

Monitor your social networks and marketplaces

What is social network and marketplace monitoring?

1

Identifying

unauthorised use of your trademarks on the main social networks (Instagram/Facebook/Twitter) and marketplaces (Amazon, Alibaba, eBay, etc.).

2

Detecting

the use of your brand on platforms not used by your company.

3

Acting

quickly to defend your interests.

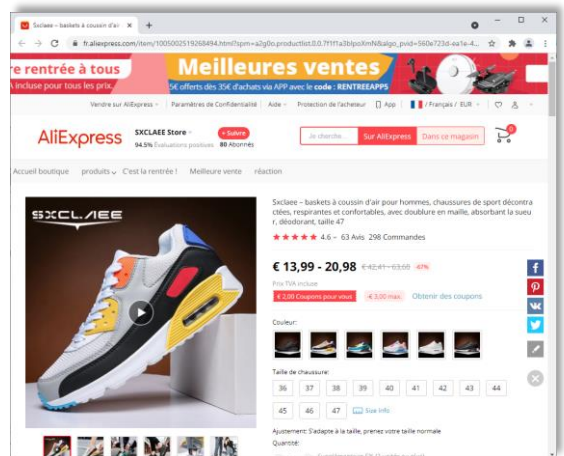
Why entrust us with monitoring social networks and marketplaces?

- Marketplaces are extensively used to sell counterfeit goods.
- Social networks are regularly misused for identity theft purposes, causing significant damage to image.
- Monitoring ensures that you have control over your online identity and enables buyers to be redirected towards your legitimate products and services.



Our practical approach to social network and marketplace monitoring

- Carrying out a risk assessment to establish what trademarks to monitor
- Assisting in your choice of monitoring scope
- Internal management by our lawyers of monitoring alerts on illegal content
- Corresponding with legal departments of social networks and online marketplaces to remove contentious content
- Taking all enforcement steps necessary to protect your trademarks, including litigation



Services

- **Marketplace monitoring:** Alibaba, AliExpress, Amazon, eBay, Whish and more than 200 additional main marketplaces
- **Social network monitoring:** Facebook, Instagram, Twitter, Pinterest, LinkedIn
- **Takedown** procedure in direct contact with external abuse teams and Intellectual Property Protection services to quickly delete an infringing content
- Requesting **search engine de-referencing:**
 - prior analysis of website to identify relevant URLs
 - notifying the search engine of URLs
 - monitoring and controlling the effective removal of URLs
- **Monitoring advertising agencies** (Google Ads, SEA)
- **Search engine monitoring** (SEO)

For more information about our social network and marketplace monitoring services and rates, please contact us.

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