



 GLOBALBLOCK

**The Case for GlobalBlock:  
How Leading Brands Are  
Securing Their Digital Future**



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# Foreword

Brands worldwide face a common challenge: how do you protect your brand and reduce risk while the online world becomes more complex and budgets become tighter?

Brand owners and IP professionals have told us they're often forced to protect only the most important assets, leaving others vulnerable to attack. When scams and fraud occur, the impacts reach across an organization – from financial damage to time and resources lost, to reduced customer trust and even legal ramifications.

Domain names are the foundation of your brand's digital presence. They're also key to future-proofing your online brand, ensuring you have access to the names you want while protecting them from abuse and imitation. Recognizing this challenge across organizations of all sizes, sectors and locations, we set about creating a solution that not only addresses some of these pain points but offers a proactive approach to brand protection where only whack-a-mole existed before.

The result was GlobalBlock: a revolution in brand management designed to increase protection while reducing risk and costs, by simplifying domain portfolios and saving brand owners valuable time and resources. At the same time, we've enhanced our offering to address other common challenges in domain management and put greater flexibility and control back in the hands of brand owners.

Armed with a truly proactive and unprecedented toolkit, brand managers now stand a chance when future-proofing your business and standing up to today's cybercriminals.

This white paper dives into the evolving risks brands face online and the role domain names play in both vulnerability and protection. It outlines how GlobalBlock works, the value it delivers and why it offers a smarter, more sustainable approach to domain management.

If you're looking to regain control as brand protection becomes more difficult to manage, this white paper offers practical insight and a new way forward.



Ben Anderson - Product Director



Tony Kirsch - Commercial Director



# Why Smarter Domain Protection Is No Longer Optional

From phishing scams to impersonation attempts, brand abuse online is on the rise, and brand owners, legal teams and IP professionals are under pressure.

With new technologies, new domain extensions and increasingly sophisticated bad actors, the threat landscape continues to expand. At the same time, most organizations are managing these challenges under tighter budgets and reduced resources.

IP teams are being asked to protect global digital assets with limited tools. Legal teams are stretched between proactive work and reactive disputes. Technology and cybersecurity teams are expected to keep up with ever-evolving threats while managing operational complexity. Marketing and digital departments are juggling brand visibility with brand security.

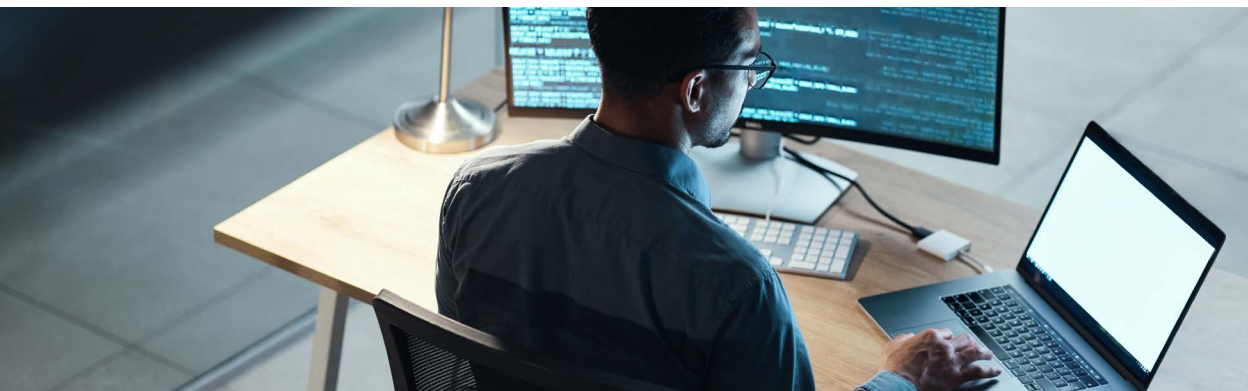
The result is often a fragmented and reactive approach and a constant game of catch up. This is often heightened due a lack of clarity of who actually has responsibility for company-wide assets like domain name portfolios

## **Domains – your digital foundation or weakest link?**

Domains are often treated as a technical asset – something managed by IT or registered during a rebrand or product launch, then largely forgotten. But in reality, they are one of the most critical and vulnerable parts of your brand's digital infrastructure.

Domain names support your websites, marketing campaigns, email systems, customer portals, mobile apps, and internal tools. They are the anchors of trust that allow users to find, interact with, and rely on your brand. When not properly protected however, they can also be the weakest link in your online strategy.

In the wrong hands, domains can be imitated, manipulated, or hijacked to cause significant financial, operational and reputational damage to a brand. A single extra character, misspelling, or alternate domain extension can be enough to fool even the savviest users.





Some of the cybercrime risks founded on domain names include:

- Phishing
- Smishing
- DNS hijacking
- Cyber squatting
- Malware
- Spoofing
- Typosquatting
- Shadowing
- Corporate Sign On hijacking

**To future-proof your digital presence, domains can't be an afterthought.**

They must be treated as strategic brand assets – actively monitored, rationalized and protected as part of a broader, proactive brand protection strategy.

### **The costs when not everything can be protected**

Brands sometimes must make difficult decisions to abandon protections in complex, expensive or 'lower risk' areas, instead focusing their attention on the biggest and most impactful risks. Unfortunately, bad actors don't share this prioritization – and any gap in your digital footprint can become a point of entry.

When it comes to domains, many organizations operate a triage model – protecting only the most important domains and leaving the rest unmonitored or unregistered.

Unfortunately, these 'lower priority' domains can quickly become the most damaging when abused. Domains are used for phishing attacks, brand impersonation scams, social engineering attacks, traffic diversion or hosting malicious content. In every case, the domain is chosen because it capitalizes on your positive brand sentiment and trust in the eyes of consumers – and in doing so, it siphons that trust away from you.

When domain abuse occurs, the damage can ripple across an entire organization.

- Financial losses – stolen funds, fake product sales, compromised data, costly litigation, fines and reparations, reduced sales
- Reputational harm – lost customer trust, negative media coverage, damaged partner relationships
- Operational strain – investigating breaches, manually overriding systems, restoring affected services, coordinating response teams, handling increased customer support load
- Legal and compliance risk – uncertain outcomes, missed reporting obligations, exposure under data protection laws

Confidence, control and brand integrity can all be undermined by a single domain falling into the wrong hands.

## Reactive measures are no longer enough

What amplifies this risk is scale. With more than a thousand domain extensions available today and more on the way, the idea of registering every possible variant of your brand isn't practical or financially sustainable. This is made even more complex by the explosion of Web3.0 domains, lookalike domains and internationalized domain names (IDNs) which are often less understood and less accessible to brands.

Many organizations rely on monitoring and enforcement as their primary defensive tools. Unfortunately, once abuse occurs the damage has often already been done.

**As cyber threats evolve and expand, the consensus is shifting: prevention is not just better than cure, it's more efficient, cost-effective and scalable.**

A more proactive approach requires preventing abuse before it can happen and eliminating access routes for bad actors. For domain names, that means blocking domains that could be used against you, so they never reach the public market and the waiting hands of those who'd seek to do your brand damage.





# Welcome to GlobalBlock

GlobalBlock was developed after years of consultation, discussion and discovery with brand owners and IP professionals around the world. Responding to the common challenges they raised, GlobalBlock was designed to offer a truly proactive solution to brand protection online, put power back in the hands of brands, and create a safer internet for brands and consumers alike.

## What is GlobalBlock?

GlobalBlock is the world's largest domain name blocking service. In one transaction, it allows you to block thousands of domains matching your brand so others can't register them.

GlobalBlock provides coverage across **more than 670** domain extensions, including many hard-to-reach places that brands have historically struggled to protect due to cost or eligibility requirements. This coverage includes some of the largest gTLDs (including IDNs), ccTLDs and Web3.0 extensions.

While GlobalBlock protects domains that exactly match your brand, the premium GlobalBlock+ service also defends deceptive lookalike domains, such as those using alternative characters to visually mimic brand names and trademarks.

Since it launched in March 2023, GlobalBlock has already protected millions of domains from unauthorized registration and helped brands to avoid expensive and time-consuming issues.

The difference between domain blocking at scale with GlobalBlock, and the traditional approach of defensive domain registrations, is that blocking simply removes domains from the market so they cannot be registered. It effectively gives your brand exclusive rights to the domains without needing to register, pay for and manage them each individually. Unless you choose to register and use a domain, it just remains protected by your block and helps you to avoid the hundreds of thousands in costs to protect one brand name across the entire internet.

GlobalBlock uses revolutionary domain blocking technology to block domains from registration at a fraction of the cost. It relies on proprietary algorithms and a complex network of relationships with domain name Registries around the world.

As this network grows, so does GlobalBlock's coverage – and as each new domain extension is added, existing customers receive protection in that space for no additional fee. In this way, GlobalBlock's value increases over time.

For brand owners, GlobalBlock offers a smarter, more strategic approach to domain protection. It increases coverage across your digital footprint, helping you avoid unnecessary risks while significantly reducing costs. By simplifying your domain portfolio, it saves valuable time and internal resources, all while giving you greater flexibility and control over your online presence. Most importantly, GlobalBlock supports a future-proofed domain strategy – one that scales with your business and protects your brand as the complexity grows.



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# The GlobalBlock Toolkit

GlobalBlock's unprecedented coverage is only the beginning of its value for brand owners. Through three key features, GlobalBlock improves and enhances your brand protection strategy and domain name management.

## **Priority AutoCatch**

For years, domain monitoring and drop catching services have worked in tandem to provide brands an opportunity to identify potential issues and reclaim risky domains that may have been registered by scammers. However, it is often a game of cat and mouse. Brands pour money into acquisitions but aren't guaranteed the outcome they want on the free market.

Drop catching services offer the opportunity to 'backorder' expiring and deleting domain names, allowing customers to see domains that will soon re-enter the market and 'catch' them as soon as they drop.

These services are often a key tool for domain investors, squatters and bad actors to acquire branded domain names. However, these same tools are used defensively by brands seeking to reclaim branded domains third parties have registered, when they expire or are deleted.

Unfortunately, relying on this competitive and cutthroat market can be expensive, time consuming and offers no guarantee that the brand will win out.

One of GlobalBlock's premier features is Priority AutoCatch, which functions similarly to a drop catching service—with some key advantages.

When a GlobalBlock order is placed for a particular brand name, Priority AutoCatch will continue to monitor for domains matching that brand, even those that were already registered when the block came into effect. If these ever become available again, Priority AutoCatch seizes them and adds them to the block – but with one key difference.





Because GlobalBlock connects to web extensions at the Registry level, **Priority AutoCatch** can reclaim a domain before it is released to the market via Registrars or drop catching services. In this way, it intercepts the 'backorder' process and ensures the domain won't even make it to the aftermarket, let alone fall into the wrong hands.

This feature is available at no extra cost to all GlobalBlock customers, meaning brands pay no additional fees when a domain is caught and reclaimed domains are simply added to your account while you sleep.

**In its first year, Priority AutoCatch seized almost 10,000 domains for brand owners, including some high-value names many had sought to acquire for some time.**



## **Domain Unblock**

Blocked domains are indeed owned by the brand who placed the block but are unable to be used for websites, email or other technical uses. But business needs change and sometimes those blocked domains might be of value for a promotion or longer-standing innovation.

Registering everything 'just in case' can be impractical and expensive. But it's also a risk to leave domains on the public market that might be useful down the track.

**Domain Unblock** is designed to offer flexibility and control for brands by offering a simple mechanism to access blocked domains for your company's use.

With Domain Unblock, you can place a request at any time to release a domain from your block and register it with your Registrar of choice (paying any applicable registration fee).

This transaction happens within the safety of your block, meaning the domain is released exclusively to your brand and never dropped on the public market where it could be snapped up.

**That means GlobalBlock can save you the speculative registration fees and safely reserve your domains – for now, for later, or forever.**



## Automatic Domain Assurance

Even the most diligent teams make mistakes. In the increasingly complex world of domain management – where brand owners often juggle hundreds or even thousands of domains across global portfolios – it only takes one missed renewal or an administrative oversight to create a costly problem.

Mistakes can take many forms:

- Missing a renewal date and losing a domain
- Failing to update payment methods and defaulting on a payment
- Incorrectly deleting domains that should remain registered
- Typos or spelling mistakes causing the wrong domains to be registered
- Time delays allowing domain squatters to beat brands to the punch
- Poor record keeping resulting in a lack of knowledge about how domains are managed
- Staff departures or changes leading to a loss of experience or knowledge
- Malicious or retaliatory actions by an individual staff member

That's where Automatic Domain Assurance steps in. It is your domain management safety net, protecting against human error and maintenance mishaps to secure your domain portfolio.

If a domain matching your brand (and included in GlobalBlock's coverage) drops from your portfolio, GlobalBlock will automatically catch it at the Registry level and add it to your block. The process is silent, seamless, and prevents the domain from ever being publicly available. In addition to making sure your domain doesn't end up in the hands of bad actors, you can be back online in a matter of hours or days.

**There's no fanfare, no scramble to recover a lost asset, and no reputational fallout. That means GlobalBlock can save you the speculative registration fees and safely reserve your domains – for now, for later, or forever.**

## Enabling A Smarter Domain Strategy

Each of these features delivers unique benefits on its own. But together, they form a powerful toolkit that simplifies domain management, reduces risk and gives brand owners more control than ever before.

GlobalBlock is not just about blocking domains. It's about building smarter systems for long-term brand protection – systems that are flexible, scalable and ready to meet the needs of modern business.





# A Future-Proofed Approach to Domain Strategy

For brand owners, GlobalBlock's value lies in what its features enable: broader coverage, reduced risk, and a simpler, more cost-effective way to manage your domain portfolio. Whether you're trying to avoid phishing attacks, scale back unnecessary registrations or prepare for the next wave of domain extensions, GlobalBlock is designed to help you stay ahead.

## 5 Ways GlobalBlock Saves You Money

One of the key advantages of proactive brand protection with GlobalBlock is that it can create measurable cost savings – streamlining your operations while securing your digital presence. And that means you don't have to choose between budget and security.



### 1. Reduce annual domain registration costs

Perhaps GlobalBlock's strongest case for cost savings is the ability to reduce your defensive domain portfolio. With brands spending thousands of dollars and countless resource hours to register, renew and manage enormous domain portfolios, **the status quo of defensive registrations is no longer sustainable for many organizations.**

Incorporating domain blocking into your strategy is a valuable opportunity to 'right-size' your portfolio; only registering those domains you need or can't block and allowing a blocking service to protect the rest. In return, you exchange thousands of individual registrations for one simple transaction and protection at a fraction of the price.

**Our analysis shows that brand owners can save up to 60% on domain registration costs by implementing GlobalBlock and this will only increase over time.**



### 2. Save on litigation and domain dispute processes

When domains fall into the wrong hands, one of the most common tactics to reclaim them is to file a request under the Uniform Domain Name Dispute Resolution Policy (UDRP).

The filing fee starts at USD\$1,500 for up to five domains, however the process can take around two months to complete – and that's just the beginning.

The legal support costs that can accumulate over this time are significant, and UDRP disputes rely on demonstrating that a domain is being used in bad faith – meaning it is likely already doing damage to your brand before you can start this lengthy and expensive process.

Even if you're successful, the result is winning the rights to a domain you didn't want in the first place – adding it to your already bloated portfolio and paying its ongoing fees.

Despite this, UDRP is commonly considered a more 'cost effective' route. Lawsuits through more mainstream legal channels can wrack up enormous bills. Most sources report the cost of a trademark infringement lawsuit in the United States will start in the six-figure range and can climb into the millions depending on the complexity of the case. That's not to mention there is no guarantee any settlement will cover these costs, even if you do succeed in reclaiming a domain.

The case for proactive protection vs reactive defence here is clear: removing potentially risky domains from the market before they can become a risk can save potentially thousands of dollars in legal fees to reclaim them after the fact.



### 3. Avoid drop catching and aftermarket purchases

Concerningly, brands are often forced to play the public market and participate in the same systems as the bad actors to protect their IP assets.

One example of this is the prevalence of drop catching or domain 'backorder' services. These allow customers to see domains that will soon be deleted or expire and offer the opportunity to order or 'catch' them when they drop.

While some bad actors use these services to prey on domains that may be inadvertently dropped, brands themselves are often forced to use the very same services to reclaim branded domains from third parties.

As with any public forum, this process is risky, time consuming and can be incredibly expensive and unreliable.



Similarly, private aftermarket sales of branded domains can be a minefield of financial risk. A third party or bad actor who recognizes the value of a domain to your brand has the potential to demand extortionary prices to return it – and depending on the risk involved, brands have often been forced to pay up.

GlobalBlock's Priority AutoCatch feature is already helping brands address this issue. Priority AutoCatch functions similarly to a drop catching service, seizing domains matching your brand that become available any time during your block term. This means domains registered by third parties when you placed your block are constantly monitored and if they ever drop, Priority AutoCatch will snatch it up and protect it for you at no additional cost.



#### 4. Reduce losses from cybercrime and brand damage

The brand costs of online fraud, impersonation and scams cannot be overstated.

[IBM's Cost of a Data Breach Report 2024](#) found that on average, the global cost of a data breach has grown to USD\$4.9 million. Phishing attacks are [on the rise](#) and fraudulent domain registrations play a significant role in cybercrime activity such as spam and social engineering attacks.

In fact, [cybercrime is predicted to cost more than USD\\$15.6 trillion a year by 2029](#). For brands, this price tag encompasses everything from literal stolen money to lost productivity and IP, data theft, reputational harm and the enormous costs of recovery and course correction following an incident.

With the potential risks on the rise and the potential for new challenges to follow the next round of new TLDs scheduled for 2026, insurance against this uncertain and ever-changing landscape is more crucial now than ever.

GlobalBlock+ is a brand's ultimate proactive tool to reduce the opportunity for phishing, removing thousands of lookalike domains that could be used in scams.





## 5. Gain additional coverage at no cost











In addition to avoiding or reducing existing costs, GlobalBlock seeks to add value for brand owners through its widespread protection and unique features.

One critical feature is GlobalBlock's continually growing coverage. By constantly building on our network of domain name Registries and service providers, GlobalBlock regularly adds new extensions to the service and increases its coverage.

Whenever a new batch is added, existing customers gain protection in these added extensions at no additional cost. This brings down the average cost per domain protected and improves the value of GlobalBlock over time.

In fact, **GlobalBlock has added more than 100 domain extensions since launch**, including new TLDs, ccTLDs and Web3.0 extensions—many of which were inaccessible to brands due to eligibility requirements or have posed an impersonation risk to brands in the past.

### Time Comparison Snapshot:

TASK	TRADITIONAL UDRP	GLOBALBLOCK
Legal Review	Required 	Low Legal Lift 
Drafting & Filing	10-15 Hours 	One-time setup 
Resolution Time	6-8 weeks 	Instant protection 
Repeat Risk	High 	None 
Brand Exposure	High 	Reduced 

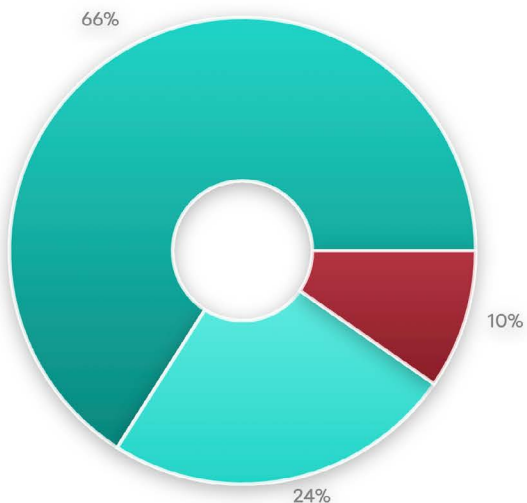
## Coverage in the Hard-to-Reach Places

With more than 670 domain extensions currently covered, GlobalBlock is the world's largest domain blocking service and the first of its kind to offer protection at this scale.

What else is unique is GlobalBlock includes a wide mix of gTLDs (including multilingual extensions or IDNs), ccTLDs and Web3.0/Blockchain extensions. Many of these spaces are traditionally difficult for brands to understand, manage or protect due to being relatively new, having a wide range of policy and eligibility requirements, or being expensive to register.

In short: many of them are spaces brands have tried and failed to defend in the past. Not only does GlobalBlock cover hundreds of namespaces in one transaction, but it bypasses the obstacles brands face when trying to protect them individually.

## GlobalBlock's unprecedented coverage

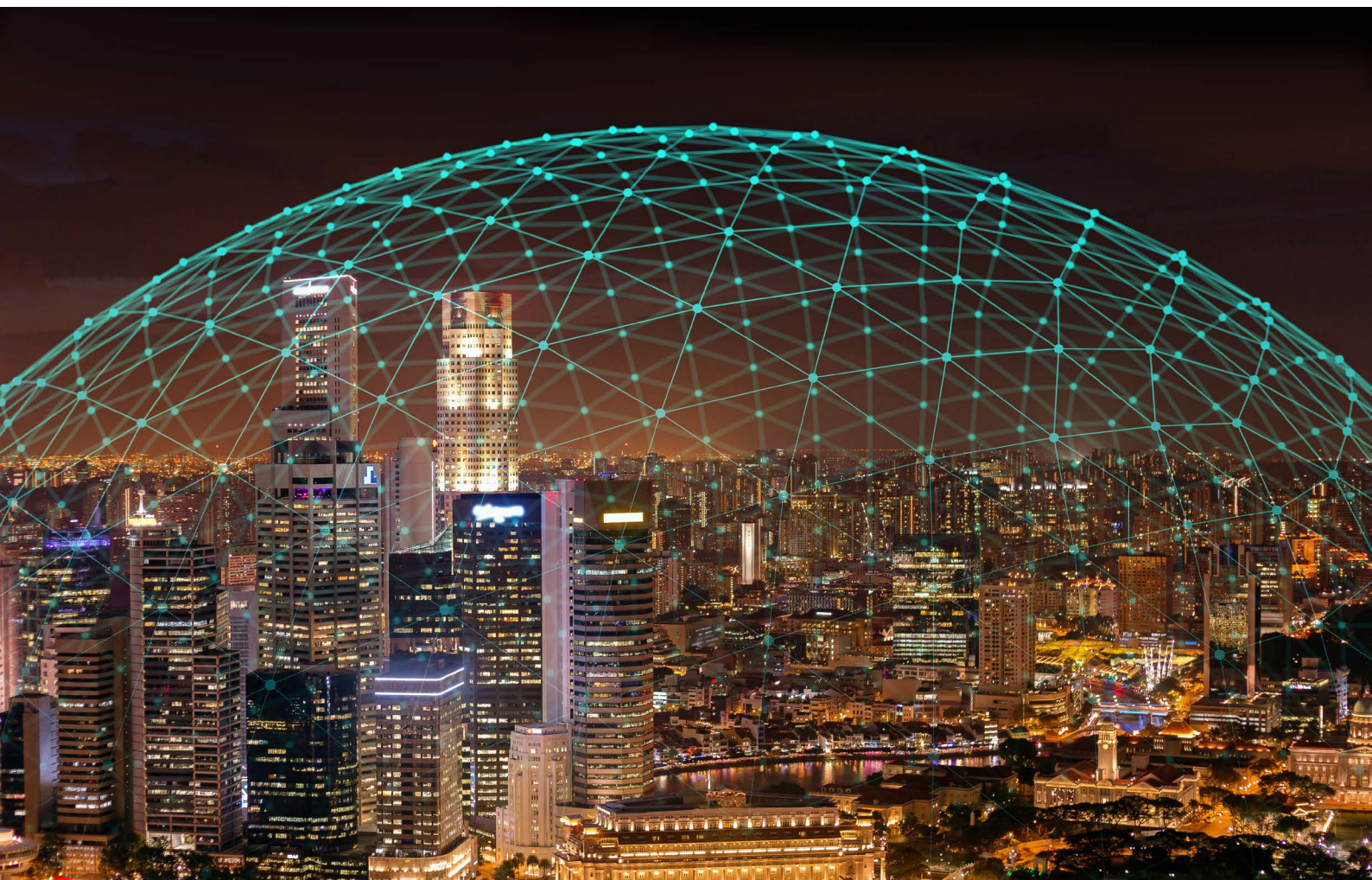


51%

of the world's TLDs covered

- 444 gTLDs (66%)  
Including .biz, .info, .club
- 164 ccTLDs & subzones (24%)  
Including .co, .us, .id, .io
- 65 Web 3.0 extensions (10%)  
Including .blockchain, .crypto, .bitcoin

12 of the 25 largest gTLDs by registration



## De-Risk Your Digital Presence

It's not enough to react to brand abuse. The real advantage lies in preventing it before it can occur. GlobalBlock helps brand owners reduce their exposure to some of the most common and damaging forms of online risk by removing opportunities for bad actors to exploit their brand online.

Cybercriminals increasingly rely on lookalike domains and impersonation tactics to launch phishing campaigns, trick customers, and compromise corporate systems. These attacks often begin with a domain that closely mimics a legitimate one – swapping a letter, adding a hyphen, or using a new or obscure extension to create a convincing fake.

The premium GlobalBlock+ service includes coverage for lookalike domains, mitigating these risks at the source by blocking thousands of domains before they can be registered. By shifting the focus from monitoring and litigation to proactive defence, GlobalBlock makes it significantly harder to leverage your brand against you. This allows you to:

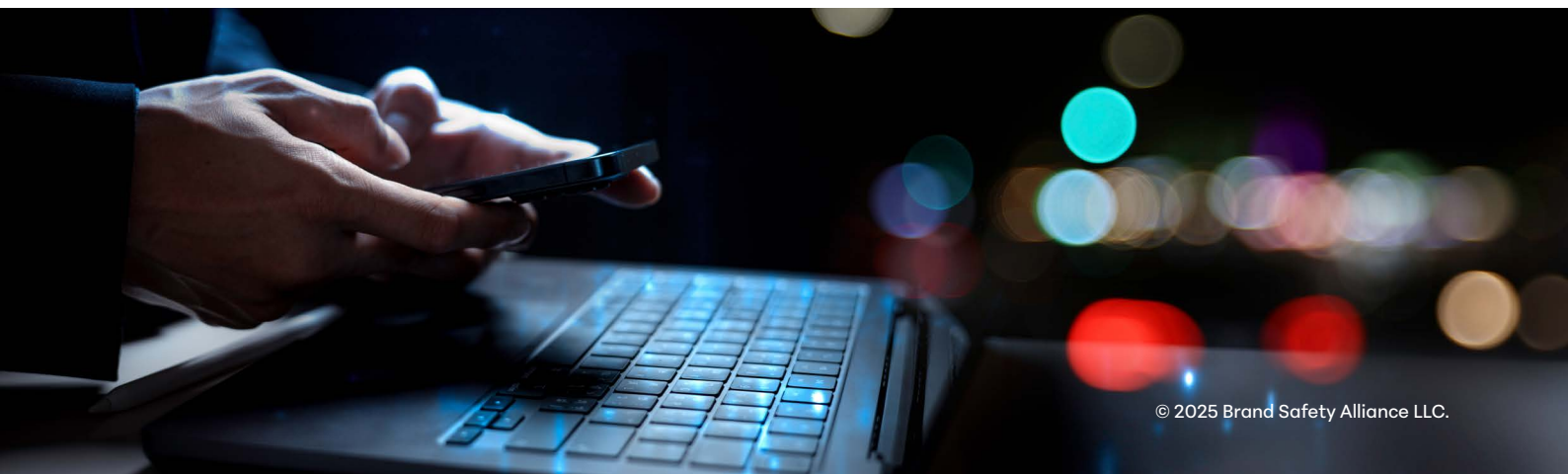
- ✓ Reduce exposure to phishing, impersonation and social engineering attacks
- ✓ Avoid reputational damage and customer trust erosion
- ✓ Minimise time spent on incident response and remediation
- ✓ Strengthen overall brand and cybersecurity posture

## Preparing Your Brand for What Comes Next

The online brand protection landscape doesn't stand still. With new technologies and emerging threats, what's protected today might be exposed tomorrow.

Businesses don't stand still either. Changing landscapes also bring opportunity and brands are eager to take advantage of new markets and developments to grow, expand and diversify.

The strategy to date has largely been registering everything 'just in case,' but this is expensive, time-consuming and difficult to maintain. With GlobalBlock and its unique features like Domain Unblock, you now have the flexibility to reserve what you may need in the future without the cost and complexity of managing those domains today. You're able to adapt your portfolio as your business evolves, without compromising security or complicating operations.



# Your Toolkit for Digital Peace of Mind

Managing domain names has long been viewed as a necessary overhead – a cost of doing business in the digital age. But with the scale of online threats growing and traditional protection methods proving unsustainable, that mindset is shifting.

GlobalBlock transforms domain protection from a fragmented, reactive task to a proactive, strategic move that means more than just digital defence.

For brands, it means:

- ✓ **Greater control over your brand online**
- ✓ **Significant cost savings**
- ✓ **Fewer administrative headaches**
- ✓ **A flexible, future-ready foundation for brand strategy**

The challenges facing brand owners aren't going away. But GlobalBlock offers a smarter path forward and a way to gain greater control.

## Ready to take the next step?

- Request a custom Domain Vulnerability Report to understand your current exposure and how GlobalBlock can help your brand
- Reach out to your authorised GlobalBlock agent or Registrar of choice
- Contact the GlobalBlock team at [hello@brandsafetyalliance.co](mailto:hello@brandsafetyalliance.co)
- Visit our website to explore how GlobalBlock can integrate with your existing brand protection strategy





For more information, contact  
a Brand Safety Alliance  
representative at  
[hello@brandsafetyalliance.co](mailto:hello@brandsafetyalliance.co)

 **GLOBALBLOCK**

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