CRITICAL**START**®

TLP WHITE // [CS-TR-24-1101] The Holiday Rush: Mitigating Cyberattacks Amidst Discount Sales Season

As the holiday shopping season unfolds from Thanksgiving through Black Friday and Cyber Monday, businesses across all sectors face a double-edged sword: unprecedented sales potential alongside heightened security challenges. Particularly, the proliferation of online scams, ecommerce fraud, and other cybercrimes pose the most financial and reputational risks for businesses.

In 2023, the Federal Bureau of Investigation's (FBI) Internet Crimes Complaint Center (IC3) received 50,523 complaints of non-payment/non-delivery which resulted in a loss of $309,648,416. This type of cybercrime is prevalent during discount sales season. During the prior year, Mastercard reported a global loss of $41 million to ecommerce fraud and predicts these losses will exceed $343 billion by 2027.

While eager shoppers flood digital marketplaces seeking exclusive deals and early-access promotions, cybercriminals stand ready with sophisticated schemes ranging from phishing attacks to payment fraud. The ripple effects of these threats extend beyond individual transactions, endangering the entire ecommerce ecosystem – from retailers and supply chain partners to end consumers. As a result, multilayered security measures are not just beneficial, but essential.

This report contains valuable insights for navigating the evolving cyber landscape. To unlock the full content, reach out to your customer success manager or email info@criticalstart.com.

CRITICALSTART® offers a pioneering solution to modern organizational challenges in aligning cyber protection with risk appetite through its Cyber Operations Risk & Response™ platform, award-winning Managed Detection and Response (MDR) services, and a dedicated human-led risk and security team. By providing continuous monitoring, mitigation, maturity assessments, and comprehensive threat intelligence research, they enable businesses to proactively protect critical assets with measurable ROI. Critical Start's comprehensive approach allows organizations to achieve the highest level of cyber risk reduction for every dollar invested, aligning with their desired levels of risk tolerance.