appdetex

Buyers Guide

Modern Brand Protection

Contents

First time brand protection buyer or thinking of switching?

Read this guide to understand what you need to consider before making a purchase.

Introduction

A resilient brand is a trusted brand.

In today's digital market, businesses are investing more in digital transformation to better capture and serve customers at every stage of the digital buying journey – from initial awareness-building and engagement strategies to post-purchase loyalty and advocacy initiatives. As businesses accelerate their digital transformation efforts, many have found scammers are quickly following suit and discovering new ways to hijack well-known brands every day – diminishing brand equity, undermining customer relationships, and eroding customer trust.

It is imperative businesses build their brands to be resilient to this new uptick in online brand abuse. In doing so, their customers can build trust and feel assured that every interaction with their brand is authentic. However, it's harder than ever because traditional brand protection solutions are failing. Brands need to move beyond legacy brand protection solutions that use reactive approaches and techniques to temporarily disband bad actors and instead, implement a modern brand protection solution that uses advanced technology and expertise to proactively identify, prioritize and take down entire brand abuse networks.

33%
Increase in loyalty when brands build trust.

The result? A much more resilient brand and greater customer trust.

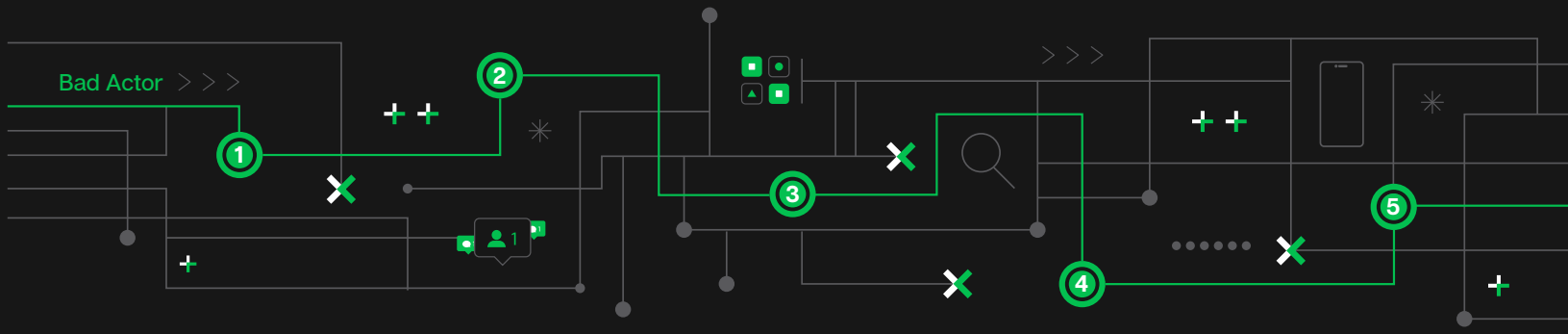
Increase in Loyalty Builds Trust.

Not all brand protection solutions are created equally. There are a lot of vendors that claim to do brand protection and they all sound the same. It can be confusing to understand what you need to look for, whether you are considering buying brand protection for the first time or changing brand protection vendors. Read this guide to understand the key factors you need to know when assessing solution providers, along with key considerations when selecting a modern brand protection solution provider.

Composition of a brand attack

Understand how brand attacks are set up.

Digital brand abuse can be committed by both nefarious and non-nefarious groups as well as individuals. Sometimes it occurs to disrupt or defame, but it primarily occurs for financial gain. The most egregious and most challenging accounts of brand abuse are committed by organized bad actors who seek to confuse, divert and monetize a well-known brand's customers. These brand abuse operators are highly-organized and run complex, networked campaigns. They use multi-pronged, multi-faceted approaches to attack brands and the consumers who trust and love those brands.



1
Targeting
of brands

Trusted, well-known, and recognized brands are prey to scammers.

2
Weaponization
of brands

Trademarks, logos, product photos, and other IP that signify popular brands are illicitly used or mimicked.

3
Launch
of illicit digital campaigns

Illicitly used brands are used as part of campaigns launched on various digital channels.

4
Deception
of consumers

Customers visit digital channels expecting to have authentic experiences with brands they trust. Instead, they are duped and siphoned away by illicit digital campaigns.

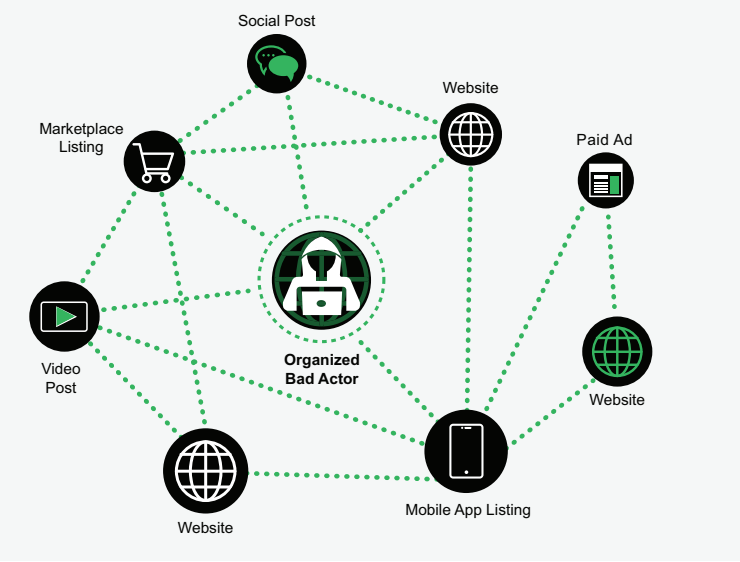
5
Conversion
of brands

- *View/click (giving scammers ad traffic revenue)*
- *Buy/transact (illicit goods or service)*
- *Disclose or steal personal information and data via forms or malware*

About Systemic Brand Abuse Networks

Understand the systemic nature of brand abuse.

A brand abuse network is a connected set of illicit digital content (ad, text, post, listing, image, video, etc.) found on multiple digital channels (websites, social media, mobile apps, marketplaces, search engines, etc.) and all linked by a common set of identifiers and attributes. Brand abuse networks are growing significantly. In a recent Appdetex **study**, it was reported that 47% of confirmed abusive apps and 27% of abusive domain names are related to other abuse.



A basic way to detect and link an abuse network is by identifying common email addresses, IP addresses, and SSL certificates. However, bad actors are experts at obscuring their identities and evading traditional detection techniques. A modern brand protection approach has greater success finding and taking down networks by using automated, non-traditional means (such as advanced digital traces) to find and remove these abuse networks.

1 in every 3

Roughly one in every three enforcements are linked to a brand abuse network.

Requirements for Fighting Systemic Brand Abuse

Many brand protection providers claim to have automated solutions to correlate and identify abuse networks. But buyer beware, these claims are often exaggerated. Legacy brand protection solutions are largely manual and are limited to basic identifiers to cluster brand abuse. Their technologies rely on scanning and manual correlation to identify the nodes of a network, and they exclude the linkages and discovery of related abuse. We know that sophisticated brand abuse networks have moved beyond basic tactics and use far more ways to communicate and fool consumers than ever before. There are multiple touchpoints, multiple identifiers, and signals that they're harvesting to carry out their nefarious goals. Using a legacy solution is not going to give the insights needed to combat sophisticated brand abuse networks. That rudimentary approach often results in gaps in detection and delivers only a partial and incomplete view of a bad actor's nefarious activities online.

Using a modern, automated brand protection solution to uncover large criminal digital networks will help brands understand the digital markers, find the nodes of a network, and map the criminal activity. A truly automated solution is capable of ingesting, normalizing, synthesizing, correlating, and enriching multiple data sets, so brand owners can stay one step ahead of the bad actors and their extensive networks.

When comparing brand protection vendors, look for a modern solution to fight systemic brand abuse, one that offers automated correlation across online and offline channels and uses a systematic approach to detect and take down brand abuse networks with the greatest ease and efficiency.

The 4 Key Considerations

In order to combat today's evolving brand abuse networks, a modern approach is required to quickly connect the digital dots and better identify abuse, abusers, and the criminal networks they rely on.

Consider the quality of the following when selecting a modern brand protection solution provider

1. Technology
2. Insights
3. Approach
4. Support

Carefully evaluate and compare these four dimensions when assessing a brand protection solution provider.

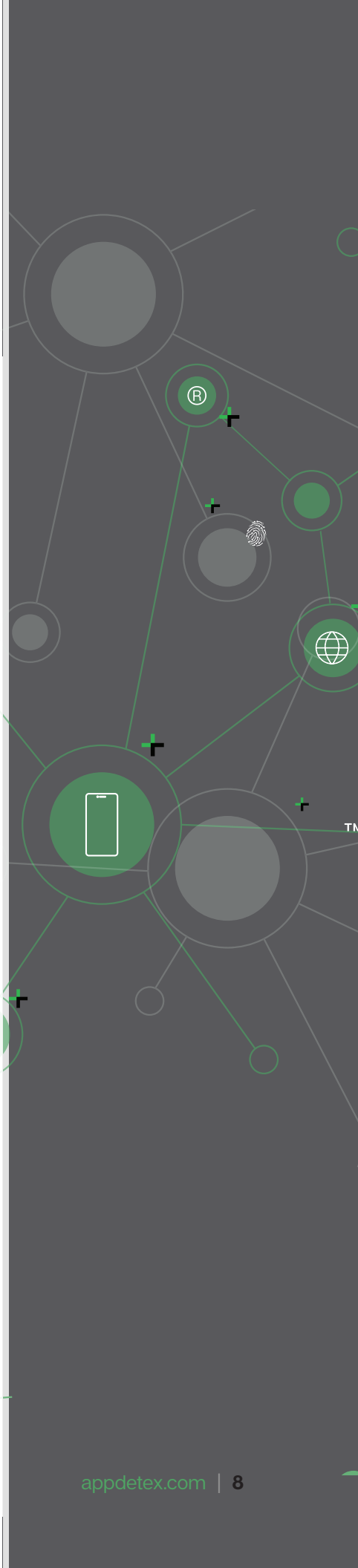
1 Technology

How sophisticated are their detection and correlation technologies?

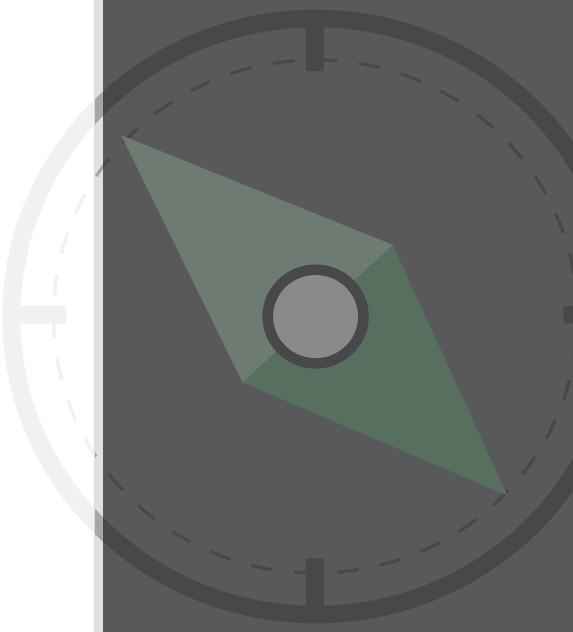
Traditional brand protection solutions rely solely on keyword searching and manual correlation to identify brand abuse. Modern brand protection solutions use keyword matching, image recognition, machine learning, and automated data correlation technology to map abuse networks, allowing brand owners to better qualify the nature and severity of abuse.

When selecting a brand protection solution, look for:

- Automated correlation capabilities vs. manual correlation capabilities being overworked as automated that also provide multi-channel correlations.
- Cutting-edge technologies leveraging image recognition, machine learning, automated correlation technology, and graph databases in addition to keyword matching.
- Highly flexible and customizable case management, tagging, and workflows to streamline enforcement processes or next actions (cease and desist, litigation, further investigations, etc.).
- Single, integrated platform to house all offline and online brand abuse-related data, including detection and enforcement activity.
- Advance querying capabilities to reduce the noise and find the most relevant and malicious brand abuse across popular digital channels.



2 Insights



Do they deliver meaningful results without a lot of noise?

Unlike legacy solutions that primarily use data for take-downs, a modern solution's data can be leveraged beyond the legal team, with security and marketing teams, and outside agencies such as border patrol and customs. Being able to quickly access online and offline data will aid in investigative research which can be used as evidence for litigation and beyond.

When selecting a brand protection solution, look for:

- High fidelity detections and results data with positive signal to noise ratio versus huge, unusable dumps of data.
- Automated data harvesting and correlation across a broad set of digital channels, including mobile apps, websites, domains, social media, marketplaces, and search engines.
- Advanced data signals that go beyond basic search identifiers (IP address, email, name, etc.) to connect abuse schemes and identify higher-value targets.
- Both visual and tabular reporting, including dashboards, dynamic graphs, tables, and reports, to monitor, analyze, and visualize data easily.

3 Approach

Are they strategic and business-minded when solving your problems?

The brand protection approach taken can have an immediate financial impact on the business. Legacy solutions often result in inefficiencies, temporary suppression of brand abuse, or missing the brand abuse altogether. A modern approach will result in higher returns by allowing brand owners to prioritize enforcement activities on highly sophisticated brand abuse networks, which can inflict the most damage on brands and consumers.

When selecting a brand protection solution, look for:

- Focus on fighting high-value targets and systemic brand abuse vs. focus on taking down one-off abuses.
- True automation for brand abuse detections, correlation, and enforcements in order to sustain suppressed brand abuse.
- Strategic, data-driven approach to uncover higher-value targets.
- Ability to analyze and correlate online and offline data signals to prioritize enforcement activities on highly sophisticated brand abuse networks.
- Multi-channel view of brand abuse across websites, social media, mobile apps, marketplaces, and search engines.

4 Support

Do they understand your brand's unique business problems and directives?

Legacy solutions are primarily an enforcement shop, with service teams delivering ad-hoc and reactive enforcements. With a modern brand protection solution, brand owners will have peace of mind knowing there's a team of experts, with a diverse and comprehensive skill set, that take a methodical and proactive approach to brand protection.

When selecting a brand protection solution, look for:

- Tenured team of experienced professionals that understand the brand's unique challenges and act as an extension of your team.
- Ability to focus on solving real business problems, offer strategic guidance, and act on your strategy and best practices.
- Agility and flexibility to execute on a variety of tactical activities including takedowns, reporting, in-depth investigations, API analysis, and more.

Modern Brand Protection from Appdetex

Where automation meets know-how.

Appdetex designed its Brand Security Platform to help protect the most complex and targeted brands in the world. Using **Appdetex Tracer™**, the industry's most powerful, flexible, and patent-pending correlation and investigative technology, entire brand abuse networks are revealed and the true scope of illicit online campaigns targeting a brand and its customers are surfaced. As a result, countermeasures and enforcement strategies are more targeted and informed, and brands can be confident their time and energy are focused on the highest-priority brand abusers.

Appdetex Tracer™ can be used to correlate diverse sets of online and offline data to gain new insight into abuse, bad actors, locations, behaviors, and more. Using more than 50 proprietary digital traces from a variety of sources, Tracer™ is able to quickly find and connect infringement across domains, social media, mobile apps, marketplaces, and search engines, allowing brands to prioritize bad actors, assemble litigation evidence, and consolidate UDRP domains.

ALL 5
Of the most valuable global brands rely on modern brand protection from Appdetex.

Using a modern brand protection approach, Appdetex works with brands to proactively identify specific business risks related to online abuse across all digital channels. Our team of trained, highly experienced, global brand security experts works alongside each client to establish strategies and success metrics that will best support their brand protection program. Partnering with Appdetex gives brands the freedom to always be looking forward so they can focus on increasing sales, building customer relationships, and creating valuable brand loyalty and of course, trust.

Improve Impact and ROI with Modern Brand Protection

See what you've been missing.

Focusing brand protection efforts on organized networks of bad actors will yield the best return on investment. Modern brand protection technologies can help identify the bad actors who are most adept at using digital channels to attract a brand's customers.

215%
Annual ROI in only half a year after initial deployment

As bad actors continue to find ways to hide their nefarious activities, prioritizing the offenders who display mastery of digital channels will deliver meaningful results. Map abuse networks to identify the ones that are most complicated and use that intelligence to create a strategy to dismantle and disable them. Use the information about the network, its composition, who's behind it, the damage it causes the business and customers to take the network down from the root, no matter how deeply obscured or complex the network.

Bad actors are more sophisticated than ever before. As a result, brands must move beyond legacy brand protection methods to make their brands more resilient. With more people relying on digital channels than ever before, it's vital that a robust and modern brand protection strategy is in place to ensure customers have a safe, authentic experience with your brand.

To learn more about how Appdetex can help you keep your brand resilient, visit **www.appdetex.com** or click here to schedule a demo.

About Appdetex

Appdetex is in the business of solving business problems related to digital risks. With deep roots in intellectual property law and applying technical innovation to business challenges, Appdetex is dedicated to the success of brand protection professionals and is trusted by some of the world's largest brands, including consumer goods, gaming platforms, media, entertainment, and financial services companies.

Founded in 2012 by veterans in brand protection, the Appdetex team puts decades of experience in digital risk mitigation to work on behalf of your brand. Disrupting highly organized, automated, and widespread systems of abuse requires technology and expertise. The Appdetex team has extensive experience in crafting efficient enforcement strategies at scale, from traditional takedown notices to applying leverage to deactivate criminal networks at their source.

As a result, Appdetex provides comprehensive brand protection that mitigates a wide spectrum of abuse – swiftly. We balance robust brand protection with sensitivity to your customers and customer communities and deliver quantifiable benefits for your brand and your business.

www.appdetex.com

info@appdetex.com

(855) 693-3839