



Axie Infinity Balances Fraud Protection and User Experience With GeeTest

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Axie Infinity Selects GeeTest to Block Mass Account Attacks, Enhance Device Compatibility, and Deliver Exceptional User Experiences.

Axie Infinity is a Sky Mavis-developed NFT-based online video game launched in May 2018. Turn-based role-playing game Axie Infinity (AXS) is the most popular, and best known Play-and-Earn (P&E) blockchain gaming project in the world, attracting more than 1 million daily active players. Axie Infinity creates a crypto gaming universe where players can breed Axies (NFT game characters) and use them to battle for crypto rewards. The game's daily active users reached 2.3 million in January 2022.

The Challenge



Implications of Mass New Account Fraud Bot Campaigns



Previous Defenses Solution Caused a Bad User Experience



The Previous CAPTCHA Often Caused Device Incompatibility Problems

With the spurt of the Play-and-Earn game and the rapid turnover of the web3 concept, it is also facing unstoppable bot attacks. To create a balanced game economy, it is vital that Axie Infinity's security team efficiently protects this online playing field. On a continuous basis, the security team needs to protect against mass account registration and other bot attacks to build a level and secure playing field. Malicious bulk registration will also greatly increase internal costs and manpower if there isn't a strong bot management system in place.

Axie Infinity sought to stop fraud while ensuring players received an optimal experience. Many legitimate players had encountered issues with the CAPTCHA service that was previously purchased by Axie Infinity, increasing the rate of user complaints and bad experiences when selecting the related images from a grid of nine images. An unsatisfactory user experience can lead to a potential population recession. Also, the internal team had to spend a lot of time dealing with player complaints and fixing the problems that came up as a result.

Apart from mitigating mass bot registration attacks and improving user experience, there is an equally pressing need to address device incompatibility problems. Axie Infinity switched from the old CAPTCHA service to the GeeTest bot management solution because of issues with device support.

GeeTest Solution

The Axie Infinity team needed a solution that could accurately detect bots and be compatible with various devices that individual gamers use, so that players' gaming experiences would not be compromised. CAPTCHA was Axie Infinity's first choice. The first CAPTCHA it used had issues supporting all devices and sometimes even preventing users from logging in. After evaluating several vendors, Axie Infinity decided to use GeeTest bot management solution because it has served multiple clients in the blockchain industry (e.g. crypto exchanges) and made a lot of effort to reduce user friction.

Using AI-powered behavior analysis to manage fake accounts and scammers

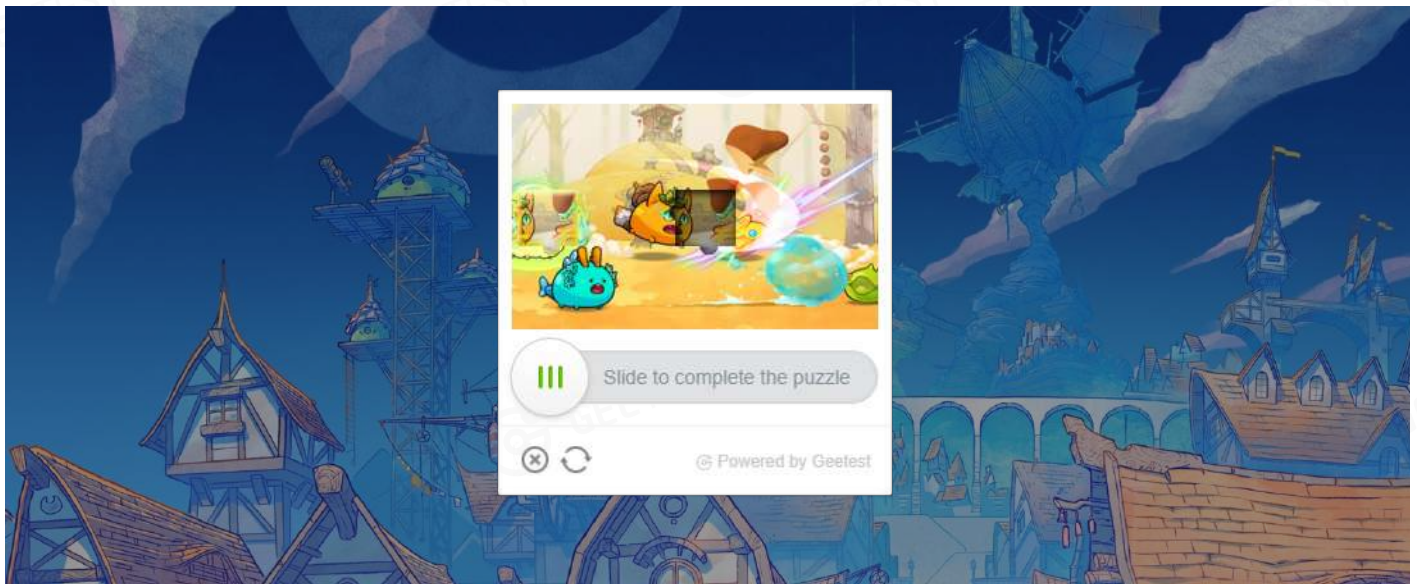
The GeeTest AI risk detector captures and analyzes every request to the customer's website, apps, or APIs. With massive behavioral data generated from 1.6 million daily requests, GeeTest is able to update and train its behavior algorithm constantly. Therefore, the GeeTest CAPTCHA system can make decisions based on each request's features by looking up the feature database, cache database, and sample data. Once GeeTest detects fake accounts manipulated by bots, it will take measures by presenting CAPTCHA challenges, or silently labeling the request and notifying Axie Infinity to put other restrictions on the request.

Ensuring a wide range of compatibility and minimal user friction

GeeTest CAPTCHA supports multiple platforms and devices. In total, GeeTest has served over 320,000 clients worldwide in the past ten years, covering the majority of industries and sectors, such as e-commerce, blockchain, online games, airlines, banks, etc. GeeTest has been working with these customers to improve its compatibility and keep adding support for new platforms.

GeeTest also offers innovative CAPTCHA challenges to relieve users from the security burden that traditional CAPTCHAs have created and takes relatively less time than traditional CAPTCHAs.

The Result



New account fraud has been reduced by 60%.

Zero Friction User Experience: Reduced single-user verification time within 1s

Enjoy strong device compatibility support

Fraudulent new accounts were reduced by 60% right away after the customer started implementing GeeTest, compared to the solution that was already in place.

Axie Infinity also realized a significant reduction in the rate of user complaints. The previous CAPTCHA often led to complaints from users due to the bad user experience and the long verification time when users registered or logged in. The GeeTest slide CAPTCHA has significantly reduced single-user verification time within 1s, increasing the conversion rate of user registrations while ensuring legitimate users receive an optimal experience.

The adaptability and compatibility of devices that Axie Infinity players have used in the past have greatly improved.

At the same time, the number of real players has gone up by 30%, while the number of bots has gone down by 30% compared to before the GeeTest integration. This has made the Axie Infinity platform's risk control system better in some ways.

GeeTest Core Competency



Accuracy of detecting bot traffic



Behavior analysis & dynamic protection



Minimal user interaction



Simple deployment & easy migration



Global support & service

Before GeeTest we were using Google reCAPTCHA but having issues getting it to support all devices. Sometimes the CAPTCHA would not load on client devices preventing them from logging in. GeeTest has resolved this issue while preventing mass bot signups. We would like to recommend the GeeTest CAPTCHA solution. Our experience with the GeeTest team has been great and our players have been happy with the service.



Axie Infinity security team

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About GeeTest

GeeTest, a CAPTCHA and bot management provider founded in 2012, protects websites, mobile apps, and APIs from automated bot-driven attacks, like ATO, credential stuffing, ticket scalping, etc.

GeeTest has been developing human-bot verification technology since 2012 and has been studying bot traffic and its intent ever since. Now it processes 1.6 billion CAPTCHA requests daily and serves companies in sectors like blockchain, online games, e-commerce, etc. GeeTest CAPTCHA has been recognized by Gartner and Forrester in market reports for three consecutive years since 2020.