

DIGITAL BRAND ABUSE

The Composition of a Digital Brand Attack



Organized bad actors do the following:

TARGET KNOWN BRANDS

Trusted, well known, and recognized brands are identified and carefully studied.

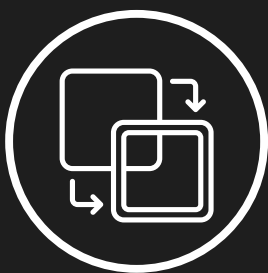


WEAPONIZE INTELLECTUAL PROPERTY

Trademarks, logos, product photos, and other intellectual property (IP) associated with targeted brands are illicitly used or mimicked.

LAUNCH DIGITAL MARKETING CAMPAIGNS

Illicitly used brands and other IP are included as part of multi-channel digital marketing campaigns to create a broad and expansive abuse network.



DECIEVE CUSTOMERS

Customers visit various digital channels expecting to have authentic experiences with brands they trust. Instead, they are duped and siphoned away from legitimate marketing campaigns.

MONETIZE CUSTOMERS

Unsuspecting customers view or click on content giving bad actors ad/traffic revenue, buy/transact on an illicit good or service and/or disclose or steal personal information

