Protect your Digital Footprint with Mimecast Brand Exploit Protect

Find and neutralize phishing attacks before they are unleashed, instantly block malicious URLs or domains across email and web.

Staying one step ahead in a fast-moving threat landscape demands a proactive, multi-layered approach to cyber security. As the number one attack vector, defense should start with protecting your own email system and the employees that trust it and rely on it every day - but it does not end there. Attackers are increasingly using impersonation or spoofing tactics to trick your customers, partners and wider supply chain. This puts your brand and reputation at risk.

Customers and business partners can easily fall victim to phishing attacks using your digital assets, including your domain, website and other online assets. These attacks pose a significant risk, accounting for a significant proportion of the $6 trillion in cybercrime costs - and are largely invisible.

Mimecast Brand Exploit Protect helps you more effectively address this challenge.
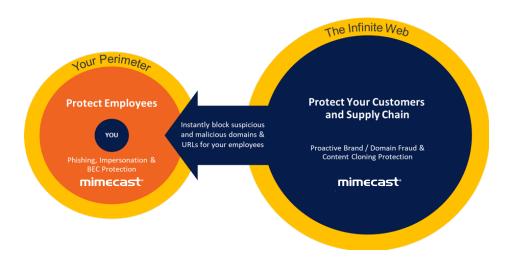
Key Benefits

- Extend phishing protection beyond your perimeter to protect your brand, customers and supply chain against attacks using your digital assets.

- Take instant action to block suspicious and actively malicious domains and URLs.

- Enforce protection across both Mimecast Email Security and Web security with a single action.

- Increase Mimecast ROI by giving security teams access to a more complete cyber security platform.

Multi-layered Defense

Mimecast customers can now rely on multi-layered, proactive defense thanks to a combination of Mimecast's Email Security, Web Security and Brand Exploit Protect services.

- **Protect your organization and employees** – Detect and stop phishing and impersonation attacks using malicious payloads, links or pure social engineering targeting your organization – **Mimecast Email Security with Targeted Threat Protection.**
- **Proactively identify and prevent attacks before they start** – Find and deal with malicious domains impersonating or replicating your legitimate digital assets before they do damage - **Mimecast Brand Exploit Protect.**

Mimecast Brand Exploit Protect: Protect your Brand, your Customers and Partners

Brand Exploit Protect delivers an innovative solution covering over 99% of phishing use cases across the web. Using machine learning, it runs quadrillions of targeted scans that identify even unknown attack patterns, blocking compromised assets before they become live attacks at the earliest preparation stages.
The service enables you to:

- Protect your customers and partners from phishing scams using similar domains to yours, in addition to protecting your own employees.
- Identify and protect against attacks where cybercriminals have cloned your website, irrespective of the hosting domain.
- Block and take down both suspicious sites and active scams.

Integration with Mimecast's Email Security with Targeted Threat Protection as well as Web Security services allows you to block any confirmed or potentially malicious domains and URLs with a single click, before they've had a chance to cause damage.

Mimecast DMARC Analyzer's visibility, reporting and enforcement capabilities can also be used to help address brand exploit challenges and should ideally be part of a layered protection strategy. Brand Exploit Protect extends DMARC capabilities beyond the domains you own by proactively identifying all combinations and permutations of your domains on the infinite web, even before they are actively used by attackers.
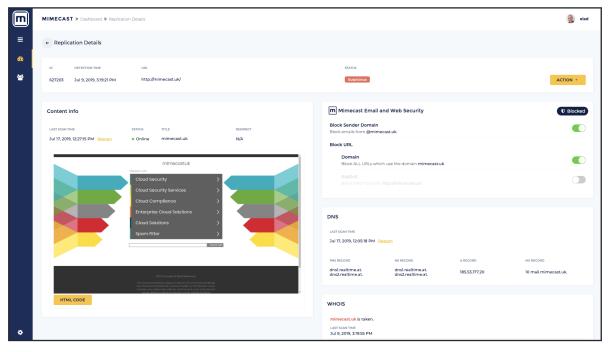
Doing Nothing is Not an Option

Phishing scams make up a significant proportion of the $6 trillion in cybercrime costs expected by 2021[1]

The number of phishing sites detected is up over 30%[2].

30% of phishing messages get opened by targeted users[3].

54% of people saw phishing attacks increase in the last 12 months[4].

Fig 1: Screenshot of the Brand Exploit Protect console showing available actions

1. Cybersecurity Ventures Cybersecurity Almanac, 2019
2. APWG Phishing Activity Trends Report May 2019
3. Verizon Data Breach Investigations Report 2019
4. Mimecast State of Email Security Report 2019