

TRACER PROTECT



Next-Generation Brand Protection Software

Tracer Protect is a next-generation brand protection solution that uses Human-in-the-Loop AI and machine learning to continuously trace, analyze, and prevent brand abuse. Our powerful technology quickly and efficiently removes infringing listings from thousands of platforms and provides quick and easy access to instances of abuse, trends, analytics, remediation status, and other information.

Comprehensive Coverage of Digital Channels

Tracer covers all Web2 and Web3 digital channels and provides businesses with the most precise and accurate detections, analysis, and actions at scale.



TRACER

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

Ready to get started today? Contact a member of our sales team to get a customized Tracer Analysis and brand misuse report.

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

Brand Protection Built for Your Business

Tracer enables companies to quickly define and customize detection criteria including brand names, search terms, trademarks and copyrighted content. Additionally, Tracer Protect enables companies to create enforcement rules that can be automated for greater scalability.

Tracer Protect supports a wide variety of use cases such as:



WEB3 AND NFT FRAUD

Stay one step ahead of cyber criminals by protecting your brand from fraudulent activity across the most popular Web3 and NFT platforms.



MOBILE APP FRAUD

Monitor mobile app stores and social media channels for pirated software, unofficial software updates, and game hacks, then quickly analyzes and exposes them.



CREDENTIAL THEFT

Protect your customers from phishing scams that ask for sensitive account information, resulting in credential theft and financial fraud.



GRAY MARKET AND PARTNER COMPLIANCE

Monitor authorized partners to ensure they are adhering to brand and manufacturer terms, and prevent unauthorized sellers from undermining the value of your products.



COUNTERFEIT PRODUCT LISTINGS

Find and take down counterfeit product listings that divert traffic, diminish sales and devalue your brand.



BRAND IMPERSONATION SCAMS

Stop bad actors from impersonating your digital products and services, costing you revenue and incurring significant costs in supporting victims.

Legacy of Success and Innovation

“The Tracer team is extremely proficient and accessible — resulting in a substantially increased rate of success in detections and enforcements. Their team is dedicated, a true joy to engage with, and it shows in the results.”

— DANISE LOPES, IP DIRECTOR AT JACUZZI GROUP WORLDWIDE



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