**MarkMonitor**
*Protecting brands in the digital world*

**Clarivate**
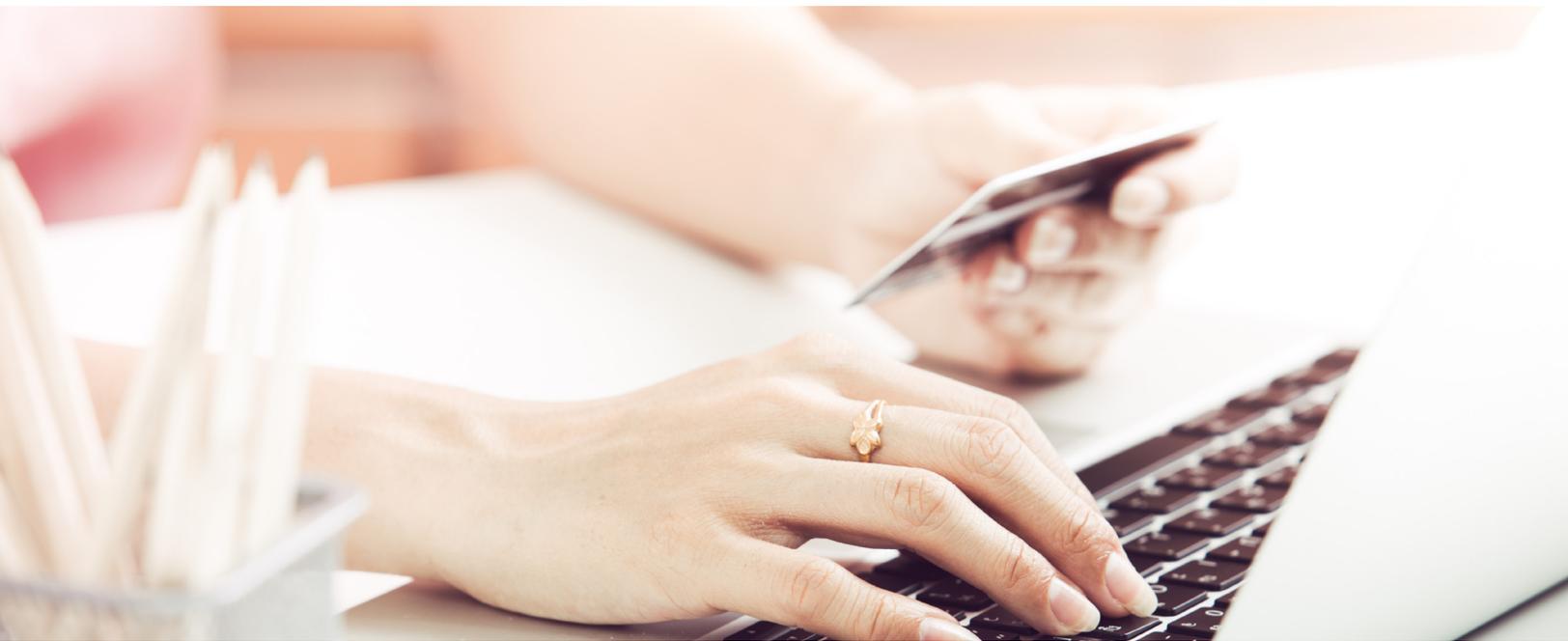**Analytics**

MarkMonitor AntiFraud™

# Protect Your Brand from Phishing and Malware Attacks

## OVERVIEW

For brand owners, phishing and malware attacks represent more than just a danger to their customers' personal and financial information – they are a direct assault on digital brand equity and customer trust. *MarkMonitor AntiFraud™* helps you take proactive steps to prevent, detect and mitigate the damage of fraudulent phishing and malware activity to protect your brand, online channel adoption and customer relationships.

# 300M

MarkMonitor reviews over 300 million emails every day to identify fraud.

# A Growing Business Problem for Brands

Even savvy online consumers can be caught off-guard by the sophisticated social engineering tactics used by fraudsters. More than half of Internet users now get at least one phishing email per day[1] with 9.2 million consumers having been duped into submitting personal data from phishing scams[2] in 2015. And nearly a million new malware threats are released every day[3], with attacks growing in number each year.

Phishers use a variety of tactics such as look-alike or cousin domains, paid search scams, social media messages and targeted business email compromise (BEC) attacks that deceive users into revealing personal information or user credentials. Malware attacks traditionally involve spyware that steals sensitive information, but the most rapidly growing threat is online extortion using "ransomware," where malicious software steals personal files, encrypts them, and holds them until the user makes a ransom payment.

Phishing and malware attacks are a strategic business problem that can damage your company's ability to maintain customer trust in your brand and digital channels. A customer that falls victim to online fraud may be reluctant to continue to conduct business with you online.

SOLUTION

# Defend Your Brand Across Digital Channels

**MarkMonitor AntiFraud** is designed to protect your customers and prospects from phishing and malware attacks – and preserve your brand reputation and marketing messages in the email channel. This powerful solution reviews over 300 million emails every day to identify and defend against a wide range of fraud, emphasizing attack prevention while leveraging the most extensive network of industry alliances to quickly detect and mitigate attacks.

### Prevention

MarkMonitor uses proprietary preventative tools, such as the Early Warning System® (EWS), to prevent fraudsters from launching phishing and malware campaigns before they can impact your customers. The EWS sends daily emails to alert you of new domain registrations that are using your brand or similar brands in the last 24 hours, keeping you in front of brand abuse and mitigating damage as far upstream as possible.

### Detection

MarkMonitor offers the industry's leading phishing detection capability – recording up to 50% more incidents than competing solutions. We monitor and analyze the industry's widest range of intelligence sources via proprietary technology and relationships with industry partners  analyzing more than 300 million emails daily and detecting more than 700,000 fraudulent and malicious sites annually. We've detected millions of fraudulent activities in 170+ countries across 14,000+ networks.

### Mitigation

MarkMonitor provides the most effective, comprehensive mitigation strategy available. As soon as we detect and validate a phishing site or malware binary with 100% certainty, we initiate our extensive Fraudcasting network, sharing alerts with ISPs, browsers, email providers and security vendors so they can block malicious sites at the desktop within minutes of detection and remove malicious software in the network environment.

### Ongoing Personalized Service

Customers receive 24x7x365 access to our Security Operations Center (SOC). An assigned Client Services Manager ensures that customer needs are continuously met and helps implement best practices for the most effective results.

# Key Features

### Early Warning System®

Powerful prevention tool to mitigate malicious attacks upstream, before a malicious campaign is launched.

### Complete Mitigation Coverage

Shut down any type of phishing attack, including form-based phishing, vishing, smishing, malware (distribution sites, drop sites, command and control), email accounts, pharming and PAC files, and illegal gaming servers.

### Fraudcasting

Immediate, widespread blocking of access to phishing sites, emails containing phishing sites, malware-containing emails and malware communication points by alerting ISPs, email providers and security vendors.

### Phish Kit Analysis

Effective method for disrupting a fraudster's business and providing enhanced intelligence and analytics.

### API Access

The industry's only portal API to enable integration with customers' security event management products.

### Reporting and Analysis

Monthly trend report and a personalized weekly phishing and malware incident report with SOC action steps.

### Web Portal Access

SaaS-based portal provides a complete real-time view of both individual attacks and trends.

# Insight. Impact. Increased ROI.

Only MarkMonitor combines powerful prevention tools, detection technology, comprehensive mitigation strategy and unmatched industry expertise to protect you and your valued customers from the dangers of phishing and malware attacks. MarkMonitor AntiFraud™ helps you stay in front of fraudulent phishing and malware activity to preserve brand equity and customer trust, protect online channel adoption, and safeguard revenues and profits.

**WHY MARKMONITOR**

# Advanced technology and strategic guidance

MarkMonitor protects the world's leading brands with the only solution that combines cutting-edge technology and consultative services. More than 200 brand protection veterans – in more than 30 languages – are on call to defend brand investments and preserve customer trust.

# Superior service and expertise

We've built our reputation on dedicated, corporate-focused service with unparalleled industry expertise. MarkMonitor protects the revenues and reputations of more than half of the Fortune 100. We monitor 8 of the 10 most highly trafficked websites in the world and execute more than 43,000 enforcements every day.

# 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 Information

To learn more about MarkMonitor AntiFraud, our solutions and services, please visit markmonitor.com or call us at **1-800-745-9229**.

[1] Phishing.org. December 2015. http://www.phishing.org
[2] Consumer Reports Survey: How Safe is Your Home Computer?  ConsumerReports,  May 1, 2013.
  http://www.consumerreports.org/cro/news/2013/05/consumer-reports-survey-how-safe-is-your-home-computer/index.htm
[3] Nearly 1 Million New Malware Threats Released Every Day, CNN Money, April 2015. http://money.cnn.com/2015/04/14/
  technology/security/cyber-attack-hacks-security/

More than half the Fortune 100 trust MarkMonitor to protect their brands online.
**See what we can do for you.**

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