

# BRAND PROTECTION FOR ONLINE MARKETPLACES

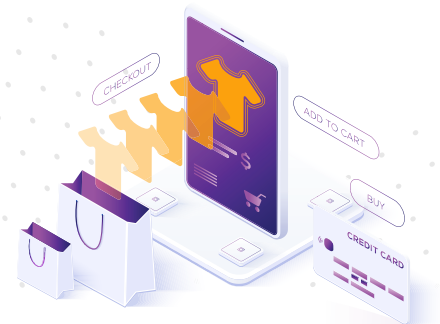


Online marketplaces give brand owners the chance to sell their products online without having to run their own website or have a physical store. Brand owners are using this easy way to sell more and more, and sales through online marketplaces are growing quickly. Unfortunately, it is these benefits that attract scammers, making online marketplaces one of the most common channels for digital brand abuse.

**Did you know that 72% of customers will switch brands after just one bad experience?**

Tracer Protect monitors over 95+% of all online marketplace traffic and hundreds of other digital channels. Our Human-in-the-Loop AI and machine learning continuously traces, analyzes, and prevents common scams on online marketplaces, including:

- GRAY MARKET SALES
- PARTNER COMPLIANCE
- COUNTERFEITS
- CREDENTIAL THEFT
- FAKE PRODUCT LISTINGS
- UNAUTHORIZED SELLERS



## Trusted by the Most Valuable Brands in the World

*"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

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.



TRACER

**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.

[www.tracer.ai](http://www.tracer.ai) | [sales@tracer.ai](mailto:sales@tracer.ai) | +1 855.693.3839