

ABOUT IPTRACK

Every year, IP Track teams shut down more than 20,000 sites selling counterfeits, remove more than one million ads, clean more than 10,000 profiles on social networks, and contribute to dozens of legal proceedings. Wouldn't you like us on your side in the war against online counterfeiting?

Operating under the IP Track brand, Insiders offers a range of cost-effective tools that help clients respond to the challenges of online counterfeiting. Our services are designed to bring down counterfeiters, while enhancing legitimate sales.

Our innovative approach to counteracting counterfeiting originates from our unique experience in economic monitoring and international business intelligence. The IP Track teams have developed expertise in four key areas:



We work worldwide in almost every language, covering stand-alone websites, sales platforms, social media, and other online media. We also cover m-commerce, including tablets, smartphones, and e-readers.

UNLIKE OTHER PROVIDERS

We conduct the entire process internally, including detection, removal requests, and verification. We do not simply provide a detection tool: we manage the entire service for our clients. Our clients are given reports on the schedule they choose, allowing them to monitor and fine-tune the scope of our services in real time.





Some of our competitors have service agreements with a selection of platforms. While these competitors may claim better results on these platforms, we believe they have de facto become dependent on those platforms, a potential conflict of interest with their clients. At IP Track we pride ourselves in being independent. We have no hidden service agreements, and no capital interest or other links with any of these platforms.

The consequence is that we sometimes encounter reluctance, intentional delays, and evasion from these platforms. We may have to work harder to achieve your goals with these platforms, but we do it this way because our independence guarantees that our work is dedicated exclusively to the interests of our clients.

OUR MISSION

The Insiders Group's mission is to use our business intelligence and strategic business development resources to maintain the security of our clients' asset and brands.

The Insiders Group's value to our clients derives from:

-  The reliability of the information we provide for strategic decision-making
-  Our international network and wide range of resources
-  Our international presence, with seven office locations throughout the world, and a portfolio of past missions in more than 100 countries
-  Three entities with complementary services, teams, and offices around the world.

All of our teams are guided by:

- Integrity and loyalty towards our customers, partners, and associates: these values are at the root of a long-lasting business relationship.
- Competitiveness and commitment to excellence: all of our employees give their best and are guided by a sense of accomplishment.
- Responsiveness and entrepreneurship: in an uncertain world, our ability to respond quickly and effectively underlies your success

Insiders Group is an independent European group with an international focus, directed by its two founders, Mathieu Lamotte and Julien Serres.