



One of the Largest Betting Companies Strengthens Its Brand and Reduces Digital Risk with Axur

About the company

A fast-growing international platform for sports betting and online casino games. With a global license, strong focus on security, and strategic partnerships in the sports industry, the company has established itself as a leading name in digital entertainment.

Challenge

With high visibility in the betting market, the company faced a constant risk scenario: misuse of its brand on fake websites, fraudulent social media profiles, and recurring phishing attempts.

Additionally, there was increasing concern around safeguarding credentials and sensitive information — reinforcing the company's commitment to protecting the data handled on the platform, including personal accounts, financial details, and real-time bets.

Solution

With the Axur Platform, the company was able to build a robust digital defense structure, monitoring in real time any unauthorized use of the brand across open and closed channels — including social networks, suspicious domains, and Deep & Dark Web forums.

Automated takedowns, structured ticket generation, and a fluid response workflow enabled fast and precise action against fraud, phishing, and data leaks, strengthening the company's reputation and ensuring user protection and the security of its operations.

Real Examples of Platform Effectiveness

Preventive Risk Detection

Axur identifies potential data exposure so the security team can take preventive action, perform necessary validations, and reinforce protection measures — ensuring a high level of trust and brand reliability.

Fake Websites with Near-Identical Domains

Axur detected pages visually identical to the company's official site, with minimal visual changes and domain variations using swapped characters (e.g., "l" for "I"). With Axur's intervention, these sites were taken down quickly, preventing users from being redirected into scams.

Impact Beyond the Risk Team

Axur's work also strengthened the company's broader cybersecurity pillars. Leak monitoring and increased visibility into threats expanded the operation's preventive capabilities.

"We deal with people's money. Having this protection and care for our brand is essential for the trust users need to have."

 **Cybersecurity Supervisor**

Results Achieved



Reduction in phishing
with a 96.4% success rate



Improved digital reputation
and stronger user trust



Automated takedowns with
a median notification time
under 3 minutes

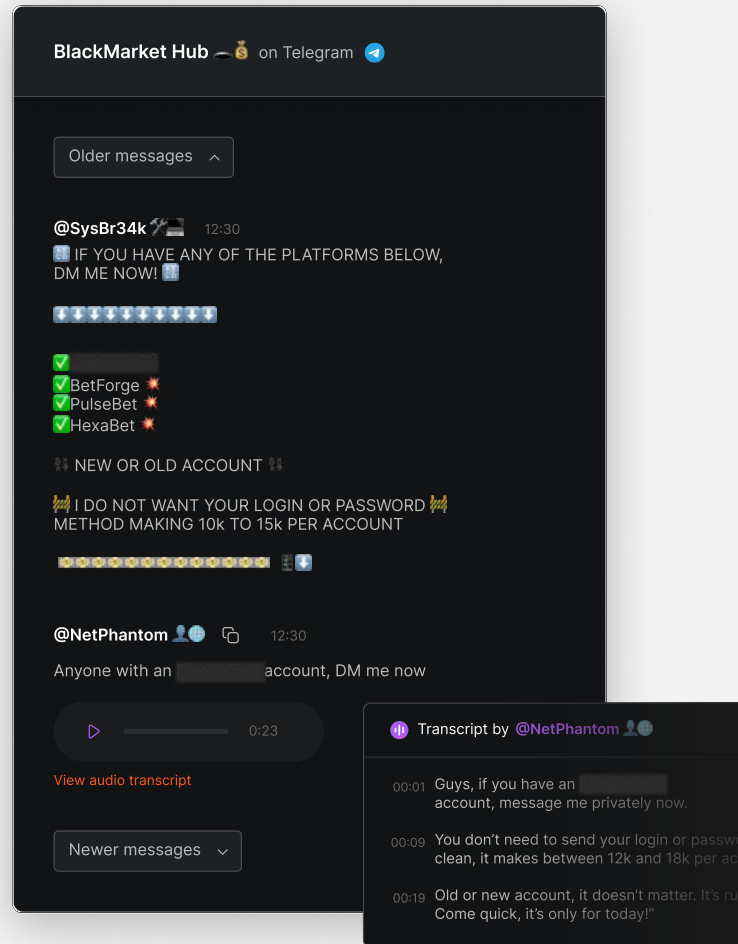


Alignment with security
and operations teams

"Axur ensures that our real identity reaches the users — preventing fraudsters from taking advantage of our brand. We fully recommend it to any company that takes its digital reputation seriously."



Cybersecurity Supervisor



Message intercepted by Axur in fraudulent channels on the deep and dark web.

Want to see how it works in practice?

Explore how Axur helps digital companies protect their brand, block fraud, and anticipate risks with a personalized demo.

BOOK A DEMO

Gartner
Peer Insights  4.9
★★★★★

Learn more about our solutions at: axur.com

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