

MarkMonitor Partner Compliance



Maintain Valuable Partner Relationships and Maximize ROI

Partner relationships – including affiliates, franchisees, independent representatives and consultants – function as critical extensions of many brands, exponentially increasing brands' reach across digital channels. That's why many brands rely on partner programs to drive online traffic and incremental revenue. However, partner programs present challenges when it comes to brand protection. Although partnership agreements include guidelines regarding the use of brand trademarks, some partners inadvertently misuse trademarks, logos, copyrighted images, domain names and branded keywords in their promotional efforts. Identifying these abuses across the Internet can be overwhelming for compliance teams. Therefore, many brands take a reactive stance, waiting for issues to be brought to their attention or triaging only the most damaging activities. The problem with this approach is that unchecked non-compliance can ultimately cost a brand more money than its partners generate.

Make Partner Compliance a Priority

Managers of partner programs or third-party sales channels have the difficult challenge of maintaining valuable partner relationships while simultaneously bringing these same partners to task for non-compliance. It's a demanding job, but curbing partner non-compliance should be a top priority. Here's why:

Protect brand value. Inconsistent brand experiences caused by incorrect use of brand trademarks can negatively affect consumer-brand relationships, damage brand reputation, jeopardize brand loyalty, and confuse customers who think they're interacting directly with a brand and not a partner. Non-compliance can also discourage prospective partners from joining a brand's partner program.

Increase profit margins. Non-compliant activity can divert traffic from a brand's website, affecting sales, commissions, marketing ROI and the bottom line. In addition, when partners compete for paid search keywords, it can drive up a brand's marketing costs – potentially by tens of thousands of dollars in unnecessary advertising spend.

Key Features

- **Automated detection across a broad range of digital channels.** Quickly detect non-compliant partners locally or around the globe using advanced technology.
- **Dedicated team of compliance professionals.** Benefit from an expert team with 15+ years of experience and a best practice-based approach that safeguards sensitive partner relationships while getting results.
- **Comprehensive case management and enforcement capabilities.** Utilize the most efficient and cost-effective compliance techniques to monitor and track new compliance issues as they arise.
- **Automated and customizable notifications.** Easily customize automated notifications to save valuable time while ensuring that notifications are appropriate and sent in a timely manner.

Defend against liability. When partners fail to include required disclosures on marketing materials or websites, they can expose brands to legal and regulatory liability.

Most compliance departments simply aren't equipped to monitor every digital channel, making it critical for brands to leverage leading-edge technology and best practices to efficiently identify and quickly remediate non-compliant partners.

Focus Efforts on Protecting Your Most Valuable Partner Relationships

MarkMonitor® Partner Compliance is specifically designed to help brands manage compliance issues with their valued partners. Our solution enables compliance teams to efficiently identify and quickly remediate non-sanctioned partner activity across the Internet. Most importantly, our custom-built technology and expertise also helps brands prioritize partner infringements to deliver the highest ROI to partner programs.

A Holistic Approach to Partner Compliance

- **Broadest Coverage of the Digital Ecosystem.** Our proprietary technology employs sophisticated algorithms to monitor the most comprehensive range of Internet channels, including websites, online ads, social media, paid search, marketplaces and mobile apps – everywhere your partners might be – globally and around the clock.
- **Experience and Insights.** Leveraging expertise gained from working with top brands across multiple industries, MarkMonitor provides brands with valuable insights into how best to structure partner compliance programs and prioritize limited resources for maximum impact.
- **Dedicated Client Services Team.** Maintaining delicate partner relationships requires a human touch. MarkMonitor is the only solution that offers brands a dedicated team of experts and a real-world, best practices approach on how to diplomatically hold partners accountable.

Insight. Optimization. Increased ROI.

No other brand protection platform can offer our global detection technology, our breadth of coverage or our consultative approach to create a true end-to-end partner compliance solution. MarkMonitor Partner Compliance provides compliance teams with the expertise and guidance they need for effective 24/7 monitoring and remediation across digital channels – saving brands from losing money while giving partner marketing teams more bandwidth to develop valuable partner relationships and drive incremental revenue.

Why MarkMonitor

Advanced technology and strategic guidance. MarkMonitor provides the only brand protection solutions on the market that combine leading-edge technology with consultative services from brand protection veterans to defend brand revenue and reputation and preserve customer trust.

Unmatched expertise. MarkMonitor designs and manages brand protection programs for the world's biggest brands and is highly experienced in helping clients build and enhance their brand protection programs.

Extensive industry relationships. As the industry leader in brand protection, MarkMonitor maintains an unparalleled ecosystem of partnerships and relationships with search engines, social media sites, registries and law enforcement, as well as a network of Thomson Reuters-powered databases.

MarkMonitor Partner Compliance enables you to effectively manage compliance issues across a broad range of digital channels while maintaining profitable relationships with your valued partners and protecting your brand.

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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MarkMonitor
Protecting brands in the digital world

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