

Global Domain Name Watch w/ Homographs

Monitor and secure your brand in the global web economy with robust, worldwide coverage.

Why Is Global Domain Name Watch Important?

Brand names are one of the things that help people remember and associate a business with a service or product. Anyone can spoof your brand with copycat and misspelled domain names and websites that sell counterfeit products and put your customers' sensitive information at risk.

Global Domain Name Watch detects malicious activity and proactively alerts your business of these threats before they cause irreversible damage.

Who is a Good Candidate for Global Domain Name Watch?

Global Domain Name Watch w/ Homographs is especially critical for:

- Banks and other organizations that handle sensitive information
- A customer that experiences infringement
- Companies with high social media activity
- Startups

How Does It Work?

Our advanced algorithms use sophisticated and intelligent technology to find exact and similar or confusingly-similar matches to your brand name being monitored, including homographs.

Domain Name Watch w/ Homographs continuously monitors your brand, sending reports to you by email at the start of each workweek, and are also available in your Brand Manager portal.



WHAT DOES GLOBAL DOMAIN NAME WATCH W/ HOMOGRAPHS COVER?

Country code domains (ccTLDs)

Domain Name Watch monitors your brand in the most commonly-squatted domain extensions across the globe.

Generic and new generic domains (ngTLDs)

With tens to hundreds of new domains launching each year, Global Domain Name Watch covers all new domain launches as well as the most popular extensions (.com, .net, .org).

Cybersquatting

Cybersquatting is not only a threat to your brand image and goodwill but can cost your company considerably.

Domain Name Watch covers the most common cybersquatting techniques.

- Typosquatting
- Combosquatting
- Homograph
- Prefixes and Suffixes

Homographs

Homograph Attacks are the newest and most sophisticated cybersquatting attacks in which visually-similar letters from one character set replace letters from a different character set. Homographs are nearly undetectable by even the most knowledgeable consumers.

amazon.com



Latin alphabet
letter a.
unicode 0061



Cyrillic alphabet
letter a.
unicode 0430

paypal.com

written in latin characters

paypal.com

written in cyrillic characters