



DomainWatch

Proactive Threat Detection
and Monitoring to Protect
Your Brand Online

For Additional Information, Contact Your
Account Manager or Visit [markmonitor.com](https://www.markmonitor.com)



DomainWatch is our industry leading domain name monitoring solution designed to safeguard your brands' online reputation. Watch scans the Internet for domain names that target your brands. Each day, Watch scans broad namespaces for over 380 million names, looking for both direct brand matches and domain names that contain typographic variants and non-standard homoglyphs of brand names.

DomainWatch is Your Proactive Tool to Monitor Online Brand Threats



Proactive Monitoring: DomainWatch scans over 380 million domain names daily, ensuring early detection of domain names that target your brands



Threat Appraisal: Using algorithms tailored to each brand, Watch briefs brands on the potential threat level for the domains it's identified. This information helps prioritize your following enforcement actions.



Secure Reporting: Results are reported via our intuitive, secure portal



AI-powered Ranking: Our unique ranking methodology helps you focus on the most significant threats to your brand, optimizing your enforcement budget



Advanced Filtering: The system removes false positives, saving you time on analysis and decision-making, while allowing you to focus and act on the most relevant threats

Assessing the Infringement Landscape

Online threats to your brands often come in the form of confusingly similar or identical domain names, which criminals use for email scams or to host deceptive websites. These tactics can lead to substantial financial losses and tarnish your brand's reputation.

Consumers may struggle to discern between authentic and fraudulent domain names when criminals exploit brand associations by registering misspelled versions, incorporating brand-related keywords, or employing different top-level domains.

However, with more than 1,600 different top-level domain name spaces, it is not cost-effective to register every conceivable variation of your brand name and terms. The best course of action lies somewhere in between. This means right-sizing domain portfolios to avoid domain sprawl and excessively large, unoptimized portfolios, while simultaneously watching relevant domain name spaces to monitor for domains that could threaten your brand.

A Streamlined Approach to Protection

To ensure efficiency in both time and cost, DomainWatch doesn't burden you with massive spreadsheets or daily emails. Instead, it streamlines the start of your threat monitoring and domain recovery by delivering intuitive, secure reports that pinpoint the most critical threats, allowing you to allocate your time and resources strategically.

DomainWatch:

- Automatically filters out false positives
- Evaluates the threat level of the domain names to identify areas of particular brand risk
- Reports and displays the results of its analysis in our intuitive and secure portal

3 Steps to Online Brand Protection

01

The Brand Protection Landscape

The digital landscape offers great business opportunities, while also presenting heightened risks for consumers and businesses alike. Faceless channels litter the landscape, providing avenues for counterfeiters, scammers, and fraudsters to directly target your customers.

DomainWatch empowers you to proactively identify and address the domain name infringements that pose a threat to your brands, giving you the upper hand in safeguarding your online reputation and intellectual property.

Direct results

- For example:
- officialbrand.com
 - wwwbrand.org
 - brand.info
 - emailbrand.net

Variant results

- For example:
- bra-nd.com
 - bran.de
 - brnad.com
 - braand.net
 - Brand.com
 - bränd.net

02

Interpreting and Ranking Potential Risks

As important as it is to scan and detect all relevant results, it is equally important to understand them. Qualifying the potential riskiness of an identified domain helps differentiate significant threats from benign registrations, since not every detected domain name poses a serious threat to your online presence.

DomainWatch gathers comprehensive data on each domain name it detects, building a comprehensive and robust threat profile. It automatically gathers signals and information that illuminate how each domain name is being used or abused and by whom.

This information profile informs our AI-empowered system, enabling it to analyze and prioritize identified domains by their potential risk and threat level to your brand. That helps brands effectively spend their often limited enforcement budgets.

The algorithm that powers the risk analysis and interpretation isn't static. Just as brands have differing priorities, the interpretation of each signal is completely customizable and configured on a brand-by-brand basis. Our Brand Protection Team works with clients to discuss what is most important to their brands and translates that into a technical algorithm that meets their specific needs.



03

Actionable Insights in Your Domain Portal

DomainWatch features powerful online reporting tools accessible in the Domain Portal. Featuring ultra-secure, industry-leading three-step authentication, our portal allows brands to search, sort, and review detected domain names. This information can be used across the brand organization to prioritize enforcement actions and determine next steps.

Brands can see information like offending websites, viewed securely through a continuous series of screenshots. This prevents corporate network addresses from being seen by rogue registrants and ensures brands don't contribute to a scammer's page view totals. Individual users can make notes, track progress, and instruct our Teams on further actions to take, with the reassurance that every change made is audited, noting user and time – whether action is taken or not.

DomainWatch: Flexible Plans for Optimized Threat Monitoring Across Namespaces

DomainWatch provides unrivalled coverage of all the major generic top-level domain (gTLD) namespaces. For brands with global or regional footprints, it provides the flexibility to monitor a diverse selection of country-code top-level domain name spaces, thereby customizing the monitoring scope to your specific needs while offering unparalleled brand surveillance.

Coverage is flexible and pragmatic, giving users options for which spaces are covered. After all, there is little benefit in reporting on jurisdictions in which there is no threat.

Four Primary DomainWatch Packages, Each Providing Progressively Broader TLD Coverage

Essential DomainWatch

- All gTLDs

Enhanced DomainWatch

- All gTLDs
- A selection of the most common European and North American ccTLDs

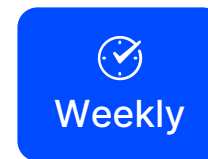
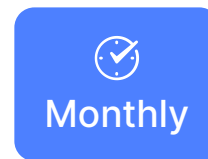
Premium DomainWatch

- All gTLDs
- All major ccTLDs

Ultimate DomainWatch

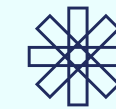
- All gTLDs
- All major ccTLDs
- Surveillance module add-on

Three Reporting Frequencies Available Per DomainWatch Package



Pricing for Watch is determined by TLD coverage and frequency of updates. However, if priorities change, coverage can be widened – or narrowed – per brand quickly and easily, with new results available within hours.

Different brands have different needs and priorities. Some brands may have only a local or regional presence and therefore require only limited coverage of TLDs, while global brands need more extensive protection.



Good to Know - Surveillance Module Explained

DomainWatch’s optional Surveillance Module continuously cross-references the detected domain names with multiple feeds containing domain names linked to criminal activities, such as phishing, spam, or ransomware hosting. Every fifteen minutes, it scans and provides updates on any potential threats identified, enabling you to stay vigilant and respond promptly to emerging risks

Key Features

Flexible Coverage of Domain Spaces

- Established gTLDs and new gTLDs
- Country code top-level domains
- Pseudo domain spaces
- Customisable TLD coverage

Threat Prioritization Algorithm Tailored to Brand

- Identifies patterns of brand abuse
- Highlights the worst offenders
- Efficiently targets enforcement spend
- Maximizes return on investments

Intuitive, Collaborative Case Management System

- Manage actions in a team
- Full audit of actions
- Monitor ongoing enforcement

Useful and Intuitive Reporting

- User-friendly overview of the results
- Track enforcement campaigns
- Ensure effective return on investment
- Automatically saves evidence regularly

Continuous Domain Risk Monitoring

- Ongoing monitoring of relevant domain name data changes
- Revaluating potential threats; for example, if domain name becomes active
- Allowing case-building around a detected result

Concerning DomainWatch Scan Results? Protect Your Brand Online With Markmonitor

A company's trademarks and brands are invaluable assets, and its online presence is a crucial strategic resource that warrants robust protection. An effective domain name enforcement strategy mitigates the adverse effects of phishing attacks, fraud, and consumer confusion, ultimately safeguarding your brand's reputation.

However, it's essential to recognize that not every domain name carries the same weight. Prioritising high-impact domains is key to maximizing your return on investment and ensuring your efforts are targeted where they matter most.

Our suite of enforcement services is designed to deliver optimal results, leveraging our expertise in the field and our unwavering commitment to your brand's success.

DomainWatch forms the foundation of a successful online enforcement strategy, and we have a number of closely-related services which include:

- Cease & desist letter
- Formal domain name disputes
 - UDRP, DRS & ccTLD dispute action
- Takedown of infringing material
- Removal of defamatory pages
- Counterfeit takedown
- Litigation support
- Acquisitions

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