MarkMonitor® | Part of Clarivate Analytics

INDUSTRY CASE STUDY

Leading Financial Institution Mitigates Online Fraud with MarkMonitor

Industry: Financial Services

Solution:
MarkMonitor Domain Management™
MarkMonitor Brand Protection™
MarkMonitor AntiFraud™

OVERVIEW

Financial services companies are traditionally among the most targeted industries impacted by the exponential growth in fraud activity. Learn how one financial services company defended its brand from phishing, fraud and malware attacks by deploying a suite of MarkMonitor® solutions.

CHALLENGES

- Strong global reputation and brand equity draws online fraud activity
- Breadth of online properties makes brand infringement difficult to manage
- Lack of automated infrastructure for preventing and eliminating phishing attacks

SOLUTION

MarkMonitor Domain Management™

MarkMonitor Brand Protection™

MarkMonitor AntiFraud™

RESULTS

- Automated detection and enforcement reduces company risk
- Brand equity and customer trust is upheld
- Intellectual property department improves productivity
- Increased confidence of customers and auditors
- Comprehensive approach limits number of attacks

EXECUTIVE OVERVIEW

The financial industry has been an ongoing target for online fraud. This particular industry, where large customer bases routinely access their financial records, login credentials and personal information online provides a substantial cache of data that can fetch a heavy price for cybercriminals, making it a prime and common target for attacks.

One financial services institution with a global online presence and numerous trademarks and domain names became a target for online fraud. This growing problem led the company to realize that a dedicated and highly competent team was not enough to keep up with the escalating problem. They needed a method and infrastructure for protecting its online assets and customers.

To help protect its global brand, the company deployed a suite of MarkMonitor solutions including Domain Management, Brand Protection and AntiFraud Solutions. With an easy-to-use solutions set, the intellectual property group eliminated a significant administrative burden associated with manual tracking of online fraud activity while protecting company revenues, customer trust and brand equity. MarkMonitor became a cornerstone of the company's online intellectual property protection initiative.

CHALLENGE

More than half of all email messages are spam and one in 200 emails contains some form of malware. Multi-national banking and financial services firms face an increased risk from fraud and spear-phishing campaigns targeting employees along with efforts to steal valuable personal data from customers, such as credit card numbers, passwords and identification numbers. One financial services company sent countless emails

The company combined MarkMonitor AntiFraud with the Domain Management and Brand Protection solutions to deliver the most comprehensive solution available on the market to fight online fraud.

to offenders and worked with the Internet Service Providers resulting in a site shutdown. Though nominally successful, this was an unwelcome administrative burden and one that did not prevent phishing attacks before they happened. Efforts to monitor and stay on top of phishing attacks proved to be very difficult and time-intensive.

These growing online fraud problems led this global financial services company with a strong reputation and brand equity to seek out a method and infrastructure for protecting its online assets, as well as its customers. To further develop its intellectual property infrastructure, the company needed a technology solution equipped to manage worldwide domain registration and abuse, as well as detect, enforce and shut down online trademark infringement – a technology solution to fight every form of online fraud.

SOLUTION

A combination of MarkMonitor Domain Management and Brand Protection solutions enabled the bank to defend their brand equity. MarkMonitor Domain Management enabled them to protect their substantial portfolio of domain names using defensive domain registration to safeguard the brand and company revenues. MarkMonitor Brand Protection prevents unauthorized parties from using company trademarks and other intellectual property in websites, URLs, search ads, blogs or message boards through automated detection and enforcement tools delivered through a Web browser. The MarkMonitor service model allowed the company to deploy these solutions quickly to a globally dispersed team without large infrastructure investments and lengthy implementation processes.

To combat an escalation in phishing, the company combined MarkMonitor AntiFraud with the Domain Management and

MarkMonitor provided employees with vital information and data in real-time. As a result, employees were able to dedicate more time to strategic activities that delivered greater value to the company.

Brand Protection solutions already in place. This combination delivered the most comprehensive solution available on the market to fight all forms of online fraud.

Designed to mitigate online fraud and uphold the extraordinary equity of a brand, MarkMonitor became a cornerstone of the company's online intellectual property protection initiative. The financial services intellectual property group relied on MarkMonitor to identify new threats and manage existing cases.

RESULTS

With MarkMonitor, the company has effectively protected its brand, revenues, customer trust and upheld its reputation in the financial services industry. Customers and auditors alike are impressed with the comprehensive, professional technology solution the bank has in place to protect against fraud.

With an easy-to-use solutions set accessible through a Web browser, the team eliminated manual tracking, freeing them from significant administrative burden. MarkMonitor provided employees with vital information and data in real-time. As a result, employees were able to dedicate more time to strategic activities that delivered greater value to the company.

MarkMonitor enabled them to meet their goal of always staying ahead of online threats to the brand and to eliminate attacks before they actually happen.

About MarkMonitor

MarkMonitor, the world leader in enterprise brand provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the Web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of industry-leading expertise, advanced technology and extensive industry relationships to preserve their marketing investments, revenues and customer trust. To learn more about MarkMonitor, our solutions and services, please 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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