

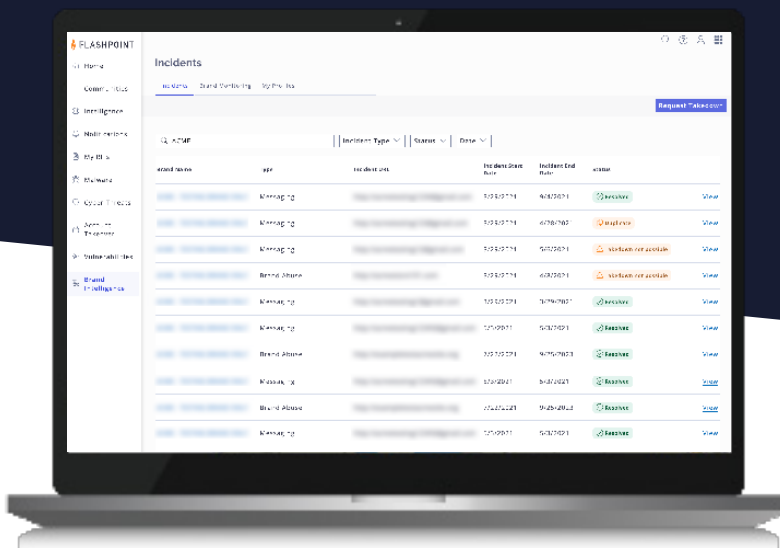


# Brand Intelligence

## Protect your brand, reputation, and customers from brand abuse and impersonations

In the digital age, your brand is your most valuable asset. It represents your online presence, reputation, and credibility. Shielding it from threats like impersonation, typosquatting, phishing, brand misuse and abuse, and malicious content is essential to maintaining trust and loyalty from your customers.

Flashpoint Brand Intelligence proactively detects, monitors, and mitigates these risks, allowing you to take immediate action and protect your brand's integrity. With Brand Intelligence, you can stay one step ahead of potential threats and ensure a strong and secure online presence.



## What we offer

### DOMAIN MONITORING

Monitor and protect your brand's domains to help detect and mitigate risks associated with typosquatting, phishing, and domain abuse. This allows you to quickly identify any unauthorized or malicious use of your brand, enabling you to take immediate action to mitigate the risks and protect your brand's reputation.

### SOCIAL MEDIA MONITORING

Oversee and safeguard your brand's presence on social media platforms to identify any instances of brand abuse, impersonation, or malicious content. Detect any threats to your brand reputation and take swift action to maintain a positive brand image.

## MOBILE APP MONITORING

Identify and address any fraudulent or malicious apps that may be using your brand name or logo. By monitoring mobile app stores, you can ensure that your brand is not associated with any unauthorized or harmful applications.

## TAKEDOWN MANAGEMENT

Initiate takedowns and removal requests for malicious content that poses a risk to your brand. Swiftly remove phishing pages, fraudulent apps, or any other malicious content to protect your customers, maintain trust, and preserve the integrity of your brand.

# Key Features

## BRAND PROFILE MANAGEMENT

Easily manage your brand profiles, whether you're adding new ones, editing existing details, or creating entirely new brand profiles.

## STAY INFORMED

Receive real-time alerts on your incidents, ensuring that you're always up to date on potential threats and actions taken

## MONITORED URLS

Access and search your monitored URLs by brand, making it easy to stay on top of your online presence.

## INCIDENT DETAILS

Dive deep into incident details, including screenshots, to gain a full understanding of what's happening and what action to take (or request a takedown).

## SEAMLESS TAKEDOWN REQUESTS

When you spot something related to your brand that needs action, easily submit a takedown request directly from the monitoring and incident details page.

## How Flashpoint Protects Your Brand



### ALERT TO IDENTIFIED PHISHING ACTIVITY

Receive notification of a malicious site



### INVESTIGATE IN PLATFORM

Navigate to the Flashpoint Ignite Platform to view the incident



### REVIEW INCIDENT DETAILS

View critical information from the alert to determine if action needs to be taken



### REQUEST ONE-CLICK TAKEDOWN

Initiates fully managed takedown by Flashpoint

# Why choose Flashpoint Brand Intelligence



## Preserve trust

Safeguard your brand's reputation and customer trust in the digital age.



## Peace of mind

Rest assured knowing that your brand is actively monitored and protected.



## Stay ahead

Detect and mitigate threats early, reducing potential damage.



## Streamlined response

Swiftly respond to incidents with one-click takedowns and reporting.



## Expert guidance

Access expert support for effective incident resolution.

Maintain control over your online reputation and protect your brand with **Flashpoint Brand Intelligence**.

## ABOUT FLASHPOINT

Flashpoint is the pioneering leader in threat data and intelligence. We empower commercial enterprises and government agencies to decisively confront complex security challenges, reduce risk, and improve operational resilience amid fast-evolving threats. Through the Flashpoint Ignite platform, we deliver unparalleled depth, breadth and speed of data from highly relevant sources, enriched by human insights. Our solutions span cyber threat intelligence, vulnerability intelligence, geopolitical risk, physical security, fraud and brand protection. The result: our customers safeguard critical assets, avoid financial loss, and protect lives. Discover more at [flashpoint.io](https://flashpoint.io)