

360 fraud protection

by AppGate

360 BRAND GUARDIAN

Protect Your Brand and Stop Scammers from Targeting Your Users

Overview

Protecting your brand from phishing, brand abuse, and unauthorized domain use in today's fast-evolving digital landscape is more critical than ever. AppGate's 360 Brand Guardian is a comprehensive solution designed to defend your organization against these threats, ensuring the safety of your brand and your customers' data. With features like phishing protection, dark web monitoring and email enforcement, 360 Brand Guardian equips your organization with the tools needed to maintain security and trust in an increasingly hostile environment.

Key Security Advantages

When you subscribe to 360 Brand Guardian, your organization will gain access to a comprehensive set of protection features. These key features, focused on phishing and brand abuse protection, are automatically integrated with the solution, providing robust defense against digital threats.

Phishing Protection:

- Detects phishing attacks, using a wide variety of intelligence sources
- Enables continuous monitoring of new domain registrations
- Integrates with existing security systems to streamline incident response

Brand Abuse Protection:

- Monitors for rogue mobile apps, domain registrations and social media mentions
- Identifies brand abuse on various platforms
- Protects against misleading advertisements and malicious SEO tactics

Guardian Fusion Center

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REAL-WORLD RESULTS

Last year, AppGate's proactive security approach delivered measurable improvements across industries.

Global incidents increased by 57% compared to 2023.

86% of reported threat incidents were due to phishing, which accounted for the majority of cybercriminal attacks in 2024.

Fake social media cases nearly doubled, increasing by 90% compared to 2023.

Phishing incidents increased by 86% from 2023 to 2024.

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Get full Fraud Beat report.
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Use Cases for 360 Brand Guardian

- Brand Abuse Protection
- Social Media Impersonation Detection
- Deep and Dark Web Monitoring
- Mobile Threat Detection
- Phishing Attack Prevention
- Malvertising Protection
- Email Spoofing Protection
- Malware Analysis



Key Benefits

1. Scam Protection

Protects your customers from costly scams through advanced detection and mitigation of the threats (e.g., phishing sites) that start them.

2. Brand Integrity

Protects brand assets by preventing unauthorized use, detecting rogue apps, and eliminating fake websites.

3. Fraud Prevention

Detects threats before they can trigger fraudulent transactions, enabling early intervention and reducing fraud-related losses.

4. Real-Time Alerts and Response

Provides 24/7 real-time monitoring and alerts, ensuring quick responses to emerging threats through AppGate's Security Operations Center.

5. Threat Reporting

Stops scams reported by your users with a robust client console monitored by agents ready to act on your behalf.

6. Cost Reduction

Minimizes operational costs by proactively identifying threats before they escalate.

Features for Enhanced Security

To achieve a broader security posture, 360 Brand Guardian offers advanced features as an addition to the base package, ensuring that organizations can safeguard against even the most sophisticated threats.

Mobile Threat Detection

Detect mobile threats, including repackaged apps and overlay attacks.

Alerts on risky device attributes, such as debug mode and insecure network.

Protects against pharming and man in the middle attacks.

Malware Analysis

Provides rapid analysis of malicious files, including IOCs and critical intel.

Reports at a more in-depth level through deep analysis performed by experts.

Aligns malware behavior to MITRE ATT&CK framework.

Email Enforcement

Enforces DMARC to prevent unauthorized use of your domain.

Uses DKIM to create digital signatures that verify message integrity.

Implements BIMI to display your verified brand logo in emails for added trust.

Compromise Data Insights

Identifies compromised data across the Dark Web, Deep Web, and Clear Web.

Removes leaked data from specific sources (e.g., GitHub) when possible.

Conducts data leak searches using keywords and domain.

Card Monitoring

Monitors compromised payment card data across Deep and Dark Web.

Searches criminal marketplaces for stolen cards linked to your institution.

Provides BIN level visibility to identify exposed accounts.



Enhance Your Security with 360 Risk Control

For a more comprehensive protection strategy, complement **360 Brand Guardian** with **360 Risk Control**. This powerful solution leverages advanced AI and a configurable rules engine to detect and mitigate fraud in real-time. By integrating 360 Risk Control, institutions can enhance their defenses against digital threats while maintaining a seamless user experience. This combination not only protects your brand but also ensures that your digital assets remain secure, enabling smooth and secure customer journeys across every channel.

360 Risk Control is an advanced, AI-driven fraud detection solution designed to prevent and mitigate digital fraud across various interactions and transactions. By analyzing real-time data and identifying emerging fraud patterns, this fraud management solution assesses risk at every stage of user interaction, applying the necessary security measures without compromising the user experience. This ensures robust protection while maintaining a frictionless journey for legitimate users.

About AppGate

360 Fraud Protection by AppGate provides end-to-end fraud protection in a unified platform. The solution includes 360 Brand Guardian, 360 Risk Control, and 360 Adaptive Authentication. Together they provide comprehensive threat management, brand protection and fraud prevention, safeguarding financial institutions and enterprises worldwide. Learn more at 360fraud.ai.