

“Protect your reputation. Your good name is your most vital credential and once damaged can’t be easily repaired.”

— Wall Street Journal

MarkMonitor Brand Protection: Protect the Brand Equity and Customer Loyalty You’ve Built



With millions of dollars invested in brand development, companies can ill afford to stand by when those brands come under attack. Yet brands face a rapidly growing number of online threats which severely undermine marketing investments, putting brand reputation, customer trust, and revenue at risk.

The tactics are diverse and widespread, often beginning when probable fraudsters use trademarks in deceitful paid search ads, URLs, misleading websites and spam email, in order to divert traffic to competing or even illicit sites. Pay per click scams as well as SEO manipulation enable likely fraudsters to claim affiliation where none exists, link legitimate brands with undesirable content, or steer consumers to sales of unauthorized, pirated and often counterfeit goods.

These online exploits can undo months or years of investment in a brand, quickly taking marketing ROI into negative territory, syphoning billions in revenues and raising warranty, service, and other costs to legitimate brand owners. Worst of all: left unchecked, online brand attacks can permanently tarnish a brand’s integrity.

Fortunately, online brand abuse—which is enabled by technology—can also be driven back with technology. To protect their invaluable brand investments from these growing threats, global enterprises must take a holistic approach, pursuing multiple, integrated strategies to prevent threats from being launched, detecting them quickly when they do arise, and responding with force to effectively limit damage and discourage future attacks.

The Industry’s Most Robust Solution for Protecting Brand Equity, Revenue and Reputation Online

MarkMonitor Brand Protection™ preserves key elements of your brand’s value—customer trust, loyalty, and the reputation on which they depend—by assisting in the elimination of confusing and potentially fraudulent use of your brand online. Leveraging the industry’s widest access to online data sources and continuously monitoring more Internet channels than any other solution, it safeguards brand equity, web traffic, marketing investments, revenue and reputation from pay per click scams, unauthorized channels, counterfeit, pirated and grey market sales, false association, cybersquatting and other online threats.

Brand Protection Highlights:

- **Safeguards the value of your marketing investments—while optimizing return on ad spend and other outlays**—by preventing pay per click scams, SEO manipulation and cybersquatting from diverting web traffic to unaffiliated or illicit sites
- **Detects the widest range of abuses more quickly and comprehensively** by monitoring more online data sources—auctions, B2B/B2C exchanges, eCommerce sites, paid search, social media, email and more—with greater frequency
- **Protects revenues and profits** by shutting—and keeping—down sites selling grey market, pirated or counterfeit goods and reducing false warranty and customer service claims
- **Helps to prevent brand reputation erosion** by defending against false association on websites and social media sites
- **Enables greater brand protection impact with less effort** by identifying high-priority brand abuse—including scalable image matching technology—and automating enforcement measures
- **Builds confidence in your brand by warning customers away from infringing sites** through the industry-first MarkMonitor Trusted Brand Broadcast System™

Employing advanced, patented detection algorithms and search technologies, the solution surfaces and prioritizes brand abuse as it occurs, enabling brand owners to respond quickly and effectively with a range of automated enforcement mechanisms. By clearly demonstrating to scammers an active commitment to proactive brand defense, brand owners can also measurably reduce future brand attacks.

A Cornerstone of the MarkMonitor Brand Protection Platform

The MarkMonitor Brand Protection Platform is a modular, customizable and seamlessly integrated suite of hosted solutions and services, including Domain Management, MarkMonitor Brand Protection, and AntiFraud Solutions. The Platform enables any global organization to comprehensively defend its brand online by combining proprietary algorithms with an array of strategic alliances that give MarkMonitor access to the broadest set of Internet data sources in the industry.

With targeted brand attacks on the rise, many enterprises pursue a holistic approach to brand protection, using multiple Platform components. Customers with MarkMonitor Brand Protection, for example, frequently use Domain Management to secure key domains in their portfolio. By employing the right blend of Brand Protection Platform components, global enterprises can optimally address their unique brand protection needs.

Dedicated Customer Service—Plus Optional, Customized Services

With its long experience, enterprise focus and commitment to customers, MarkMonitor is uniquely positioned to deliver the service and support global companies need. Every MarkMonitor customer has a dedicated, expert Client Services Manager included as part of their brand protection services—just one of the reasons we enjoy a near-perfect customer satisfaction rating.

Optionally, the company also offers a complete range of Managed and Advisory Services, from comprehensive strategy development to best practices consultation. Customizable, shutdown-focused enforcement processes are also offered in both fully-automated and authorization-required modes. Custom-configured for each customer, these services enable enterprises to more effectively protect their brands while better allocating internal resources.

Protecting Reputations, Revenues and Customer Relationships

Dedicated to enabling a more secure Internet for enterprises as well as their customers, MarkMonitor is the global leader in enterprise brand protection—currently safeguarding more than half of the Fortune 100 brands.

For additional information on MarkMonitor Brand Protection, the MarkMonitor Brand Protection Platform, and MarkMonitor Services, visit markmonitor.com or call us at **1-800-745-9229**.



More than half the Fortune 100 trust MarkMonitor to protect their brands online. **See what we can do for you.**

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