

# SUCCESS STORY



## Dropbox leverages BrandShield to achieve brand protection – Bringing marketplace takedown success rate to 98% within months.

Dropbox was founded in 2007 and pioneered a simpler way to keep files in sync. Today, the company designs products that keep teams in sync by reducing busywork and helping them stay focused on work that matters.

With more than 700 million registered users across 180 countries, Dropbox is on a mission to design a more enlightened way of working.

### **Dropbox Business Card**

**Company:** Dropbox  
**Main Office:** San Francisco, CA  
**Products:** A secure platform to organize and share cloud content  
**Website:** [www.dropbox.com](http://www.dropbox.com)



## CHALLENGE

- Misuse of the Dropbox brand on third-party phishing websites
- Third-party counterfeit offerings on marketplaces and social media
- Unauthorized sellers distributing counterfeit products, reputational harm to the brand



With unauthorized sellers distributing counterfeit products, reputational harm to the brand became a primary concern. Bad actors were even abusing the company's generous referral program to attain additional storage and then selling it for a profit. In addition to the security of the Dropbox platform, it was important for the company to protect end users across all platforms, including those external to Dropbox.

Dropbox needed a robust and effective solution that could be implemented across different platforms.



The volume of entities leveraging our brand without our authorization is beyond what anyone can police manually. That's where BrandShield comes in."

**Michelle Kremen, Senior IP Counsel**



## SOLUTION

- Immediate mitigation and tailored website strategies to increase brand protection against third party infringement
- Scanning of third-party sites for brand-infringing content
- Swift and effective detection across all social media platforms, remediation strategies, and takedowns surrounding policy violations
- Comprehensive online and marketplace brand protection: Methodical mapping, attaining real-time data, takedowns, and elimination of counterfeit offerings





## RESULTS

- Marketplaces 98% success rate – Shopee 100% success, Tokopedia 100% success, eBay 92.6% success
- Social media 89% success rate across all platforms
- Automation of 80% of monitoring and takedown activity



BrandShield's proven ability to holistically eliminate phishing attempts and brand infringements on third-party sites, while providing extensive brand protection coverage and references, led to Dropbox engaging with BrandShield as its brand protection vendor in 2023.

Understanding Dropbox's industry and pain points, BrandShield constructed a comprehensive plan to protect the Dropbox brand. In addition, BrandShield assigned specialists to support Dropbox's team, providing a human eye to oversee BrandShield's advanced detection technology.

By automating 80% of monitoring and takedown activity, BrandShield is now well-versed in Dropbox's brand protection needs and operates seamlessly in an automated fashion (auto-pilot), while regularly providing monthly data reports to keep the team informed.



"BrandShield used deep scanning technology of third-party sites for brand-infringing content and for detecting specific media and content marked as fraudulent. Recognizing this content, BrandShield was able to immediately discover when it was published online and enact instant takedown."

**Michelle Kremen, Senior IP Counsel**



"BrandShield delivered extensive protection at every point. Its holistic solution and proactive approach were the cornerstone to achieving exponential brand protection results."

**Michelle Kremen, Senior IP Counsel**