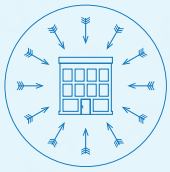
# Brand Protection Solutions

## KEEP YOUR BRAND SAFE WITH RISKIQ

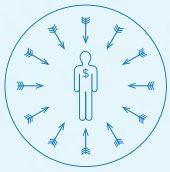
Your brand is your biggest and most valuable asset. And it's also your adversary's biggest attack vector. Threat actors exploit brand trust to defraud your customers, partners, and prospects through phishing, malware, and counterfeit products. Brand protection is a security must-have—when threat actors impersonate brands on the internet and mobile app ecosystem, they damage your brand and jeopardize customer safety.

RiskIQ provides the brand defense necessary through a platform that enables comprehensive management. From discovery of threats through remediation, RiskIQ's brand solution enhances your team's anti-fraud initiatives, protecting your customers and reputation across all digital channels.

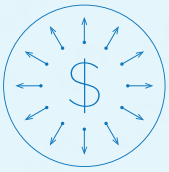
## WITH RISKIQ, PREVENT:



**Attacks on your company**
Threat actors exploit corporate brands to fool executives and employees into releasing sensitive information or downloading harmful malware that can exfiltrate data and intellectual property.



**Attacks on your customers**
Customers interacting with fraudulent assets associated with your brand and your partners can be victims to theft of sensitive data through phishing and malware.



**Revenue diversion**
Online brand infringement diverts revenue away from your products and erodes consumer trust and loyalty over time. Find unsanctioned use of your brand across digital channels.

## BRAND FRAUD:
### Diving into the Data

**$500 MILLION**
Annual cost of phishing in the United States alone, according to Consumer Reports

**$250 BILLION**
Estimated annual cost of counterfeiting to the United States

**$595 BILLION ↑**
Increase in annual global trade of illegitimate goods since 1982

The RiskIQ External Threat Management platform provides brand security through a process of identifying what belongs to an organization and detecting threats against it. The process begins with Enterprise Digital Footprint, which uses data collected by RiskIQ across the entire internet to pinpoint external assets that belong to an organization. These include websites, cloud services, web apps, and more. With this footprint, RiskIQ External Threat Detection begins monitoring the internet for threats against your brand through the web, email, mobile apps, and social media.

RiskIQ technology and intelligence reveals how employees and customers experience your assets in real time. With RiskIQ, you can:

- **Discover** and take down fraudulent and unofficial websites and mobile applications, as well as find legitimate apps in unauthorized stores, much faster than through manual processes.
- **Identify** unauthorized or fraudulent social media accounts that are impersonating your company, brand, and executives.
- **Detect** phishing attacks against your customers at a scale and speed never available before. RiskIQ's anti-phishing solution integrates with abuse boxes and separates phish from spam, providing faster remediation than any other provider.
- **Know** every domain registered inside and outside your corporate registrar and the associated WHOIS contact.
- **Lock down** unauthorized mail servers serving from branded domains.
- **Address** domain infringement that acts as a gateway for a range of abuse, such as counterfeit sites, phishing pages, and scam sites for fake jobs, travel offers, software updates, malware attacks, and spear phishing.

*"I call the RiskIQ engine my 'fish finder,' as I know exactly where to focus my efforts on a daily basis. We feel using RiskIQ is a positive step towards lessening the risk to the Specialized brand, our worldwide dealer network, and our committed riders."*

–Andrew Love, Head of Brand Security, Global Investigations and Legal Enforcement, Specialized Bicycle Components, Inc.

SPECIALIZED®

## SPECIALIZED BRAND PROTECTION

**Brand Protection:** The Specialized team realized that the manufacture and sale of counterfeit Specialized products was a major threat to its bottom line and constituted an attack on its customers, retailers, and brand reputation.

**Solution:** RiskIQ continuously scans the internet looking for counterfeit products, covering over 85 online marketplaces and Google Image searches spanning both emerging and targeted content including apps stores and websites.

### *Results*

By using RiskIQ as a surveillance tool, Specialized has been able to uncover counterfeit listings more efficiently and mitigate the counterfeiters faster than it previously could. Scanning nearly 60,000 pages per week for counterfeit listings, RiskIQ has generated over 1,000 verified counterfeit incidents.



www.riskiq.com | info@riskiq.com | +1.888.415.4447