



# Retail Group Focused on Fragrances and Cosmetics Excels in Cybersecurity with Axur's Advanced Technology

## About the company

Industry: **Beauty Retail**

Consumers: **24+ million customers**

### Challenge

Before partnering with Axur, the company operated with limited visibility into external threats. The few incidents they were able to identify were always critical, and their previous provider lacked a global view of the threat landscape. When seeking a more effective solution, the volume of threats increased — but the vendors tested were unable to keep up, failing to take down fraudulent websites at scale.

### Solution

With Axur, the Group not only detected more threats but also rapidly took down every single one of them. The Axur Platform introduced intelligence and automation to streamline processes, while integration across different teams strengthened security organization-wide — connecting critical information and enabling a far more strategic approach to cyber threats, ensuring continuous risk mitigation.

### Why Axur?

Experts from the group explain that the partnership began with a Proof of Concept (POC) involving several market players. One of the main challenges was the sheer volume of fraudulent websites: each vendor received the same number of URLs to take down, yet competitors removed only a small fraction of the threats.

Axur, on the other hand, **eliminated 100% of the assigned websites** and even took on the backlog left by the other vendors—ensuring complete protection.

### **+3,000 takedowns performed in just 5 months**

Millions of signals analyzed, tens of thousands of incidents recorded, and a 99.6% takedown success rate demonstrate the effectiveness of the solution — ensuring fast responses and proactive risk mitigation.

*"Axur's ace up the sleeve was the ability to remove threats. You detected and took down everything you found, while other players didn't even come close."*



**Cyber Threat Intelligence Coordinator**

Threat	Results
Processed signals	6 million ↑
Registered incidents	33,000 ↑
Takedowns performed	3,000+ ↑
Takedown success rate	99.6% ↑
Mentions on the dark web	880+ ↑

*\*Over 5 months*

## Threat Hunting & Digital Intelligence: Tracking Attacks to Act with Precision

With Axur, the company adopted Threat Hunting, enabling the investigation of incidents and indicators outside monitored assets, deepening analysis and correlating threats more strategically.

In a potential platform-related incident, the security team could cross-reference data to determine whether affected users also had leaked credentials — enabling a more informed and effective response.

## Company Expands Visibility into the Deep & Dark Web

Axur's Deep & Dark Web monitoring solution allows the company to identify criminal activity and take action to protect consumers.

This capability reinforces the brand's commitment to delivering safe experiences to millions of customers.

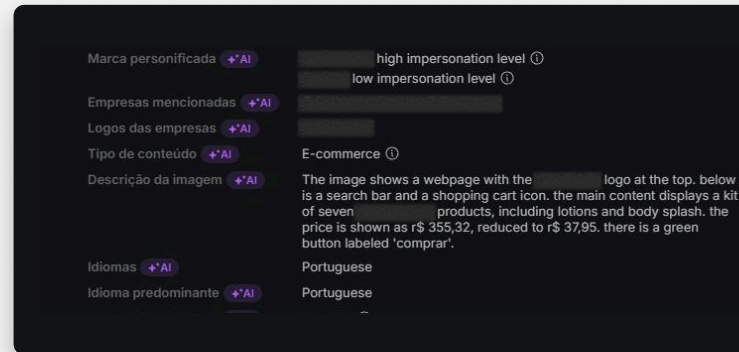
*"Every year, our procurement process brings in various players from the industry — and to this day, no proposal has matched Axur's quality. No one offers such a complete platform."*



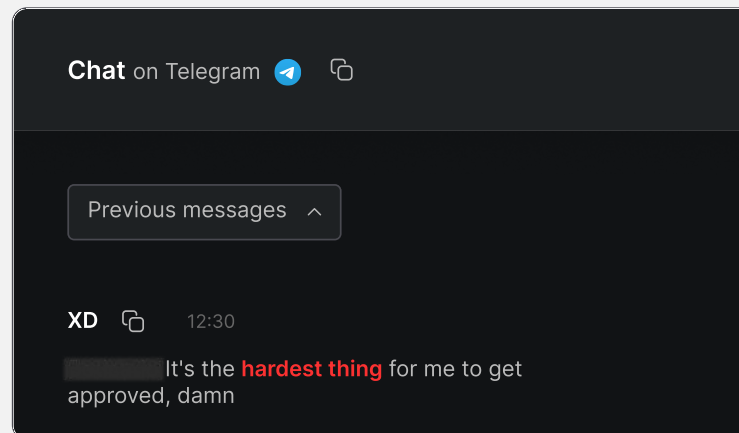
Cyber Threat Intelligence Coordinator

The insights extracted from the platform are now shared across multiple departments, expanding the company's understanding of digital threats and strengthening decision-making across the organization.

The platform stands out for its intuitive usability and fast response times, ensuring a smooth and efficient security operation.



Threat Hunting screenshot shows a fraudulent page that was taken down.



Fraudsters complain on Deep & Dark Web forums about the security of this major Brazilian beauty retailer.

Strengthen Your Security Strategy with Axur's Solutions

BOOK A DEMO

Gartner Peer Insights 4.9 ★★★★★

Learn more about our solutions at: [axur.com](https://axur.com)

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