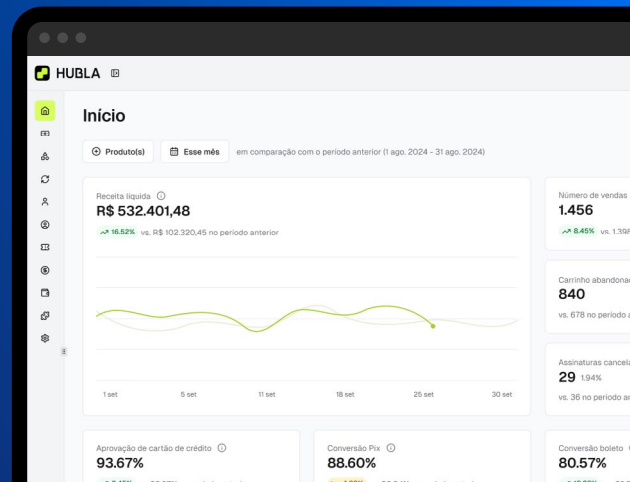


Case Study

SHIELD Safeguards Hubla from Fraud, Driving Growth for Brazil's Creator Economy



"SHIELD gives us a clear line of sight between good users and fraudsters – helping us approve more real transactions and avoid costly fraud attacks. With SHIELD's Device Intelligence in place, we've been able to scale faster without compromising on security or trust."

Arthur Alvarenga
Co-Founder & CEO, Hubla

Key Takeaways



Millions of transactions protected monthly by SHIELD



80% reduction in manual review volumes



Increased security and trust, paving the way for long-term growth

The Challenge: Fighting Fraud in a Rapidly Growing Ecosystem

Hubla's mission is to build the world's largest ecosystem of digital entrepreneurs by enabling creators to launch and scale businesses online.

In just five years, Hubla processed over R\$1 billion in transactions – a major growth milestone. However, this success also brought new challenges. The platform's open architecture—designed to support high-volume creator commerce—became an increasing target for sophisticated attackers.

- Stolen card fraud leading to refund abuse and chargebacks
- Fake accounts, created with bots, emulators, and device farms
- Card testing attacks that distort performance metrics
- Promo abuse through coordinate multi-accounting

Customer Profile

Hubla is one of the leading platforms for digital product sales in Brazil. Its mission is to empower digital entrepreneurs to build the leading companies of the future. Hubla does this by offering high-performance technology and tools, strategic support throughout the entrepreneurial journey, and nurturing a community of business owners who share a common goal: to transform their own lives – and the world – through knowledge.

Industry

Technology and Digital Economy

Region

LATAM

Without a robust, scalable defense layer, Hubla's trust and growth trajectory were at risk. Manual reviews couldn't keep pace, and fraud signals were often delayed or buried. The company needed a solution that could deliver real-time detection, minimize latency, and scale with platform growth—without adding friction to the user experience.

The Solution: Tackling Fraud at Root with SHIELD

To proactively protect its ecosystem, Hubla deployed **SHIELD's Device Intelligence** as its first line of defense – embedding real-time fraud prevention directly into the platform's risk stack.

SHIELD's Device ID, the global standard for device identification, enables Hubla's team to distinguish between trustworthy and suspicious devices on their platform with pinpoint accuracy, even when fraudsters attempt to spoof or reset devices and browsers.

With this foundation, devices involved in suspicious behavior, such as rapid purchases using different cards or multiple account creation attempts, are flagged instantly, preventing repeat attacks from the same origin.

In parallel, **SHIELD's Fraud Intelligence** continuously analyzes every device session in real time.

This always-on protection helped the team identify behavioral signs of fraud such as abnormal transaction patterns, use of automation tools like bots and emulators, and masking tools like proxies and anti-fingerprinting tools commonly used to evade detection. All risky devices are flagged, and automatically blocked, reducing manual review volume by over 80%.

SHIELD: Powering Secure Growth at Scale

By eliminating fraud at its source, SHIELD has become a core enabler of Hubla's trust and safety stack. The team now approves more users, automates critical fraud decisions, and is helping creators scale their businesses into new segments without fear of fraud. This proactive, automated defense has delivered for Hubla:

- Low-latency decisioning, designed for real-time commerce
- Eliminate fake transactions before they impact revenue
- Minimal integration overhead, with scalable deployment across microservices
- Seamless trust layer across the creator ecosystem

As Hubla expands its footprint across Brazil, SHIELD ensures platform integrity without sacrificing speed or scale.

SHIELD is a device-first fraud intelligence platform that helps digital businesses worldwide eliminate fake accounts and stop all fraudulent activity.

Powered by SHIELD AI, we identify the root of fraud with the global standard for device identification (SHIELD Device ID) and actionable fraud intelligence, empowering businesses to stay ahead of new and unknown fraud threats.

We are trusted by global unicorns like inDrive, Alibaba, Swiggy, Meesho, TrueMoney, and more. With offices in San Francisco, London, Berlin, Jakarta, Bengaluru, Beijing, and Singapore, we are rapidly achieving our mission – eliminating unfairness to enable trust for the world.

For more information, visit shield.com.

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