DataDome

How Kaizen Gaming secured millions of players against credential stuffing & account fraud

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kaizen GAMING

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Kaizen Gaming, a global sports betting and gaming leader, operates the premium brand Betano, serving millions across Europe, Latin America, Africa, and North America. Facing challenges with bot-driven fraud and operational strain, Kaizen partnered with DataDome. Through seamless integration and real-time protection, they drastically reduced bot traffic, safeguarded user accounts, and optimized team efficiency. DataDome's accurate, automated solution enabled Kaizen to focus on growth while ensuring superior customer experiences.

✓ **Safeguarded login & registration pages**

✓ **Significant time savings & streamlined operations**

✓ **Cost savings & reduced risk**

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> With DataDome, the decrease in bot traffic was so significant that our teams could finally focus on more important tasks than constantly monitoring and correcting brute-force attacks.
>
> **Nikos Theodosiadis**
> Information Security Engineer at Kaizen Gaming

The challenge: bot-driven fake accounts & account takeover attacks

Like any major player in the gaming industry, Kaizen Gaming faced relentless challenges related to online fraud on its platforms. Bots targeted promotional bonuses, creating large numbers of fake accounts and executing credential stuffing attacks on user accounts, which resulted in serious risks for the company.

"Before implementing DataDome, bots were exploiting our systems to abuse bonuses and fake registrations," explains Nikos Theodosiadis, Information Security Engineer at Kaizen Gaming. "The impact was significant—not just financially, but operationally, as our teams were overwhelmed with manual remediation efforts."

Fraudulent traffic from some affiliates further complicated matters, inflating payouts through deceptive practices. With millions of users and a growing presence worldwide, Kaizen needed an automated, scalable solution to protect its platforms. They tested two vendors: DataDome and a competitor.

Learn more at DataDome.co

The solution: superior accuracy, quality support & easy onboarding

Kaizen Gaming initiated a rigorous proof-of-concept (POC) process to identify the best bot management solution. "When we started the POC, we focused on two key factors: how effectively each solution could detect and block fraudulent bot traffic, and how seamless the implementation process would be," says Nikos.

DataDome's integration process stood out from the start. Within just one day, Kaizen was able to deploy DataDome's solution on three lower-traffic domains to test its effectiveness. The process was straightforward, supported by detailed documentation and hands-on assistance from DataDome's engineering team.

"The integration was very good," recalls Nikos. "Whenever we encountered an issue or something we didn't understand well, the team provided immediate support."

Through this trial phase, DataDome demonstrated great accuracy, particularly in identifying complex and stealthy bot behaviors such as credential stuffing attempts, fake account creations, and affiliate fraud using bot-generated traffic. Kaizen Gaming's Information Security team decided that DataDome was the right solution for them.

The results: stopping bots & fraud while ensuring optimal user experience for real gamers

As DataDome's bot detection took hold, the wave of bad bot traffic threatening Kaizen systems drastically dropped. Fraudulent activities were now almost entirely mitigated. For the first time in years, the team wasn't scrambling to react to bot-driven crises, as Nikos recalls: "The decrease in bot traffic was so significant that our teams could finally focus on more important tasks than constantly monitoring and correcting brute-force attacks."

Improved security enabled Kaizen Gaming to enhance its relationship with its affiliates, who now have clear insights from DataDome's intuitive dashboard. Perhaps most importantly, Kaizen's customers haven't noticed a thing! Legitimate users enjoy seamless access to Kaizen domains, unhindered by the anti-bot system. "We didn't receive a single complaint about false positives or usability issues," Nikos shares with pride.

Encouraged by these results, Kaizen Gaming expanded the implementation of DataDome across other domains and applications. For Nikos and his team, working with DataDome is very satisfying, as they can rely on both the technical team to take care of the bots and the support team to help them quickly if any problem arises. "The support team is one of the reasons we're so happy. Whether through Slack or tickets, responses are fast, even when the dedicated account manager is unavailable."