

# Scentbird ensures customer trust with the Jscrambler PCI DSS solution



SCENTBIRD  
• NEW YORK •

Scentbird takes a proactive approach to PCI DSS v4 compliance and protects its payment page with Jscrambler's compliance solution.

## About Scentbird

Scentbird is a subscription service for perfumes, colognes, candles, and car fresheners. Scentbird was founded in NYC in early 2013 and established as a subscription business in 2014. Scentbird enables its users to choose and get a supply of sample designer fragrances on a monthly basis before buying them. Scentbird has grown to have more than 700,000 active subscribers.

### Headquarters

New York, USA

### Use cases

PCI DSS v4 compliance

### Industry

E-commerce

With Jscrambler since 2024

## Challenge

Scentbird has been developing its e-commerce subscription platform in-house. That came with having to take care of a lot of things, including security and compliance, and working with multiple payment providers. One of the things that were being asked from one of the payment providers was to be PCI DSS-compliant. Aside from that, it was very important for Scentbird to ensure that its big audience felt safe on its website and could trust Scentbird with its data. Andrei Rebrov, CTO & Co-Founder at Scentbird, shares, "The customers should safely leave their credit card information on our website. If people think that something is wrong, they will feel unsafe, and there will be no conversion. And if there's no conversion, there is no revenue."

The Scentbird team realized that with the upcoming change in PCI DSS, they needed a proper way to be compliant with the specific requirements **6.4.3** and **11.6.1**. The team familiarized themselves with the PCI DSS v4 and found that it was very descriptive of what they needed to do. So they started to look at their process, with multiple ever-changing scripts on the website, and how they could ensure that they could properly manage the script inventory. However, the most important question for them was to know what exactly was going on with the customer data. Traditional cookie consent management platforms didn't track who interacted with which form, what were the changes inside the scripts, and what kind of data was being transmitted outside.

The whole idea of Scentbird is to give users fragrance recommendations and personalizations. So Scentbird has to collect a lot of information about the customer, their behavior, what they do on their website, how they interact with their products, and their marketing messages.



They also have to share this information with marketing platforms such as Facebook and Google because that's fueling the algorithms for personalization and audience building. So it was very important for the team to achieve the balance between the information they collected, how they treated it, and how they controlled all the third-party scripts on their website. They needed a solution to help them control third-party scripts without spending too much time tending to minor changes.




**“So what starts as a list of around 60 different scripts and pixels and sort of interactions with a third party, might be the list of 100 more with the dependencies. And then when you start looking at the scripts for the past 30 days, you will see a huge list with one script that has changed the version every other day. It’s a minor change, but it’s very annoying.”**

Andrei Rebrov, CTO & Co-Founder at Scentbird

## Solution

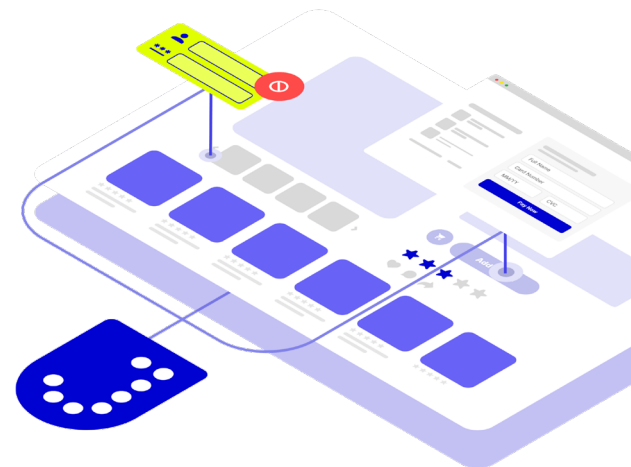
The Scentbird team first looked at several cookie consent management tools that offered PCI DSS compliance. However, they didn't actually provide a proper solution and couldn't answer any specific PCI DSS questions. Another category of solutions they looked at were big enterprise platforms (CDNs, WAFs) that would cost a lot of money and would have you go through a rigorous integration process.

Moreover, Andrei, Scentbird's CTO and Co-Founder, noted that while the major platforms often release features aligned with their general protection offerings, they do not delve deeply into specific matters like PCI DSS v4 compliance.



**“We prefer to rely on specific partners to do a specific job and be the best at what they do. At some point, I started to look for guys who could specifically address PCI DSS v4 requirements. And this is how I stumbled upon Jscrambler.”**

Andrei Rebrov  
CTO & Co-Founder at Scentbird





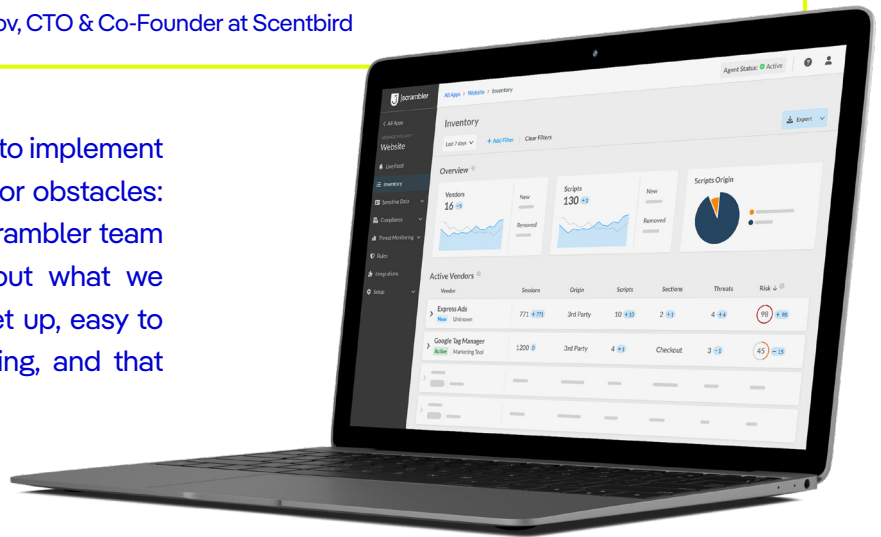
It was very clear for the Scentbird team what they needed to do. The CTO had a list of questions that he was going to ask the Jscrambler team. Andrei notes, “The Jscrambler team explained how the integration would work, how to prepare for the audit, how to view the rest of the inventory, how notifications about specific changes would be received, how those changes would be reflected, and how we should respond. This is what I appreciate in a partner—they provided a clear protocol and outlined exactly what I needed to do. I had no additional questions and felt confident about using the product properly.”



**“I didn’t want to spend a lot of time having someone on my team manage this. So I was looking for something I could implement once to ensure we are protected. If something new comes up, the team will reach out to notify me about changes and any actions I need to take, allowing us to focus on what we do best: selling fragrances.”**

Andrei Rebrov, CTO & Co-Founder at Scentbird

Andrei shares that it was quite easy to implement the solution and there were no major obstacles: “We jumped on a call with the Jscrambler team and got very good guidance about what we needed to do. So it was easy to set up, easy to fine-tune when it needed fine-tuning, and that was it. Then we let it run.”



### Top Jscrambler features and capabilities

PCI DSS v4 compliance status with the Jscrambler Agent

Convenient alert mechanisms for PCI DSS compliance

Ease of use and quick implementation

### Results

Scentbird became PCI DSS-compliant in early 2024, well ahead of the 2025 deadline and earlier than many e-commerce companies. Among its core business objectives supported by Jscrambler, Scentbird highlighted achieving PCI DSS compliance with minimal effort and ensuring customer trust.



**“Customers expect you to treat their data very carefully. They expect you to be compliant and identify if something goes wrong. Customer trust is something that takes a lot of time to earn, especially in our industry. One of the most common questions we received when we started the business was, ‘Do you really sell fragrance or is it a knockoff?’ So for us, trust is a big question. It’s always been a priority, and this is another aspect of it.”**

Andrei Rebrov, CTO & Co-Founder at Scentbird



Answering the question about why Scentbird chose Jscrambler, Andrei mentioned the delivery of exactly what they needed to be PCI DSS-compliant, quick implementation, and the quality of the Jscrambler team support.



**“We understand what kind of scripts we have. And then we’ll get into authorizations when there are certain changes that we need to review when we have a new vendor script or something like that. But we only have 2 or 3 authorization sessions a month, and it’s easy to handle.”**

To expand on the importance of the team, Andrei describes it as one of the most critical factors in choosing a solution and as something he greatly values in vendors, who effectively become partners. Andrei elaborates, ‘If we have a question and it’s answered quickly, we’re happy. If there’s an upcoming release and we receive a notification several weeks in advance, we can prepare in time. I’d say that having strong support from the team is critically important, especially when it comes to security and compliance.’

In general, the Scentbird team feels much more secure knowing what’s happening on their payment page, especially since they frequently see news about JavaScript being compromised by malicious scripts. Having proper control over the payment page on their website ensures that nothing critical can go wrong or unnoticed. Andrei adds, ‘I would say that, personally, I have one less thing to worry about, and that alone is a big win.’ For Scentbird, client-side protection is essential, and they consider it the responsibility of the technical or security leader in an organization to continually educate themselves on this topic and keep their technology updated.

### About Jscrambler

Jscrambler is the leader in Client-Side Protection and Compliance. Jscrambler is the first to merge advanced polymorphic JavaScript obfuscation with fine-grained third-party tag protection in a unified Client-Side Protection and Compliance Platform. Jscrambler’s integrated solution ensures a robust defense against current and emerging client-side cyber threats, data leaks, misconfigurations, and IP theft, empowering software development and digital teams to securely innovate online with JavaScript. Jscrambler’s technology is trusted by the Fortune 500 and thousands of companies globally.

If you want to know more about how Jscrambler can help you prevent client-side attacks, don’t hesitate to contact us.  
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