ONLINE BRAND PROTECTION OVERVIEW

BrandProtect, helps organizations gain control over how they are represented online by uncovering and mitigating the threats that put their rights, revenue streams and reputation at risk.

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SECURE, REAL-TIME THREAT REPORTING

BrandProtect's Threat Tracking Portal provides a 24/7-dashboard view of real-time and historical data. This provides clients with a fast and easy way to measure the health of their online presence, access essential information, flag relevant items and coordinate the activities of various stakeholders across an organization.

WHAT WE DO

BrandProtect uses proprietary technology to constantly search the internet for threats associated with identity theft, social media and intellectual property abuse. We provide a secure online portal through which we deliver a data feed that has been filtered and analyzed to provide intelligence on potential threats. In addition, we provide customers with tools to help them automate responses and manage internet threats in a cost effective way.

BrandProtect's services help to Prevent, Monitor, Understand and Act on internet threats related to:

Identity Theft:

Phishing, Pharming, Vishing, SMShing and Malware

Brand abuse:

Intellectual Property Rights Abuses; Traffic Diversion and Unauthorized Association; Counterfeiting; Logo, Image and Confidential Document Tracking; Auction Monitoring; Channel Compliance; and Fraudulent Mobile Apps

Social media:

Monitoring for defamatory and malicious discussion

BrandProtect provides detailed and actionable reports on the most relevant and highest priority threats through a combination of advanced technology, round-the-clock monitoring, proven best practices and exhaustive human analysis.

	Security	Legal	Marketing	PR / IR
Identity Theft				
Phishing, Pharming, Vishing, SMShing	🔒			🔒
Malware	🔒			
Brand Abuse				
Brand Monitoring	🔒	🔒	🔒	🔒
Domain Monitoring	🔒	🔒	🔒	🔒
Image Tracking & Monetization (Optional Watermarking)		🔒	🔒	🔒
Counterfeit		🔒	🔒	🔒
Channel Compliance		🔒	🔒	🔒
Social Media				
Automated Monitoring	🔒	🔒	🔒	🔒
Human Validation	🔒	🔒	🔒	🔒

BrandProtect's unique capabilities include:

- **Web 2.0 Brand Monitoring:** Award-Winning Technology for more comprehensive text, document and image tracking, plus unique Social Media monitoring and analysis expertise

- **Best of Class, Global Incident Response:** The only 24x7 incident response team accredited by F.I.R.S.T. (Forum for Incident Response Security Teams)

- **Community Protection:** Access to best practices from a large network of Global Brands and Financial Institutions

- **Cost Effective, Client-Centric approach:** BrandProtect acts as an extension of your team

ABOUT BRANDPROTECT

As the leader in Internet Reputation Management, BrandProtect empowers organizations to gain control over how they are represented online by uncovering and mitigating the issues that put their reputation at risk and erode customer trust. BrandProtect's Response Services help detect, uncover and mitigate brand and trademark infringement issues, phishing attacks, web traffic diversions, website integrity issues and defamatory discussions.

BrandProtect was the first company of its kind to be offered full membership by the Forum for Incident Response and Security Teams (FIRST). It also has relationships with more than 4,000 Internet Service Providers globally, accounting for more than 90 percent of the traffic flowing across the Internet.

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