Brand Protection Service

Our managed service to identify and takedown impersonation domains that threaten your brand

SMX's Brand Protection Service helps keep you one step ahead of the attackers by providing near-real-time monitoring and response of fraudulent look-a-like domains. Delivered as a managed service, our team will implement and configure the platform and provide ongoing discovery, monitoring and take down of malicious domains, protecting your business, brand and users.

What is "Brand Protection Service"?

Protect your reputation

Pre-empt lookalike domain attacks, brand and logo abuse and complex phishing/social engineering attacks.

Domain & logo inventory

Discover known, unknown, and lookalike domains and subdomains without spreadsheets or manual inventories.

Managed takedown service

Our team will provide managed takedowns of fraudulent domains on your behalf. Reducing your security teams effort and expediting the takedown process.

Does your organisation need Brand Protection Service?

You want to protect your brand reputation and trust.

You are at high risk of being targeted by bad actors who impersonate your brand to sell fake products or extort money from stakeholders.

You have a large number of domains (including vanity/ parked domains) and spend time and resources manually managing them.

You have been a victim of impersonation of phishing in the past and want to ensure it never happens again.

SMX Brand Protection Service: Your comprehensive solution for uncovering and taking down impersonation domains. Includes powerful, ongoing monitoring and expert configuration through our managed service which are key to maximizing its effectiveness.

We work with you to understand your business, use cases and the risks

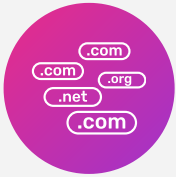➤➤ We implement monitoring of domains and logos that aligns with these plans

➤➤ We execute daily monitoring leveraging AI to identify potential impersonation

➤➤ We consult with you to trigger takedown execution based on risk analysis

Brand Protection Service Key Features:

SMX

Real-time Domain Discovery

Scans 150 million new domains every day, and monitors real-time registration data to find threats as they emerge.
Brand Protection Service monitors subdomains too. Any parked, forgotten, and impersonation domains are uncovered, and no stone is left unturned.

Comprehensive Investigation

Brand Protection Service constantly absorbs and examines intelligence from a wide array of data sources to paint the full picture of a domain's health and validity.

Subsidiary and Sister Company Recognition

Leverages GPT-4 to classify identities to uncover and categorise more of your assets across the web. Brand Protection Service automatically pinpoints the most relevant related organisations, to categorise more of your assets and rule out false positives.

AI-Driven Logo Detection and Management

Brand Protection allows you to defend and define your brand perimeter. Uploading your brand assets will train the platform for the purpose-built logo matching engine to recognize legitimate and illegitimate uses across the web.

Contact us

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Get in touch to learn more about our industry-leading products, processes and people.

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