Customer trust starts
with security of your brand

Kaspersky
Brand
Monitoring

kaspersky
bring on
the future

Protect Your Brand

Brand Monitoring is a service which combines advanced brand monitoring tools with unique expertise to identify and mitigate brand abuse, impersonations, and other online cyber threats to your organization digital presence. Service can help you to safeguard your brand's reputation and protect digital assets, customers and employees. Brand Monitoring empowers you to:

Prevent financial losses

By acting as an early warning system against threats that directly impact revenue, operational costs, and compliance penalties.

Comply with regulations

Ensuring compliance by detecting violations, preventing breaches, protecting PII / PHI from exposure or logos / trademarks from unauthorized use.

Protect customer trust

Once eroded, loss of trust can lead to lost revenue, reputational damage, and regulatory penalties.

Protect intellectual property

By acting as a 24/7 digital watchdog, detecting IP violations and enabling rapid enforcement to safeguard revenue and brand integrity.

Kaspersky Brand Monitoring is available directly via the Kaspersky Threat Intelligence Portal — a unified platform for accessing threat data, alerts, and analytics in real time.

Brand Monitoring is an additional module to Kaspersky Digital Footprint Intelligence — a comprehensive digital risk protection service that helps customers monitor internet-facing assets as well as digital presence across Surface, Deep and Dark web. With real-time alerts, it enables organizations to respond quickly and effectively to potential external threats.

How it Works

1 Assets collection for monitoring

- Domains
- Company / brand name
- VIP employee names
- Social Networks Links
- Mobile Apps Links
- Keywords

2 Monitoring

Phishing / Scam

Identifies phishing web resources and cybersquatting (TLD, typo-squatting, combo-squatting) domains, even those newly created and without content.
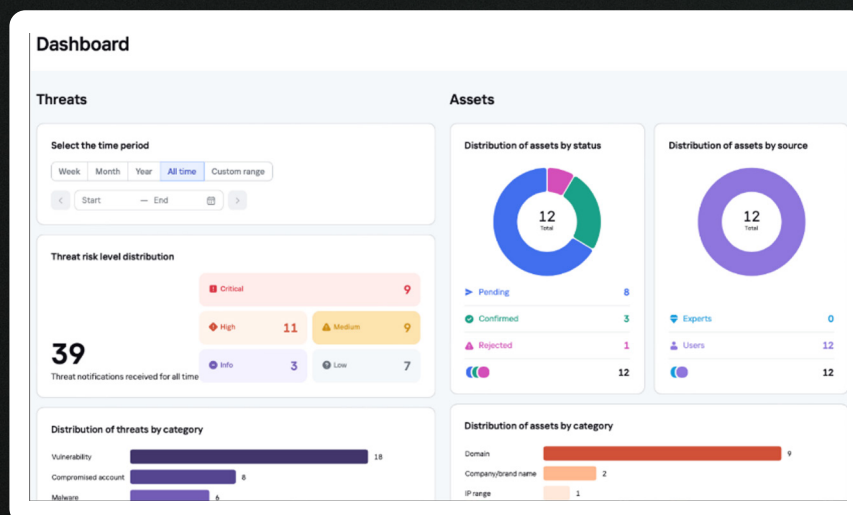
Mobile Apps

Detects fake, malicious, or rogue mobile applications on Google Play and the App Store that misuse your brand.

Social Media

Identifies fake profiles and accounts impersonating your organization, employees, and partners on platforms like Facebook, Instagram, Telegram, and X (Twitter).

3 Analysis

Dashboards that deliver a clear, high-level overview of your security posture while allowing seamless drill-down into granular details when needed.

Dashboard

Threats

Select the time period

| Week | Month | Year | All time | Custom range |

Start — End

Threat risk level distribution

🔴 Critical		9
🔶 High	11	⚠️ Medium 9
🔷 Info	3	🕐 Low 7

39 Threat notifications received for all time

Assets

Distribution of assets by status

12 Total

➤ Pending	8
✅ Confirmed	3
▲ Rejected	1
	12

Distribution of assets by source

12 Total

👤 Experts	0
👤 Users	12
	12

Distribution of threats by category

Vulnerability	18
Compromised account	8
Malware	6

Distribution of assets by category

Domain	9
Company/brand name	2
IP range	1

4 React by Kaspersky Takedown Service

Kaspersky Takedown Service neutralizes threats from malicious domains, impersonating social media accounts, fake mobile apps, preventing harm to your business and brand*.

* Add-on service with support via ISPs, hosting providers, registrars, CERTs, and platforms.

Why Choose Kaspersky to Protect Your Brand?

Global Coverage

Our infrastructure covers 100M+ sensors in 200 countries. Vast repositories of data are analyzed by our AI and human experts to produce reliable threat intelligence.

Chosen by customers

Our threat intelligence data is trusted by the most well-known and largest government and enterprise organisations worldwide.
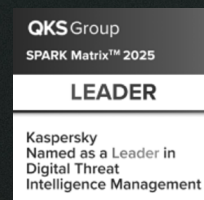
Renowned expertise and global presence

Our coverage spans highly targeted, high-risk regions, including key governmental entities and critical infrastructures, ensuring resilience and enabling deeper context and broader protection.

Proven by top industry analytics and independent tests

Kaspersky Threat Intelligence is consistently recognized by top industry analysts.

FROST & SULLIVAN

FROST RADAR LEADER

kaspersky

FROST RADAR™ Cyber Threat Intelligence, 2024

QKS Group
SPARK Matrix™ 2025

LEADER

Kaspersky
Named as a Leader in
Digital Threat
Intelligence Management

AV
comparatives
APPROVED
Anti-Phishing
2025

How to Get Started with Brand Monitoring

Request a Demo

Submit a request to see Brand Monitoring in action.

Define Key Assets and Keywords

Provide your domains, brands, apps, accounts, and relevant keywords for monitoring.

Get Real-Time Notification to Take Action

Get detailed alerts and expert support to protect your brand.

Request a Demo

Kaspersky Digital Footprint Intelligence

Learn more

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