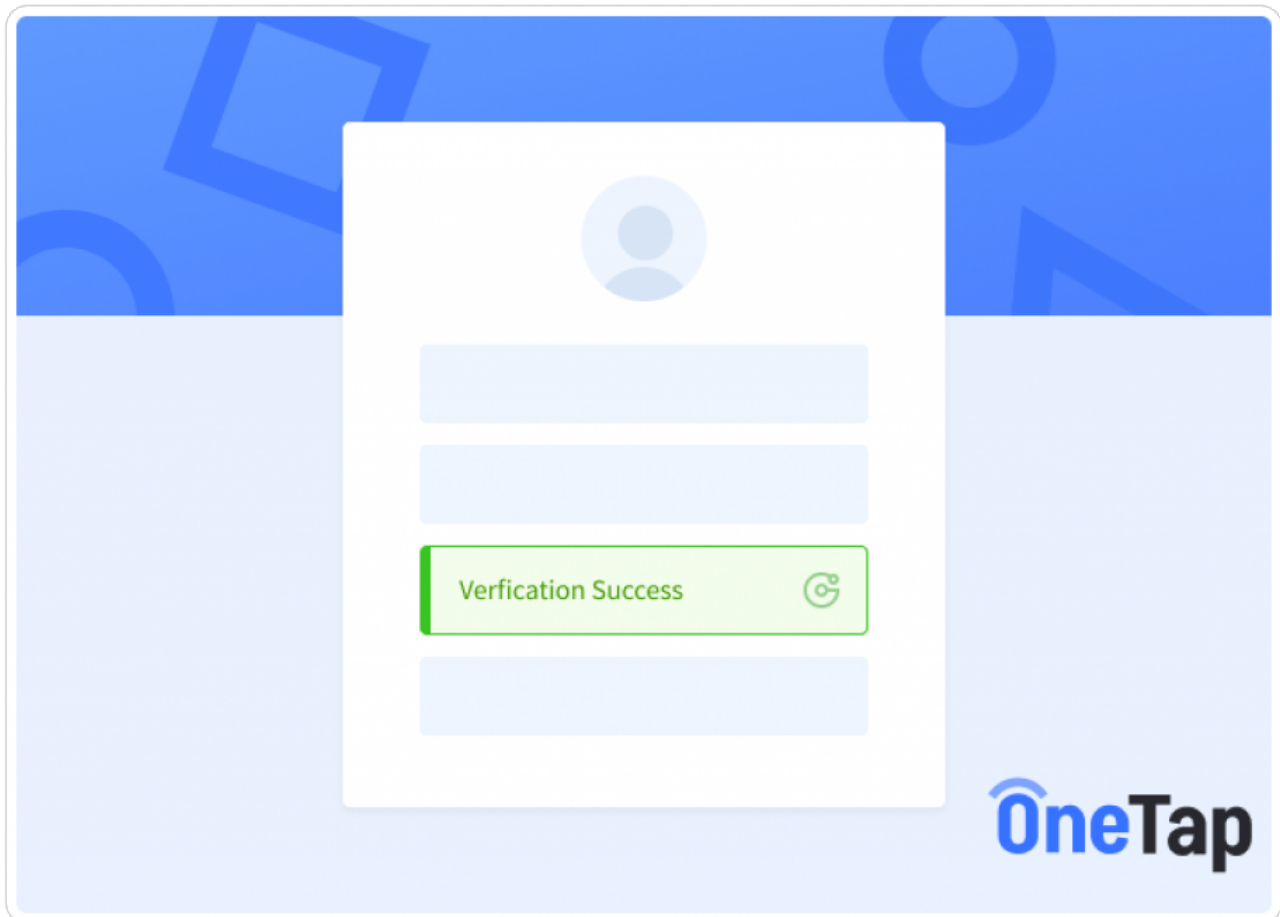


GeeTest Launches OneTap for Better UX and Enhanced Security

The innovative feature reduces the impact of CAPTCHA on user experience by lowering the verification time to 0.4 seconds, 40% less than reCAPTCHA.



Wuhan, Hubei Jan 4, 2023 ([Issuewire.com](https://www.issuewire.com)) - [GeeTest](#), a bot management provider, announced today the launch of a new feature of GeeTest Adaptive CAPTCHA called [OneTap](#), which is designed to reduce the friction of customer verification and strengthen online security.

CAPTCHA user experience can be frustrating for both users and websites, especially when it has a critical effect on business performance as it directly affects how users interact with and engage with the website. The UX friction of website security measures can make it difficult for users to complete certain tasks, such as creating an account or making a purchase. This can result in a negative user experience and a decrease in conversions and overall website performance. Therefore, it is important for websites and mobile apps to ensure their CAPTCHA and other security measures are efficient and easy to use in order to provide users with a positive experience.

But this is where it gets tricky. In one regard, bot threats to websites and apps have been increasing in

the past few years as more businesses have moved online, not to mention the flourishing crypto industry bringing more value to the internet. Plus bots are becoming more sophisticated and the automation of malicious activities is becoming easier due to advances in technology and Artificial Intelligence (AI). As a result, websites and apps are in great demand for countermeasures to achieve a balance between security and user experience than ever before.

“GeeTest OneTap is a zero friction bot prevention experience for your users without compromising security.” said Yuan Wu, GeeTest CEO, “User experience matters a great deal for online business owners because it directly influences their user growth, while security and protection measures are a must for them either. That’s why we brought up this new feature.”

To achieve the balance between preventing fraud and reducing friction, OneTap provides four key offerings to allow website and app developers to give utmost precedence to system security while don’t have to overlooking user experience.

- **A simple click makes security and UX live in harmony.** A Cloudflare study stated that an average user spends 32 seconds completing a CAPTCHA challenge, and 30 seconds-ish could be a make-or-break moment for customer acquisition. OneTap reduces the average time for a person to solve the challenge to 0.4 seconds and helps simplify the customer verification process achieving the highest potential, saving time, and minimizing risks at the same time.
- **Doubly enhanced security deters sophisticated bots and attackers.** The ease of user experience doesn’t always lead to weak security. OneTap applies GeeTest security strategies to verify and validate every CAPTCHA request and response, plus the GeeTest dashboard offers more insights about the website traffic to assist our client’s decision-making.
- **Data Privacy Protected.** The client’s data is safe with us. GeeTest complies with regulations on data protection and other global data laws. Data protection is always the priority. We don’t share or use it for any purpose other than security. Data is only for analysis at GeeTest.
- **Compatibility Broadened.** GeeTest OneTap is compatible with 99.99% of existing devices and operating systems and constantly updates it. Our client, the Axie Infinity security team, said earlier this year that [GeeTest did a great job to enhance their service’s compatibility while preventing mass bot signups](#).

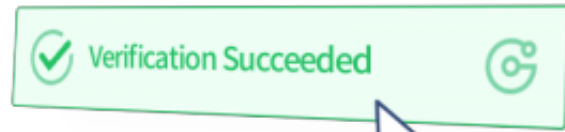
Follow GeeTest on [LinkedIn](#), [Facebook](#), and [Twitter](#) for regular updates on bot management, and customer case studies, and to ensure your bot protection is ready for the sales season.

Book a demo [here](#) to test drive GeeTets OneTap.

About 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.



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