



DATASHEET (BRAND PROTECTION)

Stop Account Takeover and Credential Theft Before Fraud Spreads

Financial services organizations are prime targets for phishing, impersonation, and credential harvesting. Attackers use fake domains, spoofed login pages, and malicious campaigns to steal customer credentials, compromise accounts, and trigger fraud at scale.

Fortra Brand Protection helps financial institutions detect, validate, and remove external threats before they impact customers, revenue, or trust.

Why Brand Protection Matters

Financial institutions are facing an escalating fraud crisis, with nearly one-third of them reporting direct losses exceeding \$1 million.

Threat actors impersonate banks, credit unions, lenders, and fintech brands to deceive customers to reveal sensitive information. Once compromised, attackers execute account takeovers, payment fraud, and other downstream exploitation.

Fortra gives security and fraud teams the visibility and mitigation they need to stay ahead of these attacks across the open web, social channels, and underground sources.

Key Capabilities

- **Broad visibility across the threat landscape:** Monitor for phishing campaigns, fake login pages, spoofed domains, and other signs of credential theft across surface web, dark web, social media, mobile, and email.
- **Expert curation for high-confidence threats:** Reduce noise with analyst review and intelligence curation that prioritizes real threats to your brand, customers, and account security.
- **Fast, complete mitigation:** Take malicious content offline quickly using proprietary Killswitch technology, browser blocking, API integrations, and a global takedown network.

Financial Services Use Cases

Engine Poisoning of Banking Journeys

Attackers manipulate organic and paid search results so fraudulent login pages, fake payment portals, or impersonated customer support numbers appear for branded banking queries. These attacks exploit customer trust in search engines, frequently leading to credential theft and financial fraud.

Coordinated Multichannel Impersonation Campaigns

Criminals exploit bank brands across ads, social media, email, SMS, and messaging apps as part of a coordinated funnel. Victims are initially engaged through trusted digital channels, then funneled to spoofed banking sites or fraudulent interactions designed to maximize conversion and financial loss.

Fraudulent Mobile Apps and App-Based Brand Abuse

Look-alike mobile apps impersonating banks or credit unions are distributed via unofficial app stores, third-party marketplaces, and deceptive advertising. These apps harvest credentials, bypass MFA through device abuse, or deploy mobile malware that enables account takeover and unauthorized transactions.

Highly Automated Phishing Infrastructure Using Brand Cloning

Sophisticated fraud operations clone online banking portals and deploy hundreds of rotating look-alike domains using automated tooling. These campaigns are persistent and highly scalable, often supporting downstream monetization models such as credential resale or account access brokerage.

Event-Driven and Crisis-Based Brand Exploitation

During outages, security alerts, regulatory notices, mergers, or system migrations, attackers rapidly launch brand-impersonation scams disguised as urgent communications. These time-sensitive attacks exploit elevated customer anxiety, leading to higher engagement and amplifying fraud impact.

What You'll Gain with Fortra Brand Protection

- Earlier detection of phishing and impersonation campaigns
- Fast disruption of threats before credential compromise
- Less manual work for fraud and security teams
- Better protection for customer accounts and funds
- Stronger visibility into external attack activity targeting your institution



Why Fortra

Fortra Brand Protection combines comprehensive collection, expert intelligence curation, and rapid mitigation into one complete solution for external threat defense. Built on years of experience protecting the world's most targeted brands, it helps financial institutions break the attack chain before account takeover occurs. [Request a demo](#) to see why financial institutions worldwide trust Fortra Brand Protection.

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