SOCIAL MEDIA BRAND PROTECTION

Social media is widely used by more than 4.62 billion people worldwide, making it a popular channel for businesses to interact with their customers. In fact, businesses are investing more than ever in social media. Due to its ever-growing popularity, bad actors use these platforms to impersonate your digital products and services, costing you revenue and diminishing your brand's reputation. As social media usage continues to grow, protecting your brand's identity, reputation, and your customers is more important than ever.

Did you know that nearly 75% of the world's population (ages 13+) uses social media?

Tracer Protect uses Human-in-the-Loop AI and machine learning to continuously trace, analyze, and prevent common social media scams and brand abuse, including:

→ **PHISHING**

→ **BRAND IMPERSONATION**

→ **JOB AND SUPPORT SCAMS**

→ **COUNTERFEITS**

→ **CHEAT CODES SCAMS**

→ **E-COMMERCE AND MERCHANDISE SCAMS**

Tracer allows customers to define and customize detection criteria, deploy machine learning models to fit unique brand directives and create enforcement rules that can be automated for scale.

Trusted by the Most Valuable Brands in the World

"At Mojang, IP protection is a vital step in safeguarding our brand and our players from illegitimate experiences, as well as preventing the misuse of Minecraft assets. The team at Tracer is a critical part of keeping our players and partners safe and protected."

— GAYLON BLANK, DIRECTOR OF IP ENFORCEMENT AT MOJANG
(MOJANG IS A VIDEO GAME STUDIO BEST KNOWN FOR DEVELOPING MINECRAFT)

Don't Just Protect Your Brand. Make It Resilient.

Let's start our journey together today. Contact a member of our sales team to get a customized Tracer Analysis and brand misuse report.

TRACER

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