



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.

FRAUDSTERS TAP INTO HOW CONSUMERS ENGAGE WITH YOUR BRAND TO UNLEASH THEIR ATTACKS.

THEY TARGET YOUR CUSTOMERS ON MULTIPLE COMMUNICATION MEDIUMS



EMAIL

72%

of consumers rate email as their most preferred method of communication.¹

30%

of phishing emails are opened by targeted users.²

73%

of consumers would reconsider using a company if it failed to keep their data safe.³

Are you safeguarding your customers from receiving fraudulent emails that look like they came from your brand?



MOBILE

Making purchases and managing bank transactions via mobile apps on smartphones and tablets is a standard practice. In fact, total app revenues are projected to grow to

\$76.52B
BY 2017⁴

Criminals want a piece of the pie. They create applications that imitate your brand. When your unsuspecting customers install the app, it can:

- ✓ STEAL THEIR CREDENTIALS
- ✓ DISTRIBUTE MALWARE
- ✓ ACCESS PERSONAL DATA STORED ON THE DEVICE

Are you keeping track of your mobile app presence?



WEB

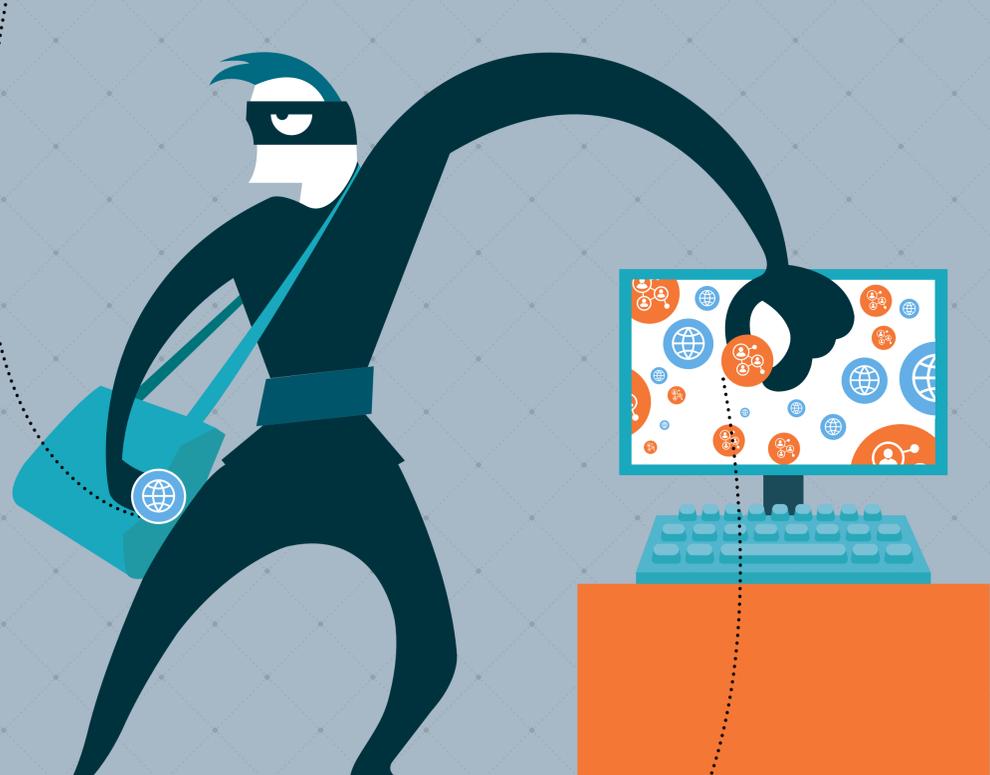
Fraudulent sites imitate your brand to sell knockoff versions of your products or deliver cyber attacks. Many criminals rely on spoofed or lookalike domains:

Typosquatting Fraudsters register misspelled versions of your domain name



Parked Domains Hackers pre-register lookalike domains for future attacks

Are you aware of fraudulent pages spoofing your domains?



SOCIAL MEDIA

74%

of consumers rely on social media to guide their purchases.⁵

But, a recent **Proofpoint study discovered**

19%

of social media accounts affiliated with 10 top brands are fraudulent.

Are all of the accounts affiliated with your brand legitimate?



PROTECT YOUR BRAND

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.

TO LEARN MORE ABOUT DIGITAL RISK AND PROOFPOINT FRAUD PROTECTION, VISIT WWW.PROOFPOINT.COM/DIGITAL-RISK

SOURCES

1. Marketing Sherpa: Marketing Research Chart: How do customers want to communicate?
2. Verizon: 2016 Data Breach Investigations Report.
3. The Deloitte Consumer Review: Consumer data under attack: The growing threat of cyber crime.
4. 5 Business of Apps: App Revenue Statistics 2015.
5. Market Monitor: Brand Abuse Lurking on Social Media.

**BRAND FRAUD IS A
GROWING THREAT.**

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