



SUCCESS STORY

Pop-A-Lock Business Card

Company: **Pop-A-Lock**
Head offices: **Lafayette, LA, USA**
Products: **Locksmith services, Door
Unlocking, and Roadside Assistance**
Website: **www.popalock.com**

Pop-A-Lock Protects Its Brand in the Age of AI-Powered Fraud

As the largest locksmith and mobile technician network in North America, Pop-A-Lock provides 24/7 locksmith services and emergency door unlocking in thousands of cities across the United States and Canada. The company has built a reputation for reliability, professionalism, and highly trained professional service, ensuring fast and secure solutions for residential, commercial, and automotive customers.

Its Emergency Door Unlocking (EDU) Program is a lifesaving initiative that offers free assistance to emergency responders when a child is locked inside a car or home. Since its inception, this program has successfully rescued hundreds of thousands of children, reinforcing the company's commitment to community safety and customer trust.

As a nationwide leader in security solutions, Pop-A-Lock faced increasing challenges with brand impersonation, fraudulent websites, unauthorized use of its name and logo, and phishing scams targeting its customers. To safeguard its reputation and prevent cyber threats, Pop-A-Lock partnered with BrandShield, a leader in online brand protection and cybersecurity.





The Challenge

A Rising Tide of Online Infringements

For over 30 years, Pop-A-Lock has worked to protect its brand from misuse. In the past, threats were primarily local—small businesses running misleading ads to divert customers. However, the digital age has introduced a wave of online infringements, including counterfeit websites, deceptive search ads, and misleading search results. These bad actors not only impact revenue but also erode the trust and reputation Pop-A-Lock has built over decades.

“When bad actors misuse our brand online, it doesn’t just hurt our bottom line—it affects every single team member and their families. That’s why I take this deadly serious.” — Robert Reynolds, Director of Operations

As the scale and complexity of these threats grew, it became clear that manual efforts were no longer enough. Pop-A-Lock needed an advanced, automated solution to detect, monitor, and enforce brand protection on a global scale.



CHALLENGE

- **Evolving Threats:** Shift from local scams to widespread online infringements
- **Business Impact:** Revenue loss and reputational damage
- **Need for Automation:** Advanced tools required for global brand protection



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Robert Reynolds
Director of Operations, Pop-A-Lock

The Solution

No Silver Bullets—Just Hard Work & Smart Tech

Pop-A-Lock didn't choose BrandShield based on promises—they chose them for their proven technology and hands-on approach. Unlike generic brand protection software, BrandShield offered a powerful AI-driven system combined with expert enforcement strategies.

BrandShield's AI-powered technology continuously scanned the internet, identifying counterfeit domains, fraudulent websites, and deceptive ads designed to evade detection. Their enforcement team then took direct action, securing registrar takedowns, removing infringing content from search engines, and flagging cybersecurity threats.

"BrandShield wasn't just selling software—they were helping us fight a war. Their AI system is powerful, but what truly made the difference was their hands-on management and commitment to seeing cases through." — Robert Reynolds, Director of Operations

Unlike fully automated solutions, BrandShield combines AI-driven detection with hands-on collaboration, offering weekly calls and real-time tracking to ensure no infringer slipped through the cracks.

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Robert Reynold
Director of Operations, Pop-A-Lock



SOLUTION

- AI-driven detection of thousands of brand violations
- Proactive enforcement through registrar takedowns, search engine removals, and cybersecurity flagging
- Ongoing protection with weekly strategy calls and continuous monitoring



The Results

A Trusted Partnership

In just one year with BrandShield, Pop-A-Lock achieved remarkable results in securing their digital presence. Securing infringing domains and taken down dozens of fraudulent websites. This has allowed the company to regain control over its brand's online presence, protecting both its reputation and customer trust. As a result, they have prevented significant financial losses and mitigated the long-term damage caused by brand misuse.

"BrandShield's reporting system provided a high-level overview for leadership and localized insights for franchisees to track brand misuse in their regions. This made a real impact on our business at a global level."

— Robert Reynolds, Director of Operations

With AI-generated fraud evolving daily, the future of brand protection is only getting tougher. Thanks to our trusted partner, BrandShield, we are now equipped to stay ahead of the threats.

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"BrandShield's dedication, expertise, and persistence have made a real impact. If your company is serious about protecting its brand, BrandShield isn't just an option—it's a necessity."

Robert Reynolds

Director of Operations, Pop-A-Lock



RESULTS

- Secured nearly 100 infringing domains
- Took down dozens of fraudulent websites
- Regained control of Pop-A-Lock's online presence
- Prevented significant revenue loss and reputational damage

BrandShield's brand-oriented digital risk protection detects and fights fraud attempts in the digital space. Our AI-powered SaaS software enables big data analysis and a complete solution from monitoring to takedown. Suitable for companies at any size and from all industries.