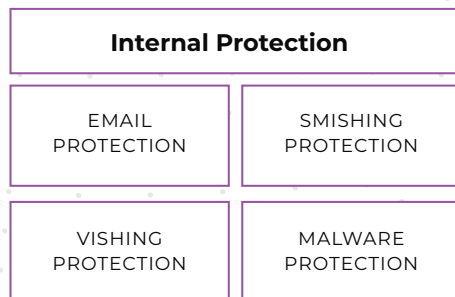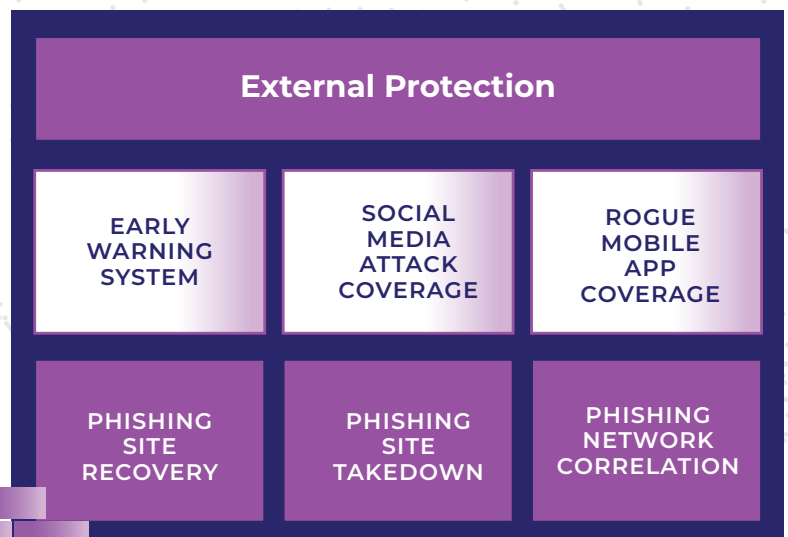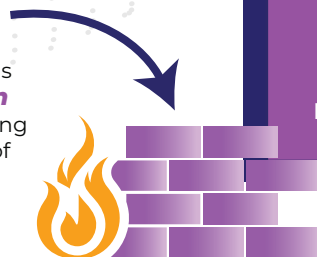# TRACER ANTI-PHISHING

Tracer Goes Beyond Brand Protection

For over 11 years, Tracer has been the leader in tracking, identifying and acting on data that threatens brands and heightens a business's risk profile. Our newest Anti-Phishing product is designed to leverage Tracer AI™ and human expertise, to capture 98% more phishing sites than IPR brand tracks alone using our proprietary Adaptive Discovery Engine. Tracer Protect, combined with our robust phishing and scams protection delivers a comprehensive shield offense against the toughest digital attacks.

External Protection *Before* The Firewall

Internal Protection	
EMAIL PROTECTION	SMISHING PROTECTION
VISHING PROTECTION	MALWARE PROTECTION

Traditional phishing protection products target internal protection areas. Tracer's Anti-Phishing Product is not that - it is *proactive protection outside the firewalls.* By addressing phishing activity proactively, the risk of infiltration is reduced.

External Protection

EARLY WARNING SYSTEM	SOCIAL MEDIA ATTACK COVERAGE	ROGUE MOBILE APP COVERAGE
PHISHING SITE RECOVERY	PHISHING SITE TAKEDOWN	PHISHING NETWORK CORRELATION

TRACER

Let's Get Started. The Bad Actors Already Did.

Contact a member of our team to learn more.

www.tracer.ai | sales@tracer.ai | +1 855.693.3839

98% of anti-phishing and scam sites evade traditional detection methods

STEALTH

- Rarely indexed or crawled by search engines
- Personalized URLs sent via email and social

BRAND OBSCURED

- Nested within subdomains
- Buried in a URL path
- Absent from the URL

MASS GENERATED

- Thousands of generated sites with randomized domain names
- NEW Generative AI used to create unique images, stylesheets, and content

COUNTERMEASURERS

- Redirects if visitor is outside the targeted region
- Requires captcha solving
- Involves user interation before revealing intent

How It Works:

Domains

Websites

Mobile Apps

Social Media

25x
MORE DETECTIONS FOUND

PHISHING FEEDS

ADAPTIVE DISCOVER ENGINE

CUSTOMER SUCCESS

Are Caught Across Digital Risk Channels:

- Phishing defense coalitions
- Security data sharing feeds
- Threat exchange

Adjusts and Detects at New Depths:

- Look-a-like matching
- Structural similarity
- Netword patterns
- Computer vision
- Suspicious content ID

Human-in-the-Loop Quality at Scale:

- HITL verification
- 24/7 international weekday monitoring
- Managed takedowns
- Browser blocking
- Flexible reporting

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