BrandShield
AI-Powered Digital Risk Protection

SKECHERS Success Story

How Skechers Protects Its Brand Globally with BrandShield



97.4%
Marketplace takedowns

98.3%
Fake website takedowns

~100%
Paid-ad takedowns

reporting period 2026

Business Card

Company: **Skechers** Head offices: **Manhattan Beach, California, US** Products: **Footwear / Apparel**
Website: **skechers.com** Protection: **Websites, Marketplaces, Social Media, Paid Ads**

AI-Powered Detection. Expert-Led Enforcement.

Skechers' global presence makes the brand a frequent target for counterfeit products, fraudulent websites, phishing campaigns, fake social media activity and deceptive advertising.

BrandShield provides multi-channel protection across websites, marketplaces, social media and paid ads, combining AI-powered detection with expert enforcement to identify and remove threats across platforms, countries and languages.

Over time, the program has expanded from an initial focus on phishing sites and counterfeit advertising to broader enforcement against marketplace counterfeits, trademark abuse, industrial design infringement, localized impersonation campaigns and other forms of online brand abuse.

The Challenge

A Global Brand Targeted Across Multiple Channels

Skechers faces infringement across a highly fragmented global online environment, where counterfeiters and fraudsters exploit its brand recognition to deceive consumers and promote unauthorized products.



92%
Targeted domains referenced Skechers

>76%
Used the exact brand name

~37%
Included geographic or regional references

Based on targeted domains detected by BrandShield in 2026.

Counterfeit products appear across major and regional marketplaces. Fraudulent websites use Skechers branding, product imagery and localized domain names to impersonate legitimate stores.

Fake social media accounts and paid advertisements promote counterfeit products, while phishing sites and recruitment scams exploit the trust associated with the Skechers name.

The sophistication of these threats has increased. Fraudsters frequently incorporate the exact Skechers brand name into deceptive domains, often adding geographic references to create the appearance of official regional stores.

These localized impersonation campaigns have been identified across Europe, Asia, the Middle East and the Americas, making detection and enforcement increasingly complex.

As BrandShield expanded its monitoring and enforcement coverage, marketplace takedown success reached 97.4% during the 2026 reporting period.

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HIGHLIGHTS

- AI-powered monitoring across four digital channels
- AI.ClusterX™ threat clustering to identify coordinated attacks across channels
- Image, logo, OCR and similarity-based detection
- Global marketplace monitoring and enforcement
- Phishing and fraudulent website takedowns
- Social media counterfeit and impersonation enforcement
- Expert management of complex and recurring enforcement cases

The Solution

BrandShield provides Skechers with a coordinated Online Brand Protection program spanning **websites, marketplaces, social media and paid advertising.**

AI-powered detection capabilities, including OCR logo recognition, optical character recognition, image similarity, image-based detection and favicon analysis, help identify infringement beyond straightforward keyword matching. This lets BrandShield uncover threats even when sellers or fraudsters modify names, imagery or website structures to avoid detection.

BrandShield's **AI.ClusterX™ technology** identifies connections between seemingly separate threats across channels, helping uncover coordinated scam activity that might otherwise appear unrelated. Rather than treating every fake website, social profile, marketplace listing or paid ad as an isolated incident, AI.ClusterX helps group related activity into coordinated threat clusters based on shared signals and patterns.

This can help reveal when multiple scam assets are part of the same broader campaign, giving the BrandShield team a clearer view of how abuse is spreading across platforms and regions. By connecting related threats, BrandShield can help prioritize higher-risk activity, investigate coordinated attacks more efficiently and support faster enforcement across the channels being used by the same threat actors.

Marketplace monitoring covers counterfeit products, trademark misuse, industrial design violations and other IP infringements. Enforcement strategies are adapted to the specific marketplace and type of violation, allowing the team to address both counterfeit activity at scale and more complex IP cases.

Website monitoring focuses on phishing, fake stores, scam pages and infringing internal pages. BrandShield coordinates enforcement with registrars, hosting providers, registries and other relevant parties to disrupt the infrastructure supporting fraudulent activity.

Social media and paid-ad protection extend that coverage to platforms where counterfeit promotions and impersonation campaigns can reach consumers directly.

The Results

BrandShield expanded Skechers' protection across multiple channels while maintaining consistently high enforcement success.

Marketplace takedown rates increased from 95% in 2024 to 97.4% in 2026, while counterfeit trademark enforcement reached 97.9%. Fake website takedowns reached 98.3%, industrial design enforcement 99.5%, and paid-ad takedowns approximately 100%.



HIGHLIGHTS

- **~100%** paid-ad takedown success
- **98.3%** fake website takedown rate
- **97.9%** counterfeit trademark enforcement success
- **97.4%** marketplace takedown rate

"We value our partnership with BrandShield and the expertise and proactive approach their team brings to protecting our brand online. Their ongoing monitoring of online channels and effective handling of potential infringements help us protect our brand and maintain its reputation. What we particularly appreciate is their ability to understand our specific needs and adapt their approach accordingly, while maintaining a flexible and collaborative working relationship. Their expertise and commitment make them a trusted partner in our brand protection efforts."

Antonella Vitale, Senior IP Counsel | Skechers

Global coverage. **Local** presence

US | UK | EMEA | China | Philippines | Vietnam | Brazil

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