

Venturebeat

"77% of gamers are likely to walk away from a multiplayer online game if they feel that other players are gaining an unfair advantage through cheating."

<https://venturebeat.com/2021/06/01/the-business-impact-of-video-game-cheaters-and-pirates-and-how-to-fight-back>



A pioneering cross-platform gaming publisher with one of the most popular mobile gaming titles turned to Digial.ai Application Security to stop bad actors from taking over their game.



Business Challenge

As their latest game grew in popularity, the number of cheaters and bots increased dramatically. In order to avoid customer dissatisfaction, the company needed to identify and ban cheaters from their platform.

Hacking and cracking tools abound on the darkweb. Moreover, how-to cheating guides can even be found on sites as common as YouTube, as seen below, where a cracker named “Game Jacker” with 34k followers offers tutorials on how to “crack” or hack the world’s most popular games.

Combining Visibility + Reaction



Customer Pain

- Cheaters were driving legitimate customers away from an otherwise popular game
- A lack of visibility into who was cheating made it difficult to determine who to ban



Positive Business Outcomes

- Digital.ai App Aware distinguished between legitimate customers and bad actors, allowing bad actor accounts to be shut down
- Digital.ai App Protection for Mobile prevented further attacks by preventing tampering and reverse engineering



Value Realized

- Using App Aware, over 30,000 cheater accounts were identified and shut down
- With the cheaters banned, the game continued to grow in popularity, eventually becoming the customer’s number #1 revenue generator

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Top Mobile Game Hacking Apps & Cheating Tools for Android (2017)
35,144 views • Apr 24, 2017

Game Jacker
33.7K subscribers

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