BOLSTER

Bolster AI Web Monitoring

Your website is one of the most important tools for your business to promote your offerings and to distribute information to your audience. With Bolster's web monitoring, you can confidently operate without fraudulent versions of your site diverting revenue and damaging customer trust.

Why Monitor for Fraudulent Websites?

Protect Revenue

Counterfeit sites process fraudulent transactions and divert revenue meant for your business.

Guard Sensitive Data

Fake logins on web pages expose your customers' sensitive credentials and put them ar risk.

Protect Your Reputation

Dilution of your business's online presence damages your reputation and erodes customer trust.

SCAMS ARE EVOLVING RAPIDLY

Fraud is Changing

Gen AI is turning fraud into big business—AI brand security solutions help brands not only keep up but stay ahead.

Unprecedented Rate of Scam Generation

It takes just 4 minutes for attackers to create millions of counterfeit websites, perfectly mimicking your brand. At any one time, your business could have as many as 12,000+ typosquat variants on the internet.

Fakes Are Increasingly Convincing

New technology like deepfakes is making scams more convincing than ever, in 2024 there was a 243% increase in deepfakes targeting high-risk industries like banks.

Manual Takedowns Are Time-Consuming

The manual takedown process is tedious and adds hours of unnecessary workload for your team.

Consumers Now Expect Brands to Protect Them From Fraud

15% of scammed customers do not renew their services.

BOLSTER SOLUTION

Key Benefits

AI-Driven Detection of Your Branded Assets

Detect domain threats across the entire risk lifecycle, including look-alike domains & fake sites across 1000+ legacy & new gTLDs & ccTLDs.

Continuously Monitor for Malicious Intent

Monitor active & passive DNS, zone & WHOIS files & SSL certificates & logs to identify changes to threat landscape, no matter the time of day.

Conduct Automatic Takedowns

Based on tier selected, perform automatic zero-touch takedowns removing malicious sites globally in as little as 2 minutes.

Rich Threat Intelligence & Monitoring Dashboard

Rich data and intuitive dashboards makes it easy for brand, fraud and security teams to collaborate and take action on identified threats.

Bolster AI Web Monitoring

Core Capabilities

- ✓ Domain monitoring for typosquatting and lookalike domains
- ✓ Automated takedowns
- ✓ Detection beyond domains, like logo detection and detection of other site content connected to your brand
- ✓ Real-time generation of threat assessment upon scanning
- ✓ Visibility into the entire threat lifecycle, including pre-malicious threats and other opportunities for proactive monitoring

BOLSTER DIFFERENCE

What Makes Bolster Different

▦ Unparalleled AI Accuracy

- Our domain monitoring scans collect data on over 3 million sites every day.
- Our takedown technology has over 10 billion threat node graph relationships. Bolster is actively monitoring over 1500 top-level domains (TLDs).

⚡ Fast Startup Time

- Our implementation process is designed for efficiency and enables your business to start defending against threats in days, not weeks or months.

☁ Powerful API And Key Integrations

- Our flexible API allows our customers to connect brand security data to their larger security strategy, while out-of-the-box integrations provide key connections to SIEM, SOAR, collaboration platforms, and more.

⚙ Automation-Enabled Managed Services

- By alleviating workload with automated takedowns, our experienced SOC team can prioritize helping navigate the takedown process where it's more complex and nuanced.

Customer Quotes

> " Bolster is one of the few security products where we get immediate visibility of counterfeit websites and more importantly, immediate response for takedowns. Their reporting and customer service are simply the best!
> **—Mark Weatherford, Former CISO at Booking.com**

> " I've loved working with Bolster and it definitely makes my job easier. We are constantly battling with counterfeiters and fake accounts. Customers are enticed to purchase lower priced counterfeit goods, while the sellers in question use our trademarks and proprietary information. Bolster is excellent at getting these fake accounts and counterfeiters taken down and has really helped our business.
> **—ECommerce Coordinator, Retail Company**

> " Domain protection was a marketing protection problem, now it's a threat intel problem.
> **—Fusion Manager: Cyber Crimes & Threat Intelligence at a Fortune 500 Bank**