

CASE STUDY: SCRUB DADDY

Company: Scrub Daddy, Inc.
Head offices: United States
Solutions: Consumer cleaning products
Website: <https://www.scrubdaddy.com>



About Scrub Daddy

Scrub Daddy is a globally recognized consumer goods brand known for its innovative cleaning products and strong presence across retail, marketplaces, and eCommerce channels. With growing demand and increased brand visibility, the company has built a loyal customer base that relies on consistent product quality and trust in the brand.

Project Background

As Scrub Daddy expanded across digital channels, it became a frequent target for counterfeiters and online fraud. The brand began seeing a rise in counterfeit products across marketplaces, impersonation on social media, phishing websites, and unauthorized third party sellers misusing its brand.

To address these risks, Scrub Daddy partnered with BrandShield in December 2024 as part of a broader effort to strengthen brand protection and reduce customer exposure to fraudulent activity. The initiative was led by the compliance team, which required better visibility, faster enforcement, and a more scalable way to manage threats across multiple brands and regions.

OBJECTIVES

Scrub Daddy sought to:

- Reduce the volume of counterfeit products across marketplaces
- Identify and remove impersonation across social media platforms
- Detect and eliminate phishing websites and fraudulent domains
- Improve enforcement speed, accuracy, and reporting visibility
- Reduce customer complaints and protect overall brand perception

THE COLLABORATION

BrandShield worked closely with Scrub Daddy to monitor and identify threats across marketplaces, social media, phishing domains, and third party websites. The focus was not only on detection, but on executing fast and consistent enforcement at scale.

The collaboration provided end to end visibility into where and how the brand was being abused online, allowing the compliance team to move from reactive enforcement to a more controlled and prioritized approach. As enforcement efforts scaled, recurring counterfeit patterns began to decline, and phishing activity dropped significantly compared to previous levels.

Key areas of impact included:

- End to end visibility across all key threat channels
- Rapid takedown of counterfeit listings, phishing sites, and impersonation accounts
- Ongoing monitoring to detect new threats as they emerged
- Structured reporting and insights to support internal decision making

OUTCOMES

The partnership resulted in a clear and measurable improvement in Scrub Daddy's online brand protection. Compared to their previous approach, enforcement became faster, more consistent, and significantly more effective across all channels.

This shift not only reduced the volume of active threats but also changed how the internal team operates. With fewer incidents to manage manually, the team was able to focus on higher value activities such as identifying patterns, tracking how counterfeiters move across brands, and prioritizing the most critical threats.

Through the collaboration, Scrub Daddy achieved:

- A significant reduction in counterfeit products across marketplaces
- Near elimination of phishing websites, which had previously been a major concern
- Faster, more accurate enforcement compared to previous approaches
- Reduced customer complaints and improved brand trust
- Greater internal efficiency, allowing the team to focus on trend analysis rather than manual enforcement

Q4 2025 marked one of the strongest enforcement periods, with a noticeable decline in recurring threats. This momentum has continued into 2026, with a growing focus on identifying more egregious cases, particularly across websites.

ONGOING PARTNERSHIP

Scrub Daddy continues to work with BrandShield to maintain a strong enforcement posture while expanding its focus toward higher impact threats. With fewer active issues to manage, the compliance team is now better positioned to analyze trends, anticipate shifts in counterfeit activity, and protect additional brands within its portfolio.



Since joining forces with Brandshield, we have seen significant improvement in enforcement; fast, accurate, and incredibly efficient is an understatement. From the well-versed team prioritizing personalized concerns to the seamless high-quality results, it was evident that Brandshield was the right choice."

Candita John
Compliance Coordinator
Scrub Daddy, Inc.

