

8x8.

Protecting Peak Sales Events with Adaptive Authentication

Scaling Fast Without Scaling Risk





Securing the Customer Journey in Retail's High-Risk Moments

Major sales events compress millions of interactions into hours. Every touchpoint, from login to checkout to payment, becomes a target the moment traffic spikes.

Retailers operating at scale face a compounding problem: the same moments that drive peak revenue also attract peak fraud. With global e-commerce projected to hit [US\\$6.42 trillion by 2025](#), every vulnerability in the customer journey carries real commercial consequences.

Where Retail Authentication Breaks Down

High-traffic events don't just test your infrastructure; they expose every gap in your identity layer.

Bots arrive before real shoppers, mimicking human behaviour to bypass basic filters. Credential-stuffing attacks surge when login volumes spike, making anomalies harder to detect.

Scalper bots clear limited inventory in seconds, locking out legitimate customers. And at the payment step, where fraud is most costly, suspicious activity hides inside the surge of genuine transactions.

[78% of users](#) reuse passwords, making credential-based attacks highly effective precisely when your platform is busiest.

Without identity-level checks at every stage, retailers face chargebacks, inventory abuse, and reputational damage, all compressed into the window of a single sales event.





Descope: A Real-Time Authentication Layer Built for Scale

Descope provides a flexible, real-time authentication layer that secures every customer touchpoint without introducing unnecessary friction. It provides:

- **Adaptive, risk-based authentication**
Verification remains invisible during normal behaviour and steps up instantly when risk signals appear.
- **Passwordless access**
Passkeys, magic links, biometrics, and social login reduce abandonment while strengthening security.
- **Bot and abuse prevention**
Stops automated sign-ups, scalper bots, and credential attacks before they reach checkout.
- **Visual authentication orchestration**
Teams design and adjust authentication flows quickly using a no-code builder, without backend changes.
- **Region-ready scalability**
Supports high-traffic sales, cross-border growth, and Asia's mobile-first environments.



Protect Revenue, Trust, and Growth with 8x8 Descope

Authentication is no longer a single checkpoint. It is a continuous layer that protects revenue during peak demand, secures every customer interaction, and adapts as threats evolve.

With 8x8 [Descope](#), businesses gain a modern authentication foundation that blocks fraud in real time while keeping legitimate customers moving.

Explore how Descope powers secure, frictionless digital experiences at scale. For deeper insights, continue reading the full articles here:

[Safeguard High-Traffic Sales with Descope's Real-Time Authentication Layer](#)

[How Secure Customer Authentication with CIAM Drives Business Success: Benefits for CX & Best Practices](#)

[Reinforcing Trust: Tackling Fraud with Stronger Authentication in Finance](#)

