



ONLINE BRAND PROTECTION

VENDOR EVALUATION CHECKLIST

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Choosing the right online brand protection partner requires looking beyond a vendor's enforcement results to understand the technology, expertise, and strategy they can offer your brand. Use this checklist of questions to evaluate online brand protection providers based on their capabilities, performance, global coverage and strategic support, helping you make a more informed decision about the right partner for your brand.

TAKEDOWN ENFORCEMENT

☐ What is your successful takedown rate?

Ask vendors to provide their actual percentage of eligible infringement cases identified vs. those successfully removed. Also, understand how each vendor defines and calculates their success rate.

☐ What is your average time-to-resolution from initial detection to final removal?

Ask vendors to provide their average and, ideally, median resolution time, measured from initial detection through confirmed removal of the infringement.

☐ Do you have direct API integrations or preferred partnerships with major platforms?

Direct lines into platforms like Meta and eBay allow for expedited, automated takedowns compared to manual web-form abuse submissions.

☐ Do you provide global cross-border test purchases?

Confirm the specific countries, regions, and marketplace types where you can execute test purchases, not just your primary market. Vendors vary widely in actual reach, and many can claim "global" coverage but only meaningfully operate in a handful of major marketplaces, leaving clients exposed in the regions where counterfeiting activity is often heaviest.

☐ What is your process for high-risk sellers and repeat offenders?

Inquire if the vendor tracks recurring threat actors and offers advanced disruption tactics.



DETECTION AND VISIBILITY

○ Which online channels do you actively monitor?

Ensure the vendor covers a wide range of platforms and marketplaces, including social media, rogue mobile apps, the dark web, and encrypted messaging platforms like WhatsApp.

○ How does your technology handle logo and visual asset variations?

Does the vendor utilize advanced artificial intelligence (AI) and machine learning to flag fraudulent lookalike logos, altered brand imagery, or modified typography rather than just scanning for exact text matches?

○ How do you minimize false positives?

Find out how vendors filter out legitimate mentions, authorized third-party distributors, and affiliate partners so your security team is not overwhelmed by noise.

OPERATIONS AND SUPPORT

○ Is your solution fully automated, or is there a managed human analyst component?

Pure automation often misses contextual nuances; the best services combine machine intelligence with dedicated human analysts who validate complex threats.

○ How do human analysts contribute to your enforcement strategy beyond submitting takedowns?

Inquire as to whether analysts investigate repeat offenders, identify broader infringement networks, prioritize high-risk threats, recommend escalation strategies, and proactively identify emerging threats.

BUSINESS MODEL AND INDUSTRY ALIGNMENT

○ Do you have experience serving other brands in our industry vertical?

Vendors who have experience in your specific industry may have an advantage in understanding specific compliance rules, common threat vectors, and key distribution channels for your market sector.

○ How do you handle gray market activity versus actual intellectual property (IP) infringement?

Confirm the vendor's methodology for identifying unauthorized parallel imports and unauthorized resellers, and the range of enforcement options they can apply given the legal restrictions involved.

○ How do you handle region-specific enforcement requirements?

Determine whether the provider adapts its approach to local platform policies and legal requirements.



ROI AND PERFORMANCE METRICS

☐ What Key Performance Indicators (KPIs) do you use to measure ROI?

Look for concrete metrics such as recaptured revenue rather than just the gross number of takedowns.

☐ How long is the average onboarding process?

Ask how long it takes to map your brand's digital footprint and begin active enforcement from the day the contract is signed and ask to cite recent examples of different size client experiences.

PARTNERSHIP AND SUCCESS

☐ What level of access and control do we have within your platform?

Find out if you can initiate takedowns, or if the vendor handles all takedowns on your behalf.

☐ Will we have a dedicated Customer Success Manager or a shared support queue?

A dedicated contact who understands your brand's specific risk tolerance is infinitely more valuable than a generic support ticket system.

☐ How frequently will we meet with our account team to review performance and emerging threats?

Ask whether the vendors provide regular strategic business reviews and how often the account team will work with them on opportunities to improve enforcement.

TECHNOLOGY AND SCALABILITY

☐ How do you handle region-specific marketplaces, rogue websites and infringing ads in different languages?

If your brand expands into new international markets, the vendor must be able to monitor localized search engines, regional social networks, and foreign-language text.

☐ How quickly can your system scale if our brand launches a massive new product line or entity?

Ask how the vendor may handle materially increasing the scope of your project and if they have the capacity to scale with you.

☐ How do you keep your platform ahead of emerging threats like AI-generated content and deepfakes?

Ask the vendor how advanced their technology is in countering next-generation brand abuse tactics.

