**FOR IMMEDIATE RELEASE**

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# Impersonally Unveils Innovative AI Platform to Combat Brand Impersonation at Web Summit 2024

**London, United Kingdom – 11th November 2024** – Impersonally, a leader in brand protection technology, is excited to announce the launch of its groundbreaking AI platform designed to tackle the growing issue of brand impersonation, misinformation and phishing. This game-changing solution will be unveiled at the Web Summit 2024 in Lisbon. As a special offer, impersonally will provide a complimentary check for every brand attending the conference.

### The Brand challenge in an AI era

With the evolution of AI, it's nearly impossible to trust anything online. Bad actors and fraudsters exploit brand reputations to commit cybercrimes against the brands themselves, as well as their employees, partners, and customers. Risks range from financial cybercrimes costing brands millions annually to serious fraud against consumers. A recent report by Impersonally's research team shows that over 70% of brands experience impersonation or phishing attempts. The study highlights alarming scams targeting companies such as McAfee and PayPal, where fraudsters use ads to mislead unsuspecting users seeking customer support, injecting fake contact numbers into the brand legitimate websites and defrauding users that call a fake call center. Similar schemes have also been identified targeting top brands like ChatGPT and Netflix, extracting sensitive information from unsuspecting users. This underscores the urgent need for robust brand protection, as detailed investigations by Impersonally reveal the prevalence of these fraudulent activities that undermine consumer trust and jeopardize brand integrity.

### ImpersonAlly – the AI-powered Impersonation solution

Impersonally's AI-driven solution provides real-time monitoring and advanced detection capabilities, ensuring that brands can swiftly respond to threats before they escalate. The platform's user-friendly interface allows companies of all sizes to access vital insights and take proactive measures against impersonation.

*"Brand impersonation is not just a nuisance; it's a growing epidemic that leads to substantial financial losses and irreparable harm to brand integrity,"* said Shlomi Beer, CEO Impersonally**.**

The company is already assisting brands like Agoda, Greyhound, Etsy, and more in navigating the complex landscape of digital threats. By leveraging our advanced technology, these companies can maintain their reputation and ensure consumer trust in an increasingly challenging environment.

**Exclusive Offer for Web Summit Attendees**

To demonstrate the effectiveness of this revolutionary platform, impersonally invites all brands attending Web Summit 2024 to take advantage of a free impersonation check. Participants can sign up by sending an email to websummit2024@impersonally.io or through our website impersonally.io

**"By offering this free check, we aim to raise awareness about the risks of impersonation and provide brands with the tools they need to safeguard their online presence,"** added Shlomi Beer, CEO of Impersonally. **"Together, we can create a safer digital landscape for everyone."**

**About Impersonally**

Founded by AI experts and launched in 2024, Impersonally is on a mission to protect brands from impersonation, phishing, and misinformation across ads, domains, social profiles, and other types of content. With a focus on innovation and customer trust, we strive to safeguard brands in the digital age.

For more information about our new AI platform or to schedule a demonstration at Web Summit 2024, please visit impersonally.io or contact info@impersonally.io

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