

How Playtika Transformed Its Brand Protection Strategy with MarkScout



Playtika is a global leader in mobile and social gaming, with millions of players engaging with its titles every day. Beyond developing games, the company has built thriving online communities where trust and player engagement are essential to its success. As its global reach expanded, however, so did the number and sophistication of online threats targeting its brand.

A Growing Volume of Threats

Phishing attempts, impersonator accounts, and counterfeit websites began targeting Playtika's players, putting both users and brand trust at risk. These threats were especially active on social media, where Playtika's player communities are most engaged. Before partnering with MarkScout, the Playtika team was heavily involved in manually detecting and addressing threats. The process was time-consuming and reactive, often taking place after players had already been exposed.

A Proactive Solution with MarkScout

After testing multiple solutions, Playtika chose MarkScout for its strong detection and enforcement capabilities as well as its platform's ease of use. MarkScout managed to uncover significantly more threats than competitors during the trial period and provided a platform that simplified tracking and response.

The Results

- Increased takedown success across all monitored channels
 - Infringements discovered in unconventional places, giving Playtika a major advantage in protecting its customers
 - Significantly more threats uncovered than competing solutions during the trial period
 - A platform that simplifies tracking and response
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