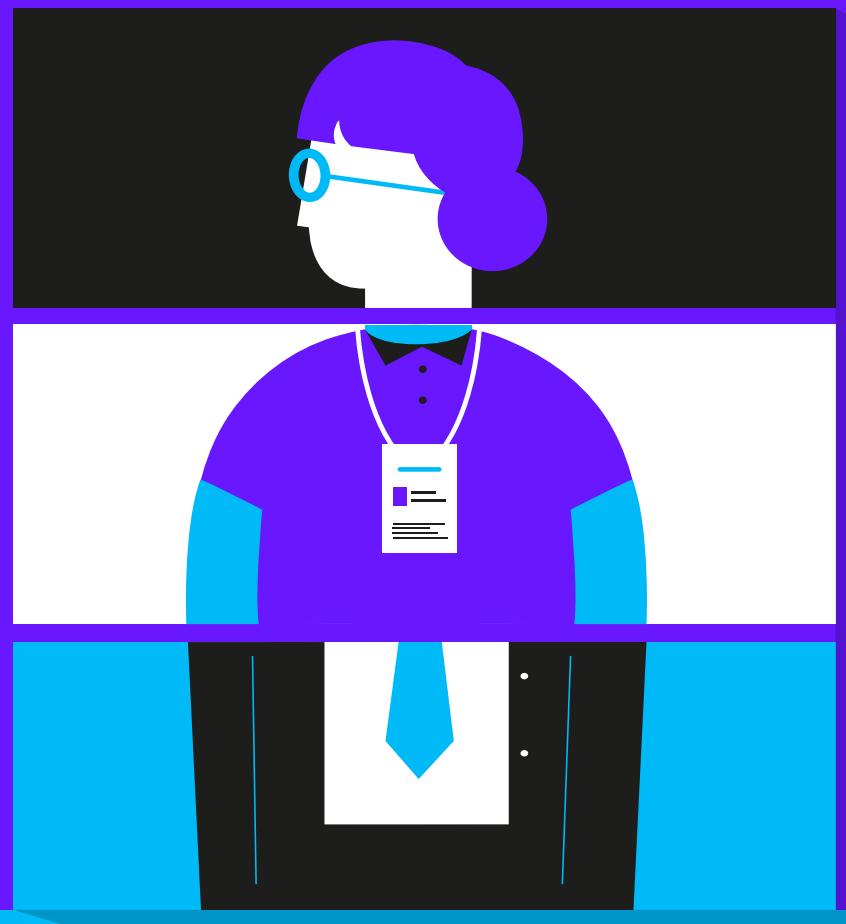
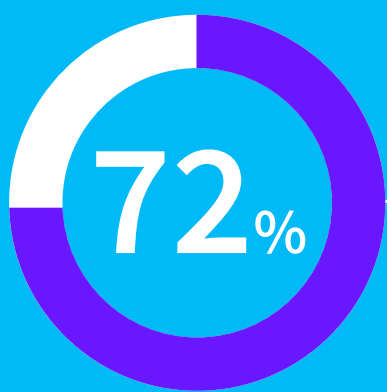


Whatever you do, your brand value is your business

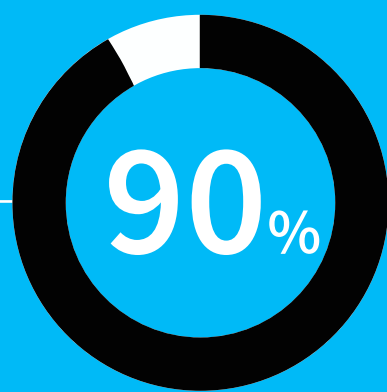
Online threats to your brand come in all forms and from all angles. In fact, 64% of brands say infringement has increased in the last year. Find out how to better protect your business in the digital space.



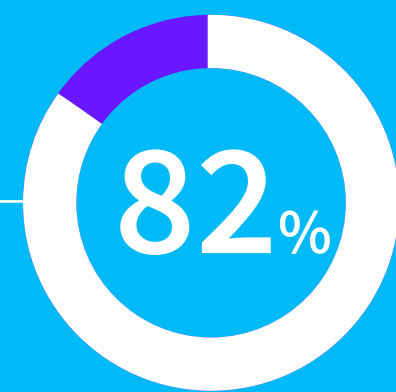
The role of brand protection is shifting



72% of marketing decision makers said brand protection is gaining more attention as a result of increased focus on cybersecurity



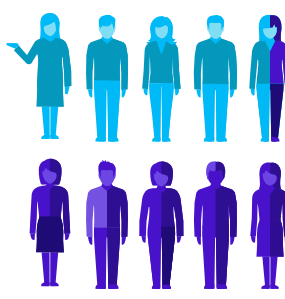
90% think that the responsibility for brand protection will evolve over the next year



82% said brand protection would change to include new threats around security and fraud in the next 12 months



Brand protection has become more consumer-oriented



46%

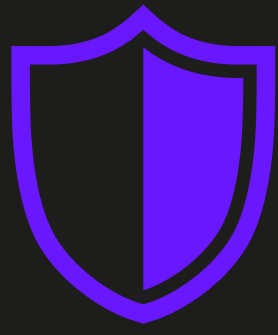
said their most important consideration was keeping consumers safe



84%

said consumer behaviour plays a major role in their priorities

The bigger brand protection picture:



64%

believe infringement has increased over the last year



56%

believe activity on the dark web poses a threat



86%

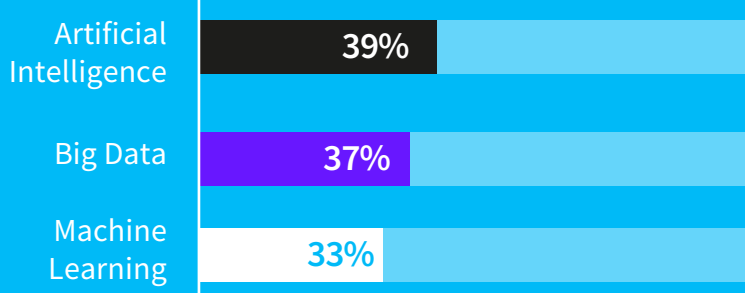
have experienced phishing attacks in the last year

Brands are future focused



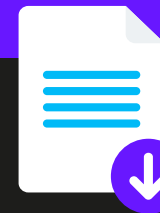
55% believe the importance of having a brand protection strategy will increase in the next five years

Brands are incorporating new technologies in their strategies, including:



Cybercrime knows no limits. Neither should your protection strategy.

With a greater number of stakeholders involved and brands now gearing up with strategies to combat threats of tomorrow, now is the time to take back your hard-earned revenue, reputation and consumer trust.



Get the full report:

The future of online brand protection: Threats, trends and business impact

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