

DATASHEET

MarkMonitor Brand Protection

Protect the Brand Equity and Customer Loyalty You've Built

With millions of dollars invested in brand development, companies can't afford to stand by when those brands come under attack. Yet brands face a rapidly growing number of online threats which severely undermine marketing investments, putting brand reputation, customer trust and revenue at risk.

The tactics are diverse and widespread, often beginning when probable fraudsters use trademarks in deceitful paid search ads, URLs, mobile apps, misleading websites and spam email, in order to divert traffic to competing or even illicit sites. Paid search scams as well as SEO manipulation tactics enable likely fraudsters to claim affiliation where none exists or steer consumers to sales of potentially unauthorized or counterfeit goods.

These online exploits can undo months or years of investment in a brand, quickly taking marketing ROI into negative territory, siphoning billions in revenues and raising warranty, service, and other costs to legitimate brand owners. Worst of all, left unchecked, online brand attacks can permanently tarnish a brand's reputation.

Fortunately, online brand abuse—which is enabled by technology—can also be driven back with technology. To protect their invaluable brand investments from

these growing threats, global enterprises must take a holistic approach, pursuing multiple, integrated strategies to prevent threats from being launched, detecting them quickly when they do arise, and responding with force to effectively limit damage and discourage future attacks.

The Industry's Most Robust Solution for Protecting Brand Equity, Revenue and Reputation Online

MarkMonitor Brand Protection preserves key elements of your brand's value—customer trust, loyalty, and the reputation on which they depend—by assisting in the elimination of confusing and potentially fraudulent use of your brand online. Leveraging the industry's widest access to online data sources and continuously monitoring more digital channels than any other solution, it safeguards brand equity, Web traffic, marketing investments, revenue and reputation from unauthorized channels, counterfeit sales, cybersquatting, brand impersonation and other online threats.

Employing advanced, patented detection algorithms and search technologies, the solution surfaces and prioritizes brand abuse as it occurs, enabling brand owners to respond quickly and effectively with a

Brand Protection Highlights

- Safeguards the value of your marketing investments — while optimizing return on ad spend and other outlays** — by preventing paid search scams, SEO manipulation and cybersquatting from diverting Web traffic to unaffiliated or illicit sites.
- Detects the widest range of abuses more quickly and comprehensively** by monitoring more digital channels, e-commerce sites, search engines, mobile app stores, social media, email and more— with greater frequency.
- Protects revenues** by helping to shut down sites selling counterfeit goods and reducing false warranty and customer service claims.
- Enables greater brand protection impact with less effort** by identifying high-priority brand abuse, automating enforcement measures and simplifying enterprise-wide collaboration.

range of automated enforcement mechanisms. By clearly demonstrating to scammers an active commitment to proactive brand defense, brand owners can also measurably reduce future brand attacks.

A Cornerstone of the MarkMonitor Brand Protection

The MarkMonitor Brand Protection Platform is a modular, customizable and integrated suite of hosted solutions and services. The Platform enables any global organization to comprehensively defend its brand online by combining proprietary algorithms with an array of strategic alliances that give MarkMonitor access to the broadest set of Internet data sources in the industry.

With targeted brand attacks on the rise, many enterprises pursue a holistic approach to brand protection, using multiple Platform components. By employing the right blend of Brand Protection Platform components, global enterprises can optimally address their unique brand protection needs.



Brand Protection Highlights Cont.

- **Builds confidence in your brand** by warning customers away from infringing sites.
- **Helps to prevent brand reputation erosion** by defending against false association and impersonation on websites, mobile app stores and social media sites.

Expert Customer Service—Plus Optional, Customized Services

With its long experience, enterprise focus and commitment to customers, MarkMonitor is uniquely positioned to deliver the service and support global companies need. Every MarkMonitor customer has an expert Client Services Manager included as part of their brand protection services—just one of the reasons the company enjoys a near-perfect customer satisfaction rating.

Optionally, MarkMonitor offers a complete range of services, from comprehensive strategy development to best practices consultation. Customizable, shutdown-focused enforcement processes are also offered in both fully-automated and authorization-required modes. Custom-configured for each customer, these services enable enterprises to more effectively protect their brands while better allocating internal resources.

About MarkMonitor

MarkMonitor, the leading enterprise brand protection solution and a Clarivate Analytics flagship brand, provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the Web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of advanced technology, comprehensive protection and extensive industry relationships to address their brand infringement risks and preserve their marketing investments, revenues and customer trust. To learn more about MarkMonitor, our solutions and services, please visit markmonitor.com or call us at **1-800-745-9229**.