

Counterfeiters Remain the Primary Challenge for Consumer Goods Companies



INDUSTRY

Consumer Goods

CHALLENGE

- Lost revenue due to counterfeit sales in digital channels
- Diverted Web traffic and consumer confusion from illicit online promotions
- Diminished brand cachet
- Skyrocketing warranty and service costs

SOLUTION

- MarkMonitor Domain Management™
- MarkMonitor Brand Protection™

Industry Challenge

The sale of counterfeit goods — from luxury and sporting goods to everyday items like shampoo and cigarettes — thrives on the Internet. In fact, criminals have created a virtual supply chain with fake goods being sold in bulk to wholesalers on popular business-to-business (B2B) marketplaces and then resold to consumers via fraudulent listings on consumer marketplaces or rogue e-commerce websites.

Sophisticated counterfeiters employ savvy marketing tactics to confuse consumers and intercept Web traffic, including illicit promotions in search and social media, and as is especially the case with luxury goods, spam. Legitimate brands pay a heavy price: lost revenue, flagging demand, angry channel partners, skyrocketing warranty and service costs, and increased product liability as consumers are duped into buying sub-standard goods. Brands risk losing their cachet as brand equity erodes and customer trust diminishes.

Solution

A major consumer goods manufacturer with multiple brands fights counterfeit sales, illicit marketing practices and the resulting brand erosion and revenue losses by using the MarkMonitor Brand Protection™ and MarkMonitor Domain Management™ solutions.

How MarkMonitor® Helps to Protect Consumer Goods Brands

- **Prevents counterfeit sales in digital channels** to stem revenue loss and brand erosion.

- **Shuts down illicit promotions** in paid search, social media, spam and elsewhere, to protect against customer confusion and ensure an authentic brand and product experience.
- **Identifies and exposes illicit manufacturers** to fuel offline investigations.
- **Reduces false warranty claims and customer service costs** that result from sub-standard counterfeit goods.
- **Bolsters channel sales** by proactively managing digital channels and stopping unauthorized sales.

Results

- **\$125M in illicit products** removed from 20 B2B and business-to-consumer (B2C) marketplaces through aggressive enforcement
- **500% increase in successful de-listings of counterfeit goods**, preventing further revenue diversion
- **95% decrease in trademark infringement** through comprehensive monitoring, detection and enforcement
- **Two million site visits per day recaptured**; no longer being diverted to rogue websites
- **90% decrease in squatted sites** through domain portfolio consolidation and centralized management

By working with MarkMonitor, the company accomplished far more than had been possible with the previous vendor. They experienced a dramatic reduction in unauthorized sales by identifying and removing the amount of product available online that had been diverted from authorized channels. Information gathered on rogue websites was handed over to law enforcement for further action.

More than half the Fortune 100 trust MarkMonitor to protect their brands online.

See what we can do for you.

MarkMonitor Inc.
U.S. (800) 745-9229
Europe +44 (0) 207 433 4000
www.markmonitor.com

For additional information on MarkMonitor, our solutions and services, visit markmonitor.com or call us at **1-800-745-9229**.