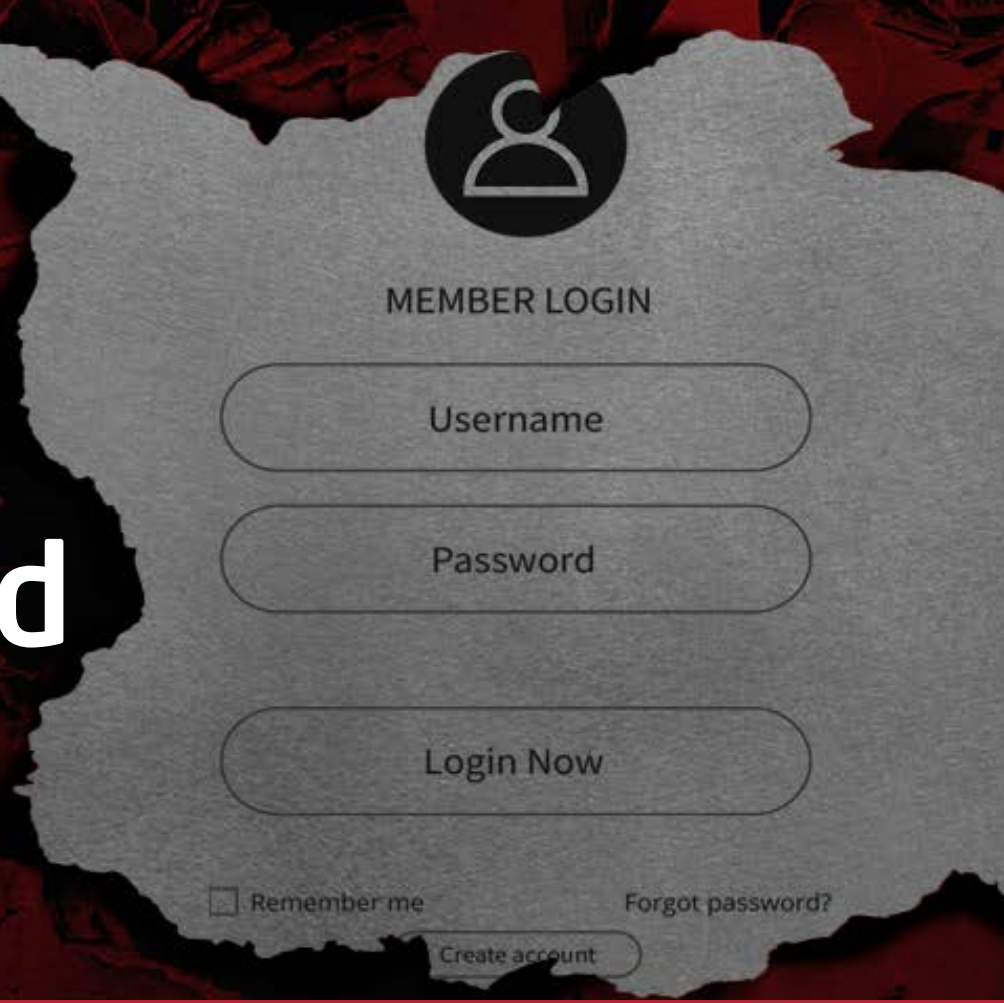


mimecast

The State of Brand Protection 2021



A new front opens up in the war of brand safety
Key findings over the last 12 months.

.01 All brand are at risk
27mil brand impersonation emails per month were detected en route to Mimecast customers

.02 Brands don't realize the extent of the problem
47% of respondents in Mimecast's SOES 2021 report, saw an increase in the volume of spoofed emails that misused their organization's brand

.03 Brands are losing trust and leads - to cybercriminals
40% of consumers don't hesitate to click on links in emails from their favorite brands
84.5% clicks on unsafe email URLs - was 84.5% higher in Jan '21 than Jan '20

.04 Marketers and security teams must work together
the consumer digital trust index is **61 out of 100**, the equivalent of a failing grade

.05 Fast attack takedown is vital - but hard to achieve
Two small banks averaged **10 to 15** brand impersonation "takedowns" per month once they became proactive

78% of consumers indicated that it's very important or crucial that their personal information be protected online

.06 Brand monitoring services are a must
Suspicious domains impersonating brands jumped **366%** in May-June over Jan-Feb

48% have stopped using an online service when it suffers a data breach

.07 Many ways cybercriminals exploit your brand
\$1.7bil was lost to impersonation via business email compromise and other phishing attacks

.08 The bigger your brand, the harder they phish
715,600 email phishing attacks every month exploited a top 100 brand

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