



Bolster AI Marketplace Monitoring & Takedowns

Bolster AI gives companies visibility and control across the marketplaces that actually drive fraud. By continuously identifying and removing counterfeit products, unauthorized sellers, and fraudulent goods, Bolster AI protects revenue, reduces customer harm, and eliminates the operational burden of enforcement.

Why Marketplace Fraud Matters

Marketplace Fraud is Draining Revenue at Scale

Marketplace fraud doesn't happen in one place—it spans a fragmented ecosystem of global platforms, with sellers operating across dozens at once. That makes it difficult to see, and even harder to control. In practice, this shows up as:

-  Counterfeit products sold under your brand on marketplaces you're not monitoring
-  Unauthorized sellers undercutting your pricing and your authorized partners
-  Fake listings for products you don't even offer, used to capture buyer intent
-  Fraudulent digital goods (gift cards, license keys, subscriptions) sold at scale
-  Seller networks re-listing faster than teams can take them down

The Impact



Up to 60% of annual sales income lost to counterfeiting ¹



A single counterfeit listing can cost a brand **\$100K** ²



52% of U.S. shoppers lose trust in a brand after buying a fake online ³

How it Works

1 AI-Powered Detection

Counterfeit and unauthorized listings are identified across global marketplaces using image matching, pricing anomalies, keyword misuse, and seller behavior.

2 Evidence-Backed Removal

Takedown requests are submitted through marketplace trust and safety channels with supporting evidence to improve speed and reduce rejections.

3 Re-Listing Suppression

Seller networks are tracked across marketplaces to detect and flag re-listings, preventing fraud from reappearing after removal.

Citation

¹ Forrester Report finds Customer Experience Drives Traceability and Supply-Chain Priorities, 2022

² How Chinese Online Marketplaces Fuel Counterfeits, 2025

³ One in Four U.S. Consumers Have Been Conned Into Purchasing Counterfeit Goods in Past 12 Months According to Incopro Survey, 2019

Key Benefits

-  **Revenue Protection**
Recover revenue lost to counterfeit listings and unauthorized sellers
-  **Customer Protection**
Reduce customer exposure to fake products and scams that erode trust
-  **Operational Efficiency**
Eliminate manual takedown workflows and case-by-case enforcement.
-  **Sustained Enforcement**
Reduce repeat abuse, not just one-off listings, with prioritized coverage.
-  **Replace Costly Manual Enforcement**
Traditional actions can cost \$5K–\$10K each — Bolster AI enables broader coverage without increasing spend.

What Makes Bolster AI Different

-  **Coverage Built Around Your Risk**
Focused on the marketplaces where your customers are, your brand is being used, and fraud is actually happening — not a static list.
-  **Removal That Actually Works**
Most tools stop at detection. Bolster AI manages the full takedown lifecycle, including re-listing suppression.
-  **Built for How Fraud Operates**
Tracks seller networks across marketplaces and repeat offenders so you aren't reacting one listing at a time.
-  **Works With Marketplace Platforms**
Submits takedowns through marketplace trust & safety channels with the right context and evidence.

Manual Process vs. Bolster AI

The difference becomes clear when compared to manual approaches:

Process	Manual Approach	 With Bolster AI
Marketplace Scanning Coverage	Limited by manual workload, typically 1–2 marketplaces	Monitors many marketplaces
Time to Identify Counterfeit Listing	2 weeks+	Just minutes (with AI-powered detection)
Average time to takedown	2-4 weeks minimum	80% taken down within 72 hours
False Positives Reviewed	Manual review required	Automated filtering; focus on real counterfeit threats
Evidence Collection	Manual screenshots and documentation	Automated evidence packaging

Proven Results

 **99.999%**
detection accuracy rate

 **Up to 20X**
lower cost per takedown

 **98.6% Manual Reduction**
Easing internal team workloads



Other vendors show you the problem. Bolster AI makes it go away.
See how Bolster AI Marketplace Monitoring & Takedowns can safeguard your brand, recover lost revenue, and reduce operational costs.

Request a Demo 