SUCCESS **STORY**

THE CHALLENGE

- Surge in counterfeit selling websites and social pages/ads.
- Insufficient takedowns.
- Substantial increase in customer complaints regarding counterfeits.

THE SOLUTION

- Partnered with BrandShield.
- Outsourced Facebook ads and pages takedowns to BrandShield.
- Developed aggressive Facebook monitoring and detection processes.

RESULTS

- BrandShield detected and removed 302 Facebook ads in 1 month.
- Improved website takedown monthly rate by 875%.
- Decrease customer complaints and negative reviews by 84%.

As an industry sporting apparel leader and environmental activist company, our client's brand image and product integrity are core to its market success. Placing ethical, environmentally friendly sourcing and manufacturing practices at the forefront of their brand reputation, any product counterfeit can cause brand damage to their ethically aware and environmentally motivated customers.

They were having to deal with a flood of customer complaints across various channels and were beginning to receive negative online reviews.

A surge in fraudulent ads, posts, and pages (mainly on Facebook) resulted in an increase in customer complaints. The brand's reputation was at stake and needed a stringent brand protection solution that had the ability to work inside Facebook's framework. In addition, they needed predictive and rapid takedown when a new threat was detected.

BrandShield became the chosen partner for its predictive and AI-powered protection, alongside positive references. Employing advanced analytics, and deep algorithm searches, it was able to identify fraudulent pages and posts tracking advertisements with clarity and precision.

Understanding the brand's challenge, BrandShield was able to seamlessly integrate across social media platforms and the web, creating multifaceted brand cover and protecting its reputation. In the months before engaging BrandShield, an average of 47 sites were taken down per month. In the first month alone, 411 counterfeit sites were detected and removed, an 875% increase on the previous rate, and an impressive 99.2% takedown rate of fraudulent websites.

BrandShield successfully removed 92% of fake Facebook content in the first month. In total, after the first month, 99.5% of all social media ads, posts, and pages were successfully removed. The takedowns were so effective, that customer complaints via social media, product reviews, and email decreased from 333 the previous month to 55, an 84% reduction.

The brand is now better situated and prepared for any type of fraudulent behavior to come its way in the future

"We talked to a lot of service providers and decided on BrandShield through the power of recommendation and they haven't disappointed. The data speaks for itself."

Associate General Counsel - Brand & Activism

B BrandShield®

www.brandshield.com

BrandShield detects and fights fraud attempts in the digital space. Our AI-powered SaaS software enables big data analysis and a complete solution from monitoring to takedown. Suitable for companies at any size and from all industries.