Building a Strong Defense
Protecting your brand from abuse on mobile app stores

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Agenda

- Mobile Market Trends
- Types of Abuse on Mobile App Stores
- Remediation Strategies
- Best Practices
Mobile Market Trends
Growing Popularity of Mobile Used

Mobile Apps as the Main Internet Gateway

- U.S. consumers spend more time accessing Internet using mobile devices
- Faster Internet connection and more storage
- Apps for any activity

Source: ComScore, Inc.
Mobile Apps Downloads

Billions of Apps Downloaded Every Year

- Number of Mobile Apps downloaded to reach 269B by 2017
- There are almost 4M apps in leading official app stores
- Growth within developing markets

Source: Gartner
Typology of App Stores

Aggregator and Hosting App Stores
- Independent websites primarily for android apps

OEM and Operator App Stores
- Amazon Android Market
- Lenovo

OS App Stores
- Apple App Store
- Google Play Store
- Windows Phone
- Blackberry App World

Mobile App Stores
Use of Mobile Apps

Lifestyle and Shopping Apps Gaining Popularity

- Shopping apps are the fastest growing thing on mobile – 174% YoY
- More people shop using mobile apps
- 26% of consumers start shopping using branded apps

Source: Flurry Analytics
Growing M-commerce

Fast-growing Channel

- Expected to account for 22% of total e-retail sales in 2015
- It’s growing faster than e-commerce retail
- New fast growing channel for both Brands and fraudsters

U.S. Retail M-Commerce Sales 2013-2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
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<tbody>
<tr>
<td>2013</td>
<td>$41.7</td>
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<tr>
<td>2014</td>
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Types of Abuse on Mobile App Stores
# Types of Fraudulent Apps

**Copy-Cat Apps**
- Cloned Apps
- Repackaged Apps

**Non-Compliant Apps**
- Partner Apps
- Unauthorized Authentic Apps
- Outdated Apps

**Bad Apps**
- Phishing Apps
- Piracy Apps
- Malicious Apps
Cloned Apps

Trick Customer Into Downloading Fake Apps

Impersonation
- Claiming to be an official app for a popular retailer

Negative experience
- Poor reviews and description associate negative experience with a brand
Repackaged Apps

Modified Apps With Added Or Removed Features

Circumvention Apps
- Tempered apps that can be used not in the way intended by right holders
Types Of Fraudulent Apps

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Outdated apps

Cause Customer Confusion and Negative Experience

**OFFICIAL VERSION**

**UNOFFICIAL THIRD-PARTY STORE**

Outdated App Version

- Apps no longer supports by brands or not providing best functionality to their users
Compliance problem

Gives Inaccurate Brand Image

HD Video App

HD is a best client app on phone which allows you to watch videos in HQ and HD and download videos to your phone for free. Log into your account, explore vast video catalog, browse your favorite channels, and subscribe to new channels. Share videos with your friends via your social networks, email, and text messages.

Changes:
1. Fix the playlist bug
2. Make the app more compatible with the phone 8.1

show details

Free
90575 reviews

By installing you agree to the Terms of Use and other terms

install
Types Of Fraudulent Apps

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Suspected Piracy

Apps Linking or Hosting Pirated Content
Remediation and Best Practices
Remediation Strategies

Design Effective Enforcement Strategy

- Create a whitelist and consolidate your mobile assets
- Understand policies in different app stores
- Select an appropriate enforcement method
  - Copyright / Trademark
  - Developer warning
- Follow up on your enforcements
Best Practices

Creating Brand Protection Strategy for Mobile Channel

- Monitor for repeat infringers and apps
- Do not neglect smaller stores and less popular operating systems
- Ensure your monitoring program has a wide geo coverage
- Identify links to other channels and websites
- Take your mobile brand protection strategy beyond mobile apps
Future Outlook

Start Monitoring Today and Plan for the Future

- Mobile as a main point of Internet access
- Growth of mobile commerce
- Mobile an accessible technology in the developing market
- Mobile only marketplaces, social media sites and other
Questions?
Thank You!

- For information on MarkMonitor solutions, services and complimentary educational events
  
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