RED POINTS

Press Kit
2024

What is Red Points?

Red Points is the most widely used solution to recover digital revenue.

Over 1.300 companies rely on our platform to fight counterfeits, piracy, and impersonation. They leverage Red Points to take back the revenue that's rightfully theirs.

With 300+ professionals and offices in New York, Barcelona, Beijing, and Salt Lake City, Red Points has disrupted an industry traditionally led by service providers with a scalable, cost-effective solution.

Red Points' AI platform is composed of 7 modules:

- **Brand Protection**
- **Impersonation Removal**
- **Anti Piracy**
- **Social Video Growth**
- **Domain Management**
- **NFT Protection**
- **Revenue Recovery Program**

Mission and Vision

Red Points' mission is to make the Internet a safer place for brands and consumers. Through its fight against fraudulent e-commerce and brand abuse, Red Points advocates for a more just, safe, and sustainable digital world.

Our vision is to become the first technological standard to fight online fraud.

Key milestones

2014
CEO & Partner Laura Urquizu joined Red Points
and shifted the company to the current SaaS business model

2016
$2.2M Series A
and over 75 customers

2017
$12M
Series B

2018
300 + customers
Second office in New York.
Europe's 100 hottest startups by Wired

2019
$38M Series C
200+ Employees
650+ customers
Third office in Salt Lake City
Europe's 100 hottest startups by Wired 2020

2020
Fourth office in Beijing
Laura Urquizu becomes Endeavor Entrepreneur and Linkedin Influencer
700+ customers
100 most creative business leaders by Forbes
250+ employees

Key milestones

2022

1,000+ customers
We were awarded the highly regarded B Corp certification.
We raised €20 million in funding, led by Iris Capital alongside
existing investors Summit Partners and Eight Roads.

2023

1,300+ customers
Red Points received the prestigious Future Unicorn Award from
DIGITALEUROPE

Red Points
in numbers

4 offices
300+ employees
32+ nationalities
35 languages

Salt Lake City

New York

Barcelona

Beijing

Our Technology

Red Points' AI platform is composed of 7 modules:

Brand Protection
Automatically detect and enforce online fakes to defend your sales and reputation.

Impersonation Removal
Automatically find and remove fake accounts, apps, sites, and domains to protect your customers and reputation.

Anti Piracy
Remove and track down illegal content sources to increase your copyright's lifetime value.

Social Video Growth
Monetize your videos.
Claim your contents rights.

Domain Management
Detect and enforce domains that take advantage of your brand.

NTF Protection
Stop NTF abuse

Revenue Recovery program
Shut down counterfeiters accounts permanently

Fight fakes fast with technology

Traditional way

Manual tasks
Bottleneckes by staff time and cost.

Whack-a-mole effect
Unable to cope with today's infringers.

Cost-driven model
Expense linked to resources and budget.
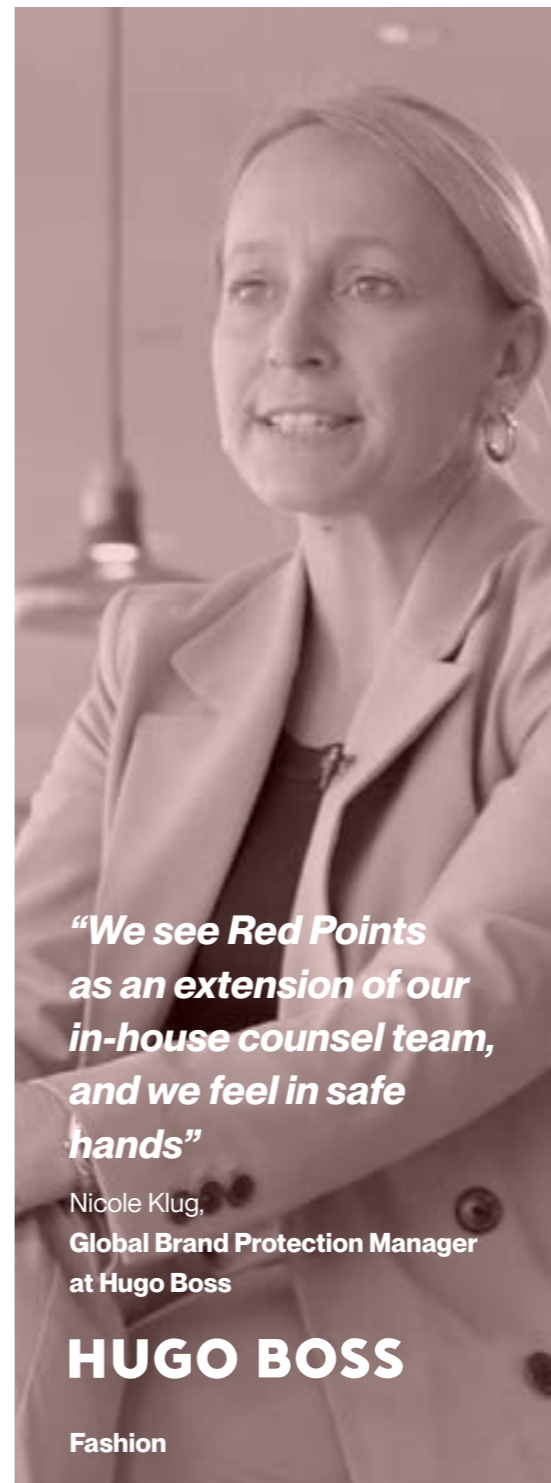
Our approach

Automatic detection and enforcement
Scale up volume, speed, and effectiveness with tech.

Proactive approach
Enable impacful legal actions.

Business impact
Optimize online distribution channels.

FILA
Fashion

PUMA
Fashion

TOPCON
Industrial Products

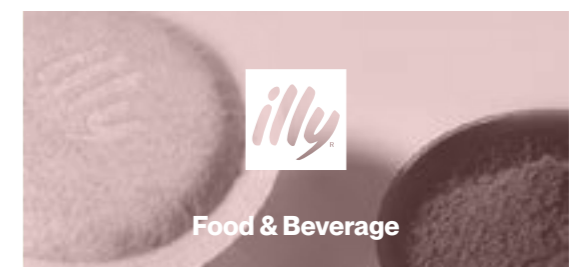illy
Food & Beverage

adidas
Sports

"We see Red Points as an extension of our in-house counsel team, and we feel in safe hands"

Nicole Klug,
Global Brand Protection Manager at Hugo Boss

HUGO BOSS

Fashion

Electrolux
Homeware

FOREO
Beauty & Personal Care

Laura Urquizu
PRESIDENT

Laura has turned the company into one of the fastest-growing scaleups in the world and has transformed its business model into a disruptive, globally renowned SaaS solution. Previously, she held executive and management positions at Arthur Andersen, Caja Navarra, and CAN Corporation. In addition, she has been a board member in numerous startups and has advised several investment groups in technology companies.

Sergi García
CHIEF MARKETING OFFICER

Sergi has led product marketing at SaaS and technology companies for the past 8 years. He's in charge of aligning the company's portfolio with the market, elevating Red Points' brand, and driving demand. Sergi leads the Marketing team, which groups Growth, Product Marketing, Communications, and Brand.

Daniel Shapiro
VP OF STRATEGIC PARTNERSHIPS

Over 30 years of entrepreneurial leadership to Red Points. His keen knowledge in Intellectual Property comes from his experience in building and leading a Global Brand Protection team at a major marketplace platform. His customer-centric background and leadership expertise create the foundation for building long and prosperous partnerships.

Joan Porta
VP OF CUSTOMER SUCCESS US

Joan is an intellectual property lawyer who specializes in digital violations. He has been leading the Customer Success team since the Red Points' creation. Joan heads the Customer Success Team and is General Manager of our New York office. His team develops brand protection strategies with clients and improve client experience.
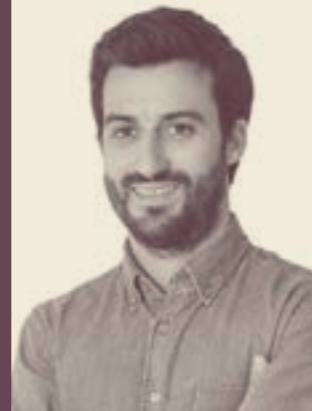
Red Points in the media

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Forbes

WSJ

USA TODAY MONEY

WWD

We are a B Corp certified Company

Red Points is a certified B Corp company. This is an exclusive distinction that recognizes an organization's rigorous social and environmental credentials and its **commitment to inclusion, equity, and regenerative initiatives.**

Through its fight against fraudulent ecommerce and fraud, Red Points advocates for a more just, safe, and sustainable digital world.

Certified B Corporation

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RED POINTS

If you would like to get in touch with us, feel free to send an email at comms@redpoints.com

Get our logo and other brand assets here

New York City   Barcelona   Beijing   Salt Lake City