YOUNGLA

Case Study

From U.S. to Global Markets

YoungLA's Strategy to Fight Cybercrime During Rapid Expansion

netcraft

Customer Overview

Background:

YoungLA is a fast-growing, trendsetting e-commerce brand that specializes in athleisure and fitness clothing. With a large social media presence and a reputation for quality, it has experienced rapid international expansion. This growth, however, has attracted cybercriminals attempting to exploit the brand through fake websites and phishing schemes targeting YoungLA's loyal consumer base.

Goals:

YoungLA is focused on strengthening its brand security across North America while protecting emerging customer bases and safeguarding its growing brand presence internationally. It aims to do this by investing in scalable solutions to effectively remediate and eliminate brand infringement across channels, as well as reduce demands on the team.

Challenges

Fake Online Shops

YoungLA discovered numerous fake websites and online stores using similar branding that fools customers into placing orders.

Customer Complaints

Fake online stores led to significant customer confusion and complaints on social media platforms. Customers reported missing products and expressed frustration, believing they had been scammed by YoungLA.

Poor Customer Experience

YoungLA saw a rise in negative reviews from customers fooled by fake online stores, negatively impacting the company's reputation.

Undetected Threat Issues

YoungLA initially partnered with another Digital Risk Protection (DRP) solution that failed to detect phishing sites outside the U.S. and differing threat vector types.

Delayed Takedowns

The previous DRP solution allowed prolonged takedown times — sometimes lasting weeks — to remove fraudulent sites, leaving YoungLA's customers vulnerable.

Why Change?

> We have very loyal customers to our brand, and we want to do everything we can to prevent them from being scammed. Netcraft is detecting threats others are missing, and taking them down faster — the 31-minute takedown in our POC was amazing to see.
>
> —Mei-Ling Peterson, Director of IT

Netcraft's Solution

Key features that stood out include:

- **Global Coverage:** Netcraft's proxy network identifies threats worldwide, bypassing techniques used by cybercriminals to cloak their activities in specific regions or on certain devices.
- **Advanced Detection:** Netcraft uncovers phishing and fake site threats hidden in URL redirects, typosquatting, and lookalike domains, as well as malicious ads targeting YoungLA's customers.
- **Rapid Takedown Speed:** Netcraft's near zero false-positive threat detection ensures that our takedown requests are prioritized by hosting providers. This ensures phishing activity and fake sites are removed as quickly as possible.

Why Netcraft?

> We are now able to take down sites faster and flag more sites that are difficult to find. Criminals who host these fake sites are getting smarter and it requires smarter technology to locate them.
>
> Before Netcraft, some sites were not accessible in the U.S., but they were up and running outside of the United States. At the beginning of the brand protection process, these sites were not tracked and bypassed our takedown monitoring process. With Netcraft, we have a second pair of eyes and can see more threat vectors, globally.
>
> —Security Team at YoungLA

Results:

Outcomes

Increased Threat Detection

With our global detection capabilities, Netcraft detected threats that were blocked in the U.S. and Canada but still accessible in other countries. Netcraft also detected **additional threat vectors**, like mobile apps and sites with malicious downloads.

Faster Takedowns

Netcraft significantly reduced the time to take down fake sites, achieving a record 31-minute takedown during the proof of concept (POC) phase — far outperforming YoungLA's prior solution.

Netcraft's median takedown time for YoungLA of **14 hours** is **7X faster** than the former solution, which delivered a 4 to 5-day average (including criminally-controlled infrastructure providers).

FTE Hours Saved

"Fake shop detection and takedown is a very manual process that would take **several hours a week**. It requires much learning on our part since we don't have any established relationships with vendors involved. Fake sites can be spun up very quickly and the number of fake sites that we need to monitor and work on would require a lot of additional resources." —Director of IT

Benefits

Improved Customer Satisfaction

YoungLA saw a reduction in customer complaints on social media and fewer support tickets related to fake sites. Accelerated detection and takedowns of fraudulent ads and websites worldwide have strengthened YoungLA's hard-earned customer loyalty.

Global Protection

Netcraft provides worldwide detection with our global proxy network, allowing YoungLA to focus on expanding internationally without the fear of brand exploitation.

Conclusion & Future Plans

Thanks to YoungLA's proactive commitment and approach to security, along with a collaborative technology partnership, the company has greater security confidence as it continues to grow in North America and expands to new markets around the globe. With swift, consistent, global takedowns, YoungLA is making significant progress in restoring and maintaining customer trust.

What advice would you give to other e-commerce IT professionals on protecting their brands and customers?

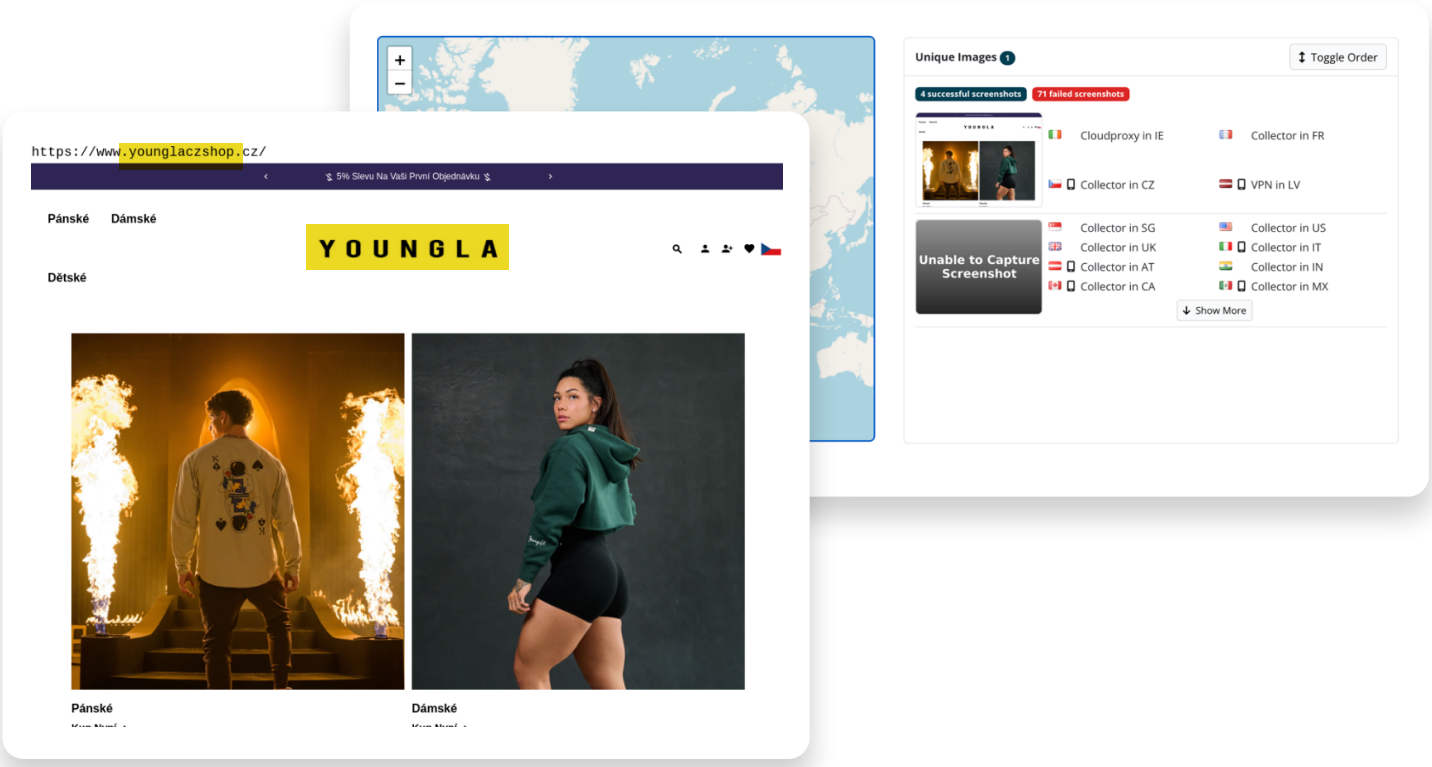
> Stay on top of it. It is important to partner with a company that has proven technologies.

Use Cases

Below are a few unique cases showing how Netcraft detects threats across anti-cloaking tactics with discreet nuances to disguise and hide from standard search patterns.

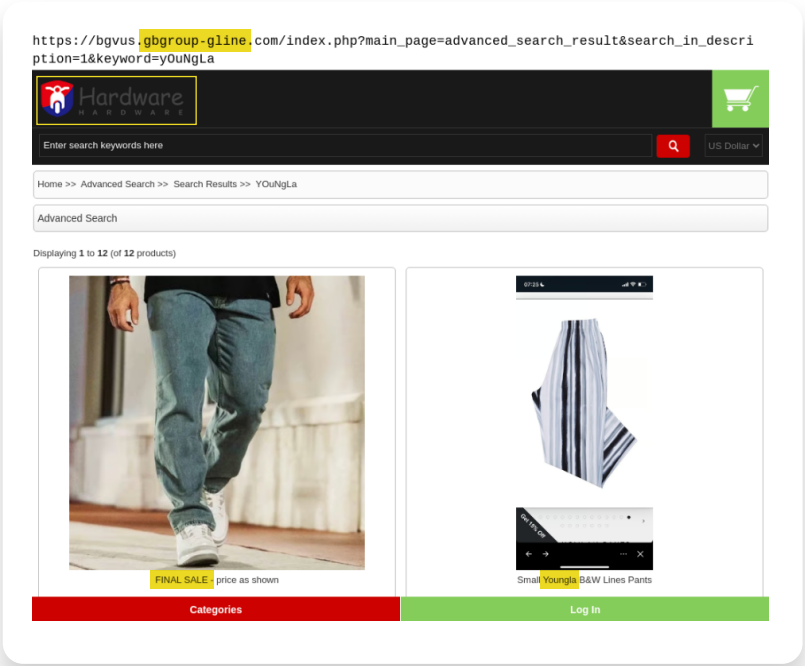
Use Case #1: Fake Online Shop Targeting in Europe

- ✓ Anti-cloaking techniques with geo-blocking and device types
- ✓ Logo detection
- ✓ Domain hint



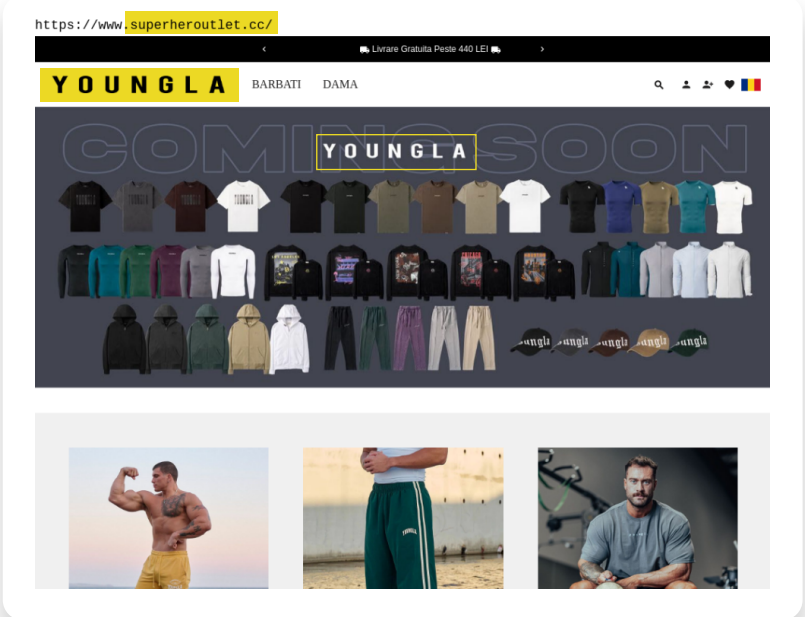
Use Case #2: Fake Online Shop

- ✓ Mentions of YoungLA through product listings
- ✓ Heavy product discounts
- ✕ YoungLA branding
- ✕ Domain name doesn't match brand



Use Case #3: Fake Online Shop

- ✓ YoungLA Logo Detection
- ✓ Hosted on criminal-controlled hosting infrastructure
- ✕ Domain doesn't match the brand



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