BRAND PROTECTION SOFTWARE OVERVIEW

Brand protection software helps you manage online information about your business’ services and products. It enables you to analyze online pricing and product details to ensure data is accurate and in compliance with corporate standards. The platform is utilized by enterprises that partner with resellers, where it is usually harder to control brand and product information on partner sites. Product managers can leverage this solution to track resellers, pinpoint violations, and implement brand policies and rules.

Brand protection software is generally a standalone program and it can integrate with e-commerce or pricing products. Brand protection software offers the following features and advantages: helps track online pricing and product information, pinpoint violations like MAP (Minimum Advertised Price), includes a repository of third-party sellers or resellers, assists in monitoring violations and associated enforcement actions, and offers functionalities to implement pricing policies.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

### Customer Success Report

**Award Levels**

**Market Leader**
Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

**Top Performer**
Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

**Rising Star**
Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2020 Customer Success Awards

Check out this list of the highest rated Brand Protection Software software based on the FeaturedCustomers Customer Success Report.
MARKET LEADERS
2020 MARKET LEADERS

DIGIMARC

INCOPRO

OpSec

Secure · Enhance · Protect

RED POINTS
ABOUT DIGIMARC

Digimarc (NASDAQ: DMRC), based in Beaverton, Oregon, is the inventor of the Digimarc Discover® platform featuring the imperceptible Digimarc Barcode for automatically identifying and interacting with virtually any media. The platform enables industrial scanners, smartphones, tablets and other computer interfaces to reliably, efficiently and economically identify traditional barcoded items, along with many other media objects. Digimarc Barcodes are imperceptible to people and do all that visible barcodes do, but perform better. They can be applied to virtually all forms of media. These remarkable capabilities have allowed Digimarc and its business partners to supply a wide range of patented consumer engagement, media management and security solutions across multiple consumer and government industry sectors. Digimarc owns an extensive intellectual property portfolio, with patents in digital watermarking, content identification and management, media object discovery, and intuitive computing more generally.

“Digital piracy is not going to go away, but the Digimarc Guardian service brokered by the IPG is giving independent publishers like us a strong solution that can help us to minimize the problem.”

Lisa von Fircks
Management Pocketbooks, Independent Publishers

“For us, Digimarc is a no-brainer and a clear next step to our digital asset management process.”

Michael Beahm
Digital SEO Analyst, Digital Marketing, Shaw Industries

“One of the platform’s most interesting features is that readers can use the watermark scans to create a shopping list that can be recalled while in a store or shared with friends via social networks.”

Maura Randall
Digital Managing Director, Lucky Magazine

“I find unauthorized use all the time, especially on the Web. Just last week I stopped a blogging site from using my image. It clearly had a Digimarc watermark in the image and I know they had copied it from my site.”

Dennis Kunkel
Science Stock Photographer, Dennis Kunkel Microscopy, Inc.
ABOUT INCOPRO

Incopro is an online IP and brand protection software provider that arms brand owners with actionable intelligence to combat online and offline intellectual property and copyright infringements. They bring together experts in IP law, technical design and criminal investigation to champion a comprehensive and intelligent approach to IP infringement. Their brand protection software, Talisman, is your frontline tool to defend your brand. It finds, prioritises and eliminates online brand and IP infringement. Using Talisman, you can prevent: lost sales, brand dilution, loss of exclusivity and damage to your business reputation.

“Part of the work we’re doing for the future is over data analysis, and [we are] working with the team at Incopro to see what their system can tell us, what we can do better in the future, and where we should be looking.”

James Clark
Brand Protection Manager, Ted Baker

“Working with Incopro has been a very positive experience for Mondelēz. We felt from the start they would be true business partners and throughout the process were able to help us manage and deliver against our business needs.”

Mark Hodgin
Chief Counsel, Global Trademarks, Mondelez

“Manually removing counterfeits without a partner brings many challenges. There are too many platforms and it took too many hours, which made it very ineffective. That is why we partnered with Incopro.”

Dougal Gordon
Retail Development Manager, Caledonian Tree Company

“Partnering with Incopro has been a great achievement in our online fight against counterfeits. We have been working together since August 2018 and the results have been very gratifying. Brother needed a specialized and dedicated team to fight online counterfeits in Europe and partnering with Incopro gave us that capability.”

Warren Fox
Assistant Manager, European Supplies & Online Channel Strategy, Brother International Europe Ltd
ABOUT OPSEC SECURITY

OpSec Security is the global leader in protecting, authenticating, and enhancing their customers’ brands, services and revenues. OpSec delivers a comprehensive suite of end-to-end solutions, including advanced physical security technologies, supply chain track and trace services, and online/e-commerce monitoring and analysis.

"OpSec Security's SecureETag system is one of the best anti-fraud, highway safety and revenue evasion fighting solutions deployed by the Nevada DMV. The high-security seal, coupled with the real-time database that allows law enforcement to query registration status of ownership, has been a resounding success.”

Nevada Department of Motor Vehicles

"We are super serious about protecting this gem we hold on behalf of the people of the Outer Hebrides. This is why we choose to work with the best. Thank you OpSec for partnering with us in this important work.”

Harris Tweed Authority

"Since enlisting the help of OpSec, JML has seen a huge improvement in the amount of online counterfeit activity. They have helped us in ways that would never have been possible using the manual resources in house. Having a dedicated account manager really adds to the personal touch and the fact that they are from a brand protection background..."

Stacie McKendrick
Product Trials Manager, JML

"OpSec consulted with GME to understand our work processes, and put a program in place that would secure the integrity of our supply chain in the auto aftermarket business. We have received positive feedback from the field in the relative ease of identifying ‘Genuine GM Parts’. We have achieved significant benefits from greater visibility into our..."

Charles Mann
Brand Protection Manager, GM
ABOUT RED POINTS

Red Points protects your brand and content in the digital environment. They are able to do this through their proprietary technology which employs machine learning algorithms to scan the internet and identify all violations and infringements. Red Points then employ their technical and legal expertise to ensure that all infringing data is removed or deindexed. Finally, they provide full visibility and actionable intelligence to their clients through their real-time reporting tool. Red Points are the preferred brand protection partner for some of the leading global brands and content owners in the sporting, entertainment, fashion, editorial, and software industries.

“Red Points helped us find a lot of infringers that we could have never even found on our own. They get the actual infringer and are able to talk on our behalf. It’s a life-saver that we are grateful for.”

Amy Mateo
Sales & Marketing Coordinator, Highwave

“On top of helping us combat infringements, Red Points has given us insight into the worldwide scope of these infringements. This made us more aware of the necessity for a better IP strategy.”

Joy Puor
Sustainability Manager, XD Design

“We knew we had a counterfeit problem because our clients used to send us complaints. Red Points gave us visibility in terms of knowing where and how those fakes were damaging our brand.”

Nathan Dula
Security Sales Analyst, Garrett

“Seller Tracking gives us a clear and real-time picture of unauthorized sellers, as well as information on who and where these products are being sold.”

Steven Cook
Director Sales and Special Projects, Barefoot Dreams
TOP PERFORMERS
2020 TOP PERFORMERS

- BRANDVERITY
- RISKIQ
- SYSTECH
- i-Sight
BrandVerity develops monitoring tools that make the Internet a more trustworthy place for brands. The basics of digital marketing aren’t that complicated. Consumers want to interact with brands they can trust. Brands want to earn consumers’ trust. But when a brand is distributed across various marketing channels, websites, and pages, that trust can be tough to establish.

“Using Paid Search Monitoring we recaptured over $100,000 in revenue that was being misattributed to affiliates.”
Raymond Khooda
Online Marketing Associate Manager, Beachbody

“When someone calls me with a particularly challenging question about what appears to be an affiliate ad, I know I can always call BrandVerity and get a quick answer. I sincerely value that level of deep expertise and being able to resolve an issue quickly.”
David Pricco
Sonos

“BrandVerity’s Paid Search Monitoring saves us countless hours by allowing one person in our local office to know exactly what is going on with our brand in every market across the globe.”
Benjy Berger
Global Ecommerce Manager, Arc’Teryx

“We knew competitors were bidding on our branded keywords and using trademarked terms in their copy, but it was hard to get a full picture of the severity of the problem. By using BrandVerity, we were able to protect our branded real estate at a global level and across all engines. Trademark bidding decreased by more than 60% since we started using... “
Yara Ohashi
Paid Search Marketing Manager, Getty Images
ABOUT RISKIQ

RiskIQ is the leader in digital threat management, providing the most comprehensive discovery, intelligence, and mitigation of threats associated with an organization’s digital presence. RiskIQ allows enterprises to gain unified insight and control over web, social, and mobile exposures. Their platform combines advanced internet data reconnaissance and analytics to expedite investigations, understand attack surfaces, assess risk, and take action against digital threats. With RiskIQ Community Edition, all security analysts gain FREE access to their solutions within a collaborate online environment to enable organized cyber defense.

“RiskIQ is the first security intelligence solution to deliver automated incident enrichment within Microsoft Sentinel, giving practitioners the ability to tap into petabytes of current and historic internet intelligence to inform and automate their security operation programs.”

Jason Wescott
Principal Product Manager, Microsoft

“We have tested other ad verification solutions before, and RiskIQ is the most effective malware detection solution we’ve seen. Not only have they provided us a solution, but they’ve also helped us build a scanning strategy to best protect our network and publishers.”

Guillaume Février
VP Operations, Adcash

“RiskIQ helps us to detect and block third-party creatives that violate ENVISIONX’s sellers’ policies. The value RiskIQ delivers to our marketplace, AdHub, has greatly put our sellers in the safe house and given ourselves a much more efficient way of working.”

Zheng Zhang
CEO, EnvisionX

“RiskIQ helps Facebook detect and block threats planted in third-party ads that violate our policies and can put people at risk. The additional insight they provide helps us protect the integrity of our global network and create a trusted environment for the people on our platform.”

Jennifer Henley
Director of Security Operations, Facebook
ABOUT SYSTECH

Systech provides digital product authentication and traceability solutions to combat counterfeiting, prevent diversion and meet regulatory compliance. Built on decades of experience as the leader in pharmaceutical serialization, their comprehensive brand protection suite delivers the real-time insight, actionable product data, digital connectivity and consumer engagement functionality needed to fight supply chain threats.

"We selected the Systech Brand Protection Suite™ because it provides an effective way to allow the customer to ensure authenticity based on our current packaging."

Mike Small
Chief Financial Officer, OZNaturals

"We are extremely excited to partner with Systech. They have created an outstanding third-generation technology that will be a true differentiator in the brand protection and consumer engagement field, offering immense advantages over conventional authentication solutions in terms of security, implementation, and consumer usage. We believe there is a…"

Akihisa Yamamoto
Senior General Manager, Security Product Development, Toppan

"Systech’s solutions will help us to continue meeting the rigorous compliance requirements of our industry, while helping our clients combat current and future threats of counterfeiting and diversion."

Rick Seibert
Senior VP of Project Management & Technology Services, Sharp Packaging

"Systech UniSecure is a covert anti-counterfeiting and brand protection technology derived from existing standard printing on a products’ packaging."

St. James’s Hospital
ABOUT I-SIGHT

i-Sight is the leader in case management software for investigations. Follow them for webinars and resources on fraud, compliance, HR, and other investigations. i-Sight has gained an international reputation for best-in-class software that is secure, intuitive and reliable and is used by companies worldwide to manage their investigations. i-Sight’s integrated, hosted software solutions ensure investigations are consistent, comprehensive and productive. A powerful reporting tool helps companies reduce risk by identifying trends and opportunities for improvement.

“With i-Sight, because what you enter is what you get we really stress the point that you should put the details in the database. It’s simple to enter hit words or the parameters of what you’re searching, and it rolls it out and delivers it into a nice report package.”
Pat Guiton
Manager of External Audit and Investigations, Cambia Health Solutions

“Having i-Sight branding on our website legitimizes us. It adds credibility.”
Paul Markle
The Renwick Group

“The reporting tools within i-Sight will make it easier for staff to analyze data and detect patterns of fraud and abuse that might otherwise have gone unnoticed.”
Christopher A. Bailes
Director of Operations, Workers Compensation Commission

“Our project manager called them the best vendor he has ever dealt with. The support he has received from the i-Sight team is amazing.”
Enbridge Gas New Brunswick
ABOUT BLUE BITE

Blue Bite was born to change the way people interact with the world by connecting digital information to physical things. Their patented platform empowers creators to build dynamic digital experiences and channel them through physical items using technologies like NFC, QR and geofencing. Because physical things are made smarter, users can access valuable content with just a tap or scan of a phone.

"Day-to-day life has become so much more dependent on smartphones. How could your apparel, your outfit, your look work in conjunction with your life."

Christopher Bevans
Founder & Designer, DYNE

"Whilst you’re avoiding disposables at home with the ocean bottle, plastic collection funds jobs and creates a habit of sustainability around the world."

Ocean Bottle

"[Audiences] are selecting on-demand content, controlling interactive experiences, instantly sharing and distributing content."

Lévy Gorgy
ABOUT BRANDSHIELD

BrandShield was established by brand protection industry professionals with a goal to develop cutting-edge technology that will provide organizations with a powerful solution to manage and protect their brand online.

"At eToro, monitoring our online marketing materials and compliance monitoring are important programs we operate. With BrandShield Affiliate Marketing Intelligence we can effectively monitor our marketing materials on the Web with a click of a button.”

Yoni Assia
Chief Executive Officer, eToro

"BrandShield is a technology that helps change the balance in the fight against counterfeitors. The analytical capabilities of BrandShield allow our team to locate the most damaging online problems for New Balance at any given time. The interface is extremely intuitive yet has a magnitude of capabilities that help us perform and manage our enforcement...

Dan McKinnon
Senior Counsel Intellectual Property & Brand Protection, New Balance Athletic Shoe, Inc.

"In addition to the paramount task of protecting your brand, BrandShield provides critical analytics to help you identify new competitors and spot trends that impact your digital strategy. Easy to use and cost effective, this is the best tool out there for data analytics based monitoring in the next generation of the Internet. This software solution provides...

Jennifer c. Wolfe
Founder & President, Dot Brand 360

"BrandShield covers the entire web, including websites and social networks. Not only do they provide detection services, their enforcement team is active up until the final removal of the threat.”

Gil Azrielant
Co-Founder and CTO, Cool Cousin

Customer references from happy BrandShield users

VIEW ALL REFERENCES
ABOUT LASHBACK

LashBack, a SaaS (Software as a Service) company, is a leading provider of compliance services, brand protection and marketing intelligence to digital marketers. Founded in 2003, LashBack has built a reputation for providing critical information to top brands, agencies and networks. Its flagship services, ComplianceMonitor and BrandAlert, are well known in the industry for their unique insights on email marketing practices.

"LashBack products provide comprehensive monitoring and ultimate control over our commercial email campaigns. By proactively identifying violations, we have been able to both minimize our risks and save money we would otherwise have spent for non-compliant traffic."

Digital Target Marketing

"Great company with a great team that is a great asset to Keono and monitoring the reputation of our agency brands. LashBack provides a wealth of valuable information to help us to monitor our brands in the marketplace and their team always goes above and beyond to help with special research or requests. It’s definitely a pleasure to do business with..."

Jesse Lo Re
Chief Operating Officer, Keono

"We really appreciate how proactive the LashBack team is in terms of identifying issues, bringing them to our attention and helping us fix the problem. Their level of customer services goes beyond what is asked or required. They look out for us and help to protect our interests and those of our clients."

Peter Klein
Senior Vice President, MediaWhiz

"We've used LashBack's products for years. They are a key contributor to our Brand Protection and Compliance program. Whenever something unusual arises, their support team always goes “above and beyond” to help us investigate and resolve the issue quickly. Their knowledge of the industry is impressive."

Sal Tripi
AVP Digital Operations and Compliance, Publishers Clearing House
ABOUT SMART PROTECTION

Smart Protection fights against digital piracy and protects brands from counterfeits on the internet. They identify and eliminate illegal copies and improper usages of brands through their technological platform. They offer an integral service that protects companies’ assets, improves the online reputation of the brand and reduces the loss in sales.

"We noticed an increase in sales as soon as we started to take the issue of online counterfeits more seriously. We had been dealing with this issue internally for a number of years before finally getting in touch with Smart Brand Protection.”

Benjamin Duprat
Marketing Manager, Resqme

"The innovative methods that Smart Publishing Protection has to fight piracy are exceptional, they have managed to reduce and control our contents as much as possible that circulate on the social networks illegally. Something that would be impossible for us to control independently.”

Lucas Fernandez Feijoo
Managing Director, VR Editoras

"The protection we receive through Smart Brand Protection makes the consumer more confident in our brand and our products, and they know that when shopping at their preferred Marketplace they will be purchasing the original product.”

José Gimeno
E-commerce and Social Manager, Gobik

“At first I tried to fight piracy on my own, but it didn’t take long to realize the magnitude of the problem, and this is when I started to look for professionals that could help me. What I most appreciate from Smart Publishing Protection is their efficacy, quality of customer support service and the periodic reports.”

Valentín J. Alejándrez
Partner and Editorial Chief, Cinter
ZeroFOX, the innovator of social media & digital security, protects modern organizations from dynamic security, brand and physical risks across social, mobile, web and collaboration platforms. Using targeted data collection and artificial intelligence-based analysis, ZeroFOX protects modern organizations from targeted phishing attacks, credential compromise, data exfiltration, brand hijacking, executive and location threats and more. Recognized as a Leader in Digital Risk Monitoring by Forrester, the patented ZeroFOX SaaS platform processes and protects millions of posts, messages and accounts daily across the social and digital landscape, spanning LinkedIn, Facebook, Slack, Twitter, HipChat, Instagram, Reddit, Pastebin, Tumblr, YouTube, VK, mobile app stores, the deep & dark web, domains and more.

"The volume of data analyzed by ZeroFOX is shocking. And at the end of the day, I only see the alerts that truly matter to First Command.”

First Command Financial Services, Inc.

"ZeroFOX gives us critical visibility into channels that were previously blind spots for us. The intelligence gained from the ZeroFOX Platform helps us prevent the loss of revenue to bad actors online and ultimately protect our customers from scams.”

Scott Smith
Director of Information Technology, Royal Farms

"We were really impressed by the platform and everything that it could do. We had no idea that things like this happened so frequently. ZeroFOX would have stopped [a malicious actor] from reaching out to me in the first place, so of course we wish we had this in place before the attack! Considering that we spend a lot of time online with our brand,...

Lindsey Paolucci
Digital Marketing Manager, True Citrus

"ZeroFOX is a platform that many well-known people, including professional athletes, have come to trust. It helps protect account hygiene and helps enable the value of one's online brand to be maximized.”

Stephen Frank
Director, Technology & Security, National Hockey League Players’ Association