

# Tracer<sup>®</sup> Explore

The industry's most powerful on-demand investigation tool built for law firms

## Brand protection technology that works for you

Powered by unique, patent-pending, investigation, and correlation technology, Tracer Explore enables your teams to spend less time on laborious brand abuse searches and focus more on results and taking down infringement. Our cutting-edge technology automatically and instantly detects, analyzes, and correlates egregious abuse networks across domains and websites, social media, mobile app stores, and online marketplaces. You will quickly pinpoint networks of abuse and high-value enforcement targets from rich, attributed, and correlated abuse data.

## Deliver better brand protection service to clients

Digital brand abuse is broad and deep and it is challenging for law firms to quickly acquire and understand digital abuse trends to properly advise their clientele.

Law firms need proven, reliable, and automated technology that delivers meaningful and actionable data and intelligence in order to discover and abate digital brand abuse thoroughly, faster, and more efficiently.

Through our comprehensive product portfolio, focus on innovation, industry expertise, and unique investigation tools like Tracer Explore, Appdetex can help you expand your service capabilities and make the delivery of your brand protection offerings more streamlined and cost-effective.

## Why Tracer Explore for Law Firms

Uncover connected multi-channel abuse networks instantly

Demonstrate greater expertise and instant insight around digital brand abuse

Deliver better protection by identifying and remediating high-risk infringements quickly

Consolidate UDRPs and increase litigation with supporting evidence

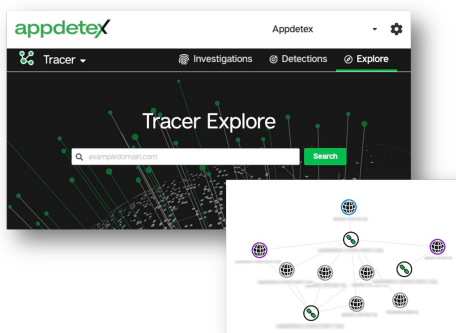
Use intelligence to determine the best course of enforcement action

Provide more value and build long term relationships while increasing revenue

## Instantly uncover entire abuse networks with Tracer<sup>®</sup> Explore

Tracer Explore is the industry's first and only investigative technology that uncovers hidden networks and links bad actors to the true scope of their infringements - instantly. This powerful query tool enables you to search a domain name to instantly reveal multi-channel abuse networks linked to that domain name.

With the insights generated by Tracer Explore, you can be confident that your efforts are focused on the most wanted brand abusers and ensure takedown strategies are properly informed. Also, you'll be able to consolidate UDRPs and supplement litigation with rich, attributed, and correlated abuse data.



## Key Capabilities

### On-demand queries and results

Instantly search on domain names to reveal entire, linked networks of systemic brand abuse that exist across domains and websites, social media, mobile apps, and marketplaces.

### Advanced Digital Tracing<sup>™</sup>

Advanced tracing capability that automatically detects, analyzes and correlates the unseen markers left behind by bad actors to unfold abuses and abusers that other solutions can't find.

### Trace Graphs and Trace Tables

Look at your data in graph and/or tabular formats to aid in investigative research. Easily toggle back and forth between both formats within an intuitive and easy user interface.

### Advanced filtering

Easily filter results and re-render graphs and tables with intuitive and powerful filtering rules.

## Built on the Appdetex<sup>®</sup> Brand Security Platform<sup>™</sup>

The Appdetex Brand Security Platform is designed to help protect the most complex and targeted brands in the world. Our platform covers multiple digital destinations including major and third-party app stores, e-commerce marketplaces, websites, domains, and popular social media and search engines. Our centralized system serves as a single enforcement hub, providing remediation capabilities, workflow management, advanced analytics, reporting, and more.

Our patent-pending Appdetex Tracer is the industry's most powerful investigation technology. Appdetex Tracer reveals entire brand abuse networks and surfaces the true scope of illicit online campaigns targeting your brand and your customers.

**appdetex**

Appdetex is a brand security leader and is trusted by some of the world's largest brands to mitigate digital risks while protecting customer relationships, revenue, and reputation.

Learn more at:

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