**Problem Overview**

Marketers rely on platforms like social media, websites, mobile apps and marketplaces to grow business and drive awareness. Safeguarding the investments marketing teams make in social and digital platforms should be the cornerstone of a brand promotion and protection strategy. Brand protection in the digital age means grappling with the speed, volume and diversity of risks associated with the platforms you use every day. Marketers are responsible for protecting their online community from malicious or fraudulent content, impersonations, hacked accounts and trademark infringements, all while growing engagement and driving revenue.

**Solution Overview**

ZeroFOX Brand Protection helps brand and marketing teams protect their digital footprint from revenue-damaging threats to the brand, their hard-earned social accounts, and their engaged online community. ZeroFOX protects organizations against critical issues like account hacking, offensive content to posted to corporate pages, brand impersonation accounts, and scams targeting customers. ZeroFOX Brand Protection is ideal for brand managers, marketing teams, and security teams addressing external threats to their social media accounts, reputation, online brand, and follower engagement.

**Immediate Time to Value**

**Protect brand investment**  
Provide powerful protection for your brand where customers engage, brand is built, products are bought and business is won or lost

**Maximize customer engagement**  
Maximize your returns by safeguarding brand reputation and ensuring every customer is engaging with authentic accounts

**Save time and money**  
Minimize time spent finding and cleaning up costly brand risks so you can focus on promotion efforts knowing you’re protected

“ZeroFOX gives us the tools to protect our brands’ reputations while we concentrate on growing brand reach & interaction. We look forward to growing our partnership with ZeroFOX as we explore new digital avenues for our clients, knowing that someone has our clients’ backs.”

Al, SVP & Chief Digital Officer, GKV
How It Works

**Define what to protect**
Enable tailored data collection around the brand assets that matter most to your company in order to identify risks to your profiles, pages, conversations, hashtags, keywords, product images, logos, promotions, trademarks, and more.

**Customize protection**
ZeroFOX provides out-of-the-box support for some of the toughest brand challenges, from account hacking, impersonations, offensive content, and copyright infringements. Flexible policies enable customization based on unique needs.

**Monitor social and digital channels**
ZeroFOX continuously collects and analyzes content as posts and profiles change. Stay on top of new risks to your brand the moment they emerge and ensure customer engagement is not negatively impacted.

**Alert on brand risks and remediate**
Automatically receive alerts as the platform identifies content that is dangerous to your brand. ZeroFOX works on your behalf to directly remove content, profiles, and accounts, including immediately hiding or removing offensive content posted to your corporate pages and blocking offending users.

**Stop account takeovers**
If ZeroFOX suspects your account has been compromised, such as if posts originate from unauthorized 3rd-party applications or changes are made to account pictures and bios, the account can be locked and outgoing posts deleted. ZeroFOX works on your behalf with the social network to regain access.

About ZeroFOX

ZeroFOX, the market leader in digital visibility and protection, safeguards modern organizations from dynamic security, brand and physical risks across social, mobile, web and collaboration platforms. Using diverse data sources and artificial intelligence-based analysis, the ZeroFOX Platform identifies and remediates targeted phishing attacks, credential compromise, data exfiltration, brand hijacking, executive and location threats and more. The patented ZeroFOX SaaS technology processes and protects millions of posts, messages and accounts daily across the social and digital landscape, spanning LinkedIn, Facebook, Slack, Twitter, Instagram, Pastebin, YouTube, mobile app stores, the deep & dark web, domains and more.