

# Protecting companies and consumers in a digital world



MarkMonitor™ utilizes unique, consumer-centric technology to prioritize infringements your consumer is most likely to see. We leverage native marketplace search, rather than generic alternatives, along with tens of thousands of IP proxies worldwide, to mirror your shopper's journey. This means higher-impact strategies, improved ROI and better reporting.

See how our Brand Protection solution performs in a head-to-head challenge with the competition.

	MarkMonitor	The competition
High-Value Targeting	✓	✓
Enforcement APIs	✓	✓
Advanced Contact Harvesting	✓	Partial
Comprehensive Channel Coverage	✓	Partial
Geo-Targeting via Global IP Proxies	✓	✗
Threat Level Analysis	✓	✗
Search Rankings	✓	✗
Automated Image Search and Clustering	✓	✗
Automated Impact and Activity Reporting	✓	✗

A global network of tens of thousands of IP proxies delivers search listings native to your consumer's location.

Native marketplace search technology reflects the same results your consumer sees.

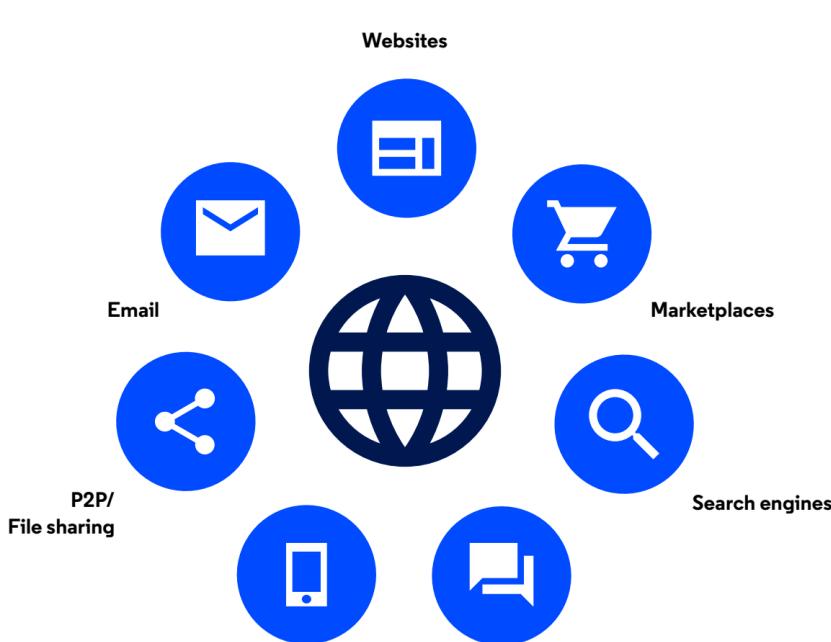
Data science-based threat level analysis helps prioritize listings that look most suspicious, so that you can spend more time on enforcements.

**1,300+** of the world's most valuable brands trust MarkMonitor, along with 2,000+ global subsidiaries

**Did you know?**  
**88% of consumers say brands should do more to protect them<sup>1</sup>.**  
**Partnering with a trusted expert can help you accomplish this.**

- 240+** Global partnerships across registries, trade associations, marketplaces and more
- 4+ years** Avg. tenure US client services managers
- Nearly 100%** Customer satisfaction rating
- \$1+ million** Invested annually in global proxies

**Unmatched coverage** MarkMonitor is the only brand protection solution that spans all channels so your brands are protected no matter what digital venue criminals target.



**Formidable feature set** The only solution that provides a direct line of sight into the paths your audience takes to find your name online, MarkMonitor tools ensure protection against a world of digital threats.

- ✓ **Machine-learning** tools get smarter every time you use them. Combining data from multiple online sources, along with big data analytics, we identify abuse where it counts for your consumer.
- ✓ **Image matching** detects unauthorized use of logos and copyrighted images on websites, accounting for variations in color, position and other manipulations.
- ✓ **Comprehensive reporting** tracks milestones and charts your progress across a seamless platform. Automated impact reports include top infringers, compliance rates and projected financial gains.

- Built-in portal capabilities help you take action with enforcement APIs and one-click emails
- Enforcement processes offered in both fully-automated and authorization-required modes
- Advanced, patented detection algorithms and search technologies
- Broader monitoring of digital channels than any other solution

For a smarter brand protection strategy, contact our experts today.  
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[markmonitor.com](http://markmonitor.com)

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<sup>1</sup>2018 MarkMonitor Online Survey