



Snap-on Finds the Right Tool for Online Brand Protection

\$1.2 Million Taken Down from Online Sites within Six Months



Case Study:

Snap-on

Headquarters:

Kenosha, Wisconsin

URL:

www.snapon.com

Industry:

Manufacturing

Products:

MarkMonitor Brand Protection™,
MarkMonitor Domain Management™

Executive Summary

In the world of tools, the Snap-on brand is the gold standard. If you purchase a Snap-on product, it is likely that you will have it for a lifetime. The company stands for quality, value and innovation and seeks to produce the most valued productivity solutions in the world. Snap-on is the leading manufacturer and distributor of high-quality hand tools, auto diagnostic equipment and “under-car” shop implements such as hydraulic lifts. The company’s portfolio of brands includes Snap-on, Mitchell1, Blue-Point and CDI Torque Products. Until recently, tracking and enforcing online infringement at Snap-on was a reactive and manual process. The company decided to partner with MarkMonitor for its integrated brand protection platform—including domain portfolio management and online channel protection capabilities. The business benefits have been remarkable. “Within six months, \$1.2 million worth of product was taken down from online sites and 4,900 illegal auctions were removed,” says Gager.

“Here are my problems. How can MarkMonitor solve these? They had a very strategic, holistic solution and we saw immediate ROI.”

— Janet Gager, Litigation Specialist, Snap-on

Challenges

- Limited visibility into online auction infringement and activities
- Widespread illegal use of photos and text threatens brand value
- Slow manual processes and unwieldy reports impede progress
- No unified system for domain management and online channel protection

Solution

- Snap-on partners with MarkMonitor® for its integrated brand protection platform and exceptional customer service

Results

- \$1.2 million of product removed from online sites
- 4,900 illegal auctions removed within six months
- 60 percent of cybersquatting abuses shut down in four weeks
- 95 percent of photo and text infringement eliminated
- 300 percent increase in efficiency gains
- Fast, aggressive enforcement deters online behavior
- Improved business relations with Franchisees

Challenge

“When I joined the Intellectual Property enforcement team, we had little cohesive effort; no central repository or unified strategy for tracking and protecting our online channel. We were backed up with time-consuming manual processes and limited visibility into what was actually happening [online],” says Gager. At the time, there were thousands of cases of online trademark infringement occurring on online sites, as online auctioneers were illegally copying and using trademarked Snap-on photos and text.

Snap-on is dedicated to protecting its Intellectual Property as well as its Franchisees in line with the growth of online auction sites.

Service Support Consultant, Darci Thompson, who is responsible for domain name management, says the previous domain name management process was cumbersome and ineffective. “Before MarkMonitor, our vendor would snail mail bulky paper-based ‘watch reports’ on domain activity with no graphics or charts. It was hard to make sense of the data and enforcements frequently had to be sent to outside counsel.

Solution

Snap-on decided to partner with MarkMonitor for its integrated brand protection platform—including domain portfolio management and online channel protection capabilities—as well as for its exceptional customer service. “We initially began using MarkMonitor for domain name management only. The level of customer service we received was exceptional. It was clear they really wanted to partner with us and make sure we were successful,” explains Thompson. “When we found out MarkMonitor provided an online channel protection solution as well, the choice was clear. We had a need and MarkMonitor had integrity, excellent service and state-of-the-art technology.”

“Another reason for partnering with MarkMonitor is that they aligned with our single sourcing strategy at Snap-on. We’ve been focusing on streamlining and maximizing our vendor relationships,” explains Thompson. “Not only is it a more efficient way of doing business but another method of limiting corporate risk: The less vendors that have access to your systems and data, the less the risk.”

“I said, ‘Here are my problems. How can MarkMonitor solve these?’” says Gager. “They had a very strategic, holistic solution and we saw immediate ROI.”

“We trust that when we send an issue to the MarkMonitor Managed Services team, the issue will be fully addressed. You can’t say that about too many vendors.”

— Darci Thompson, Service Support Consultant, Snap-on

“We proactively invested in the MarkMonitor solution to protect our brand, our profits and the interests of our customers, franchisees and shareholders. It was a very good decision and MarkMonitor has delivered as promised,” says Thompson.

Results

The business benefits have been remarkable. “We’ve come a long way with MarkMonitor. Within six months, \$1.2 million worth of product was taken down from online sites and 4,900 illegal auctions were removed,” says Gager. The rampant abuse of copyrighted text and product images has essentially been eliminated. “We encountered 1,000 channel protection issues in the first month, where people were scanning our old catalog images, copying our text and selling our products with copyrighted materials. With MarkMonitor, we have systems in place that automatically identify and shut down these activities. As a result, we are deterring would-be perpetrators. Our strong online shield has changed online behavior and people’s perception about our company.”

“Working with the MarkMonitor Managed Services team, we set up a system and process to aggressively monitor and protect the brand,” says Thompson. “Thanks to the efficiency and effectiveness of MarkMonitor, we can handle more enforcements in-house limiting the cases sent to outside counsel. This helps to control costs. The Managed Services team was invaluable because they took the time to teach us how to use the portal. They also understand that Janet and I have other job responsibilities. We trust that when we send an issue to the MarkMonitor Managed Services team, the issue will be fully addressed. You can’t say that about too many vendors”.

Snap-on now has one gateway – one portal – for tracking, managing, reporting and shutting down online abuse: MarkMonitor. It provides an unsurpassed level of visibility and actionable intelligence enabling stakeholders across the enterprise to prevent and defend against online brand abuse. “I can go to the MarkMonitor portal anytime, from any location, and find out exactly what’s going on,” says Gager.

“I have recommended MarkMonitor several times because my peers are up against the same resource constraints. Companies have to figure out how to do more with less and MarkMonitor enables us to do just that. The MarkMonitor solution gives us the ability to uphold the values of our brand, protect our Franchisees and painlessly control costs. The MarkMonitor solution has not only delivered measurable results within the first few months, but continues to provide ROI.” says Thompson.

About MarkMonitor

MarkMonitor, the global leader in enterprise brand protection, offers comprehensive solutions and services that safeguard brands, reputation and revenue from online risks. With end-to-end solutions that address the growing threats of online fraud, brand abuse and unauthorized channels, MarkMonitor enables a secure Internet for businesses and their customers. The company's exclusive access to data combined with its patented real-time prevention, detection and response capabilities provide wide-ranging protection to the ever-changing online risks faced by brands today.

More than half the Fortune
100 trust MarkMonitor to
protect their brands online.

See what we can do for you.

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