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Major Music & Entertainment Festival Company Protects Fans and Revenue with Axur's Takedown Technology

Before Axur: limited visibility and manual operations

Before partnering with Axur, fraud detection and removal were handled manually by the legal team, responding only to cases that arrived through consumer reports or complaints.

By 2024, with rapid expansion of events and a rising volume of fraud—especially with the launch of new music festivals—the company recognized the need to expand visibility and automate its response to threats.

The turning point with Axur: visibility and action at scale

During ticket sales for the company's most important festivals of 2024 and 2025, the brand recorded a threat volume up to 200% higher than the average of other industries monitored by Axur—highlighting how entertainment has become a top target for cybercriminals.

But this time, the team gained full visibility into scams involving fake tickets, cloned profiles, and fraudulent websites. Detection and removal became 100% proactive, and integrated automations enabled takedowns to be executed quickly and efficiently.

◎ Key Results

+370 takedowns requested in 6 months with 98.9% success rate

Legal team freed from manual operational tasks

Direct consumer protection with fewer complaints

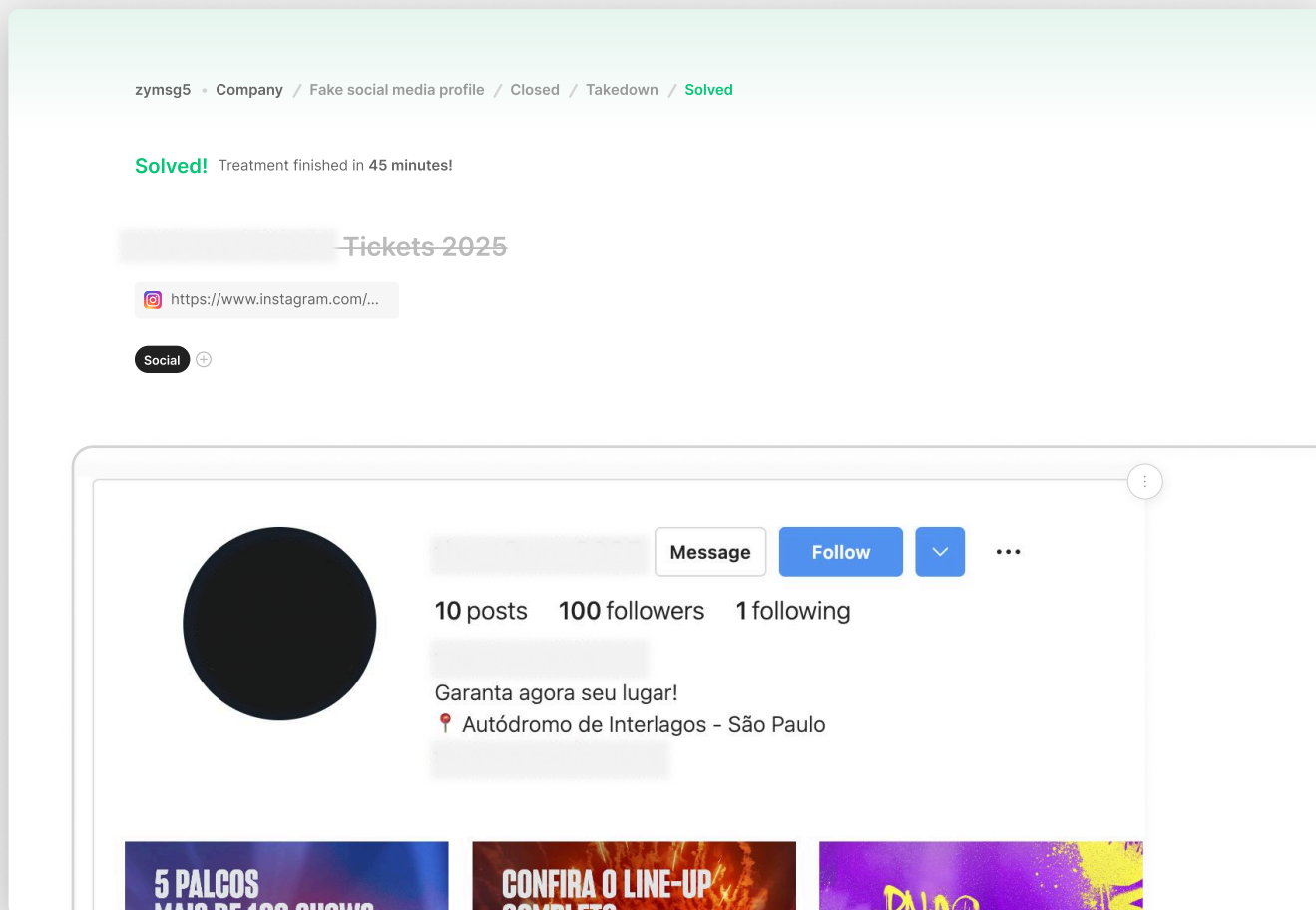**Easy integration**, smooth onboarding, and fast adoption

> "By adopting proactive anti-fraud strategies, brands reinforce their role as guardians of public trust. This has always been our mission. More than protecting tickets or transactions, it's about protecting dreams, memories, and the long-term relationship with our fans. Having Axur as a partner brings the autonomy and agility that are essential today."

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Growth Marketing Manager, Festival Group

A commitment beyond revenue: protecting fans and their dreams with intelligent automation

In high-demand events with highly sought-after tickets, protecting consumers goes far beyond digital security. According to the group's marketing manager, it represents a commitment to preserving the experience of those who have been waiting months—or even years—for that moment. In several cases, fraudulent pages were taken down within minutes, removing fake profiles, pages, and ads from the internet.

zymsg5 • Company / Fake social media profile / Closed / Takedown / **Solved**

Solved! Treatment finished in **45 minutes!**

~~Tickets 2025~~

https://www.instagram.com/...

Social ⊕

Message   Follow   ⌄   ...

10 posts   100 followers   1 following

Garanta agora seu lugar!
📍 Autódromo de Interlagos – São Paulo

5 PALCOS
MAIS DE 100 SHOWS

CONFIRA O LINE-UP
COMPLETO

PALCO

Example: A cloned festival profile impersonating the brand was removed in 45 minutes, safeguarding consumers.

Anticipate threats, protect consumers, and preserve your reputation

Discover how Axur can help your operation scale protection with automation, intelligence, and agility.

BOOK A DEMO

Learn more about our solutions at: **axur.com**

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