

Brand Protection

Brand and logo infringement is a runaway train

As you expand your digital touchpoints with your customers, protecting your brand online is becoming more difficult every day. Criminals leverage fake domains, user generated content, third party sites, app stores and search engines to execute their attacks and illicitly profit from your customers, and they do this at scale by registering domains and copying entire websites and setting these up throughout the Internet. Brand protection teams struggle to get ahead of this problem because it is highly manual, time consuming, and simply never ending.

Stop the runaway train in real time using AI and automation

Our brand protection solution detects and takes down sites misusing your brand including fake domains, third party sites, unauthorized apps, and search engine results at Internet scale. By combining natural language processing, logo detection and computer vision, plus deep learning our service does the work of an army of analysts and legal staff faster and more accurately. Experience unmatched accuracy and speed from detection to takedown, along with monitoring capabilities to ensure what is taken down stays down. Use the platform's rich widget-based dashboarding and easy-to-use visualization and reporting tools to stay informed every step of the way. And feel confident knowing your brand is protected online with the most advanced technology.

AI-Driven Real-Time Detection

Our detection engine uses deep learning to render an infringement verdict within 100 milliseconds with a false positive rate of 1 in 100,000.

Continuous Monitoring

Our detection engine tracks sites taken down. If a fraudulent site comes back online, our platform immediately issues a request to take it offline.

Fully-Automated Zero-Touch Takedown

Our electronic integration with hosting companies allows us to take down more than 95% of phishing and scam sites as quickly as 2 minutes globally.

Rich Threat Intelligence/Dashboard

Full dashboard to track your fight against infringement, plus 20+ data points, including logo use, that can be reviewed by brand protection staff.

Protecting Global Brands:

Booking.com

zoom

Dropbox

Unmatched Results

60 sec

Mean Time to Response (MTTR)

2 min

Avg API based takedown time

95%

Takedowns without human intervention

6.5 sec

Submission to global blocklists

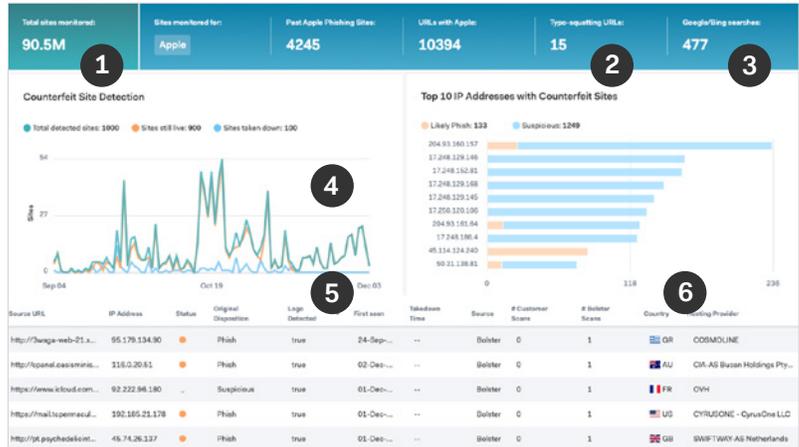
24/7

Automated monitoring

Real-time Dashboard

Take down phishing & scam sites in minutes

- 1 More than 90 million sites for this 90 day period; more than 1 million sites monitored per day
- 2 See typosquat attacks, see # of URLs that are actively being used for phishing & scam sites
- 3 Monitor Google/Bing searches to discover phishing/fraud sites that show up in organic search results
- 4 Intuitive graph shows volume of sites detected, live, & taken down
- 5 Computer vision detects logos
- 6 See country where the site is hosted & the hosting provider



Customer Success At Scale



“My favorite thing about Bolster – I don’t have to do a thing. No diverted employee time; no new hires; no setup; no admin. Plus there’s full visibility into results and impact.”

Richard Farley
CISO

1,476 Site Takedowns in the first 24 hours	99.3% Takedown rate in the first 24 hours	14,012 Suspicious sites identified & monitored in 1st month
28 Number of hosting providers	7 Number of countries	

About

Bolster builds AI/ML technology to protect regular citizens from bad actors on the internet. Your favorite brands from technology to eCommerce use our software to detect and takedown threats that might attack their customers, employees, or partners. Learn more at: www.bolster.ai



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