BRAND PROTECTION ON DOMAINS & WEBSITES

Your company's domain name is one of your business's most valuable assets. It makes it easy for customers, prospects, and business partners to find your website and business. Because your domain name sets you apart from other businesses in your industry, it is a popular target for bad actors and cyber criminals. Companies must be proactive in order to protect their domains, customers, and reputation.

Tracer does the hard work for you. We collect key information about new domains, monitor and score them for risks, give you real-time visibility into attacker infrastructures, and offer effective enforcement actions for dangerous domains. Tracer Protect uses Human-in-the-Loop AI and machine learning to continuously trace, analyze, and prevent infringing domains and other common abuse trends, including:

→ **CREDENTIAL THEFT**

→ **PHISHING**

→ **FAKE WEBSITES**

→ **CYBERSQUATTING**

→ **COUNTERFEITS**

→ **MALWARE**

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.

Did you know that each month, 20% of Newly Observed Domains (NOD) are malicious?

Trusted by the Most Valuable Brands in the World

"Through our work with Tracer and its experts, Ontel has not only been able to find, but also mitigate, a significant volume of brand misuse, which has prevented brand dilution and ensures our customers are interacting with authentic Ontel products."

— CAROLINE KINSEY, GENERAL COUNSEL AT ONTEL PRODUCTS CORPORATION

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

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