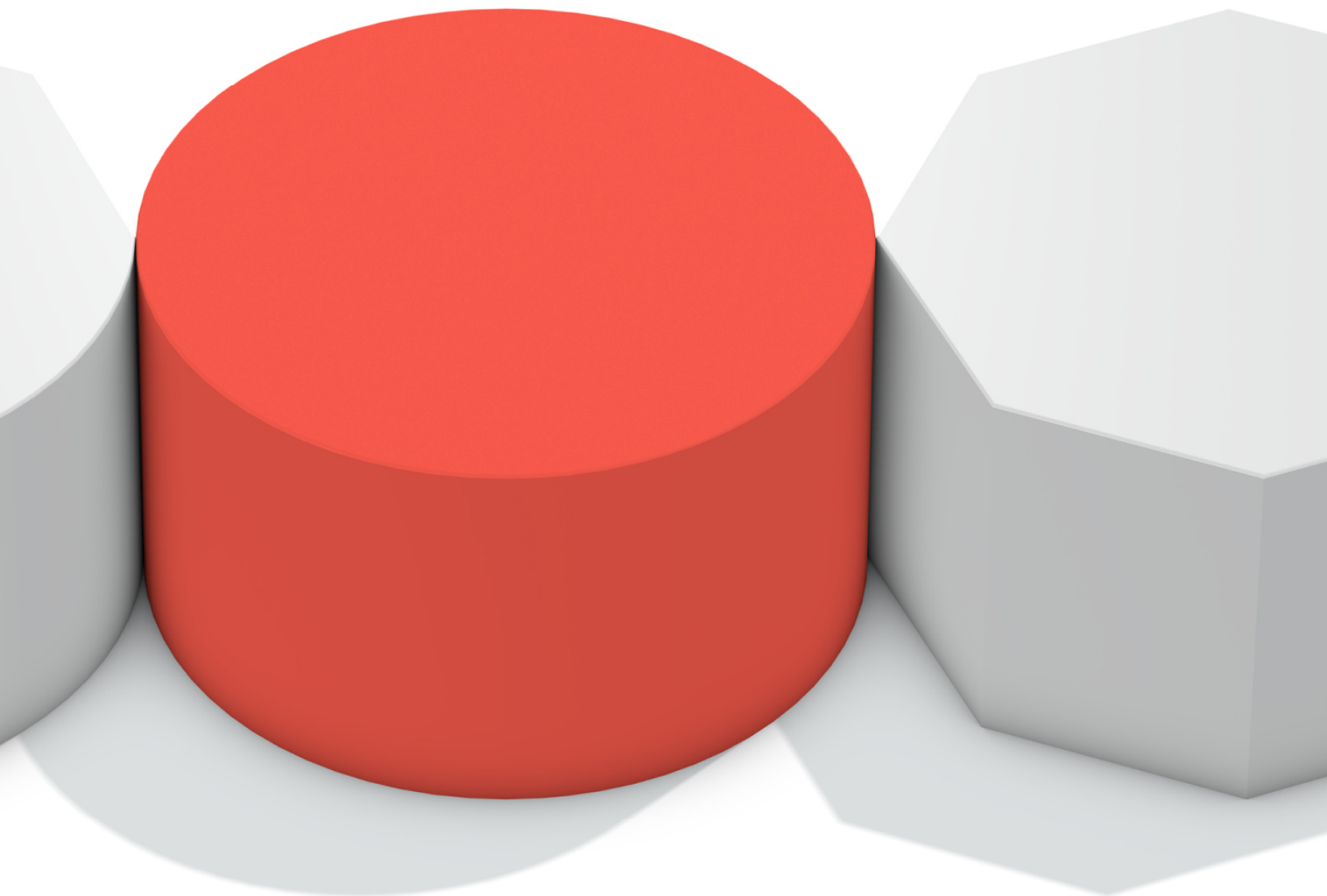


Mobile App Watch

Fact Sheet



Monitor a critical channel for infringement

Brands are going mobile in a big way—and so are infringers. Smartphone users are expected to reach 3.8 billion by 2021¹. So, it's no surprise that mobile apps designed to divert revenue from well-known brands are becoming common. With millions of apps in the marketplace and hundreds more added every day, ongoing monitoring of the app stores is therefore crucial.

CompuMark's Mobile App Watch provides the rapid insight needed to help protect your brand, your reputation and your revenue by providing detailed information on Mobile Applications being launched.

Quality data, quality insights

Watch notices provide comprehensive information, including the app name, avatar, publisher, price, and number of downloads so you can assess the potential impact and target the responsible party.

Make decisions quickly and address issues related to infringement such as:

- Misuse
- Brand identity
- Unlicensed use
- Confusing similarity

Value proposition

Minimize your digital risk

The Internet and new digital channels have made our world more interconnected than ever before. While it presents opportunities, it also increases the need for protection. Watching Mobile Applications can answer that need.

As a complement to CompuMark's Social Media or Web Watch, Mobile App Watch covers 4 million Android and iOS apps to spot potentially conflicting names, empowering businesses to thrive in international markets and yield maximum global revenue potential.

Key features

- Available in Watch on SERION®, enabling you to review notices as soon as they're available
- Powerful filtering and sorting for more relevant results
- Export key findings using online collaboration tools
- Monthly reporting

¹ Source: Statista,
<https://www.statista.com/statistics/330695/number-of-smartphone-users-worldwide/>

Coverage includes the following countries / regions

Argentina	Denmark	Italy	Portugal	Taiwan
Australia	Egypt	Japan	Romania	Thailand
Austria	Estonia	Latvia	Russian Federation	Turkey
Belgium	Finland	Lithuania	Saudi Arabia	Ukraine
Brazil	France	Malaysia	Serbia	United Arab Emirates
Bulgaria	Germany	Mexico	Singapore	United Kingdom
Canada	Greece	Netherlands	Slovakia	United States
Chile	Hong Kong	New Zealand	South Africa	Vietnam
China	Hungary	Norway	South Korea	
Colombia	India	Peru	Spain	
Croatia	Indonesia	Philippines	Sweden	
Czech Republic	Israel	Poland	Switzerland	

Contact Information

To request a Mobile App Watch, please contact us today.

AMERICAS

Main office (USA): + 1 (800) 692 8833
compumark.us@clarivate.com

Canada: + 1 (800) 561 6240
compumark.ca@clarivate.com

APAC

Japan: +81 (0)3 4589 2300
compumark.jp@clarivate.com

EMEA

Main office (Belgium):
+ 32 2 200 89 98
compumark.be@clarivate.com

UK: + 44 020 3564 5888
compumark.uk@clarivate.com

France: + 33 01 57 32 47 99
compumark.fr@clarivate.com

Italy: + 39 02 23 33 1221
compumark.it@clarivate.com

Germany: + 49 69 153 253 300
compumark.de@clarivate.com

compumark.com
clarivate.com