

SOLUTION SHEET

## MarkMonitor AntiCounterfeiting

# Shut Down the Counterfeiting Threat to Protect Revenues, Brand Integrity and Customers



### OVERVIEW

Counterfeiters are leveraging every opportunity they can find to flood digital channels with fake goods, exploiting established brand power and costing legitimate businesses between \$650 billion and \$1.77 trillion a year.<sup>1</sup> *MarkMonitor AntiCounterfeiting* helps brands fight back with a solution that detects potential infringements to safeguard online revenues, preserve brand integrity and protect your most valuable asset: your customers.



# 5%-7%

Counterfeit products now comprise an estimated five to seven percent of all global trade.<sup>2</sup>

## CHALLENGE

# Counterfeiters Reach Vast New Audiences Through Global Digital Channels

With 3.5 billion Internet users worldwide, including 721 million in China, 520 million in Europe, and 286 million in the United States, the popularity of e-commerce has never been greater – and the market for counterfeits never more ominous. Counterfeit products now comprise an estimated five to seven percent of all global trade.<sup>3</sup>

Counterfeiters exploit a growing number of digital channels to reach their audiences, including email, e-commerce sites, online marketplaces, social media and mobile apps. Sophisticated infringers can easily place an online listing on one side of the world and have it purchased by a consumer on the other side, leaving very little in terms of a digital “paper trail”.

As consumers grow weary of unauthentic experiences online, businesses will suffer from lost revenue and see their brand value eroded by the actions of counterfeiters.

## SOLUTION

# Detect Widespread Infringements Across Digital Channels

**MarkMonitor AntiCounterfeiting** uses a combination of advanced technology, deep industry expertise and expansive relationships with marketplaces, payment processors, investigators and industry partners to identify the full scope of the counterfeiting problem and facilitate quick enforcements. The powerful solution provides actionable intelligence and unmatched visibility across digital channels to hone in on the most egregious offenders, discourage them from targeting your brand and make legitimate goods more available to consumers. *MarkMonitor AntiCounterfeiting* helps improve brand equity and protects the customer experience by making your brand much harder for counterfeiters to target.



## Detection Technology

Intelligent detection technology leverages machine learning, big data analytics and a multi-channel approach that quickly identifies infringements across millions of product listings and an unprecedented volume of data. Search results are tagged and prioritized by the most visible infringements so you can take down abuses en masse quickly and efficiently.



## Actionable Intelligence

Today's digital landscape spans an unprecedented number of channels, making it easy for fraudsters to disguise their identity and engage in illicit activities. MarkMonitor leverages technology, strategic services, investigative reporting and other world-class tools to generate actionable business intelligence and targeted insights to identify and enforce against widespread counterfeiting activity.



## Deep Industry Expertise

Our team of brand protection analysts reviews and enforces potential infringements and provides insightful reporting back to the customer how their program is performing. Relationship managers help each customer navigate the complex world of online counterfeiting, working closely with strategic partners that include marketplaces, payment processors, investigators, law enforcement and industry associations.

## Key Features

### Service-based Architecture

Highly scalable, services-based infrastructure effectively addresses any size of infringement volume and supports the foundation for continuous innovation to add new features and capabilities quickly.

### Geo-specific Search Results

Relevant search results by harvesting data using local proxies to identify brand abuse in a specific local market, detect abuse outside your home markets, as well as analyze abuse trends across various geographies.

### Consumer-centric Approach with Placement Rankings

A customer-centric approach to identify most visible counterfeit goods; know exactly where listings rank based on exact keyword searches to better prioritize enforcements.

### Enforcement Workflow

Workflow is optimized to analyze, tag, and enforce infringements to take down large volume of abuses quickly and efficiently. Our data shows that with our successful enforcement 80-85 percent of sellers that infringe on a brand will stop shortly after we take action.

### Image Clustering

Next generation image clustering to prioritize and identify related infringement – including copyright and counterfeit.

### Real-time Analytics and Reporting

Maintain visibility into the effectiveness of your brand protection program with real-time insights, targeted KPIs and advanced impact reporting.

## Insight. Impact. Increased ROI.

Only MarkMonitor combines advanced technology, years of deep expertise, and expansive industry relationships to protect you and your valued customers from the impacts of counterfeiting.

*MarkMonitor Anticounterfeiting* detects potential infringements to enforce against the biggest offenders, safeguard online revenues and preserve brand reputation with your customers.



## WHY MARKMONITOR

# Worldwide Leader in Brand Protection

Over half of the Fortune 100, 1,300+ customers in over 50 countries and industry leaders in technology, fashion, sports, entertainment, pharma, media, auto and healthcare trust MarkMonitor every day to help them protect their brands online. With a near-perfect customer satisfaction rating, our best-in-class service team has years of experience to help ensure your success.

## Your Trusted Partner

We do more than just provide powerful technology to protect your brand. We're also your trusted partner, providing an influential voice that represents your needs in the industry and advocates on your behalf. No one else can provide the advanced technology, expertise, relationships, and partners that MarkMonitor provides.

## Extensive industry relationships

A comprehensive brand protection strategy requires a strong network of strategic allies. MarkMonitor experts are connected to an unparalleled ecosystem of partnerships and relationships with search engines, social media networks, online marketplaces, industry advocacy groups, registries and law enforcement agencies.

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

**See what we can do for you.**

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## More Information

To learn more about *MarkMonitor AntiCounterfeiting*, our solutions and services, please visit [markmonitor.com](http://markmonitor.com) or call us at **1-800-745-9229**.

<sup>1</sup> World Economic Forum, "Global Agenda: State of the Illicit Economy," [http://www3.weforum.org/docs/WEF\\_State\\_of\\_the\\_Illicit\\_Economy\\_2015\\_2.pdf](http://www3.weforum.org/docs/WEF_State_of_the_Illicit_Economy_2015_2.pdf), October 2015.

<sup>2</sup> The Economist, "Knock-offs catch on," <http://www.economist.com/node/15610089>, March 4, 2010.

<sup>3</sup> Internet Live Stats, "Internet Users by Country (2016)," <http://www.internetlivestats.com/internet-users-by-country/> 2015/16 values, 2016.