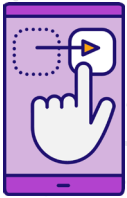# MOBILE APP BRAND PROTECTION

Mobile app stores are one of the most popular ways for consumers to connect with brands, and mobile app usage is growing at an unprecedented rate. With over 7,000 new apps being introduced to the major app stores every day, they have quickly become a favorite target for bad actors. Brand holders must be proactive when it comes to protecting their intellectual property, their consumers, and their mobile commerce revenue.

Did you know that an estimated 17% of app traffic is fraudulent?

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

→ **MOBILE APP UPDATE SCAMS**

→ **ILLEGAL DOWNLOADS OF MOBILE APPS**

→ **FAKE MOBILE APPS**

→ **CURRENCY SCAMS**

→ **CREDENTIAL THEFT**

By automating the detection of infringing content and bad actor networks, Tracer Protect's brand protection suite of solutions helps to ensure your mobile app stands out in a competitive marketplace.

Legacy of Success and Innovation

"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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