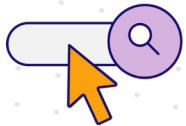


# BRAND PROTECTION ON ORGANIC AND PAID SEARCH



It's no surprise that online purchases are at an all-time high as the internet continues to permeate the world and online shopping becomes more convenient. In fact, online shopping accounts for 28% of the global population. Given the upward trend, brand owners are constantly on the lookout for new ways to drive demand through promotions, new product launches, and loyalty programs. However, as online shopping grows in popularity, cyber criminals are using branded keyword search scams and infringing paid search ads to divert your customers and deplete your profits.

**Did you know that search engines process more than 3.5 billion searches per day and 1.2 trillion per year?**

Tracer Protect uses Human-in-the-Loop AI and machine learning to continuously trace, analyze, and prevent common organic and paid search scams, including:

- **COUNTERFEIT LISTINGS**
- **JOB & PRODUCT SUPPORT SCAMS**
- **FAKE WEBSITES**
- **"HATE" AND "SUCK" SITES**
- **COMPETITIVE BIDDING ON BRANDED KEYWORDS**
- **DIVERTED WEBSITE TRAFFIC**

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.



**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



**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