PROTECT USER EXPERIENCE ON THE WEB

INCREASE YOUR ONLINE CONVERSION RATES

CHALLENGE

Enterprises spend large sums of money in attracting customers to their sites, and in building engaging and outstanding user experiences. And yet, conversion rates on the web remain low.

What is the problem? Modern web apps and websites are "client- heavy" and much of the code executes via JavaScript on the client browser. Traditional security controls such as web application firewalls do not have visibility into client-side execution. As a result, enterprise websites are unable to assure content and code delivery on client devices.

Without adequate browser-side controls, malicious extensions, client-side malware etc., could inject malicious content and code. These could lead to disrupted user experience, redirection of customers to competitor sites and overall low conversion rates on the web. Traditional security controls such as web application firewalls do not have visibility into client-side execution.

- **Competitor Ads**. For example, users could be shown content and ads that are competitive to the products and services an enterprise is offering on their site. An ad injection initiated by a malicious extension running in the browser might display competing product offers.
- **User Redirection Attacks.** Malicious code and links could be injected into a page that can redirect users from an enterprise website into a competitor website, effectively stealing users and causing cart abandonment and reducing conversion rates.
- **Broken Functionality and Content.** Content and code injection attacks could cause your websites to misbehave, leading to broken functionality and a poor user experience.
- **User Data at Risk.** Fake input forms (e.g., login forms) could be displayed to the user, prompting the user to type in sensitive information that could then be grabbed by the attacker.

SOLUTION

Tala's enterprise website security platform helps you preserve your user's web experience, block unapproved content, reduce stealing (redirection) attacks on users, and increase conversion rates on the web.

- **Understand your risks.** Tala's cloud-based website behavior analysis provides a comprehensive risk assessment to help you understand potential risks sources of malicious code and content.
  - Tala automatically determines reputation and behavior of all the sources of legitimate content (e.g., images, fonts, style-sheets) and code (JavaScript), as well as legitimate data exchange and connections, on every page of your website.
- **Block unapproved content and code and malicious data collection.** If Tala's protection module is installed on your enterprise website, Tala monitors the client-browser for anomalous content and JavaScript and blocks them in real-time.
  - Tala blocks malicious content, redirect links and malicious code from being executed by the browser, thus preventing a wide range of attacks intended to disrupt your user's online experience or steal them away from your sites.
  - Tala monitors third-party JavaScript behaviors while they execute in the browser, ensuring that they are only collecting data that they should have access to.

FEATURES & BENEFITS

- **Content Protection:** Tala protects against injected content of various kinds – images, fonts, stylesheets, iFrames etc.
- **Script Protection:** Tala protects against malicious scripts from being injected into the browser either through a client-side or a server-side (including third-party) compromise.
- **Data Protection:** Tala protects against malicious or inadvertent data collection by third-party services integrated into your site.
- **Comprehensive:** Tala works to protect both PC and mobile web users.
- **Incident Response and Analytics:** Tala provides comprehensive analytics and incident response support to pin-point where and how your mission critical web assets are being attacked.
- **Quick Installation:** Tala policies install in minutes and require no changes to the application code. Tala supports all major web server technologies.

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