

TRADITIONAL

BRAND PROTECTION

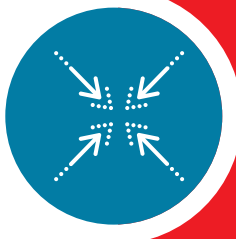
VS

MODERN

BRAND PROTECTION

IMPACT

- Lower returns and lower efficiency
- Temporary suppression
- Poor mitigation of brand risk
- Poor impact on customer confidence and trust



- Higher returns and higher efficiency
- Sustained suppression
- Strong mitigation of brand risks
- Builds confidence and trust in customers

APPROACH

- Tactical with focus on one-off detections, “whack-a-mole”
- Detections and correlation are marketed as automated but are manual
- Returns low-value targets



- Strategic with focus on high-value-targets and outcomes
- Detections and correlation are highly automated
- Pinpoints networks of abuse and highest-value targets

TECHNOLOGY

- Outdated, basic technology
- Low customization and flexibility
- Spotty, low fidelity, and non-visualized results
- Marketplaces-heavy view of brand abuse



- Bleeding edge, enterprise-class technology
- High customization and flexibility
- Broad, high fidelity, and visualized results
- Balanced, multi-channel view of brand abuse

INSIGHTS

- Largely an unusable data dump
- Poor visibility into true scope of systemic brand abuse
- Primarily used for take-downs
- Online data correlation only
- Primarily for legal audiences



- Usable, relevant, and actionable
- Used for take-downs, evidence, and intelligence
- Strong and complete visibility into systemic brand abuse
- Online + offline data correlation
- For legal, security, marketing audiences + external agencies

SUPPORT

- Transactional and focuses on removing one-off and random abuses
- Primarily an enforcement shop
- Ad-hoc and reactive



- Business-driven focus and solves acute, critical business problems
- Strategic advisors who also do enforcements
- Methodical and proactive

How vulnerable are you?

There is no digital channel safe from the threat of brand infringement. [Get our comprehensive brand protection checklist](#) to determine where you and your customers are exposed.