

SUCCESS STORY



The Sandbox Business Card

Company: **The Sandbox**
Head offices: **San Francisco, CA**
Industry: **Gaming – User-Generated Content
(UGC) Metaverse platform developer**
Website: **www.sandbox.game**

The Sandbox Ramps Up Global Users' Security with BrandShield's Digital Risk and Cyber Brand Protection Solutions

The Sandbox, a subsidiary of Hong Kong-based Animoca Brands, is one of the world's largest independent user-generated content and gaming platforms, with more than 40 million global installs on mobile, and over five million monthly active users. Through advanced blockchain technology, The Sandbox empowers global artists, storytellers, and game designers to create, publish, own, and monetize unique content on a Metaverse platform, to create immersive 3D worlds and game experiences. Using Non-Fungible Tokens (NFTs), creators and players can transfer their assets from one game to another, retaining digital scarcity, security, and authenticity. The Sandbox partners with major brands, including Warner Music Group, Ubisoft, Gucci Vault, The Walking Dead, Snoop Dogg, Adidas, Atari, and many others.

With the rise in cyber threats, phishing campaigns, fraudulent apps, and the platform's millions of active users each month, The Sandbox was strongly committed to protecting their global customer base, and their brand. BrandShield's digital risk protection and cyber brand protection solutions did just that – resulting in an unprecedented 96% takedown rate of brand infringing website content, and an even greater ~99% takedown success rate on social media platforms, including Instagram, Telegram, and Facebook.



CHALLENGE

- Unprecedented spike in phishing websites/domains and fake social media profiles impersonating The Sandbox executives
- Fraudulent Google and Apple apps using The Sandbox name and brand, illicitly marketing the company's products/services on line
- Increased vulnerability to cybersecurity threats, namely crypto/NFT wallet scams and imitating official The Sandbox emails, including active links to fraudulent content

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Meeting these attacks – head on, was the only way forward. Proactive measures to early detect potential threats, immediately take down fraudulent content, protect our brand and our customers, was no longer an option, it was a must!”

Sébastien Borget
COO and Co-Founder – The Sandbox

The Challenge

The influx of automation and AI tools has led to the dramatic rise in cyberattacks, fast becoming ‘the tools of choice’ for today’s cybercriminals. Cybersecurity vulnerabilities, organizations’ challenges related to trademark and brand protection, combined with the hype and fluctuating prices of NFTs, is allowing criminals to commit NFT platform fraud and theft. “More and more bad actors are out there, finding their way in and moving laterally through our websites and social platforms, impersonating our customers, employees, and our brand,” said Sébastien Borget, COO and Co-Founder at The Sandbox.

But today’s bad actors have transitioned from the once conventional cyberattacks against an organization, its partners, and its customers. For The Sandbox, attackers were now targetting their employees via fake emails, creating fake NFTs, uploading falsified CVs and fake ‘new version releases,’ installing malware, and creating hundreds of fraudulent websites and domains a year. All this and more, for attackers to capitalize on investor and trader interest, made The Sandbox’s market increasingly more vulnerable. “It was now more crucial than ever to protect our global users’ tokens and personal information,” said Borget.

From customer and employee-facing phishing campaigns to lure email recipients into revealing personal or financial information, to imitating official company emails, including active links to fraudulent content, The Sandbox websites and domains fast became an ‘active playground’ for cybercriminals. Fraudulent activity also spiked on social media, where scammers created fake profiles impersonating The Sandbox executives. Equally damaging to their brand, counterfeit apps appeared on both Google and Apple using The Sandbox name and logo, illicitly marketing the company’s products and services on line.



SOLUTION

- Mapped, analyzed, and prioritized existing cyberthreats
- Implemented automated, holistic digital risk protection (DRP) and cyber brand protection solutions to proactively detect/mitigate potential threats and take them down
- Focused on high-level threats via advanced cluster technology, to detect and remove hundreds of ongoing threats at once



The Solution

A valued BrandShield customer for over three years, Borget turned to what he referred to as “the world’s best cybersecurity partner,” enlisting the help of BrandShield to further safeguard their customers, digital assets, and brand. The team got to work, implementing BrandShield’s digital risk protection (DRP) solution, to monitor the digital sphere, map the attack surface and vulnerabilities, and analyze and prioritize The Sandbox’s existing cyberthreats.

By detecting external threats and fraudulent networks, fast, BrandShield’s DRP enabled The Sandbox IT team to identify and protect the company from fraud and data leakage outside of their firewall, by detecting and removing fraudulent websites and domains, phishing campaigns, cybersquatting, and more. Borget commented, “It was BrandShield’s unique ability to focus on actionable threats and eliminate the noise. The solution’s ‘smart’ threat hunting and disruption tools resulted in multi-layer remediation, with fast detection and takedown of potentially damaging threats.”

To enable a fully-automated and holistic solution, BrandShield also implemented its Cyber Brand Protection software to protect The Sandbox from counterfeit product listings, social media infringing on or abusing their IP, executive impersonations, and brand infringement. BrandShield’s Cyber Brand Protection solution relies on the company’s proprietary AI and machine learning technology, combined with scores of web crawlers and APIs that automatically monitored hundreds of The Sandbox’s websites, social platforms, and other digital assets to detect and take down vast amounts of fraudulent content targeting their customers and employees.

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“The way I see it, BrandShield is a critically-needed ‘weapon’ in our industry to fight against phishing attacks and cyberthreats, and remove them from the hands of brand impersonators and bad actors,”

Sébastien Borget
COO and Co-Founder – The Sandbox



RESULTS

- Fast proactive/reactive response to imminent threats across all platforms, powered by 90% fully-automated processes
- Achieved 96% takedown success rate of brand infringing websites/domains; ~99% on social media platforms and hundreds of online phishing campaigns
- Significantly reduced internal workload/resources, leading to improved efficiency and streamlined operations

The Results

Over a one-year period, BrandShield delivered a 96.2% success rate in taking down websites that violated The Sandbox's intellectual property rights, detecting 132 fraudulent domains, subdomains and internal pages and removing 127 of them. "The key to success in the Metaverse world, is building customer trust, where our users – creators, players and land owners alike, know that their content is safe. We could not do this without BrandShield," said Borget.

During this same period, BrandShield's DRP and Cyber Brand Protection software raised the bar on The Sandbox's ability to 'stop bad actors in their tracks' on social media platforms, Instagram, Telegram, and Facebook, that contained brand infringing content and executive impersonations. Of the 466 enforced items on social media, 462 fraudulent items were taken down, yielding an average success rate of 99.1% across all three social platforms. Further, with BrandShield, The Sandbox achieved a record-breaking 100% removal of malicious content on Telegram and Facebook alone, including takedowns of phishing sites, and fake social media accounts.

"At its core, The Sandbox is a social platform, and partnering with BrandShield has allowed us to realize our vision of a safe and secure Metaverse, where players can connect, collaborate, communicate, and form meaningful communities," said Borget. The Sandbox continues to deploy BrandShield's solutions companywide in its ongoing fight against cybercrimes, phishing attacks, and threats. By publicly advocating for more regulated use of cyber brand protection solutions in the Metaverse world, Borget knows, that with BrandShield, they have a trusted, longtime partner who will work tirelessly to protect their brand, and maintain the integrity of The Sandbox name around the globe.

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Sébastien Borget
COO and Co-Founder – The Sandbox



BrandShield's brand-oriented digital risk protection 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.