



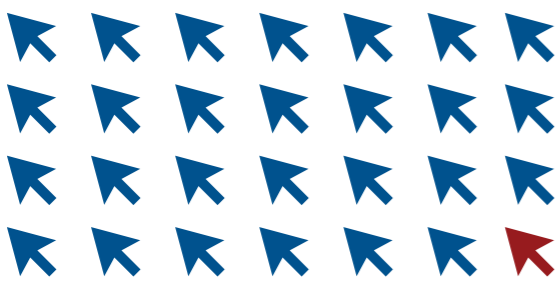
The Real Consequences of Fake Goods

Counterfeit sellers target online bargain hunters, hurting the relationship between brands and their customers.

Eager to get the most bang for their buck, online consumers painstakingly search for the lowest prices and highest values for their purchases. But counterfeiters spend just as much energy tricking these savvy shoppers into buying fake goods from less-than-reputable sites. To preserve their customer relationships and attract future customers, brands must be proactive in understanding how and why shoppers purchase from counterfeiters in the digital world.

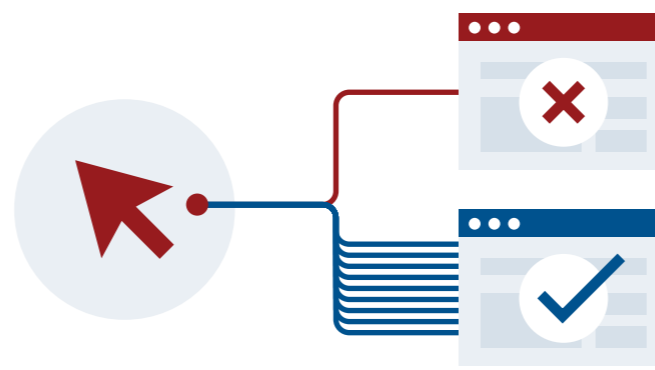
An Honest Mistake

Most shoppers are trying to purchase legitimate goods from brands they're familiar with and loyal to. But they're also looking for the best deals on these goods, which is why a shocking number of consumers end up on sites selling counterfeit goods.



28:1

Deal seekers vs. consumers seeking fakes



1 in 10

Bargain hunters who land on counterfeit sellers' sites



1 in 6

Bargain hunters intending to purchase on sites selling counterfeit goods

The Face of the Consumer

Most shoppers are looking for legitimate deals, but certain groups are fooled more than others into shopping on rogue sites. Knowing who these customers are and what they're searching for can help brands tailor their online presence, including their promotional strategy, to help facilitate a better online shopping experience.



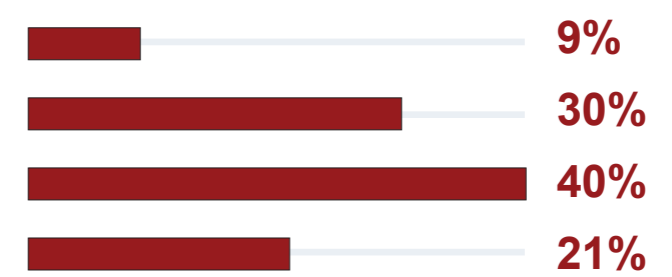
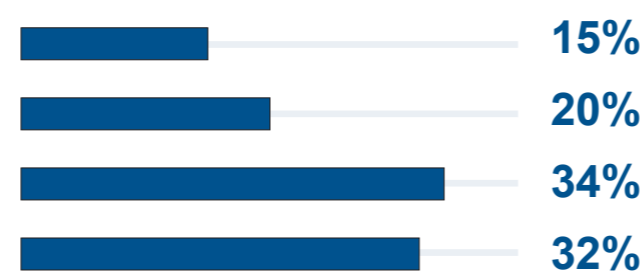
Percentage of U.S. Visitors

LEGITIMATE SITE

ROGUE SITE

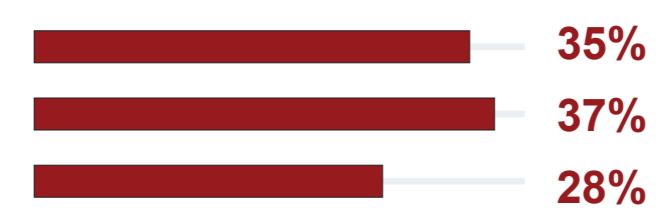
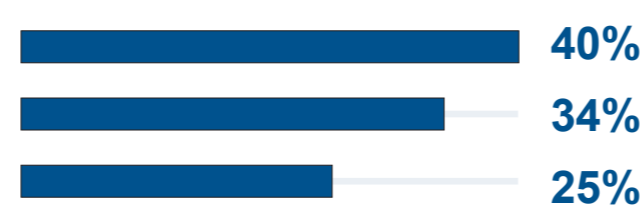
Age

<18
18-30
31-50
51+



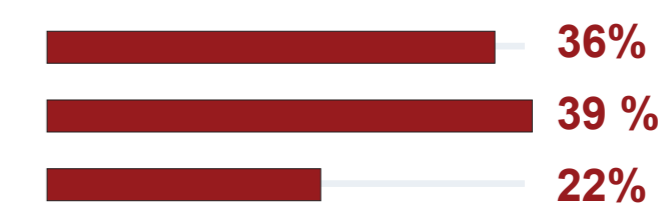
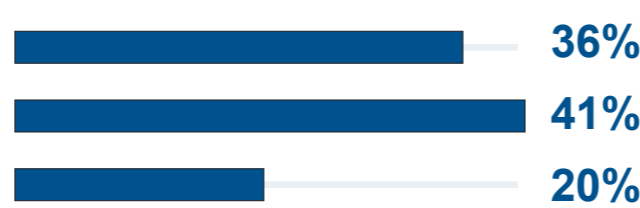
Education

High School Diploma or Less
Some College
Bachelor's Degree or Higher



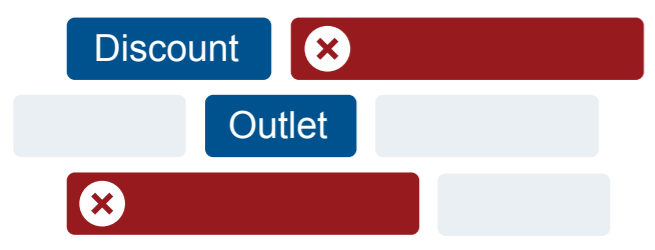
Household Income

<\$50K
\$50K-\$100K
\$100K+

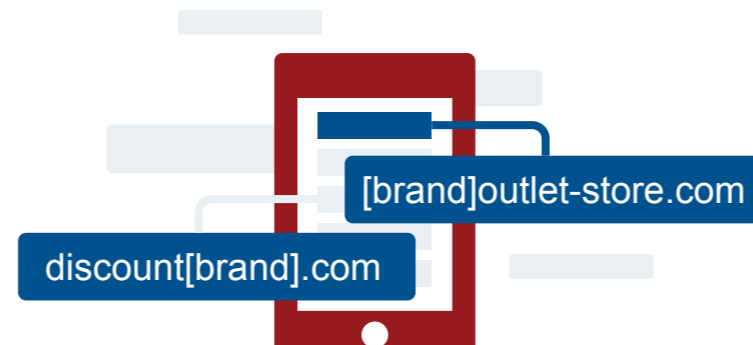


How to Protect Your Brand

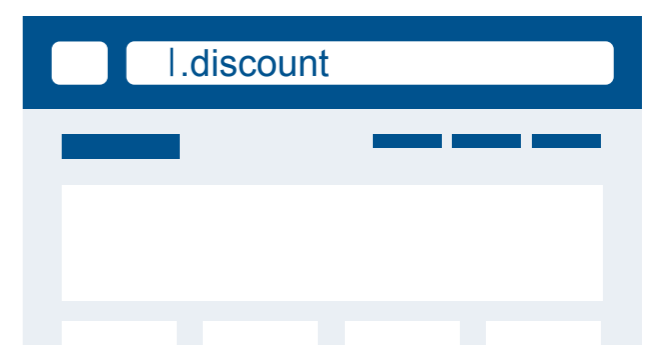
To protect themselves and their customers from counterfeiters, brands must be proactive. In addition to implementing a comprehensive brand protection strategy for digital channels, MarkMonitor recommends these 3 simple but important steps.



Buy search terms such as "discount," "outlet," and other bargain-related terms.



Register domain names with bargain-related themes ("[brand]outletstore.com" or "discount[brand].com").



Consider expanded Internet namespace with the emergence of new top-level domains such as .discount and .clothing.

Many brands have effectively litigated against counterfeiters, resulting in court orders for rogue sites to be turned over to brand owners. Although litigation can be costly, it can be highly effective. And there's a surprising side benefit, as we discovered more bargain hunter engagement on rogue sites featuring top brands that have not litigated.

By tracking competition from counterfeiters, brands can gain a more complete picture of demand. Armed with this understanding, brands can improve their bottom line and encourage customer loyalty. [Learn more at markmonitor.com](https://go.markmonitor.com/SR_Infographic) and download the full shopping report at https://go.markmonitor.com/SR_Infographic