



SUCCESS STORY

Company: Naot Footwear
Head offices: Israel, with offices in Canada, Australia and Japan
Products: Comfort-fashion footwear
Website: www.naot.com

Protecting Customers and Brand Trust in the Face of Global Online Fraud

Naot Footwear is a global comfort-fashion footwear brand, best known for its signature cork and latex footbed technology that naturally molds to the foot, delivering exceptional comfort and support. With strong international demand and a high volume of high-intent online shoppers, Naot sells across multiple markets and relies heavily on digital channels to connect with customers worldwide.

Operating in a highly competitive global market, Naot combines craftsmanship, innovation, and a strong brand identity to maintain its leadership in the comfort-fashion category. Its growing digital footprint, including e-commerce platforms, regional websites, and online marketing channels, plays a critical role in driving customer engagement and sales worldwide.

As a trusted brand with loyal customers and significant online visibility, Naot's digital presence is not only a key growth engine, but also a vital asset that must be actively protected to preserve customer trust and brand integrity.

THE CHALLENGE

An Evolving Wave of Online Infringements

For brands with strong online demand, digital fraud is inevitable.

As Naot's online presence and global visibility grew, so did its exposure to digital risk. Before partnering with BrandShield, Naot was dealing with a sustained and growing wave of online fraud across multiple regions.

Attackers, particularly in the US, continuously rotated domains and adjusted their tactics to appear legitimate to evade takedowns, making internal management increasingly complex, reactive, and resource intensive. Beyond operational strain, these fake sites confused customers, eroded trust, and posed real financial and reputational risk to the brand.

The situation intensified following Naot's rebrand. Fraudsters copied new logos, colors, and visual elements with alarming speed, often within days.

HIGHLIGHTS

Rapid launch of fake e-commerce websites across multiple countries and TLDs, particularly in the U.S.

Phishing-style sites impersonating Naot's official websites, eroding customer trust

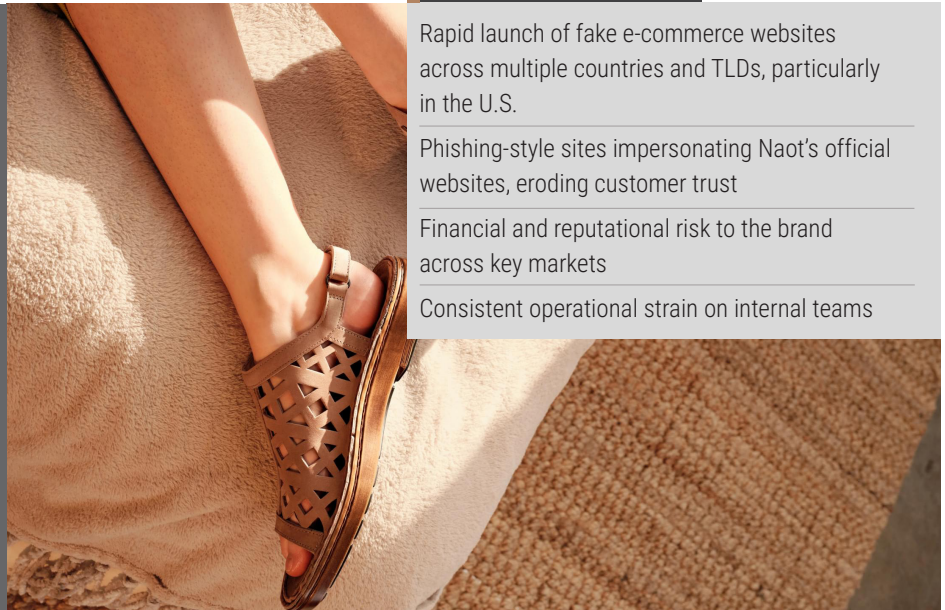
Financial and reputational risk to the brand across key markets

Consistent operational strain on internal teams



BrandShield acts like an extension of our team. We're no longer stretched thin chasing threats across markets. We're spotting patterns and staying ahead. That level of visibility is critical for a global brand like ours."

Inbal Oren
Chief Marketing Officer,
Naot Footwear



THE SOLUTION

From Reactive Enforcement to Proactive Global Brand Protection.

Naot chose BrandShield to move from reactive enforcement to a proactive, always-on, intelligence-driven brand protection solution that could scale globally and stay ahead of evolving threats. From day one, BrandShield operated as an extension of Naot's internal team, providing global coverage, demonstrating deep expertise, and assuring continuous protection, without adding operational burden.

It is clear that BrandShield holds a strong understanding of what it means to protect both customers and a company's brand reputation on a global scale. BrandShield doesn't just remove threats. It delivers peace of mind and measurable protection for brands that can't afford online uncertainty.

HIGHLIGHTS

24/7 monitoring of domains, websites, social platforms, and paid ads

Early detection of phishing sites, fake e-commerce stores, and scam campaigns

Rapid enforcement and takedown actions, often before threats gained traction

Actionable insights into emerging fraud patterns and attacker behavior

Intelligence-driven insights into attacker behavior and emerging abuse patterns

THE RESULTS

Delivering Measurable Results in Digital Brand Protection

Partnering with BrandShield enabled Naot Footwear to move from fragmented, reactive enforcement to a strategic, proactive brand-protection model.

With proactive monitoring, fast takedowns, and deep visibility into threats, Naot can confidently grow its global presence, knowing its customers, reputation, and revenue are protected.

The proactive intelligence provided by BrandShield has also shifted Naot's posture from response to anticipation - identifying trends, spotting patterns, and staying ahead of new abuse tactics before they escalate.

For a global brand with strong online demand, digital abuse is inevitable, but unmanaged risk is not. With continuous monitoring, fast takedowns, and actionable insights, Naot now protects its customers, revenue, and reputation with confidence.

The impressive business impact has been clear, consistent and measurable.



HIGHLIGHTS

~20 phishing and scam domains detected every month, with a 100% takedown success rate

Significant reduction in customer confusion and exposure to fraudulent sites

Internal teams freed from constant firefighting and operational overload

Ongoing visibility into fraud trends, enabling Naot to stay ahead of new scam methods



If your brand has strong online demand, you will be targeted. It's not a question of if, but when. BrandShield protects your customers, your revenue, and your brand. That to me, is priceless."

Inbal Oren | Chief Marketing Officer, Naot Footwear