SUCCESS **STORY**

Coinmama

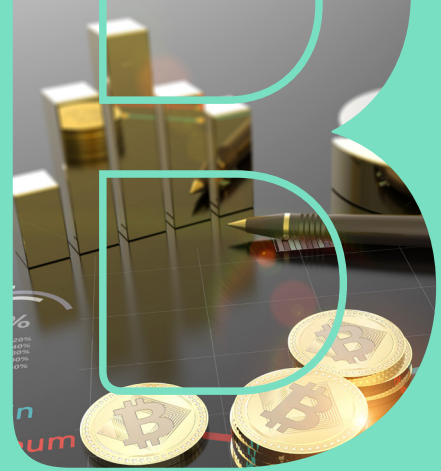## CHALLENGE

Ensure the safety of investors and customers from a rising wave of cryptocurrency fraud

OBJECTIVE

Proactively detect and remove phishing and impersonation threats

RESULTS

- Full visibility and control of all online threats including social media
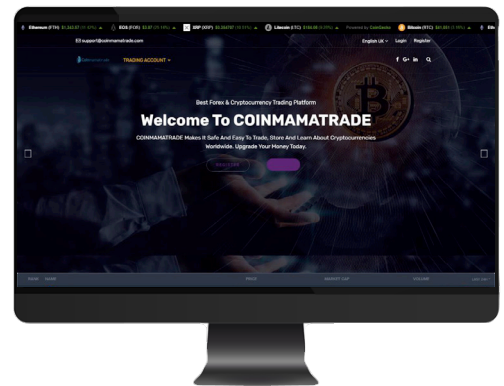- 30 Phishing sites removed, 100% takedown rate

By 2030, the global cryptocurrency market is anticipated to be worth $4.94B – more than tripling its valuation in 2020. The digital nature of the industry and the importance of ewallets have prompted bad actors to target the industry. Between October 2020 and April 2021, Americans alone reported $80M in losses due to cryptocurrency-related cybercrime. Recently cryptocurrency-based companies gain more and more popularity and attention, both from the innocent and from those who have malicious intent.

Coinmama Co-Founder Laurence Newman explained **"With its growing popularity, we want people to feel they can confidently and safely buy bitcoin and other cryptocurrencies at Coinmama, without fear of being defrauded. With its ability to detect and remove online threats, BrandShield was a natural choice to help us overcome fraudsters and criminals impersonating our brand."**

BrandShield immediately began mapping fraudulent incidents across Facebook and LinkedIn, fake websites, and mobile apps. BrandShield deployed its artificial intelligence to identify suspicious listings and swiftly remove instances of online fraud. The BrandShield enforcement team successfully took down threats including 30 phishing sites and over 100 fraudulent sites.

Coinmama's evolving online threat map is always transparent with the BrandShield platform and a suitable program to fight online threats is in place.

www.coinmamatrade.com

Coinmama Business Card

Company:	**Coinmama**
Head offices:	**Dublin, Ireland**
Products:	**Digital currency exchange**
Website:	**www.coinmama.com**

BrandShield®