

“Why did we use hCaptcha? No one else could deliver on the features and performance we needed. They got us up and running quickly, and our merchants love the experience.”

—Alex Murphy, Product Manager, Flash, Shopify



Industry

Online Commerce

Product

Cloud-based e-commerce platform

Location

Worldwide

About Shopify

Shopify is a global commerce company powering 1.7 million businesses around the world, including Allbirds, Gymshark, Heinz, Staples, and many more. It enables merchants to sell more efficiently, providing them with the tools they need to start, grow, market, and manage retail businesses of any size.

THE PROBLEM

Shopify merchants sometimes offer limited release sales for highly popular items that can be quickly resold at a profit on secondary markets.

An entire industry has sprung up around running bots and proxies to purchase all of the items made available during a limited release in order to resell them at a profit, depriving fans of the brand from direct participation in the sale.

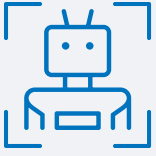
While Shopify offers extensive bot protection solutions to merchants, it wanted to give them more options for customization. Shopify needed a way to let its merchants easily keep out the vast majority of bots in this extremely challenging limited release scenario, where a high financial incentive means attackers are both sophisticated and persistent.

Shopify decided to offer merchants a customizable skill testing challenge question feature, which would allow them to ask all buyers specific trivia questions at checkout. This would slow down bots, while giving merchants a fun way to engage with their biggest fans and buyers.



“Giving real fans a chance to participate is critical for our merchants when doing a limited release flash sale.”

—Alex Murphy, Product Manager, Flash, Shopify



hCaptcha provides more reliable bot detection while being simple for humans to solve.

THE SOLUTION

hCaptcha: A New Approach to Bot Detection and Prevention

Shopify considered other vendors to help develop a customizable skill testing challenge question feature, but ultimately hCaptcha's combination of unique features, massive scalability, and deep domain expertise in online security were the deciding factors.

"Our engineering team has been very happy with the results we've seen from hCaptcha. The feedback has been great," said Murphy. "Their platform scales well, and when we wanted to customize the user experience further, the hCaptcha team delivered a robust feature set at impressive speed."

hCaptcha's enterprise services quickly integrated into Shopify's development workflows. Leveraging hCaptcha's simple programmatic challenge features, Shopify can now enable merchants to launch custom challenges to meet their needs while receiving the bot protection they expect with minimal configuration required.

[Learn more](#)



hCaptcha

Not Just Bot Detection

hCaptcha provides its customers with one of the world's most accurate and sophisticated bot detection platforms. Shopify has benefited from the deep domain expertise of hCaptcha in delivering robust custom challenges to block the most persistent bots in real-time. The solution protects Shopify merchant's high-throughput flash sales, speeds up its go-to-market activities and saves the organization time and money.