



## SUCCESS STORY

Company: **FRANKIE4**

Head offices: **Australia**

Products: **Fashion footwear focused on comfort**

Website: **frankie4.com**

**FRANKIE4 partners with BrandShield to safeguard its brand integrity and halt growing phishing threats to ensure a safe environment for their customers**

Established in Australia, FRANKIE4 is an innovative fashion label changing the way women experience shoes. Their mission is to take wellness to the next level with award-winning, podiatrist-designed support for game-changing comfort. The company's innovative footwear has been globally acknowledged and featured by Forbes, Oprah Daily, Vogue, Elle, Marie Claire, and Cosmopolitan magazine.

FRANKIE4 became B Corp certified in 2024, a testament to their commitment to high social and environmental performance, transparency, and accountability. This certification underscores their dedication to using business as a force for good, ensuring their operations benefit their employees, communities, and the environment.

Designed by women for women, FRANKIE4 holds true to its podiatrist-designed roots, proud Australian heritage, and revolutionary engineering.

## THE CHALLENGE

Before partnering with BrandShield, FRANKIE4 was struggling with an increasing number of scam websites and phishing ads impersonating their brand, especially during major sales events. These fraudulent sites diverted traffic and revenue while damaging customer trust by closely mimicking FRANKIE4's official website. Intensifying the issue, fake social profiles were driving customers to these scam sites, leading to a rise in customer support cases and reputational risk.

The deceptive fake ads exploited FRANKIE4's imagery and branding to mislead shoppers into believing they were purchasing from the official site. As a result, frustrated customers frequently reached out after placing orders they never received, placing additional strain on internal teams and eroding trust across the broader community.

These phishing sites and ads posed a significant risk not only to revenue but also to the hard-earned trust FRANKIE4 had built. Quickly implementing effective takedown and enforcement measures became a top priority to minimize harm and protect their paid and organic content from being undermined by malicious actors. By integrating enforcement into their overall strategy, FRANKIE4 shifted from a reactive to a proactive stance—ultimately strengthening both customer confidence and brand equity.

FRANKIE4 focused first on eliminating phishing sites due to the immediate threat they posed to customers. These sites, which closely replicated the official website, actively deceived users into submitting personal information including payment details. Fake ads followed, as their high visibility often funneled users directly to phishing sites, amplifying the risk.

Manual reporting proved slow and largely ineffective, with many takedown requests ignored or delayed. Additionally, FRANKIE4 lacked the visibility needed to detect threats before they reached customers. As reports from customers increased and fake sites proliferated, it became clear that a partner with advanced technology and expertise was essential to identify threats early and respond swiftly.

With a reactive, manual detection process in place, FRANKIE4 was only able to achieve limited results in addressing these growing threats. It became clear they needed a proactive, scalable solution to safeguard their brand and customers.



## HIGHLIGHTS

An increasing number of scam websites and phishing ads impersonating their brand

Lack of a proactive solution together with internal reactive, manual detection and monitoring processes led to limited results in addressing these growing threats

Brand threats posed a significant risk not only to revenue but also to hard-earned customer trust in the brand



We're very satisfied with BrandShield's detection capabilities. The platform has uncovered phishing sites, fake ads, and infringing content we would not have found manually with our internal resources alone. Their ongoing protection has given us peace of mind and freed our team to focus on growth, knowing our brand and customers are safeguarded."

*Liz Oh, Associate Director of Digital | Global*



# THE SOLUTION

BrandShield stood out as an elaborate brand protection solution that included a comprehensive platform with next-level AI capabilities, and a strong proactive team of professionals.

They provided both the visibility, and the actionable tools needed, while offering comprehensive detection and enforcement across phishing sites, fake ads, and infringing social content.

‘Committed to maintaining a secure and trustworthy online presence, we chose to partner with BrandShield to safeguard our digital assets and ensure a safe environment for our customers. This partnership reinforces our promise to uphold our reputation and nurture lasting relationships with our valued customers.’ Liz Oh - Associate Director of Digital, Global

The initial stage was to create a list of recurring keywords, logos and trademarks - identified as commonly used in scam sites and ads – which then became the foundation for ongoing monitoring. As threats evolved, the system began feeding itself by identifying new and related terms. With this pattern-based detection in place, BrandShield was able to identify and prioritize high-risk threats quickly.

Unlike manual reporting, BrandShield’s proactive, always-on monitoring enabled threats to be identified and addressed automatically—without requiring constant attention from FRANKIE4’s team. Once a threat is confirmed, BrandShield handles takedowns directly with hosts, registrars, or ad platforms, and they receive regular reporting to track outcomes. This approach allowed FRANKIE4 to focus on growth with confidence, knowing their brand was protected behind the scenes.

Phishing sites targeting the FRANKIE4 brand, were appearing across multiple countries, including Japan, Chile, and Belgium, making manual detection and enforcement unmanageable. BrandShield’s platform and social module helped address these issues quickly, showing a sharp decline within a very short time frame.

Complete monitoring and take down of threats across websites, paid ads, and social media were implemented from one central system. Their automated detection, global reach, and expert enforcement meant they acted quickly, no matter where the threat originated.

The shift toward more nuanced scam sites uncovered an entire grey area. Brandshield identified phishing sites with subtle brand name variation, hidden content, or originating from countries where FRANKIE4 doesn’t necessarily have a presence. This has immensely helped elevate their entire brand protection strategy and address threats in a proactive manner.

## HIGHLIGHTS

A highly responsive, proactive brand protection partner, coupled with a platform offering next-level AI capabilities, providing peace of mind

Visibility and actionable tools providing comprehensive detection and enforcement across phishing sites, fake ads, and infringing social content

Automated global monitoring and managed processes, allowing the company to focus on new business strategies and growth with confidence



**FRANKIE4**  
AUSTRALIA

## HIGHLIGHTS

A 97.5% takedown rate for scam websites and a 100% removal rate for fraudulent ads have immensely reinforced business and customer relationships

Game-changing takedowns provided a secure and trustworthy online presence, greatly reducing customer risk

Now have greater confidence running paid campaigns without the risk of fraudulent content undermining their messaging

## THE RESULTS

BrandShield's greatest impact has been in protecting FRANKIE4's customers from phishing scams and counterfeit websites. Their advanced technology has fostered a safer online environment by swiftly detecting and removing threats that might have deceived customers into sharing sensitive information or placing fraudulent orders.

Effective takedowns on social media have not only reduced confusion caused by fake ads and scam posts but also reinforced FRANKIE4's business and customer relationships. Customers have expressed gratitude for avoiding scams thanks to these proactive measures, while the internal team now operates with greater confidence—running paid campaigns without fear of fraudulent content undermining their messaging.

The results speak volumes: a remarkable 97.5% takedown rate for scam websites and a flawless 100% removal rate for fraudulent ads. These achievements have significantly minimized customer risk and bolstered trust across FRANKIE4's online channels, proving to be a game-changer for the brand.

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Our collaboration with BrandShield's team has been excellent. From the start, they've been highly responsive, proactive, and easy to work with. Monthly client meetings are structured, insightful, and focused on results, giving us clear visibility into ongoing threats and takedown progress.”

*Liz Oh*

*Associate Director of Digital | Global*