

# Branda

## Our Digital Brand Protector

**Cyberint.**  
Protection Beyond the Perimeter



Meet Branda, The Digital Brand Protector.

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Protecting your brand's reputation means protecting all facets of your online presence. This includes all mediums of digital communication; social media, websites, blogs, etc. All of these customer touch points are your avenues of communication for promoting your brand.

Yet at the same time, if customers are unhappy, they can then become a sounding board for negative feedback.

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# “Manual distribution of malicious content via social media will be the highest growing trend over the next 3 years.”

Greg Young, Research VP at Gartner

## The Link Between Cyber and your Brand

Your online presence can easily become the soft underbelly for targeting your organization. Whether it's through organized criminal activities or merely by a prankster trying to hurt your brand, attackers will target you where it's easiest to succeed. Your digital communications and assets also create a ripe breeding ground for criticism, scams, defacements and other activities you want to avoid.



Our Argos Platform confronts the threats facing your digital brand by monitoring all attempts at malicious activity towards your online assets. The solution acts as an early warning system for potential threats, including the likelihood of a detrimental post, tweet, or of an account hijack.

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## ◀ **A Perfect Solution to Safeguard your Online Presence**

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CyberInt's Digital Brand Protection Solution identifies incidents of brand abuse, reputational damage or defaming, among other forms of attacks on your brand.

### **This includes:**

- Social Media Sentiment Analysis
- Negative Comments Detection
- Fake/Scam Attempts (Unofficial Pages) Detection
- Defacement & Defaming Monitoring
- Website & Blog Content Changes
- Darknet Chatter Indications

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## ▶ **A Fully Managed Service that:**

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- Tracks down threat actors targeting your brand
- Monitors, in real-time, for malicious activities in your digital assets
- Increases operational efficiency with real-time mitigation and response
- Utilizes CyberInt's team of cybersecurity and social media specialists for a hassle-free approach

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## ► Why is Brand Protection So Important?

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The exponential growth in digital marketing activities is accompanied by exponential growth in the risks that your brand is exposed to. Your brand is one of the most important assets to your company. You invest tremendous amounts of both time and money in getting brand recognition and in maintaining it.

To protect your brand, you need to be capable of detecting defacements, identifying broken links (i.e. broken links in your company's social media accounts), and of as running sentiment analysis in your communities. Having command over public sentiment towards your brand and over your company provides you with insight into what the online community at large is saying and circulating about your name.

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## ◄ The Threats to your Digital Brand

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Threat actors ("The Bad Guys") create fake accounts that masquerade as your brand or as your employees; in order to sell bogus products, distribute malware, broadcast false information, steal account credentials, or simply to embarrass the brand.

### ***Do people like you, hate you, or fall somewhere in between the two?***

Knowing your brand's 'hate rate' grants you real time visibility into what your target audience thinks about you, and an understanding of whether your brand is loved or hated.

## CyberInt's Digital Brand Protection

CyberInt has developed a solution to explicitly monitor and protect your digital brand and online presence. This enables your organization to pre-emptively know what your customers and your prospects think of you.



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