

Real Estate Company Puts a Stop to Email Fraud

Proofpoint Keeps Fraudulent Emails Out of Clients' Inboxes

The Challenge

- Protect the company's brand and reputation
- Gain visibility into fraudulent emails to assess risk
- Protect clients from potential threats buried in fraudulent emails

The Solution

- Proofpoint Email Fraud Defense

The Results

- Scanned more than 792 million emails to date for potential email fraud
- Stopped more than 479K suspicious emails from being delivered to clients
- Blocked 98.81% of detected email fraud from clients' inboxes

The Company

This successful real estate company operates more than 200 locations across the U.S. Its properties are primarily commercial locations, which are home to hundreds of businesses. However, a successful brand is more than just admired—it's a huge target for email fraud. The company turned to Proofpoint to help it protect its brand and clients' inboxes.

The Challenge

The company markets itself through large email campaigns that send dozens of email newsletters tailored to local clients and prospects. Topics range from building renovations to relevant industry trends. The goal: promote the company's properties and help clients make the most of their properties. The company also manages tailored promotional emails on behalf of partners looking to reach new customers that they can't access through their own email lists.

"Email is our primary one-to-one communication vehicle," said the vice president of information security for the real estate company. "It's mission critical to attracting new clients. Our branded emails also add value to existing clients, so protecting our brand is a high priority."

The information security team knew that email fraud was a fact of life. They just weren't sure how much of a threat it represented. So they turned to Proofpoint to help them quantify their risk and do what it takes to reduce it.

The Solution

Zeroing in on email fraud

The company chose Proofpoint Email Fraud Defense for email authentication and brand defense. Email Fraud Defense delivers visibility into the entire email ecosystem so the company can account for and authenticate all email sent from its domain. Email authentication ensures that senders are who they say they are, helping maintain trust in business communications. It also prevents cyber criminals from using the company's domain to conduct email fraud and credential phishing attacks.

Knowledge is power

The team deployed and monitored email traffic for eight months to establish a baseline. Before setting policies for blocking suspicious messages, they simply tracked the total number of messages and the number of suspicious messages reported by Proofpoint Email Fraud Defense. During this period, the Proofpoint solution scanned more than 366 million messages. As much as 35% of these were deemed suspicious.

"Knowledge is power," the vice president said. "The volume was shocking. There are hundreds of thousands of fraudulent emails in our name being sent across the Internet. If they were for good brands or services, that's one thing. But these are the worst of the worst."

"With Proofpoint Email Fraud Defense, only trusted emails are delivered to clients. Our agents are confident of a high-quality client experience. And we're not fighting with fraudsters for space in clients' inboxes."

Vice President, Information Security

The Results

With insight comes action

The company aggressively manages its name and reputation across all channels. Proofpoint Email Brand Defense, a component of Email Fraud Defense, provides real-time intelligence about threats that are attacking or spoofing the company's brand from a non-company domain.

Once the team applied policies through Email Fraud Defense and began blocking suspicious messages, the numbers tilted more in the company's favor. After 14 months, Proofpoint Email Brand Defense had scanned more than 792 million emails for potential email fraud across its two domains.

It stopped more than 479,000 suspicious emails from being delivered to clients and stopped 98.81% of the fraudulent emails it detected.

“Proofpoint gave us options,” the vice president said. “Email Fraud Defense gave us the insight we needed to take an aggressive stance in protecting our brand.”

With action come results

Email Fraud Defense provides automation, troubleshooting, and reporting capabilities, making it easy to deploy and maintain effective email authentication. The vice president said that the ability to continuously report results has been a crucial benefit for his team. The team can share ongoing data and reports across the organization, giving everyone more confidence that the company is maintaining trusted communications with clients and partners.

“With Proofpoint Email Fraud Defense, only trusted emails are delivered,” he said. “Clients have cleaner inboxes, and we’re not fighting with fraudsters for space in their inboxes. Ultimately, we’re making sure that our clients feel protected.”

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ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ: PFPT) is a leading cybersecurity company that protects organizations' greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including more than half of the Fortune 1000, rely on Proofpoint for people-centric security and compliance solutions that mitigate their most critical risks across email, the cloud, social media, and the web. More information is available at www.proofpoint.com.

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