



# A Guide to Brand Protection: The Top 3 Threats Facing Your Organization

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**External attack surfaces like your domains, and corporate credentials leaked outside your organization are a huge detriment to your security program.**

References:

CSO Online: What is typosquatting? A simple but effective attack technique.  
<https://www.csoonline.com/article/3600594/what-is-typosquatting-a-simple-but-effective-attack-technique.html>

DEVOPEDIA: Typosquatting.  
<https://devopedia.org/typosquatting>



# CHALLENGES TODAY




BLIND TO  
ATTACKS UNTIL  
IT'S TOO LATE



TOO MANY  
SOURCES TO  
MONITOR



REACTIVE,  
MANUAL RESEARCH



TAKEDOWNS ARE  
RESOURCE  
INTENSIVE

Missed Threats, Delayed Responses, Increased Risk

27%

increase in phishing websites  
in 2021 compared to 2020

52%

of consumers said security  
is a main consideration  
when purchasing products  
or services



# 2021 In Review

- 1.3 million+ references to typosquats affecting 10 Fortune 500 organization
- Data exposure continued to be a persistent threat across all industries
- The average total cost of a data breach in the US increased to \$9.05 million from \$8.64 million
- 29 million references using the Dark Web Ransomware Extortion Sites source

<https://www.recordedfuture.com/2021-brand-intelligence-trends/>



Recorded Future®

By Insikt Group®

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## 2021 Brand Intelligence Trends

# The Top 3 Threats Facing Your Organization

1

DOMAIN ABUSE  
AND BRAND  
IMPERSONATION

Identify and Take Down  
Typosquat Websites  
and Logo Abuse

2

LEAKED  
DATA AND  
CREDENTIALS

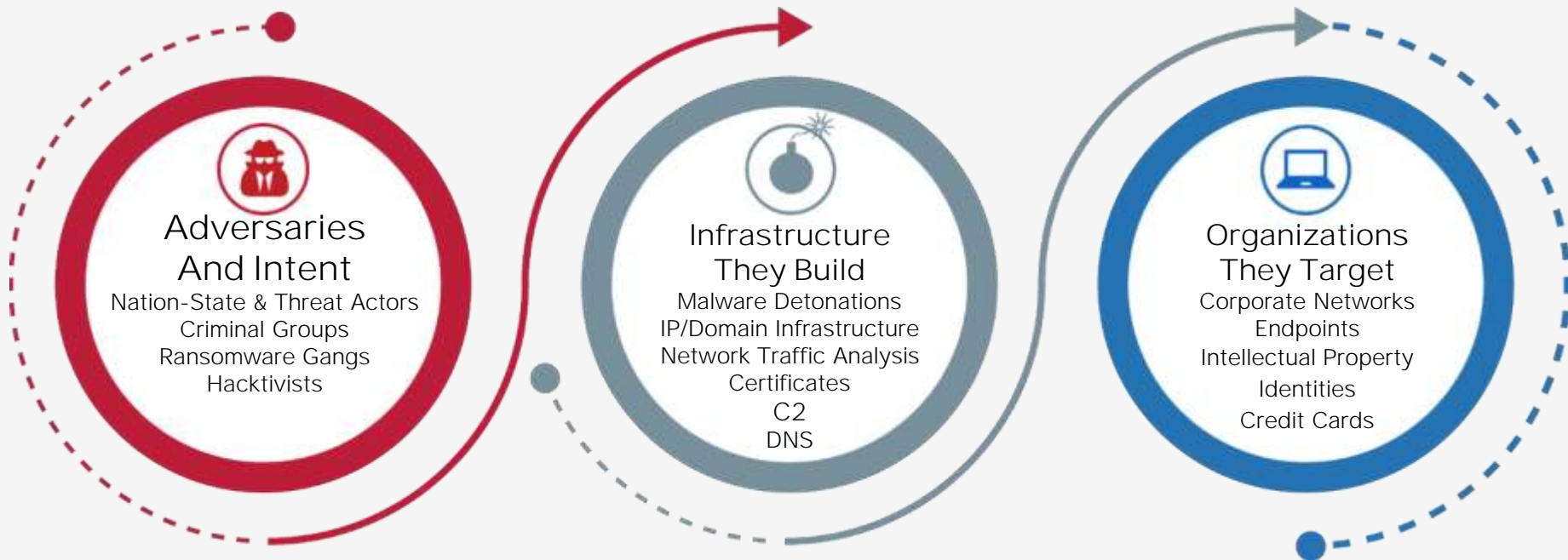
Gain Visibility Into  
Compromised  
Accounts to  
Respond Faster

3

DARK  
WEB  
MENTIONS

Discover How and  
Where Your Brand  
is Attacked

# Persistent and Pervasive Platform Coverage Provides a Complete Throughline



# Where Can You Find Leaked Credentials?

Dark Web  
Data  
Dumps

Paste  
Sites

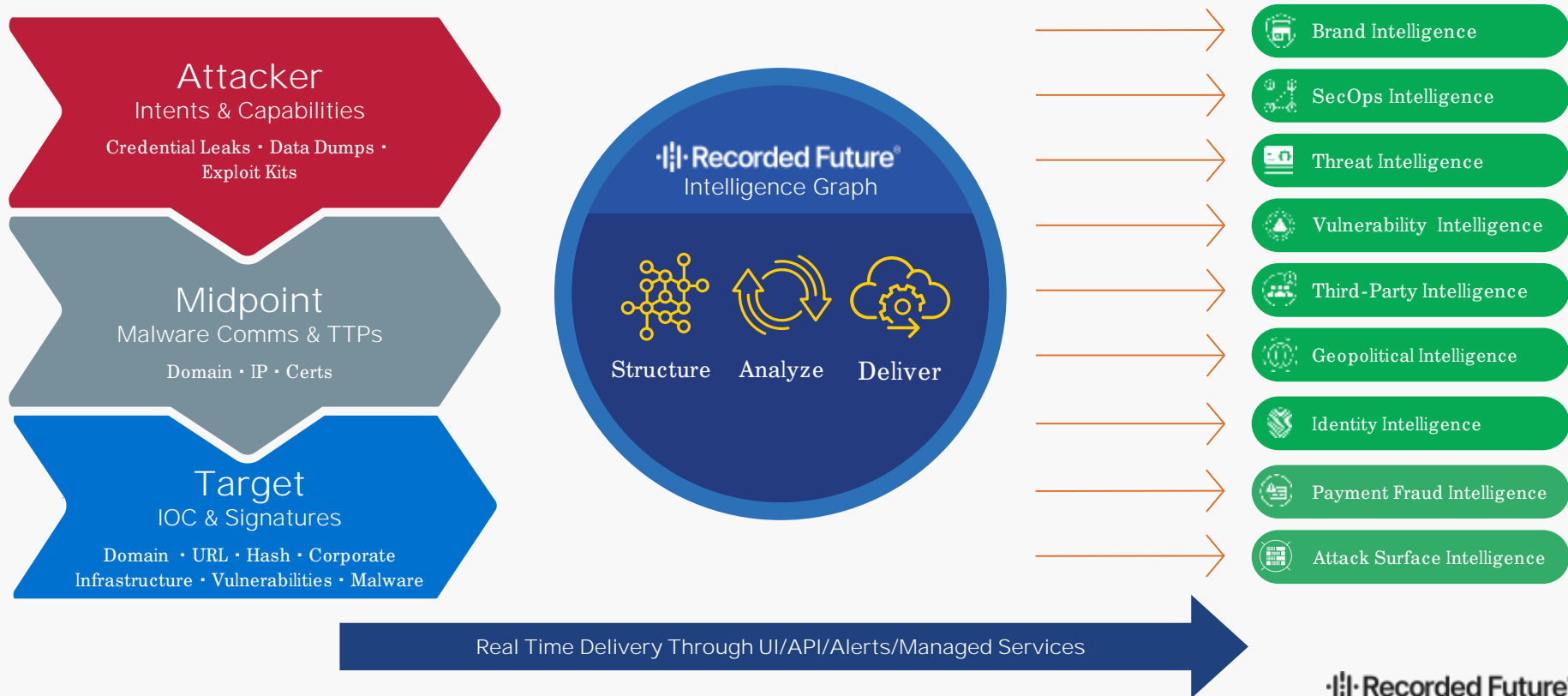
Dark Web  
Forums

Code  
Repos



# Recorded Future Intelligence Cloud

Complete Intelligence coverage across adversaries, their infrastructure, and the organizations they target



# BRAND INTELLIGENCE

Broadest  
source  
coverage

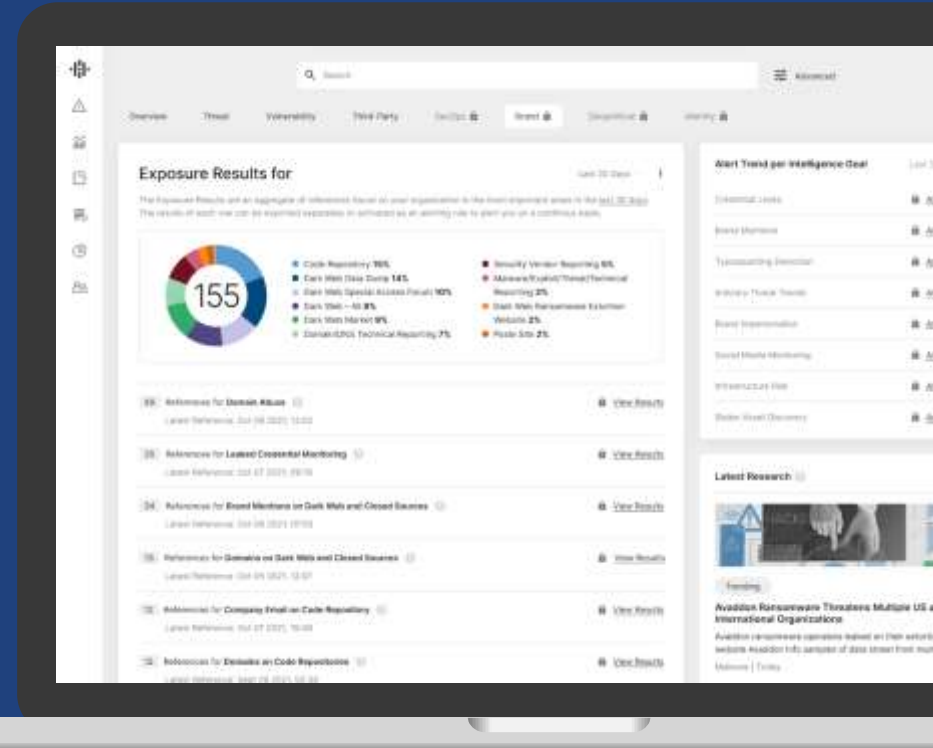
Closed forum  
dark web  
monitoring

Dynamic  
alerts and  
risk scoring

Block-grade  
indicators

Takedown  
services

Industry  
threat view



# USE CASES

## DOMAIN ABUSE

Identify and Take Down Typosquat Websites as They Are Registered

## DATA & CREDENTIAL LEAKAGE MONITORING

Gain Visibility Into Compromised Accounts to Respond Faster  
Threats Identified 10x Faster

## BRAND ATTACK MITIGATION

Discover How and Where Brand is Attacked

## BRAND IMPERSONATION DETECTION

Identify Logo Abuse and More to Detect and Take Down Phishing Campaigns

## DIGITAL ASSET MONITORING

Identify Increased Infrastructure Risk

## INDUSTRY THREAT MONITORING

Learn About Emerging Threats to Your Industry  
22% More Threats Identified Before Impact

## EXECUTIVE IMPERSONATION DETECTION

Detect and Take Down Fake Profiles on Professional Networking Sites

Detect and Mitigate Threats to Your Organization with Real-Time Brand Intelligence



Brand  
Intelligence

Recorded Future®

# BRAND INTELLIGENCE

Detect and Mitigate Threats to Your Organization



Domain & Logo Abuse Detection



Data & Credential Leakage Monitoring



Brand Impersonation Detection



Digital Asset Monitoring

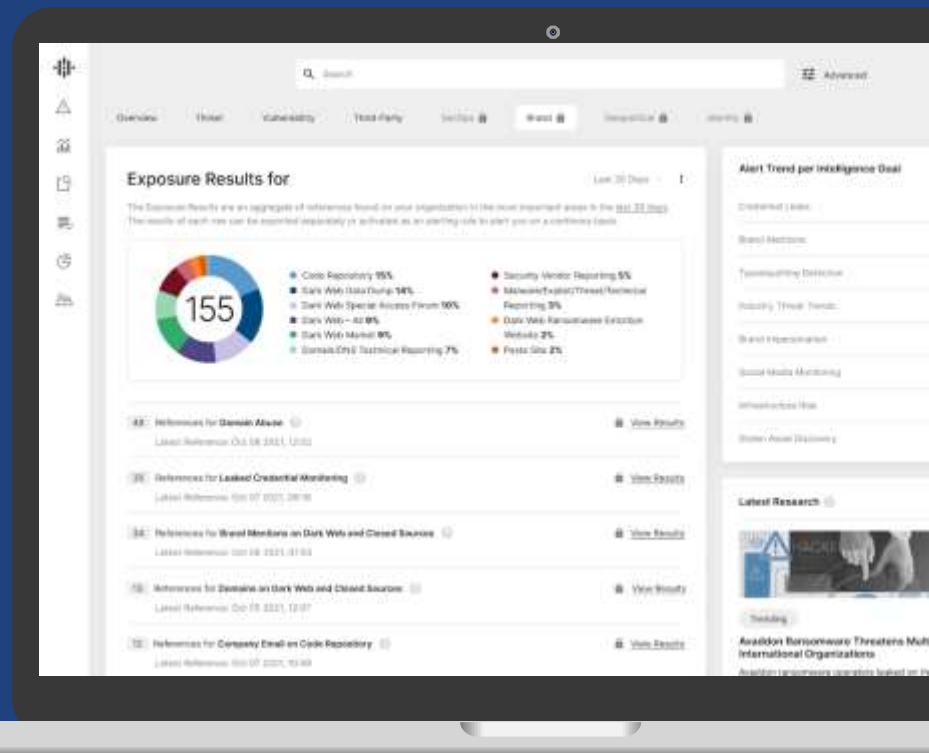


Industry Threat Monitoring



Executive Impersonation Detection

START FREE TRIAL





Thank You

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