would otherwise result in large scale fraud, inflated operational costs, and additional friction for your users.

To learn more, contact your Shape Security or F5 representative, or visit shapesecurity.com or f5.com.