

SOLUTION SHEET

MarkMonitor AntiFraud™ — Anti-Malware Services Protect Your Customers from Brand-Associated Malware Attacks



OVERVIEW

As increasingly sophisticated malware attacks continue to hijack trusted brands, organizations in a growing number of industries are facing new security risks to their internal networks – as well as new challenges to their digital marketing channels and customer relationships. MarkMonitor® works with some of the world's most visible brands to develop innovative, comprehensive solutions to combat the widening threat of brand-associated malware attacks.



1M

Nearly a million new malware threats are released every day¹, with attacks growing in number each year.

CHALLENGE

New Tactics Threaten Digital Brand Power

Companies dedicate vast resources to building a strong brand in digital channels, but malware attacks that exploit legitimate brand power for illicit purposes continue to be a major challenge for brand owners and IT/security professionals. While the financial services industry has long been a target of malware attacks, fraudsters have expanded their scope to include many other services industries, putting a wider range of companies and end users at risk.

Malware creators are honing their social engineering tactics to better impersonate legitimate brands and dupe unsuspecting consumers into downloading malicious code designed to harvest private data or infiltrate an organization's network. The danger goes far beyond the integrity of corporate systems and data – brand-associated malware can also tarnish brand reputation in the increasingly vital email channel, diminishing customer trust in online transactions and raising customer support costs to investigate and rectify the damage to consumers. Safeguarding your brand against malware requires a swift, proactive approach.

SOLUTION

Detect and Shut Down Malware Attacks Across Multiple Digital Channels

As part of our anti-fraud solution, our Anti-Malware Services utilize unmatched domain and brand protection expertise to provide reputable brands the best detection, analysis and mitigation against malware attacks across multiple digital channels. For the greatest impact and results, the MarkMonitor solution focuses on brand-associated malware, which is visibly tied to specific brands, to ensure that email channels are free from potential malware attacks.

The Best Anti-Malware Detection, Mitigation and Service

**Detection**

MarkMonitor offers the most effective detection capability for brand-associated malware attacks. Once an attack is detected, the complete malware email is populated in the MarkMonitor AntiFraud portal to provide full transparency and allow the client to see exactly how their brand is being used to distribute malware. MarkMonitor analyzes more than 300 million emails daily and detects more than 700,000 fraudulent and malicious attacks annually.

**Fast Mitigation Strategy**

MarkMonitor shuts down multiple communication points used to run the attack, including malware payload distribution points, command and control sites, and drop sites where harvested data is sent and stored. MarkMonitor disables each attack so that it is no longer accessing the network and no longer a threat to other organizations.

**Exceptional Service**

MarkMonitor provides customers with access to its 24x7x365 Security Operations Center (SOC). In addition, each customer is assigned a Client Services Manager who ensures that the customer's needs are being continuously met and helps implement best practices for the most effective results.

Key Features

Detection

Dozens of partners processing more than 300 million emails daily provide MarkMonitor the best coverage for detections of malicious brand-abusing email campaigns.

Malware Analysis

Malware analysis based on partnerships with over 50 anti-virus and malware vendors provides early detection and detailed analysis of malware executables.

Reporting and Analysis

Monthly trend report and a personalized weekly phishing and malware incident report with SOC action steps plus 24x7 Web portal access.

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.

Complete Mitigation Coverage

Malware mitigation includes multiple types of communication points, including distribution sites, drop sites, command and control. Additionally, complete coverages includes shutdowns of any type of phishing attack, vishing, smishing, email accounts and other fraud activities.

Insight. Impact. Increased ROI.

Only MarkMonitor combines powerful detection technology, comprehensive mitigation strategy and unmatched industry expertise to protect you and your valued customers from the dangers of malware attacks. MarkMonitor AntiFraud™ — Anti-Malware Services ensure that the most visible channel conveying your brand – the email marketing channel – is free from malware attacks to help safeguard your marketing messages and brand reputation.



700K

MarkMonitor analyzes more than 300 million emails daily and detects more than 700,000 fraudulent and malicious sites annually.

More than half the Fortune 100 trust MarkMonitor to protect their brands online.

See what we can do for you.

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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, our solutions and services, please visit markmonitor.com or call us at **1-800-745-9229**.

¹ 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/>