

Bolster AI: Defend Your Brand. Protect Your Revenue. Build Customer Trust.

Introduction

Today, the biggest threats to your brand don't always come through your internal network — they originate outside your firewall. Fake websites, social media impersonations, dark web activity, counterfeit apps, and phishing emails can all chip away at customer trust, siphon revenue, and cause lasting reputational damage.

To truly protect your brand, you need visibility and control across the entire digital ecosystem — wherever your customers, partners, and attackers interact with your brand. Bolster gives you that power.

Bolster Modules

Bolster monitors and protects your brand across five critical areas of your external attack surface — delivering comprehensive coverage and automated threat takedown.

Web Monitoring

Fake websites are a leading cause of phishing attacks, brand impersonation scams, and customer deception. Bolster continuously scans the web to find malicious or unauthorized sites that mimic your brand. Early detection and takedown of these sites helps prevent fraud, protect customer trust, and avoid revenue loss.

ROI

Up to **90% reduction** in phishing-related incidents and impersonation attacks.

Social Media Monitoring

Social platforms are powerful tools for connection — and exploitation. Fraudulent profiles, scam promotions, and fake customer support accounts can proliferate quickly if left unchecked. Bolster detects impersonators and scam activity across major social networks, helping brands remove threats before they escalate.

BENEFIT

Rapid detection and removal of fraudulent accounts to protect brand reputation and customer loyalty

Dark Web Monitoring

By the time customer or employee data appear on the dark web, serious damage may already be underway. Bolster monitors hidden marketplaces and forums for early warning signs — from leaked credentials to counterfeit goods — so you can respond proactively to emerging threats.

BENEFIT

Early threat intelligence to prevent breaches, fraud, and reputational damage.

App Store Monitoring

Mobile apps are an extension of your brand — but counterfeit or malicious apps can easily confuse or harm your customers. Bolster monitors official and third-party app stores for unauthorized apps that misuse your brand, ensuring only legitimate experiences represent you.

BENEFIT

Protection against mobile-based scams, malware distribution, and brand dilution.

Customer Abuse Mailbox

Phishing and impersonation attacks via email remain among the most successful — and costly — attack vectors. Bolster combines AI-powered analysis with a team to detect, investigate, and eliminate fraudulent campaigns targeting your customers and partners.

ROI

Up to **70% faster threat detection** and takedown, reducing customer churn and support costs.

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Key Platform Benefits



Comprehensive External Coverage

Bolster secures your brand across the open web, social media, the dark web, app stores, and email — not just isolated channels.



Real-Time Threat Response

Automated detection and takedowns enable fast, scalable response without overwhelming your internal teams.



AI-Driven Accuracy and Scale

Our advanced AI engines analyze millions of signals daily, ensuring high-precision threat detection with minimal false positives.



Cost Efficiency and Operational Savings

Customers typically achieve over 50% savings compared to manual threat detection and takedown processes, while dramatically reducing fraud-related incidents.



Continuous Protection by Experts

Bolster's SOC team works around the clock to safeguard your brand's digital presence globally.

Why Leading Brands Choose Bolster

90% reduction

in phishing and
impersonation incidents

70% faster

time to detect and
remediate threats

50% reduction

fraud-related support
costs

>50% operational

cost savings
compared to manual
efforts

In today's digital world, your brand's reputation is your most valuable asset.
Bolster helps you protect it—everywhere.

Request a Demo 