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RED SIFT BRAND TRUST

Protect your brand with Red Sift Brand Trust

With Red Sift Brand Trust, you can discover and monitor fraudulent domains that are imitating your legitimate brand. Our AI-driven brand impersonation technology helps to protect your reputation by always staying a step ahead of the attackers.

Protect your reputation

Pre-empt lookalike domain attacks, brand and logo abuse and complex phishing attacks.

Domain & logo inventory

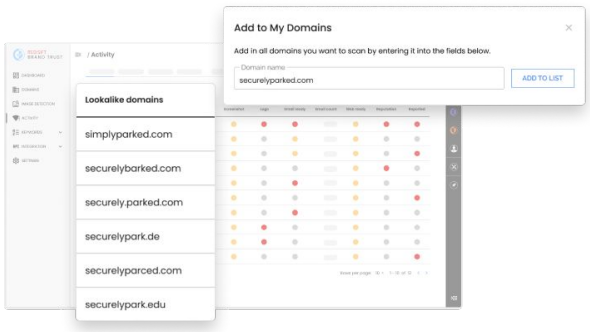
Discover known, unknown, and lookalike domains and subdomains without spreadsheets or manual inventories.

Fuel takedown efforts

Share intelligence with integrated takedown partners to stop impersonation fast.

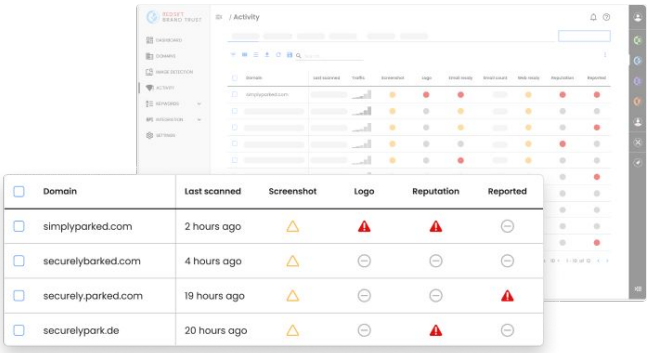
Leverage unmatched discovery power for your brand

Begin with a single URL and get a complete picture of your brand. Proprietary name-matching algorithms find potential lookalike domains in real-time.



Quickly determine a domain's risk level

Deep DNS query information and metadata are surfaced for every potential lookalike domain to determine which sites are most likely to be fraudulent.

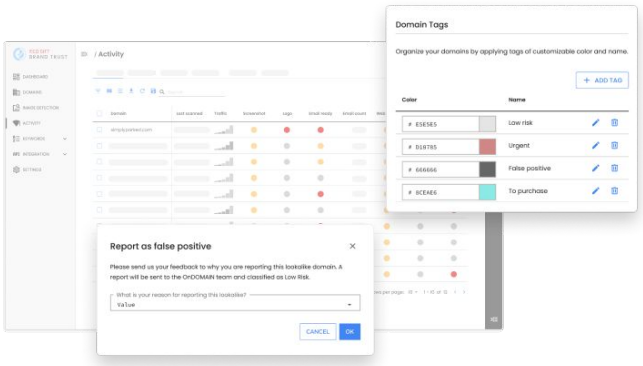


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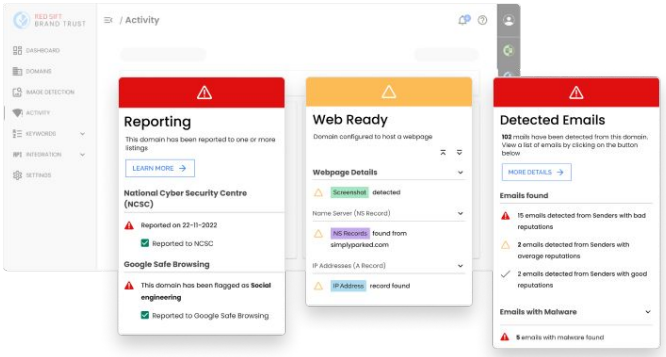
Prioritize and triage fast

Track all domains through a unified inventory that is updated in real time. AI-powered classifications provide risk recommendations.



A unified view for every domain

WHOIS data, rasterized web snapshots, certificate registration, DNS signals, live spam data, and more are surfaced on every domain and refreshed daily to drive informed decisions.



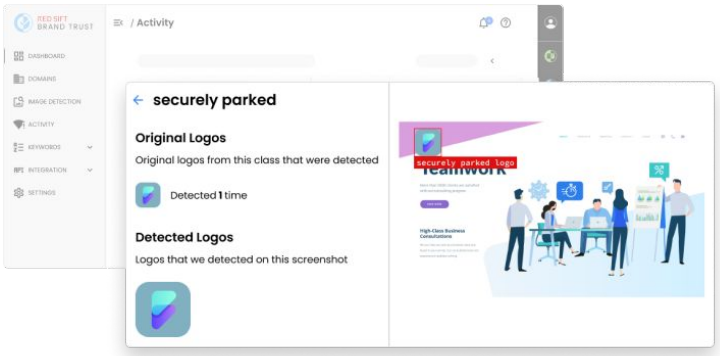
"For firms in the legal industry, lookalike domain and brand attacks can be costly both from a financial and reputational perspective. With Red Sift Brand Trust, we enhanced our ability to identify lookalike domain attacks and, if required, take them down before they can be used to launch phishing attacks."



Michael Devitt
IT Director
WILLIAM FRY

Uncover brand abuse through AI-driven logo detection

Purpose-built logo-matching engine identifies sites abusing your brand assets – even if they are scaled, warped, or reflected on a motorcycle visor (seriously!).



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Industry-leading Brand Trust features

Real-time domain discovery
Scans 150 million new domains every day, and monitors real-time registration data to find threats as they emerge.

Subsidiary and sister company recognition
Leverage generative AI to identify businesses related to your organizations by rapid analysis of internet scale data.

Machine-vision logo detection
AI-powered logo discovery is trained on your logos and finds legitimate and illegitimate uses across the Internet.

Keyword-based lookalike detection
Analyze keywords to increase the matching criteria of newly detected lookalike domains and reduce false positives.

GPT-4 identity detection
Leverages GPT-4 to automatically classify identities to uncover and categorize more of your assets across the internet.

Integrated takedown partner
Generate a takedown package that can be used with our takedown partners and flag malicious sites with Google Safe Browsing.

Red Sift helps 1,000+ customers around the world

Telefónica ATHLETIC GREENS Domino's TalkTalk zoominfo

Ready to chat?

See how the world's most secure companies use Red Sift to power their cyber resilience at redsift.com.

