



Black Friday

Checklist for
~~**Retailers**~~
Attackers

NETACEA

It's November. Black Friday is upon us (once again).

Retailers have spent months planning every aspect of their peak trade campaigns.

But bot operators have been equally busy...

How have your preparations stacked up against that of threat actors and fraudsters?

Swipe to find out →

Data hygiene and testing

- ✓ Review last year's Black Friday campaign
- ✓ Clean send list of duplicates and spam
- ✓ A/B test subject lines, send times, forms and automated flows
- ✓ Test messaging on unengaged audience segments
- ✓ Set dates for promotion duration, sends and reminders

Resource development

- ✓ Create fake accounts in bulk to speed up automated checkouts on Black Friday
- ✓ Buy or rent proxies to disguise bot traffic and bypass defenses
- ✓ Develop, rent or buy bots required to execute automated attacks
- ✓ Acquire list of leaked credentials from data dumps to test on other sites



Campaign planning and setup

- ✓ Determine Black Friday offers based on inventory, competitor intelligence and trends
- ✓ Shift overstocked items and old inventory with email promotions
- ✓ Refocus and ramp up paid advertising budgets and bids
- ✓ PR to make retail publications and blogs aware of your best deals

Reconnaissance

- ✓ Web scraping to get baseline prices, detect unlisted product pages, track pricing changes and errors
- ✓ Choose retailers and products to target based on profitability analysis
- ✓ Configure bots and modules to target these and bypass any defenses detected
- ✓ Acquire credential stuffing configs to attack specific websites likely to be busy during Black Friday



Black Friday sale goes live

- ✓ Send early access discount codes to email lists
- ✓ Publish gift guide content organically and on paid social
- ✓ Email + social campaign counting down to deals going live
- ✓ Retarget 90-day audience with adverts highlighting offers on related products
- ✓ Refresh cart abandonment automation messaging with Black Friday deals

Attack execution on Black Friday sales

- ✓ Automate checkout of low availability items
- ✓ Automate relisting of items on secondary markets
- ✓ Automate checkout of heavily discounted or mistakenly free items
- ✓ Credential stuffing hidden within seasonal traffic patterns to takeover accounts and steal personal/financial information



Review of Black Friday performance

- ✓ Review KPIs and report back to the team
- ✓ Adjust strategy leading into rest of holiday season
- ✓ Make recommendations for next year's event

Post attack on Black Friday sales

- ✓ Relist heavily discounted items at or close to RRP on secondary markets
- ✓ Boast about successful purchases in online forums and sell tools and skills to other users for rest of peak trade season



Find out what threat actors are saying about your brand this Black Friday.

Book your
Black Friday Threat Report from the Netacea
Threat Intel Center now.

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