appdetex

APPDETEX

Brand Security

Building resilient brands online to increase sales, customer satisfaction, digital traffic, and brand loyalty

Building a Resilient Brand to Combat Abuse

The more recognized the brand, the more targeted the brand. In today's digital world, cybercriminals masquerade as your brands and deliberately appear within the digital destinations your customers frequent, relying on customer confusion to perpetrate their crimes. As a result, brands transform from valuable to vulnerable in a matter of clicks.

Brand abuse is a reality and it's up to brand holders to ensure their brands are resilient — adept at detecting, absorbing, quickly recovering from, and successfully adapting to the constantly changing risk and abuse landscape. This requires a brand protection strategy that's flexible and able to proactively and efficiently uncover new and emerging digital threats.

Keeping Entire Brand Abuse Networks at Bay

The Appdetex Brand Security platform helps businesses identify and defend against the multiple forms of brand misuse and hijacking that thrives online. Our technology efficiently and effectively identifies, removes, and continuously monitors for brand abuses across the internet.

Our Threat Mapping Engine makes us unique within the brand protection space. With the ability to ingest, normalize, synthesize, and correlate multiple datasets, our Threat Mapping Engine helps our brand protection specialists connect the digital dots to better identify abuse, abusers, and the criminal networks they rely on, making it possible for us to stay one step ahead of the bad guys.

Why Appdetex Brand Security

Find known and unknown bad actors and uncover their abuse networks and ecosystems

Gain a central, comprehensive view of brand abuse across multiple digital channels

Rapidly remediate and remove abuse with greater efficiently

Optimize your returns on mobile, social, and other digital marketing efforts

Lower costs associated with ad spend

Improve online sales and revenues

Enhance customer experiences, satisfaction, and loyalty

The Appdetex Brand Security Platform

| Mobile Apps | Domains & Websites | Social Media | Search Engines | Marketplaces |

Risk Data Scanning | **Central Workflow Mgmt** | **Analytics and Reporting**

✗ Brand Security Platform

Threat Mapping Engine

The Appdetex Brand Security Platform is designed to make even the most targeted brands resilient. The platform covers digital destinations including major and third-party app stores, e-commerce marketplaces, websites, domains, popular social media sites and search engines. We conduct risk data scanning across the internet to find abuse in any number of channels.

Key Capabilities

Threat Mapping Engine
Ingests, normalizes, synthesizes, correlates, and enriches multiple datasets and helps connect the digital dots to better identify abuse, abusers, and the criminal networks they rely on.

Multi-channel coverage and correlation
Discover and remove abuse within mobile apps, domains and websites, social media, search engines, and marketplaces as well as correlate the data between them.

Risk data scanning
Spans and scans global digital channels and DNS records and captures data, signals, and indicators of abuse to help detect brand abuse systematically, quickly and efficiently.

Centralized workflow management
Track and monitor the status of your brand protection program from the initial identification of the threat through enforcement.

Analytics and visualization
Monitor and measure metrics continually with in-product dashboards and reports.

Bulk takedown submissions
Protect your brand with a wide range of options to take down violations quickly and efficiently.

Appdetex Managed Defense

Appdetex's experienced and professional brand analysts provide unparalleled white-glove service to our customers.

Responsive and proactive, our dedicated account team regularly reviews our customer's marks across a broad array of sources at their direction. The many years of experience and continuing education in online brand monitoring and intellectual property protection means our brand analysts are on top of the latest threats and tactics.

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Appdetex is a brand security leader and is trusted by some of the world's largest brands to mitigate digital risks while protecting customer relationships, revenue, and reputation.

Learn more at:
www.appdetex.com
info@appdetex.com
855 693-3839