

SOLUTION SHEET

MarkMonitor Partner Compliance
Maintain Valuable Partner
Relationships and Maximize ROI



OVERVIEW

Partner relationships function as critical extensions of many brands, exponentially increasing brands' reach across digital channels. 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. Some 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 damage the brand in the eyes of the consumer and cost a brand more money than its partners generate.



Non-compliant activity can divert traffic from a brand's website, affecting sales, commissions, marketing ROI and the bottom line.

CHALLENGE

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 is a demanding job, but curbing partner non-compliance should be a top priority. Here is why:

Protect brand value.

Inconsistent brand experiences for the consumer caused by incorrect use of brand assets can negatively affect brand image, damage brand reputation, jeopardize customer loyalty, and confuse anyone who thinks they are 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.

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 are not 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.

SOLUTION

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 extensive in-house expertise helps brands prioritize partner infringements to deliver the highest ROI to partner programs. We go where your customers go and prioritize what they see so we have the greatest positive impact to your brand in the shortest amount of time.

**Broadest Coverage of the Digital Ecosystem**

Our proprietary technology monitors the most comprehensive range of Internet channels, including websites, online ads, social media, paid search, marketplaces and mobile apps. We use sophisticated geoproxies to replicate a local presence so you can have true global insight into the actions of your partners. We are the only comprehensive monitoring solution that can help you keep tabs on your partners – globally and around the clock.

**Experience and Insights**

For over a decade, we have worked with many of the largest brands in the world. No matter what your specific concerns are, you can leverage the expertise we have gained from working with top brands across multiple industries. We can contribute 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.

Key Features

Automated and relevant detection of instances of non-compliance across all digital channels.

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.

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 compliance tracking and reporting 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.

Insight. Optimization. Increased ROI.

No other brand protection platform can offer our custom-built technology, breadth and depth of expertise or our industry relationships 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 solution on the market that combines leading-edge technology, global scope and 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 proprietary information databases to streamline the brand protection process.

More Information

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

 **Clarivate**
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