

# Case Study:

## Proactive Brand Protection for Retail Leader

Discover how Equilibrium's **Brand Monitoring and Protection** service helped a retail company stay ahead of brand attacks. By detecting threats like fake sellers, leaked credentials, and phishing sites early, we empowered them to protect their brand, reputation, and customer trust before lasting harm was done.



## From Invisible Threats to Full Control: Expert Brand Monitoring in Action

### The Backstory

**Meet Our Client:** A global electronics leader, known for innovation and trusted by people worldwide.

Their brand isn't just their identity—it is their advantage in a fiercely competitive market.

Staying ahead means maintaining customer trust and protecting their reputation at all costs.

But their security leader faced mounting pressure. Scams targeting their customers, like fake sellers and phishing sites, were taking a toll.

**The result?** A noticeable dip in customer trust.

### The Challenge

Despite robust internal security, the organisation's security leader realised a critical blind spot: external threats beyond their perimeter were silently harming their brand. Fake sellers, phishing sites, and social media impersonation were slipping through undetected.

The turning point came when they discovered a fake domain impersonating their brand to carry out phishing attacks on their customers. It was a wake-up call—a clear sign that their existing strategy wasn't enough.

Without visibility into these external threats, they had no way of knowing the true scale of the risk. It was time to take action.

### The Solution

That's when they turned to Equilibrium Security. They needed a solution to monitor for hidden threats, protect their customers, and safeguard their brand across multiple channels.



# The Solution: Defending Every Channel with Tailored Monitoring & Alerts



When the retail leader sought a solution, they weren't even sure one existed that could meet their exact needs. Off-the-shelf software wasn't going to cut it—it needed to go beyond generic monitoring and focus on their critical channels. That's when Equilibrium Security stepped in, crafting a fully customised brand monitoring service tailored to their business.



## Advanced Automation Meets Human Expertise

This wasn't just another generic monitoring tool. By blending cutting-edge automation with the insight of experienced analysts, the service dug deeper to uncover threats. Every angle was covered, ensuring no risk went unnoticed.

## Built Around Their Brand

Instead of a one-size-fits-all approach, the service was shaped entirely around their key channels. This laser focus on their high-impact areas meant their brand was defended exactly where it was most vulnerable, offering peace of mind and precision.

## Instant Alerts, Immediate Action

With automatic, real-time alerts, they were no longer reacting to threats too late. Potential risks were flagged as they happened, empowering them to act fast and stop attacks before they could cause damage.

## Turning the Unknown Into Control

For the first time, they could see threats that had been hiding in the shadows. This new visibility into blind spots transformed their security strategy, allowing them to anticipate risks and take control.

They needed a solution that felt integrated, not just another disconnected software. That's why they chose a bespoke monitoring service, built for their exact requirements.



# Where We Looked: The Hidden Threats Exposed

While their initial concern centred on phishing sites scamming their customers, what we uncovered through our monitoring went far beyond their expectations. It was a true eye-opener, revealing risks they hadn't even considered.



## Dark Web Threats

Our deep dives into the dark web uncovered leaked credentials linked to employees, customers, or systems, providing an early warning for potential security breaches.

## Confidential Information

We scoured the web and third-party platforms to identify confidential documents that shouldn't be public, protecting sensitive information from exploitation.

## Website Defacement

With e-commerce as the backbone of their business, we monitored their websites for any visual changes, quickly detecting defacement attacks or malicious intrusions that could jeopardise operations and revenue.

## IP Space Monitoring

We monitored IP spaces to spot unusual port activity or new services, catching signs of attacks early to ensure quick action.

## Spotting Suspicious Domains

We exposed newly registered domains designed to mimic or exploit client-owned domains, preventing phishing attempts and impersonation threats before they could cause harm.

## High-Profile Individuals

Our focused searches on high-profile individuals uncovered publicly available personal data that could be exploited, shielding both their security and the organisation's reputation.

## Social Media

We actively scanned social media for hate speech, harmful interactions, and unauthorised sellers, quickly flagging fake accounts and activities that could tarnish the brand's image and trust.

## Tracking Logo Usage

We monitored where their logo appeared, and flagged fraudulent or damaging misuse that could mislead customers.

# From Insight to Action: The Benefits of Complete Visibility

Before working with Equilibrium, they didn't realise the impact a tailored approach could have. Unlike off-the-shelf solutions, this service uncovered risks specific to their key focus areas and channels. But it didn't stop there—it had a wider impact on the organisation, empowering teams to act confidently and strategically to protect their brand in a competitive market.

## Building Boardroom Confidence



The service gave their security leader the confidence to approach the board with a clear, data-driven understanding of brand risks. Instead of diving into technical jargon, they could present actionable insights on how potential reputation damage was being addressed before it could impact revenue.



## Taking Back Control



This service completely changed how they handle brand protection. Instead of always playing catch-up, they now have the tools and insights to get ahead of potential threats. It's not just about fixing problems—it's about knowing they're in control of their brand's security and future.



## Focusing Their Resources



With Equilibrium managing the monitoring entirely, they could redirect their internal resources to core operations without compromising on security. Real-time alerts and clear reports made it easy for them to respond swiftly to risks, minimising disruption and keeping their brand's reputation secure.





# Get In Touch

A team full of **experts**, at your service.



## Ready to **Take a Stand** Against Brand Violations?

Reach out to Equilibrium Security today for expert guidance and support in shaping your brand monitoring service. ✓



**Top-Tier Security Knowledge**



**Certified Security Experts**



**Trusted Pair of Hands**

## Hear From Our Customers

*"A really good team of honest, hard-working and knowledgeable security professionals who I've had the pleasure of working with for a number of years now. I'd happily recommend them to firms looking for Cyber Security services with a more personal touch."*



Don't Take Our Word For It: Check Out Our 5 Star [Google Reviews](#) ★★★★★

Book A Free Consultation With Our Team of Experts 🖱️

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