

# Brand Threat Monitoring

**Detect, analyze, and mitigate unauthorized uses of your brand**

The value of a brand doesn't strictly come from their product or services, but the integrity and trust perceived by those who interact with it. In a growing digital world, any illegal or unauthorized use of a brand online can impact that trust.

These activities damage brands and tarnish their reputation. PhishLabs' Brand Threat Monitoring provides brands with unprecedented digital risk detection, actionable intelligence, and mitigation of the online incidents that can impact the bottom line.

## Protection, Beyond the Perimeter

Brand Threat Monitoring is built to protect a company's assets from threats that can have a devastating impact on a company's revenues, operations, compliance standards, intangible asset values, consumer trust, and business reputation.

Company brands and other source identifying keywords, logos, domains, and marks with distinctive qualities, characteristics, and/or attributes are faced with an ever-increasing prevalence of digital fraud or abuse that is based on the malicious or unauthorized use of these valuable brand assets.

Brand Threat Monitoring combats the impact of brand threats via a multi-pronged approach that includes:

- Detection
- Analysis
- Mitigation

## Service features

*24/7/365 patrolling of the open web for malicious or misuse of brand and related terms*

*Defend and fight back against others from using your brand, intellectual property, or reputation*

*Detection, analysis, and mitigation of identified threats*

*Monthly threat detection and incident reports*

## Detection

We detect malicious or unauthorized use of brand assets by using comprehensive threat detection technologies to patrol the web 24/7/365.

## Analysis

After detection, our team of experienced analysts review and validate the detected threats. On confirmation, information on the threat is made available to the brand.

## Mitigation

Once analyzed, PhishLabs will then pursue removal of any confirmed brand threat.