

MarkMonitor

# Make brand protection count for your bottom line.

Smarter technology has made better  
online protection possible.



# What if only a page or two of search results really mattered when it came to restoring lost revenue?

The truth about protecting your enterprise online may surprise you.

## Smarter technology has made better brand protection possible.

MarkMonitor solutions capitalize on new research with a streamlined approach that trims excess work from online protection. By shielding your business in the places that count most — that is, where your consumers shop — you save on resources and see the best return on your investment.

<sup>1</sup> "Global Online Shopping Survey 2017 – Consumer Goods," MarkMonitor, 2017

<sup>2</sup> MarkMonitor survey results

### DID YOU KNOW?

92%

of search engine traffic never ventures beyond the first page of results<sup>1</sup>

85%

of marketplace traffic never looks past the first 5 pages<sup>2</sup>

## Why MarkMonitor?

MarkMonitor is the first brand protection solution to prioritize the infringements your consumer is most likely to see.

We achieve this by leveraging native search technology, rather than generic alternatives. In addition, our network of tens of thousands of IP proxies worldwide replicates exact consumer views from any location in the world. This means smarter, higher-impact strategies built around the online consumers' journey as they look for your brand online.

A trusted brand protection leader, we safeguard revenues and reputations with revolutionary approaches that include:

- **Advanced technology**, including a centralized cloud platform and innovative search capabilities
- **Comprehensive**, cross-channel solutions and years of industry expertise
- **Powerful partnerships** with government agencies, associations and online marketplaces

### QUICK FACTS

✓ KEY MARKETPLACES ACROSS **40+ COUNTRIES**

✓ **23.9M** LISTINGS ENFORCED

✓ **20K+** IP PROXIES WORLDWIDE

✓ **93%** COMPLIANCE RATE

## A better approach based on:



### THE PLACES CONSUMERS SHOP

Thousands of IP proxies around the world return results by shopper location.



### THE RESULTS THEY VIEW

Native search technology shows you the same results they see.



### THE MOST SUSPICIOUS LISTINGS

Data science-based threat level analysis determines where action is most needed.



### HIGH-IMPACT TARGETS

Big data analytics pinpoints your highest-volume offenders.

## Comprehensive, cross-channel coverage

Protect the paths your consumers take to find you. Get a clear picture of what your consumer sees when searching your brand, from websites and marketplaces to social media, mobile and more.



## Why go consumer-centric?

Online protection investments should focus on the consumer who is seeking your brand — rather than the ones who look for counterfeits. These are the basic truths, as shown by research, which should form the foundation of any effective strategy:

**1** Most consumers shop for the real thing.

**2** Shoppers look to brands to keep them safe.

**3** Protect these shoppers. Protect your equity.



## Our top priority is your bottom line

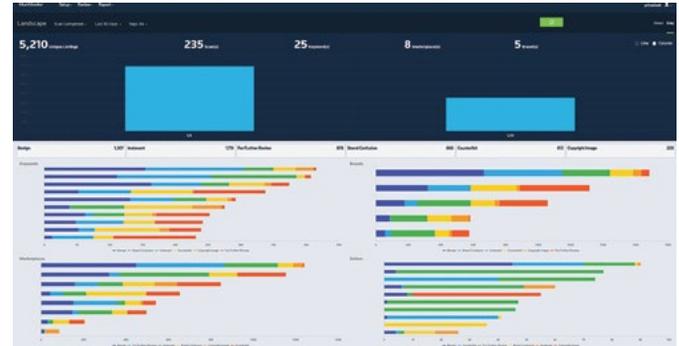
Your improved returns will tell the most compelling story of all. Deliver immediate and compelling ROI across cost savings, revenue recovery, web traffic, partner compliance, listing removals and more.

### Tell a better success story

One of the biggest challenges of a brand protection program can be proving that it works — and keeping buy-in to resource your program. In a recent MarkMonitor study, more than half of businesses surveyed agreed that brand protection was undervalued at their organization.

Easy-to-read visuals and charts highlight milestones over time and help ensure that stakeholders understand your results. See improvements across the brand protection landscape with overview reports that communicate both benign and

malicious keyword usage trends. Activity reports, meanwhile, display month-by-month milestones and provide a full-scope of progress throughout the year — which proves critical for budgeting.



# Consumer-centric solutions

## How the tools work:



### **Machine-learning technology**

Our tools get smarter every time you use them. Combining data from multiple online sources, along with big data

analytics, we identify patterns of abuse across channels, where it counts most for your consumer.

### **Location-enhanced search**

Tailor results to your consumer's geographical location with tens of thousands of IP proxies around the world. You'll see the same infringements your shoppers see, based on any city, region, or country. You can also analyze abuse trends across geographies.

### **Native search technology**

See the listings most visible to your consumer. Leveraging the same technology used by mainstream search tools, you'll not only be able to review the exact infringements they see, but also how they rank on each page.

### **Threat level analysis**

Lock and load with threat level analysis to prioritize your most suspicious results across high-volume exchanges, auction sites and trade boards. Using machine learning and predictive data models, this feature identifies issues most worth your time and resources.

### **Customized URL monitoring**

Monitor digital channels with predefined filters that mimic a user-specific search.

Auto-generated and recurring reports deliver customized results so you can see listings the same way your shopper would.

### **Image clustering**

Most counterfeiters repurpose the same product images across listings. Their strategy is now your advantage, thanks to technology that matches these images and helps you target infringements.

### **High-value targeting**

Open-source intelligence (OSINT) investigations turn your data into actionable intel capable of uprooting entire criminal networks.

## Success Story: High-Impact Targeting

### When counterfeiters infringed, Valentino SpA fought back

Renowned fashion firm Valentino SpA found its brand under attack, so leaders asked what MarkMonitor could do to help. After 18 months, the difference was clear — and the trademark back to healthy standing.

*“It was important to us that we worked with a partner who understood overall industry trends in order to stay out in front of illicit traders.”*

— **Valentino Spokesperson**



#### THE RESULTS

- ✓ **Focused on high-volume** counterfeiters
- ✓ **500+** abusive websites deactivated
- ✓ **Integrated leading technology**, streamlined data collection and legal enforcement
- ✓ **1,000+** imitator social media pages deactivated
- ✓ **83,000+** phony listings removed

# Success Story: Revenue Restored

## Leading financial firm mitigates online fraud

A financial services institution with a global online presence and numerous trademarks and domain names became a target for online fraud. This growing problem led the company to realize that a dedicated and highly competent team was not enough to keep up with the escalating problem. They needed a method and infrastructure for protecting its online assets and customers.

To help protect its global brand, the company deployed a suite of MarkMonitor solutions including Domain Management, Brand Protection and AntiFraud Solutions. With an easy-to-use solutions set, the intellectual property group eliminated a significant

administrative burden associated with manual tracking of online fraud activity while protecting company revenues, customer trust and brand equity. MarkMonitor became a cornerstone of the company's online intellectual property protection initiative.

The result? Reduced fraud risk, thanks to automated detection and enforcement; restored brand equity and customer trust; improved productivity across the company's intellectual property department and better confidence among customers and auditors.

### THE RESULTS

- ✓ **Automated detection** and enforcement reduces company risk
- ✓ **Brand equity** and customer trust upheld
- ✓ **Intellectual property** department improves productivity
- ✓ **Increased confidence** of customers and auditors
- ✓ **Comprehensive approach** limits number of attacks

## Success Story: Revenue Restored

### Custom URL monitoring enhances enforcement for watchmaker

Enforcements on grey market goods multiplied after one watchmaker migrated to MarkMonitor's new, centralized platform. The brand strategy leveraged customized URL monitoring, and, as a result, saw greater impacts on parallel importing from Japan to Europe.

Without the technology, discovering these parallel imports would have been a painstaking process of using advanced search functions, organizing and manual review. Featuring high-efficiency automation, our harvest and review process led to an increase in enforcement and a greater impact.



## What our clients are saying

*“MarkMonitor provides us with a comprehensive set of solutions that are effective, measurable, and visible. Visible in the sense that our colleagues in the field sales office and here in headquarters see the tangible results from fewer customer complaints about a counterfeit product, decrease in lost sales to counterfeit and action being taken by the brand protection team (legal and other people) against the counterfeit product. Our proactive approach includes enlisting the services of MarkMonitor, local customs in some countries, and local attorneys.*

**Calvin Leong**  
Director Legal Department  
**KINGSTON TECHNOLOGY COMPANY**

*“With countless demands on my time, MarkMonitor accomplishes the rare feat of giving me one less thing to worry about. They are responsive and solution-driven. From our onboarding through today, they have been positive, organized, and thoughtful. I would recommend their brand defense services to anyone.*

**Elizabeth Bosshard-Blackey**  
Senior Corporate Counsel, Legal Department  
**LEGALZOOM**

## About MarkMonitor

MarkMonitor, the leading enterprise brand protection solution and a Clarivate Analytics flagship brand, provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the Web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of advanced technology, comprehensive protection and extensive industry relationships to address their brand infringement risks and preserve their marketing investments, revenues and customer trust.

**Contact us today.**

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