

SUCCESS STORY



Xero Shoes Impedes Global Phishing Attempts and Secures Its Corporate Brand with BrandShield's Brand Protection Solution

Founded in 2009 by the husband-and-wife team Steven Sashen and Lena Phoenix, Xero Shoes are an international line of comfortable, versatile barefoot-inspired shoes, boots, and sandals.

Sashen had suffered running injuries and, inspired partly by the book 'Born to Run', he created the company's first designs for minimalist footwear.

Xero Business Card

Company:	Xero Shoes
Founded:	2009
Main Office:	Broomfield, USA
Products:	Lightweight minimalist footwear
Website:	www.xeroshoes.com

Initially based out of their home office, Sashen and Phoenix moved the company to a building on Conestoga Court in Boulder, Colorado. With the goal of providing global clients high-quality product design, Dennis Driscoll, who has previously worked for Avia, Crocs, Dr. Martens, and Wilson Sporting Goods, was hired as chief product officer.

Today, they sell their products globally via multiple channels, including websites, direct sales, retail stores, and online marketplaces. Above all, Xero Shoes lets the client enjoy the comfort, fun and benefits of natural, barefoot movement. Their brand is synonymous with quality and high value for their customers.



CHALLENGE

- Chinese entities purchasing counterfeit domains across the globe
- Lack of transparency and limited access to geo-targeted sites
- Inability to stay on top of the insurmountable number of phishing sites popping up



The company became concerned with the growing threats and the risk of personal information theft for clients who could not determine between their secure websites and fraudulent website urls popping up.

Management realized that its brand protection strategy was inadequate to counter the growing number of threats and that it lacked the essential tools and expertise to identify and remove these, posing a significant risk to its brand and, more importantly, its customers.



The moment I saw the proliferation of these phishing sites, our number one concern was the risk of direct harm to our brand integrity, trust, and above all to our global customers' safety.

We knew we didn't have the tools or resources to address this clear and imminent threat to our brand reputation, profitability, and, above all, the safety and security of our global customers."

Steven Sashen - CEO, Xero Shoes



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.

Driven by a deep commitment to their brand values, customer safety, and quality of their products, Xero Shoes sought a leading brand protection provider. In December 2022, they started to work with BrandShield who were selected for their impeccable reputation, superior service, competitive price, and their one-stop comprehensive suite of solutions.



SOLUTION

- Safeguarding global customers from imposter websites
- Takedown of hundreds of phishing sites quickly and efficiently
- Full visibility and control of all geo-targeting sites



BrandShield monitors the Internet - websites, social media, marketplaces, ads, and more – to quickly detect phishing sites, impersonation, and online scams by creating a complete digital threat map.

Its AI-powered platform offers constant monitoring and a team of experts then uses this data to remove phishing sites, infringements, and scams from the internet quickly and efficiently.

The BrandShield team began by analyzing and assessing Xero Shoes unique risks and threats and tailored a solution to meet their distinctive needs – analyzing the big picture in preparation towards targeting the company's threats against the brand and their customers.

When the partnership first began Xero Shoes had prior knowledge of only 30-40 registered domains that infringe the brand name and posing risk.

These were rapidly takedown by BrandShield, but a much larger issue was uncovered. At the core of Xero Shoes problem were hundreds of geo-targeted websites that could not be seen outside the targeted region. BrandShield's comprehensive strategic plan exposed this new, unknown threat and effectively diminished the risk.

"I was amazed and impressed by the capabilities of BrandShield's platform and the expertise of its team. Before we even hired them, they demonstrated their ability to understand our unique needs, and to uncover threats I was not even aware of. I have total confidence in BrandShield to protect my brand and my customers." Added Sashen.



RESULTS

- Xero Shoe's brand reputation and integrity is restored, with the peace of mind of BrandShield's ongoing protection.
- 85% of risks removed within the first 2 months.
- 92% takedown success rate of C&D cases

BrandShield helped Xero Shoes protect its brand, products, and customers. "BrandShield has an effective, brand-focused digital risk protection solution that considered not only our legal and business needs, but most importantly, safeguarding our customers sensitive information" Sashen noted. "Its intuitive and user-friendly interface allows for fast onboarding and response times" he added.

Not only was an impressive takedown rate achieved by BrandShield within only 2 months, but multiple unknown geo-sites were uncovered and dealt with. This freed up critical times and resources, allowing Xero Shoes to focus on increasing value for clients. Unauthorized apps, websites, promo codes, and phishing attempts were promptly identified and taken down.

The goal is to ensure that all websites naming the Xero Shoes brand or selling its products are verified as legitimate. In the long run, permanent peace of mind has been achieved with BrandShield's continuing protection. Their AI-powered crawling and scraping capabilities now constantly monitor Xero Shoes digital assets.

"BrandShield's solution and results exceeded our expectations in every way. We are extremely grateful for this partnership. BrandShield has given us security in knowing that our customers are safe from scams and our product is protected." **Steven Sashen - CEO, Xero Shoes**