SUCCESS STORY

THE PROJECT

Levi's® has dealt with an increase of over 100% in online phishing and fraud attempts during the Covid-19 pandemic. BrandShield, cybersecurity experts, monitored the digital sphere, detected threats to Levi's, prioritized them and carried out the successful takedown process.

OBJECTIVES

- Map Levi's online threats and prioritize them
- Remove online threats
- Take control over Levi's outside perimeter's security

RESULTS

- ~420 domain infringing websites detected
- 150 phishing websites removed
- >90% takedown success rate

Levi Strauss & Co. is a global leader in jeanswear, selling its product in more than 110 countries worldwide, with awareness to online market security challenges. Levi's has worked a Brand Protection and Enforcement Plan for a long time, working with market pioneers such as BrandShield.

In the last few months BrandShield detected a substantial increase in online phishing and fraud attempts targeting Levi's. Covid-19 pandemic counter-moves have kept millions of employees and consumers in their homes, online more than ever before, and the fraudsters picked up their pace as well.

BrandShield detected 429 new fraudulent domain names containing the name "Levis" (40% increase since the crisis began). However, domains with "Levis" are not the only threat out there.

Through artificial intelligence and big -data analytics BrandShield has detected increase in fraudulent activities not only in domain s containing "Levis" registration. Over 150 phishing sites detected in April alone, reflecting over 100% increase to previous months. All those phishing sites were removed with BrandShield's enforcement experts, IP law experts with vast experience in removing online threats, including urgent phishing cases.

www.brandshield.com

BrandShield

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.