

DATA  
SHEET

# Brand Intelligence Module

Proactively Protect Your Brand From External Threats

## Challenge

Phishing campaigns, data leaks, executive impersonation, and other forms of brand attacks pose immediate risk to your company, all while operating entirely outside your network. To mitigate these threats to your company, executives, employees, and customers, you need to monitor and find malicious entities in real time — and then act quickly to take them down.

## Solution

Recorded Future's comprehensive Brand Intelligence and takedown services use a unique collection approach that automatically aggregates data from an unrivaled breadth of open, dark, and technical sources, including domain registration data, messaging platforms, social media profiles, and web pages with malicious content.

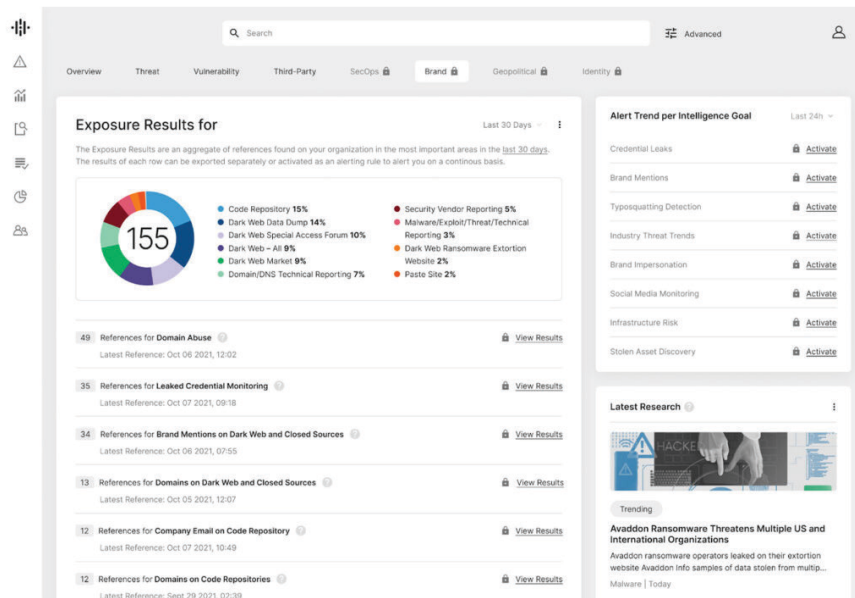
Real-time alerting enables you to instantly discover leaked credentials, typosquat domains, code leaks, discussion of your brand on dark web markets, and more. Immediately initiate takedowns directly within Recorded Future after identifying fraudulent domains or stolen assets that could pose a risk to your brand.

## Benefits

- Identify and take down attacks targeting your company, executives, employees, and customers
- Gain unmatched visibility into the dark web
- Reduce risk by leveraging Recorded Future experts to negotiate dark web buys

## Key Use Cases

- Domain Abuse Detection
- Data & Credential Leakage Monitoring
- Dark Web Monitoring
- Brand Attack Mitigation
- Executive Impersonation Detection
- Digital Asset Monitoring
- Industry Threat Monitoring



## Features

- Expansive open web, dark web, and technical source coverage in every language, including passive DNS records, social media, messaging platforms, paste sites, mobile app stores, and more
- Immediate insights into all past and current threats to your organization's brand with the Brand Exposure Report
- Real-time alerting, context, and recommended actions for a comprehensive view of all brand threats and their severity
- Machine Learning-powered image collection paired with text evidence for quick risk assessments and faster responses
- Industry-specific finished intelligence from Insikt Group and threat views for continuous monitoring of trending threat actors and attack methods targeting your peers
- Takedown services available directly from the Recorded Future Intelligence Platform for the removal of malicious domain, brand mentions, data leaks, and more
- Managed Brand Intelligence Services, providing Recorded Future expert support for brand-related threat investigations

## Results

Find threats faster and reduce risk exponentially with Recorded Future's combination of patented machine learning and expert analysis. Access the world's most advanced intelligence in real time to disrupt adversaries and defend your organization.

- Improved brand protection savings by more than \$638,000<sup>1</sup>
- Reduced negative brand impact monetarily by \$212,666 annually<sup>1</sup>
- Find threats 10 times faster<sup>2</sup>
- Identify 22% more threats before impact<sup>2</sup>
- Respond 63% sooner<sup>2</sup>

## From Our Clients

### Ryan Norwall, Security Operations Manager, City of LA<sup>3</sup>

"Many other tools focus solely on paste sites. Recorded Future allows us to get more granular by filtering out places like dark forums and credit card sites where we can look for specific people trying to sell credentials and access."

### Deputy CISO, Payment Technology Company<sup>1</sup>

"Because our business is so diversified the market offerings were not picking up all of the data streams to suit our needs. For instance, our other threat intelligence platform just wasn't digging deep enough on the dark web. We literally had to peel back the onion to get what we needed."

<sup>1</sup> [Study: Security Teams See a 40% Reduction in Investigation Time With Intelligence](#)

<sup>2</sup> [Organizations React to Security Threats More Efficiently and Cost Effectively with Recorded Future](#)

<sup>3</sup> [City of Los Angeles Stays One Step Ahead with Intelligence from Recorded Future](#)

## ABOUT RECORDED FUTURE

Recorded Future is the world's largest intelligence company. Recorded Future's cloud-based Intelligence Platform provides the most complete coverage across adversaries, infrastructure, and targets. By combining persistent and pervasive automated data collection and analytics with human analysis, Recorded Future provides real-time visibility into the vast digital landscape and empowers clients to take proactive action to disrupt adversaries and keep their people, systems, and infrastructure safe. Headquartered in Boston with offices and employees around the world, Recorded Future works with more than 1,600 businesses and government organizations across more than 70 countries.



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