

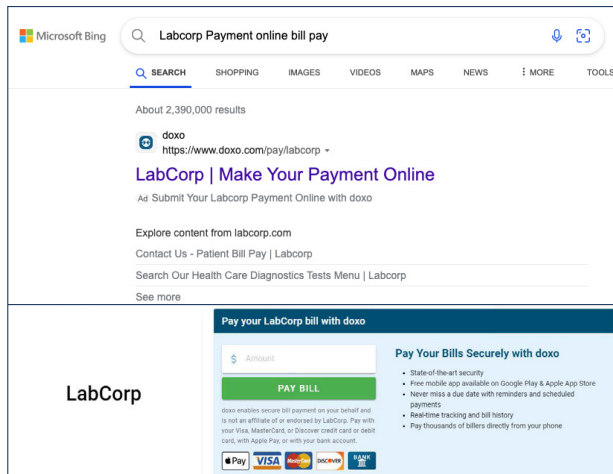
Executive Summary

The Case for Brand Monitoring

What you don't know can hurt you. Brand reputation is critical.

RECENT ENFORCEMENT ACTION

Bill payment company used brand names and logos to falsely represent affiliations and trick consumers



Screenshot from the FTC's complaint

What happened

- **Deceptive Search Ads:** Purchased search engine ads to mislead consumers into believing it is affiliated with companies that they have bills with
- **Misleading Landing Pages:** Landing pages prominently feature billers' names and logos despite lacking formal relationships
- **Consumer Harm and Confusion:** Hundreds of thousands of consumers complained they didn't realize they were on a third-party site or believed it was their biller's chosen payment platform

How this could impact your business?

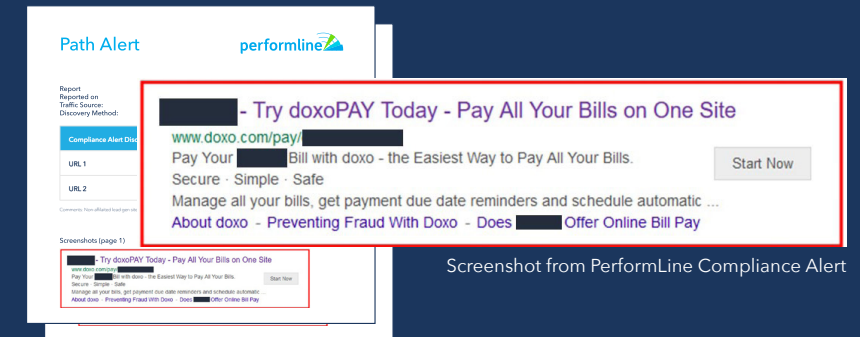
- ☆ **Reputation damage:** Loss of consumer trust and negative associations
- ⚖️ **Legal liability:** Potential lawsuits and regulatory penalties for failing to protect against brand misuse

- 🔍 **Regulatory scrutiny:** Increased oversight and fines if risks aren't actively managed and addressed
- 😞 **Customer relations:** Increased consumer complaints and potential loss of business



PERFORMLINE IN ACTION

PerformLine identified deceptive ads by this billing company using clients' brand names to drive traffic to their site



Screenshot from PerformLine Compliance Alert

PerformLine's proprietary web crawler, the Kraken, successfully identified deceptive search ads from the bill payment company using clients' brand names, allowing clients to take quick corrective action.

STATS TO KNOW

3x More Brand Protection

On average, PerformLine provides 3x more brand protection coverage across the web through automated discovery and monitoring compared to manual efforts.

68% More Web Pages Monitored

Last quarter alone, 68% of the web pages monitored by PerformLine were previously unknown to our clients and discovered by our proprietary web crawler, the Kraken—thus increasing compliance oversight three-fold.