ZEROFOX FOR RETAIL, CONSUMER PACKAGED GOODS AND FOOD & BEVERAGE

Protect your customers from scams & counterfeits, your brand reputation from impersonations and your accounts from takeover
THE CHALLENGE

Retailers, CPG organizations and food & beverage firms have a massive footprint on social media & external digital platforms — all of which is protected either by manual controls or remains entirely ungoverned and unmonitored — exposing organizations and their customers to scams, impersonation accounts, reputational risks, counterfeit goods, account hijacking, and other physical & executive threats. With so much spent on social media marketing and community growth, retail, CPG and food & beverage firms seek to protect that critical investment from widespread business risks and outside threats.

THE SOLUTION

ZeroFOX provides retail, CPG and food & beverage organizations with the critical visibility, controls and automated protections necessary to secure customers, brands and executives form social media and digital risks. The ZeroFOX Platform uses diverse data sources, artificial intelligence-based analysis, customizable FoxScripts and automated remediation to protect organizations from a variety of brand, cyber and physical risks.

TOP RISKS TO RETAIL, CPG AND FOOD & BEVERAGE

Customer scams  
Brand impersonations  
Account hijacking

Counterfeit & grey-market goods  
Reputational risk  
Physical & executive threats  
Rogue accounts

“We were really impressed by the platform and everything that it could do. We had no idea that risks to our pages happened so frequently... Considering that we spend a lot of time online with our brand pages, we feel great knowing that we can use ZeroFOX to stop anything bad from happening.”

- Lindsey, Digital Marketing Manager, True Citrus
Gain Visibility and Control
Immediately see beyond your perimeter to catch more counterfeit goods, customers risks and targeted attacks faster, before they impact your business, customers, partners & employees.

Identify and RemEDIATE Counterfeits
Social media is a counterfeiter’s ideal place to promote their products, just like any other marketing team. ZeroFOX builds custom rules to identify when imitations are being sold by any accounts that aren’t owned by you or your partners.

Protect Corporate Accounts from Offensive Content, Takeovers
Stop attackers from hijacking corporate accounts by locking down accounts in the event of a takeover, and automatically hide or remove sensitive or offensive content posted to owned page.

Stop Brand Impersonations and Rogue Accounts
It only takes 15 minutes and an internet connection to create a carbon copy of a brand, physical location or customer support account; they’re frequently the first step in customer-targeted campaigns. ZeroFOX quickly identifies and remediates.

Protect Customers from Scams
Customers endorse & engage on social media, all of which can be exploited by cybercriminals and scammers. Protect customer engagement by finding and taking down fraudsters at scale.

Safeguard Executives and Physical Assets
Executives and physical assets like brick-and-mortar stores, are prime targets for attackers, both physical and cyber. ZeroFOX automatically identifies and helps remediate physical threats, fake coupons, fraudulent accounts and more.

“For us, the true value of the ZeroFOX Platform is both its takedown power and open flexibility. ZeroFOX is dedicated to innovation, agility, and a deep respect for data science. But best of all, they listen to their customers.”

- Senior Director, Information Security, Fortune 50 Technology Retailer
ABOUT ZEROFOX

ZeroFOX, the market leader in social media & digital protection, protects 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, HipChat, Instagram, Pastebin, YouTube, mobile app stores, the deep & dark web, domains and more.

Led by a team of information security and high-growth company veterans, ZeroFOX has raised nearly $100M in funding from NEA, Highland Capital, Silver Lake Waterman, Redline Capital and others, and has collected top industry awards such as Red Herring North America Top 100, the SINET16 Champion, Dark Reading's Top Security Startups to Watch, Tech Council of Maryland's Technology Company of the Year and the Security Tech Trailblazer of the Year.