

S&P 500 Retail Company Reclaims Traffic from Fraudulent Websites with MarkMonitor Brand Protection¹

SOLUTION *MarkMonitor Brand Protection*

“**MarkMonitor is a true partner in helping us protect our brand online.**”
BRAND REPRESENTATIVE

OVERVIEW

An S&P 500 retail company regains rightful traffic from fraudulent websites with the MarkMonitor Brand Protection solution.

CHALLENGES

- Securing funding and senior level buy-in for brand protection efforts
- Marked lack of employee awareness
- Prior enforcement efforts not successful enough to address the loss in traffic and revenue
- Damage to the brand's online reputation due to cybersquatting
- Fraudulent sales in online marketplaces, impacting revenue and marring brand reputation
- Limited internal team resources and bandwidth for brand protection, anticounterfeiting and antifraud efforts

RESULTS

- Brand threats effectively combatted
- Enforcements significantly increased
- Notable traffic recovery, reclaimed from cybersquatters and fraudulent websites
- Counterfeit takedowns in online marketplaces
- Improved reputation and customer trust

CONCLUSION

This S&P 500 retail company regained revenue and improved their reputation among existing and prospective customers through their partnership with MarkMonitor brand protection experts.

Contact our experts today.

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markmonitor.com