

SUCCESS STORY

THE
SANDBOX



THE CHALLENGE

NFT/crypto markets are highly vulnerable to digital threats, but metaverse platforms rely on them to grow and succeed. So, they need to be closely monitored.



THE SOLUTION

- Map external digital risks
- Remove phishing and brand impersonation threats
- Monitor and block secondary risks



RESULTS

- 120 phishing sites blocked and removed
- 58 fake social media accounts detected and removed.*

** First 2 months with BrandShield*

Gaming Metaverse brand, The Sandbox, was founded in the United States, in 2012.

The Sandbox is a virtual decentralized 3D content-creation platform. Its users can build and monetize gaming content, including NFTs, on the blockchain using the platform's token. This platform has already registered more than 2 million users trading with 500,000 crypto wallets. However, the increasing threats found within digital intellectual property and NFT/crypto markets prompt an increased need for vigilance and security. To take a stand against such attacks and protect its customers, The Sandbox partnered with BrandShield for its external threats' detection and remediation capabilities; this cooperation ensures that Metaverse players are protected worldwide.

"Crypto and NFT markets have become increasingly vulnerable to attacks from scammers looking to capitalize on investor and trader interest," said Sebastien Borget, COO and Co-Founder of The Sandbox. "With their ability to protect against these attacks, BrandShield is a critical weapon in the fight to remove phishing attacks and threats from brand impersonators and bad actors."

To eliminate all the digital attacks on e-wallets, BrandShield mapped, analyzed, and classified the existing threats. We then made sure that The Sandbox users could safely trade in the Metaverse, to do so BrandShield used its clustering technology, focused on detecting high-level threats, and took down hundreds of ongoing threats that would have stayed undetected with traditional cybersecurity tech.

Over two months, from March to April 2022, BrandShield removed 120 phishing sites and 58 fake social media accounts of the Metaverse platform, allowing The Sandbox's crypto and NFT economy to operate safely and establish trust between the company and its customers. Customer trust is key to success on the Metaverse world. The Sandbox continues to employ BrandShield's cybersecurity technology on daily basis in its fight against scams, phishing attacks, and threats.

The SandBox has taken a strong stance against cyber threats by working with BrandShield and by publicly advocating for more extensive use of cyber brand protection solutions to prevent fraud in the Metaverse world. They are already seeing the benefits of that partnership and shared with us their expectation for the future: "Our hope is that others will soon join us in the fight and rollout more reliable digital risk protection solutions in order to maintain the integrity of our industry."



The Sandbox Business Card

Company: **The Sandbox**
Head offices: **Paris, San Fransisco**
Products: **Gaming platform, NFT exchange**
Website: **www.sandbox.game/en/**