Scan this QR code with your smartphone
to test the authenticity of this document
and let yourself be guided!

CASE STUDY #1: PRESS RELEASES

This case study shows you how CertiDox allows you to authenticate a press release in a few seconds and collect statistics of consultations

This **case study concerns companies, organizations and personalities** who publish press releases on their website, on social networks, as well as through emails.

Their imperatives consist of **managing their reputation on the web** and **having access to statistics of consultations of their press releases**, knowing that the documents they distribute are generally saved in PDF format. However, this format doesn't offer counting tools.

> **It's easy to ruin the reputation** of a company, organization or personality **by creating a fake website** spoofing their name, **in complete anonymity** through payment in cryptocurrency

This was the case for the VINCI company, whose official website "vinci.com" fell victim to the mirror website "vinci.group", from which a hacker issued a false press release that made plunge its share price.

It's even easier to create a social media page spoofing a name or brand.

Including a hyperlink in a press release to allow readers to verify its authenticity, or even proposing a website to confirm the source, doesn't make much sense given the above.

The hacker will have no difficulty in creating a fake website that will simulate the verification of his fake press release using the same process used to create a website spoofing the name of his victim!

> **Unlike a website, there is no possible doubt about the origin of an App:**
>
> 1. The publisher of the App must provide legal information before its publication on Apple Store (Apple), Google Play (Android) and Amazon,
>
> 2. He leaves a trace of his identity by entering his bank card details to pay for his registration.
>
> **The CertiDox App available for free only on the App Store, Google Play and Amazon, therefore, provides all guarantees as to its origin.**

CertiDox uses QR CODE technology to check the authenticity of a document: the reader must scan the QR CODE affixed to the press release with the CertiDox App he has loaded on his Smartphone / Tablet.

CertiDox indicates whether the QR CODE is correctly recorded in its database.

If so, it indicates the identity of the author and allows viewing the content of the original document.
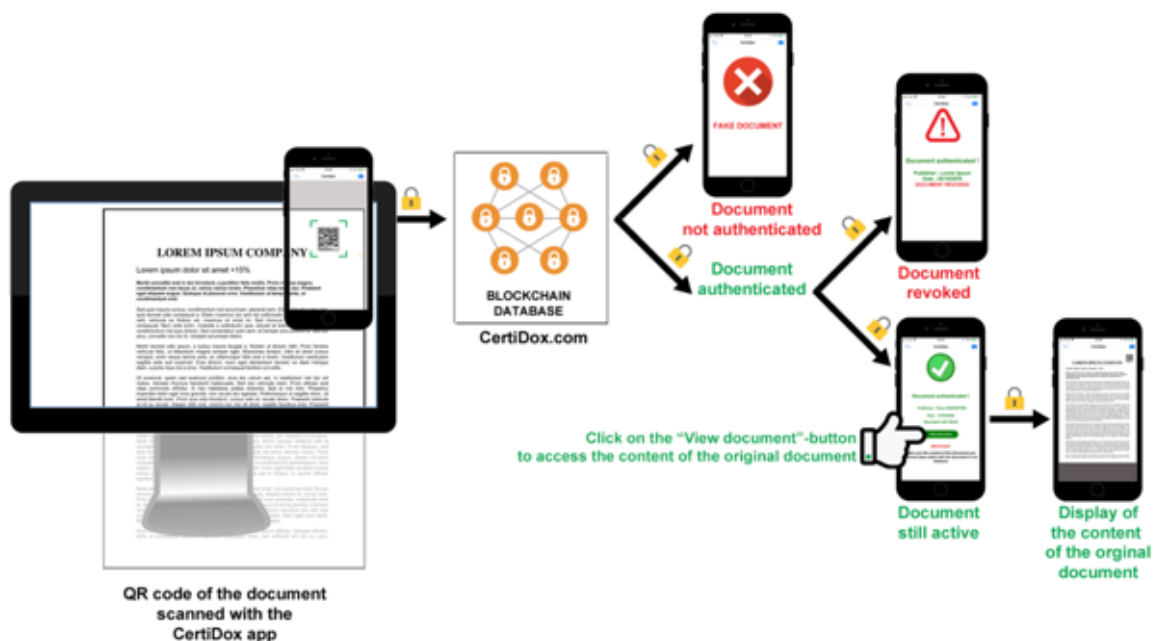
The content of the press release is displayed on the recipient's computer screen.
The reader scans the QR CODE with the CertiDox App he has installed on his Smartphone / Tablet.
The CertiDox App indicates whether the QR CODE is in its database.
If so, the CertiDox App indicates the name of the author of the press release.
The reader can then access the content of the original document on his Smartphone / Tablet

In addition to the verification tool, and unlike a document in PDF format, ==CertiDox provides statistics accessible in real-time.==

The company, organization, personality has, for each press release it publishes, detailed statistics on,

- The number of consultations,
- The number of downloads,
- The number of impressions,
- The origin of the consultations *(website, social networks, …)*
- The countries of origin of the consultations,
- Operating systems,
- The browsers used,
- …

In conclusion,

Téléchargez un exemple de rapport de statistiques

CertiDox makes it possible to effectively block fake news by providing the reader of a press release with a quick verification tool whose origin can be traced,

Unlike a website, there is no possible doubt about the origin of the CertiDox App,

CertiDox provides the author of a press release with statistics tools of consultation accessible in real-time.

All documents

Period: Since the beginning

CONSULTATIONS
5,458

DOWNLOADS
264

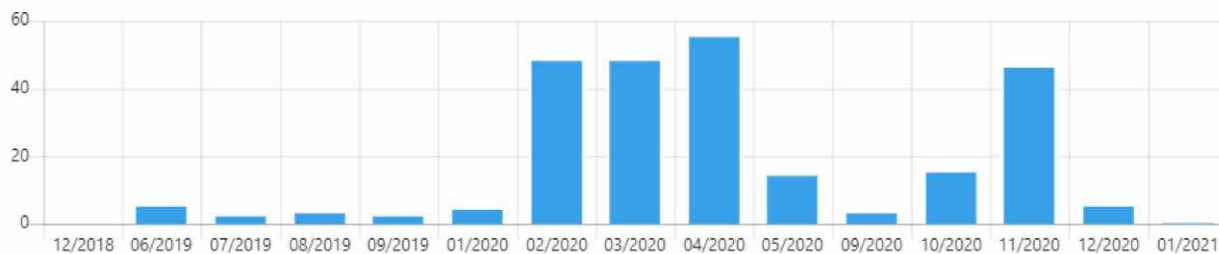**PRINTS**
261

QR CODE SCANS
2,694

📊 Consultations
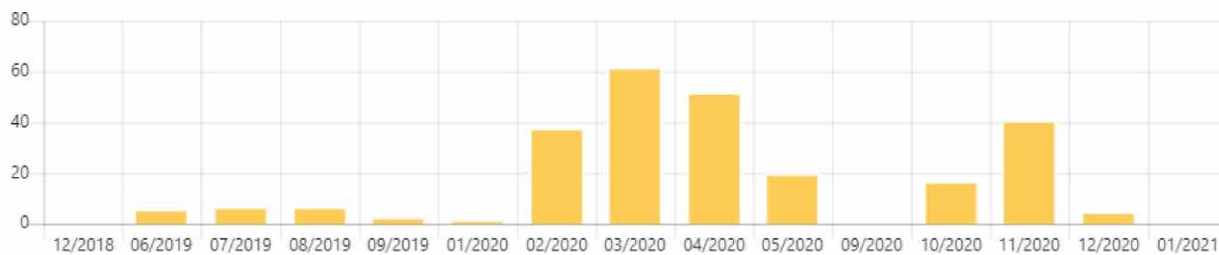
Updated on 18/01/2021 at 11:03

📊 Downloads

Updated on 18/01/2021 at 11:03

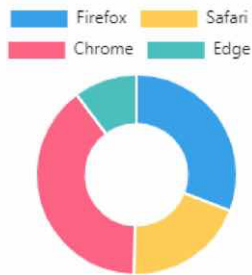## 📊 Prints

Updated on 18/01/2021 at 11:03
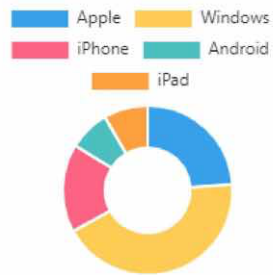
📊 QR code scans

600	
500	
400	
300	
200	
100	
0	

12/2018 06/2019 07/2019 08/2019 09/2019 01/2020 02/2020 03/2020 04/2020 05/2020 09/2020 10/2020 11/2020 12/2020 01/2021

Updated on 18/01/2021 at 11:03

🥧 Browsers

Firefox   Safari
Chrome   Edge

Updated on 18/01/2021 at 11:03

🥧 OS

Apple   Windows
iPhone   Android
iPad

Updated on 18/01/2021 at 11:03

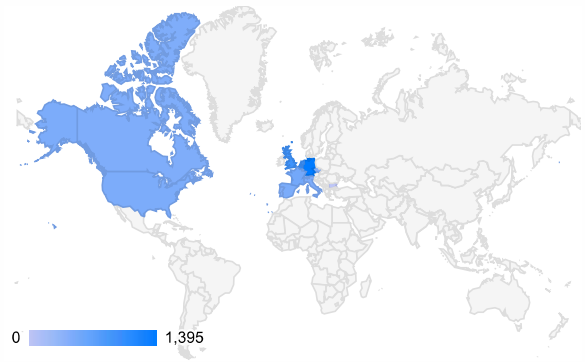## 🥧 Devices

Desktop   Mobile
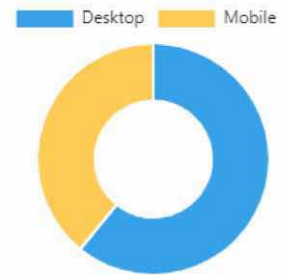
Updated on 18/01/2021 at 11:03

📊 Geolocation Europe

0   1,395
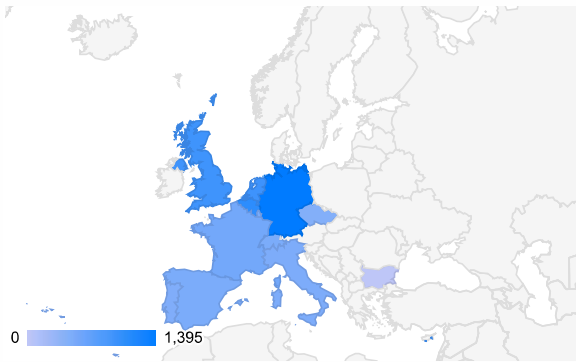
Updated on 18/01/2021 at 11:03

📊 Geolocation World

0   1,395

Updated on 18/01/2021 at 11:03

Referers

Legend: lefigaro.fr, lesechos.fr, euronext.com, No referer, lalibre, lerevenu.com, lavenir.net, lesoir.be, webdisclosure.com, facebook.com, linkedin.com, dhnet.be, certidox.com, webmail.symex.be, l.facebook.com

Updated on 18/01/2021 at 11:03