Digital Risk – Brand Fraud

They target your customers on multiple communication mediums. Social media accounts associated with 10 top brands are fraudulent. Of consumers would reconsider using a company if it failed to keep their data safe. Are you safeguarding your customers from receiving fraudulent emails that look like they came from your brand?

57.7% of consumers rely on social media to guide their purchases. Of phishing emails are opened by targeted users. 30% of consumers rate email as their most preferred method of communication. Fraudulent sites imitate your brand to sell knockoff versions of your products or deliver cyber attacks. Many criminals rely on spoofed or lookalike domains:

- Typosquatting: Fraudsters register misspelled versions of your domain name.
- Parked Domains: Hackers pre-register lookalike domains for future attacks.
- Social Media: They target your customers on multiple communication mediums.
- Web: Consumers are increasing their online shopping and viewing products from their mobile devices.
- Email: Of consumers rate email as their most preferred method of communication.
- Mobile: Of consumers would reconsider using a company if it failed to keep their data safe.

PROOFPOINT FRAUD PROTECTION is the only solution that protects your customers and your brand reputation across all these vectors. Proofpoint discovers brand fraud targeting your customers, then we help you take down fraudulent web pages, email domains, mobile apps, and social accounts.

SOURCES
1. Marketing Sherpa: Marketing Research Chart: How do customers want to communicate?
5. Market Monitor: Brand Abuse Lurking on Social Media.
Brand fraud is a growing threat.

Digital risk

Brand fraud

Cyber criminals imitate your brand name to bait your customers with scams, phishing, and offers for counterfeit products and services, and it’s costing your organization more than you realize.
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