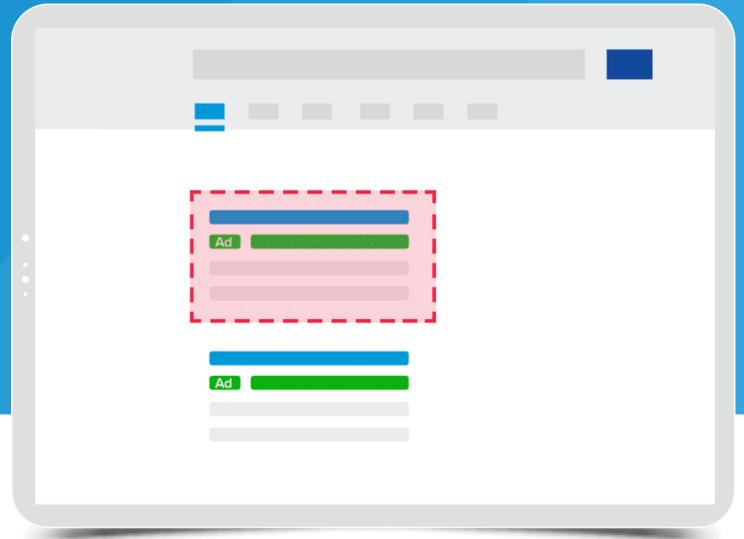


BRANDVERITY

PAID SEARCH MONITORING.



DEFEND YOUR PAID SEARCH CHANNEL

Marketing teams in retail, travel, consumer finance, and more rely on BrandVerity's automated Paid Search Monitoring solution to protect their brand and maintain compliant marketing channels. Rogue partners and trademark abusers use a variety of techniques including dayparting and geo-targeting to evade detection. Manual monitoring can't uncover these deceptive practices. Stop competitor trademark infringements and partner non-compliance with our brand protection tools.

BENEFITS



PROTECT YOUR MOST VALUABLE TRAFFIC

Branded traffic is some of the most highly-converting. Keep your partners and affiliates from diverting your traffic and ensure they are following your agreements.



REMOVE UNNECESSARY COMPETITION FROM THE SERP

Control the SERP and don't let trademark violators increase your CPCs and drag down your CTRs.



SAFEGUARD YOUR BRAND

Take control of your customer journey by ensuring compliance with search engine trademark rules.



GET EXPERT GUIDANCE

Our Customer Success Managers will help you achieve your compliance goals from setup through implementation and optimization.

SATISFIED BRANDVERITY CUSTOMERS:

gettyimages

Rentalcars.com

ebookers.com

Alaska
AIRLINES

Booking.com

ARC'TERYX

BLUE NILE

HOW IT WORKS

BrandVerity's automated tool finds infringing ads and helps you take them down in just a few clicks.



#1 FIND

Set up custom parameters including keywords, country, device types, and frequency to ensure you uncover all infringements across all major search engines.



#2 FILTER

The violations are then automatically filtered and prioritized so that you can review and take action. Included in the results are details such as SERP screenshot, ad copy, and ad click URL.



#3 REMEDIATE

Taking action is easy. Submit search engine infringements for takedown in bulk and reach out to partners with pre-populated email templates, all within the app.

FEATURES



Gain Unmatched Visibility

Unlimited daily searches across device types, search engines, countries, and languages.



Pinpoint Threats

Customizable reporting and alert emails enable quick action.



Access High-Fidelity Data

Granular reporting with vetted, same-day data.



Streamline Trademark Enforcement

Bulk submission of trademark infringement complaints in just a few clicks.



Stop Unruly Affiliates

Easily integrate your tracking programs with our patented affiliate detection.



Increase Effectiveness

Search engine approved submission process that is integrated with unique engine rules.



Remediate Partner Violations

Configurable email templates include evidence such as screenshots, tracking links, and more.



Coordinate Across Teams

Collaborate with unlimited users across multiple teams and tackle your goals together.



See the Big Picture

Get insight into trends of top advertisers, brand abuse, and ad performance.