

Company Description

Global fitness product company dedicated to inspiring people to live healthier, more active lives.

Challenges

- Unpredictable spikes in user phishing and fraud sites that existing monitoring and takedown service could not handle
- Small brand protection team that was already stretched with a heavy workload
- Long takedown times requiring manual documentation and outside counsel engagement
- Resourcing and budgeting constraints to address surges of new phishing and fraud campaign sites

Bolster Results

- Take down phishing and fraud sites within hours of detection
- Eliminated manual documentation and correspondence reviews for site takedowns
- Reduced enforcement team's workload by automating detection and takedown of phishing
- Lowered outside counsel budget for site takedown enforcement actions

Bolster Helps Protect a Company's Brand, Reduce Workload, and Scale Enforcement to Handle Spikes in Phishing and Fraud Site Detection and Takedown

“Bolster’s AI-driven detection and automated takedowns have been critical to helping our company scale its enforcement and reduce my team’s workload so we can focus on more strategic projects. The predictable monthly subscription with unlimited takedowns has a clear ROI, and we are now able to scale our enforcement to handle the unpredictable spikes in phishing and fraud campaigns illicitly using our brand.”

SENIOR DIRECTOR, BRAND PROTECTION

A leading global fitness company that sells products in over 65 countries and offers with localized services in multiple languages chose Bolster to protect its brand and reduce fraud. By expertly combining innovative devices with advanced software services, users gain tools and insights to help them reach their health and fitness goals. Online services have always been a key differentiator for the company, and paid subscription services have become an important part of the company's services portfolio. Their devices and software become a part of people's lives, and to ensure they have an optimal experience and maintain trust in the brand, the company has made brand monitoring and protection a key focus area.

The brand protection team has a simple goal to protect the value and integrity of the brand globally. The small team works on everything from pursuing counterfeiters to taking down illicit sites using its trademarks and copyright protected images and working with law enforcement or local counsel globally to investigate or defend against unlawful brand infringement activity. They utilize leading monitoring services to assist them, often focused on doing much of the legwork to discover and identify issues.

Unpredictable Spikes in Phishing and Fraud Campaigns

The openness of the Internet allows cyber criminals and fraudsters to create malevolent sites that illegally use trusted brands to fool users into divulging personal and financial information. These sites can be created overnight, and hundreds of copies can be made by a criminal working from anywhere in the world. The result is an unpredictable and often extraordinary volume of phishing and fraudulent sites that is sometimes timed to some external event such as a new product launch or holiday.

Although the company had a robust reporting and investigation process in place, they experienced a surge in new phishing and fraudulent campaigns. The team was inundated with the increased activity and worked with its existing vendor to assess and take down these sites. However, the vendor was unable to scale its operations to absorb the additional workload. After comprehensive market research, they selected Bolster to perform brand monitoring and takedowns because its AI platform and automation allows the service to scale and work through any spikes in phishing and fraudulent activity.

Enforcement Speed as a Weapon

When a site illicitly uses the company's trademarks and logos to commit fraud, speed is of the essence. Every day a bad site is active means that more users are being harmed, eroding the market's trust in the brand and even potentially deterring purchase and use. The faster the takedown, the less profit a criminal makes, and it is the only effective counterattack a company has to disrupt the criminal activity and discourage it in the future.

Their existing vendor process for takedowns was over 30 days. By leveraging AI and automation, the Bolster service performed significantly faster and took down sites in less than 24 hours. In addition, the service continues to monitor the sites to ensure they do not come back. This included documenting the illicit activity, submitting the request to the hosting company, and confirming that the site has been taken down. By using AI and automation, Bolster was not only able to save hundreds of hours of work for the team every month, it provided them with the confidence that the illicit activity was being controlled.

Business Value Realized with Bolster

One axiom in brand protection is that criminals are opportunistic and adapt their tactics for the greatest profit. But like lightning, there is no way to predict when the next phishing or fraud campaign will strike next. Bolster has helped the brand protection team deliver better results faster and more efficiently.

Some of the key business value benefits for the team include:

- Complete takedowns predictably within 24 hours with zero human intervention
- Nearly eliminate the work required to document evidence, review correspondence, and submit takedown requests
- Reduce expenses by not having to hire local counsel to coordinate enforcement actions
- Scale monitoring, discovery, and submission of takedown requests to handle huge spikes in volume allowing the service to scale and work through any spikes in phishing and fraudulent activity.