

### PHISHING DESTROYS CUSTOMER TRUST

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Today, within a couple of minutes anyone can send an email claiming to be you. Phishing emails damage your brand, erode customer trust, and impact your bottom line. These phishing emails leverage the domains you own and cause permanent distrust between you and the people your business is meant to serve - your customers.

### YOUR BRAND VALUE AND YOUR BUSINESS IS AT RISK

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Customers trust your brand as best-in-class. Cyber criminals use that trust to attack your customers. They send thousands of malicious emails for every customer engagement email that your company sends, resulting in your message getting lost in a sea of these fraudulent emails. These attacks can have a catastrophic financial impact on the present and future value of the brand, since customers don't know whether to trust your 'actual' emails or not. Studies show that 42% of consumers are less likely to do business with a company following an email attack<sup>1</sup>. This is a huge risk to the longevity of your business and existing solutions don't tackle this problem.

### RECEIVER SPAM FILTERS DON'T SOLVE THE PROBLEM

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Email receivers use a probabilistic approach on filtering spam and phishing messages. This approach is based on email content, links, user flags and IP blacklists. While this approach is useful, it is not deterministic. Moreover, your organization does not have any control or visibility into the emails that your customers see with your name on it.

*The Top 3 most valuable brands in the world<sup>2</sup> use Agari Customer Protect - Enforce to protect their brand and create a trusted email channel.*

### TRANSFORMING BRAND RISK INTO BRAND GAIN WITH ENFORCE

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Enforce, part of Customer Protect, is an email security and data analytics product that helps you establish a trusted email channel. Enforce empowers you to work with email receivers to achieve full visibility and control of your email channel. This unique approach prevents malicious emails misusing your brand from ever reaching your customers. By managing this risk to your business and achieving a new level of trust, you turn customers into advocates.

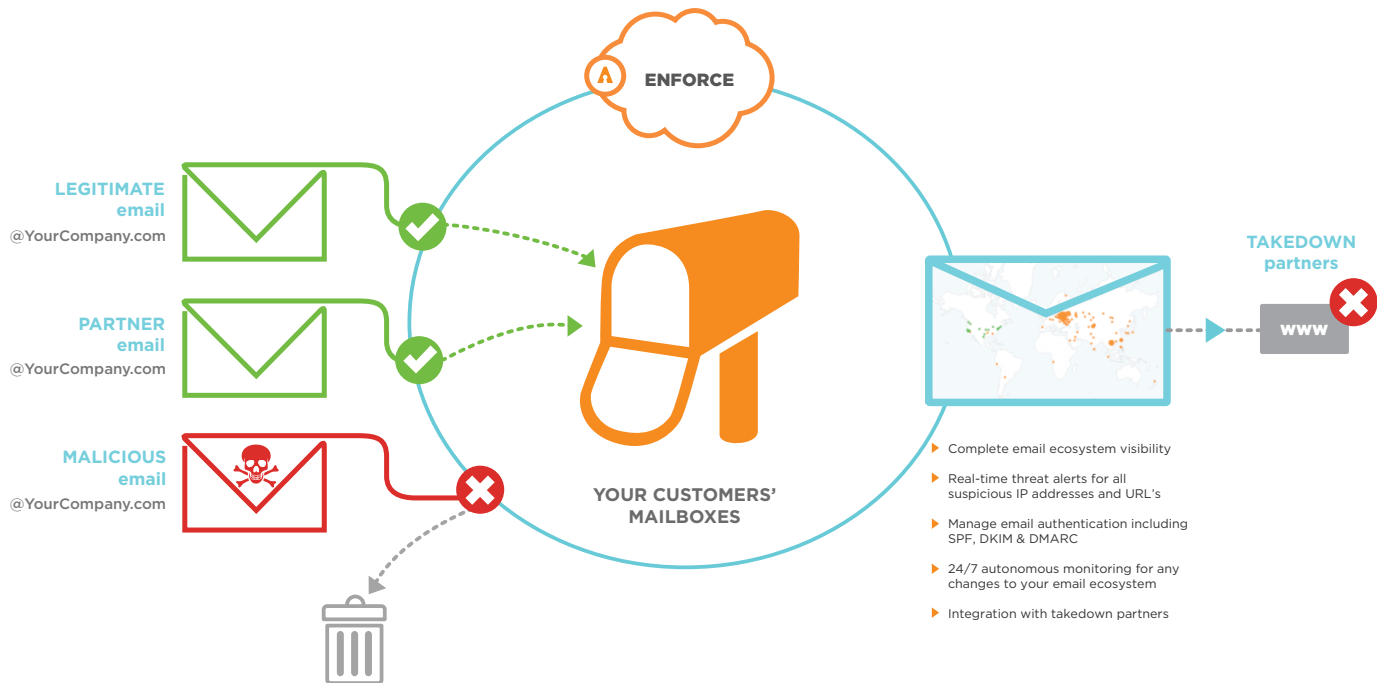
Enforce provides email ecosystem discovery, prevents advanced cyber threats, and offers actionable remediation workflow for domains that send email - owned, third party, and unauthorized. Enforce leverages an open standard, DMARC, to protect the domains you own and allows you to discover and reject threats sent by unauthorized sources, while making sure email sent by you and your partners are delivered to your customers.

<sup>1</sup> Reputation of UK Brands Dramatically Affected by Phishing Attacks, Cloudmark

<sup>2</sup> Forbes - The Worlds Most Valuable Brands

## BENEFITS OF ENFORCE:

- › **Threat Prevention:** Detect, visualize and prevent cyber attacks in real time before they scale. Deep integration with takedown vendors through Agari threat feeds lead to automated takedown of malicious domains.
- › **Email Governance:** Proactive remediation helps you take the next steps to fix security issues with Agari's guided workflow.
- › **Control of Your Email Channel:** No need to rely on receiver spam filters - it eliminates attacks that traditional email receiver spam filters miss.
- › **Positive Return on investment:** Exactly know how many attacks were prevented from targeting your brand and your customers in any given time frame.
- › **Gain Customer Trust:** Enforce helps create trust between you and your customers and helps transform your customers into brand advocates.
- › **Easy to implement:** Cloud-based SAAS solution - no hardware or software install required.



## A DEFINITIVE END TO EMAIL ATTACKS MISUSING YOUR DOMAINS

Enforce ensures that the only emails your customers get from you will actually be from you.

*“This is a technology that tries to address one vector very specifically and nails it. Absolutely kills it and takes care of it”*

- The leading social network

**Respond** and **Reflect** are the other modules within the **Customer Protect** platform. While Respond helps you eliminate attacks coming from domains you don't control, Reflect shuts the door on spoofing attacks leveraging your domains to target your employees. Visit [www.agari.com/products/](http://www.agari.com/products/) to learn more.