RED POINTS

Press Kit
2025

What is Red Points?

Red Points is the world's most widely used solution against counterfeits, brand impersonation, and piracy. Over 1,300 organizations trust Red Points' platform to protect their customers across all digital channels—marketplaces, websites, social media, ads, apps, domains, and more.

Red Points' AI models are trained on over 2.7 billion data points every month, representing the largest brand protection dataset ever gathered. In a time when data defines the reliability of AI, Red Points' edge is the unparalleled precision of their results.

Born in Barcelona, based in New York, Red Points leads the way in safeguarding brands with technology and protecting consumers worldwide.

Red Points' AI platform is composed of 7 modules:

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

A message from our CEO

At Red Points, we empower brands to protect what matters most—trust, integrity, and value. Through relentless innovation, we combat counterfeits, fraud, and piracy, creating a more reliable digital world for businesses and consumers alike.

Today, the rise of AI is changing the scale and the speed of these issues. It is lowering entry barriers for scammers and is multiplying the reach of brand infringements. But here's the thing: AI is also our most powerful ally against AI.

At Red Points, we are pioneers in the use of AI against brand cyberattacks. Our 10-year trained suite of AI tools is powered by the world's largest brand protection dataset, analyzing 2.7 billion data points every month and equipping our clients with unmatched precision and scale.

Ready to be part of the change? Join us in our mission to making the Internet a safer place.

Laura Urquizu
Red Points CEO

Key milestones

2011
Red Points is founded

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

2016
$2.2M Series A
and over 75 customers

2017
$12M
Series B

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

2019
$30M Series C
200+ Employees
650+ brands protected
Third office in Salt Lake City
Europe's 100 hottest startups by Wired 2020

Key milestones

2020

Fourth office in Beijing
Laura Urquizu becomes Endeavor Entrepreneur and Linkedin Influencer
700+ brands protected
250+ employees

2021

EIB and Red Points sign a $18M Venture Debt operation
900+ brands protected

2022

1,000+ brands protected
New $20M funding

2023

Testimony at the The United States Senate
before the U.S.-China Economic and Security Review Commission.
Red Points receives the prestigious Future Unicorn Award from DIGITALEUROPE

2024

1,300+ brands protected
Launch of Red Points' Copilot

Red Points in numbers

4 offices New York, Salt Lake City, Beijing, and Barcelona
250+ 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
Eliminate counterfeits across marketplaces, websites, social media, ads, and more with AI.

Impersonation Removal
Detect and remove hidden fake sites and domains, impersonating profiles, apps, and ads before they damage your brand.

Anti Piracy
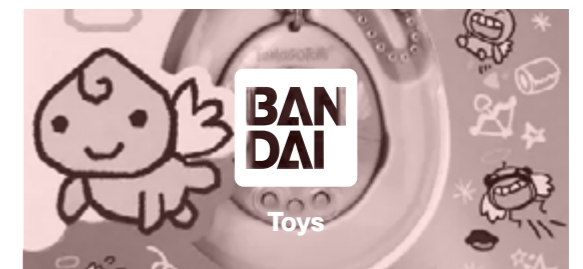Cut access and remove illegal content at scale to increase copyright's lifetime value

Gray Market
Automatically block unauthorized sellers and parallel imports fast to protect your profit and distribution network.
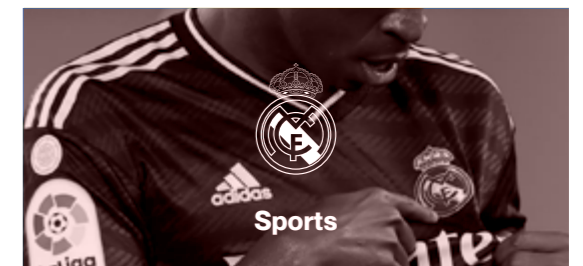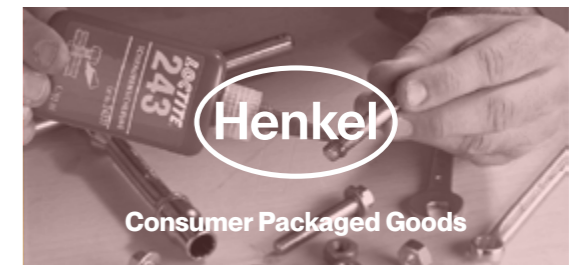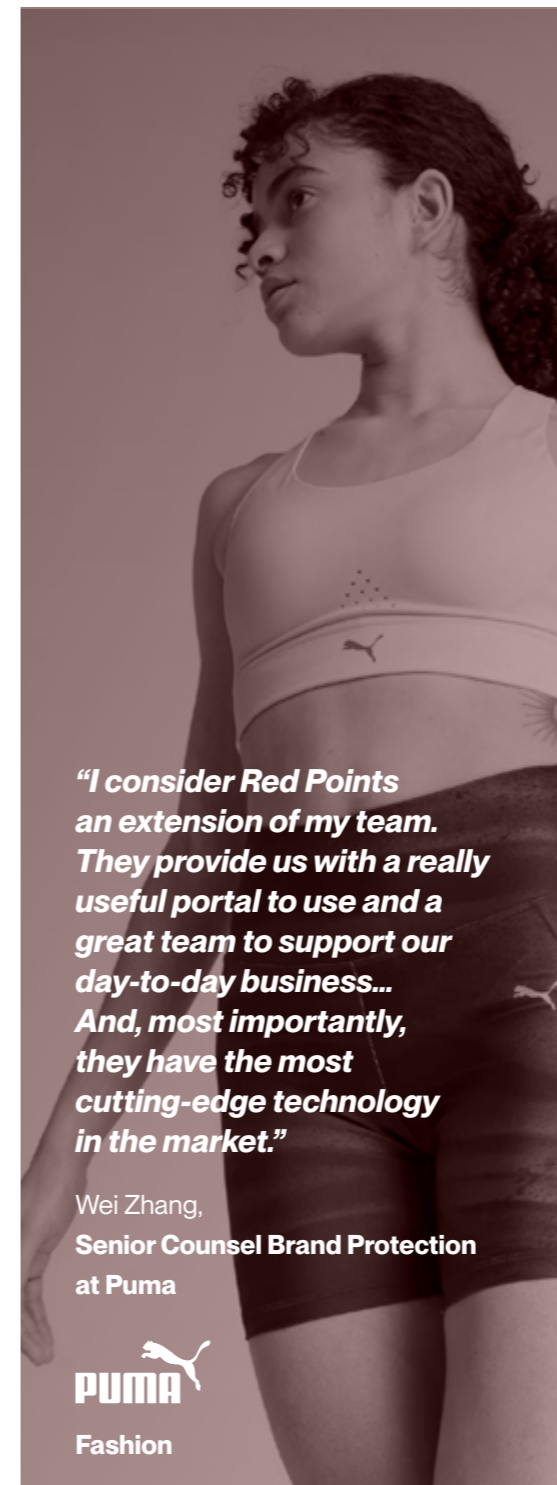
Domain Management
Automatically block unauthorized sellers and parallel imports fast to protect your profit and distribution network.

Social Video Growth
Protect your video content and monetize it on social platforms.

Revenue Recovery program
Permanently shut down sellers and recover revenue through zero-cost litigation.

FILA
Fashion

essity
Consumer Packaged Goods

TOPCON
Industrial Products

Henkel
Consumer Packaged Goods

Sports

BANDAI
Toys

Cochlear
Health

"I consider Red Points an extension of my team. They provide us with a really useful portal to use and a great team to support our day-to-day business... And, most importantly, they have the most cutting-edge technology in the market."

Wei Zhang,
Senior Counsel Brand Protection at Puma

PUMA

Fashion

Laura Urquizu
PRESIDENT

In the past 11 years, Laura has turned Red Points 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. Laura has been named one of the "50 Most Influential Women Entrepreneurs and Investors in the European Technology Industry" by EU-Start-Ups; one of the "Top 50 SaaS CEOs" by The Software Report.

Sergi Garcia
CHIEF MARKETING OFFICER

Sergi Garcia is a SaaS executive with over 15 years of experience growing tech businesses across product, marketing, and sales. Over the last 6 years at Red Points, he has propelled the company to 5x its customer base and completely transform the fight against digital fraud. He also mentors startups at GrowthMentor and teaches at the University of Barcelona.

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 STRATEGY & INNOVATION

Joan is an Intellectual Property lawyer with 8+ years of experience working with brands against digital violations. As one of Red Points first employees, Joan has helped build up our brand protection solutions and our Customer Success teams that he led for 5 years. In 2018, Joan moved to New York to open and expand our operations in the US.
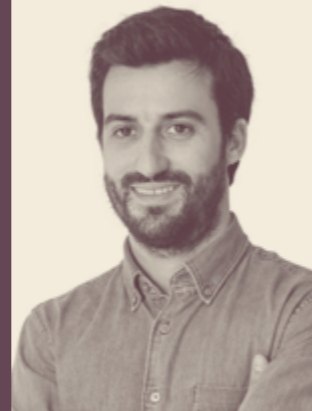
Red Points in the media

Find our articles by clicking the logos or at **repoints.com/press-room**

ADWEEK

WWD

WSJ

Forbes

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