How to create an accurate counterfeit filter

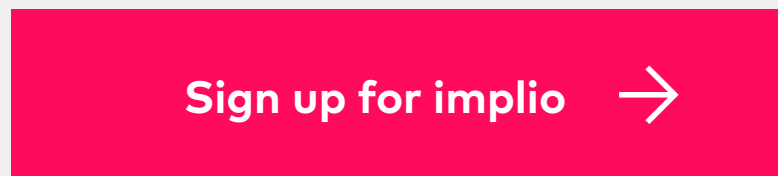**A guide to creating efficient filters in 7 steps**

Counterfeit filter creation

This guide will teach you how to set up accurate filters that can catch the majority of counterfeit item on your site automatically.
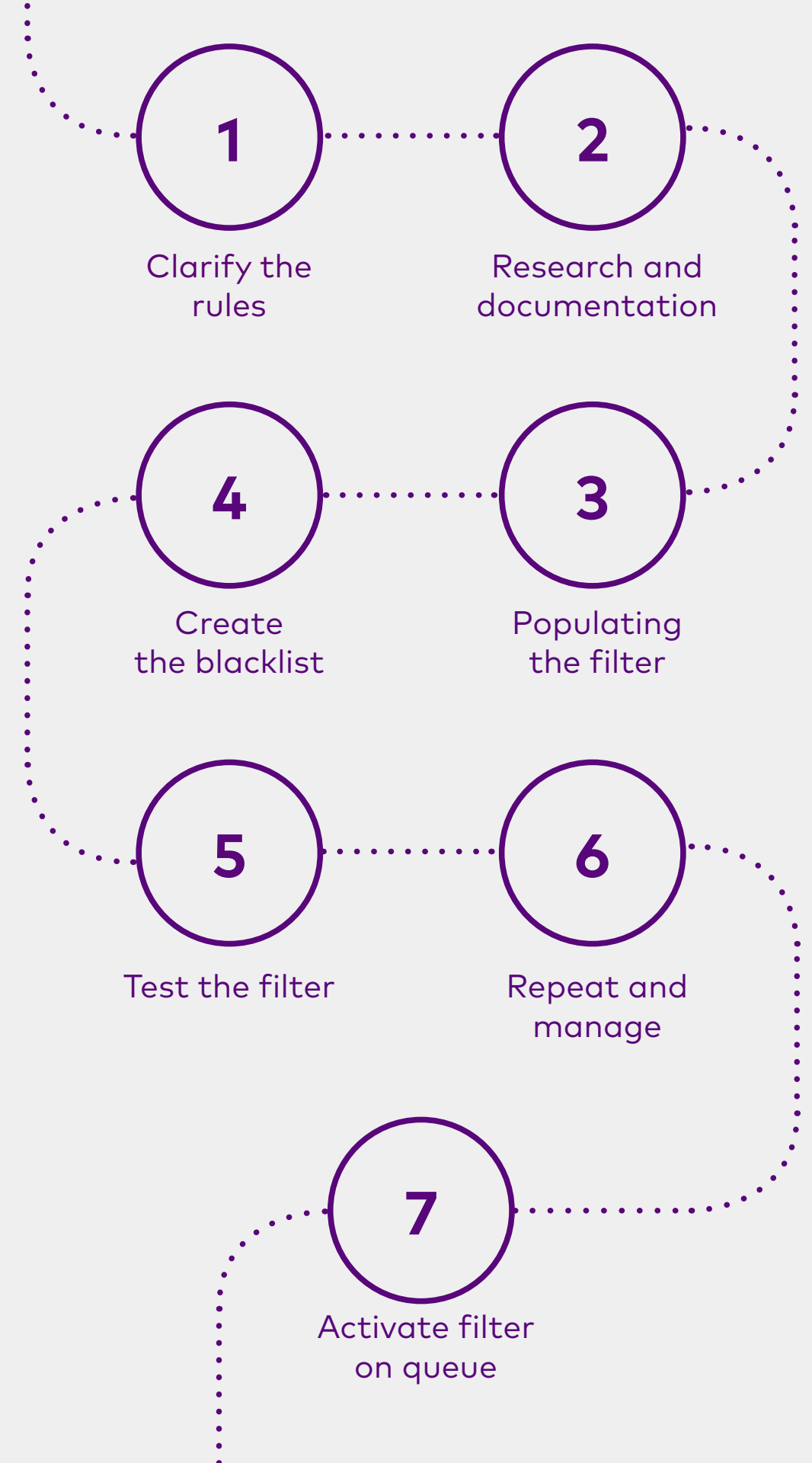
These step by step instructions are based on over 15 years' experience helping online marketplaces across the globe solve the counterfeit challenge.

Despite being written with Implio as the base, the filter creation guidelines and logic can be applied with most filter tools. For maximum effect we do however recommend setting your filters up in Implio.

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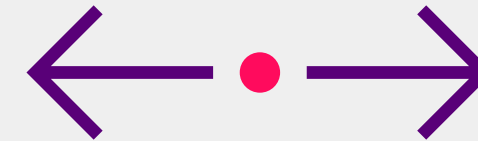
7 Activate filter on queue

1.
Clarify the rules

Define your rules by thinking about:

- What constitutes a counterfeit item to your site?

- What are the local and global counterfeit laws to consider? (Make sure your rules adhere)

- What are the needs of your user base in terms of counterfeits?

Determinate the final filter action:

- Reject (For items you are certain filter decisions are 100% accurate on)

- Send to manual moderation (For items where there is a chance the filter could be mistaken)

2.
Research and documentation

According to user behavior and their language (including miss-spelling), find the terminology, syntax, categories or other parameters which could help to catch a counterfeited product.

Here is a list of examples of terminology we often see:

English	Spanish	Regex
Non-original-item	Replica	/r[eéèėęëê3]pl[iíîy&1][ck]a?/i
Copy	No es original	/no\s(es\s)?or[iíîy&1]ginal/i
AAA	Copia	/c[õóôoò]p[iíîy&1]a/i
A+	Clon	/[ck][l1]o[nm]/i
1:1	AAA	/\s*a{1,3} \s*/i
Same as original	Del mismo estilo	/del\smis?mo\ses?tilo/i
Fake, counterfeit, look alike	Parecido a	/pare[sc]ido\sa\s/i

3.
Create the blacklist

An accurate counterfeit filter needs as complete a list as possible to build on.

To build this list you should:

- Identify high risk products that are likely to be targets for counterfeit items.

- Set categories, prices, brands, items and other parameters to catch counterfeited products.

Example list:

Brands
Louis Vuitton
Nike
Beats
Hermes
Chanel

Products
Bags
Shoes
Headsets
Perfumes

Categories
Clothes
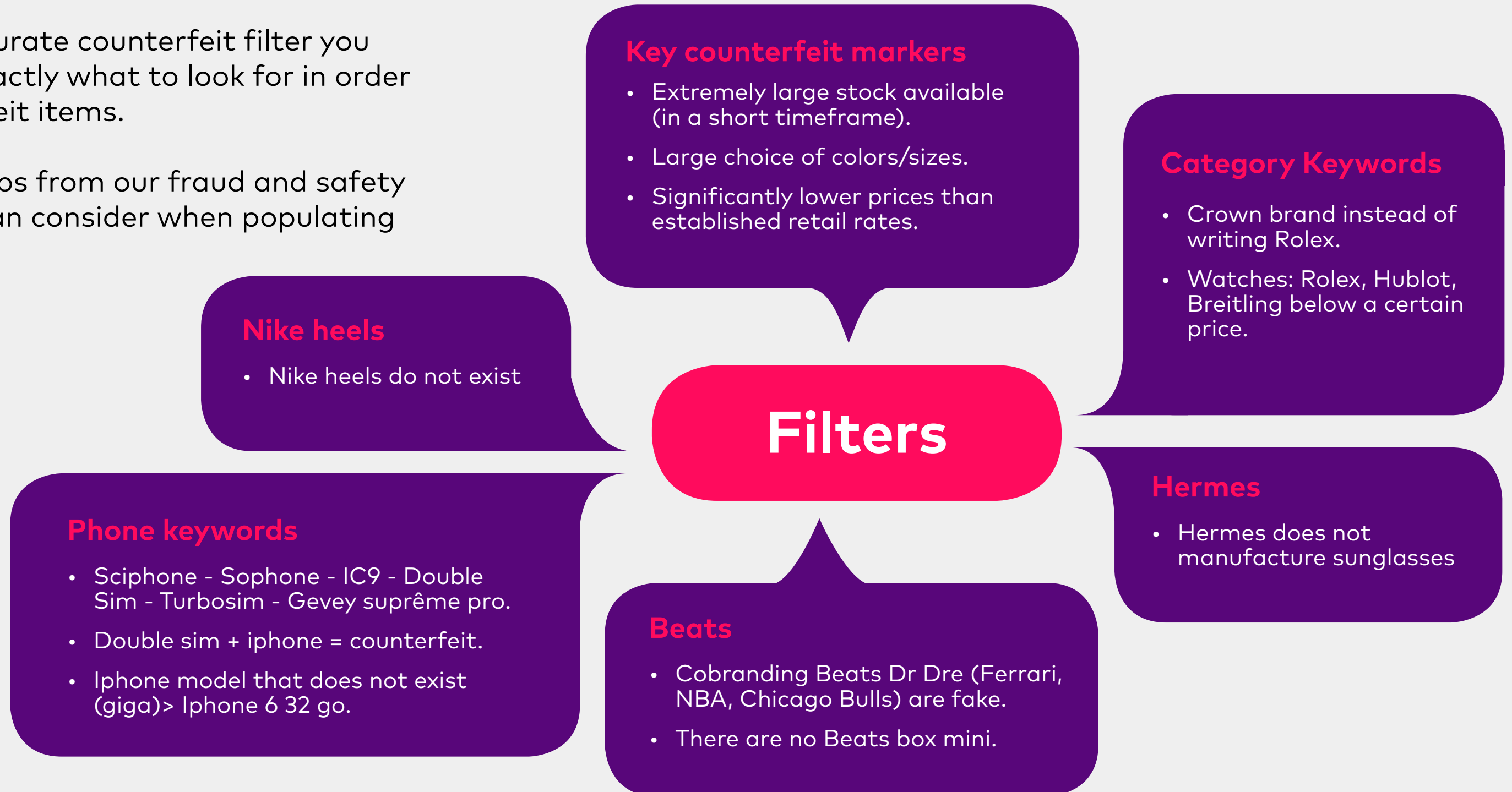Accesories
Beauty
Audio

Prices
According to your region and market

4.
Populating the filter

To create an accurate counterfeit filter you need to know exactly what to look for in order to spot counterfeit items.
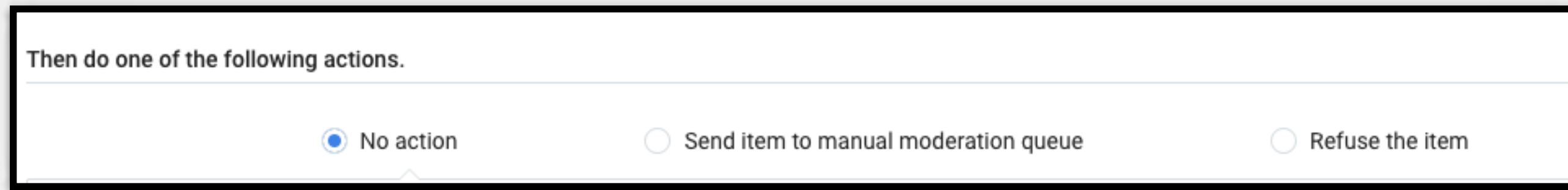
Here are some tips from our fraud and safety team that you can consider when populating your filter.

Key counterfeit markers

- Extremely large stock available (in a short timeframe).
- Large choice of colors/sizes.
- Significantly lower prices than established retail rates.

Category Keywords

- Crown brand instead of writing Rolex.
- Watches: Rolex, Hublot, Breitling below a certain price.

Nike heels

- Nike heels do not exist

Filters

Hermes

- Hermes does not manufacture sunglasses

Phone keywords

- Sciphone - Sophone - IC9 - Double Sim - Turbosim - Gevey suprême pro.
- Double sim + iphone = counterfeit.
- Iphone model that does not exist (giga)> Iphone 6 32 go.

Beats

- Cobranding Beats Dr Dre (Ferrari, NBA, Chicago Bulls) are fake.
- There are no Beats box mini.

5.
Test the filter

On Implio a filter can be tested using "No action" filter.

Testing the filter without an action allows you to see the ads that match it, their characteristics and what you must fix to improve automation rate and quality.
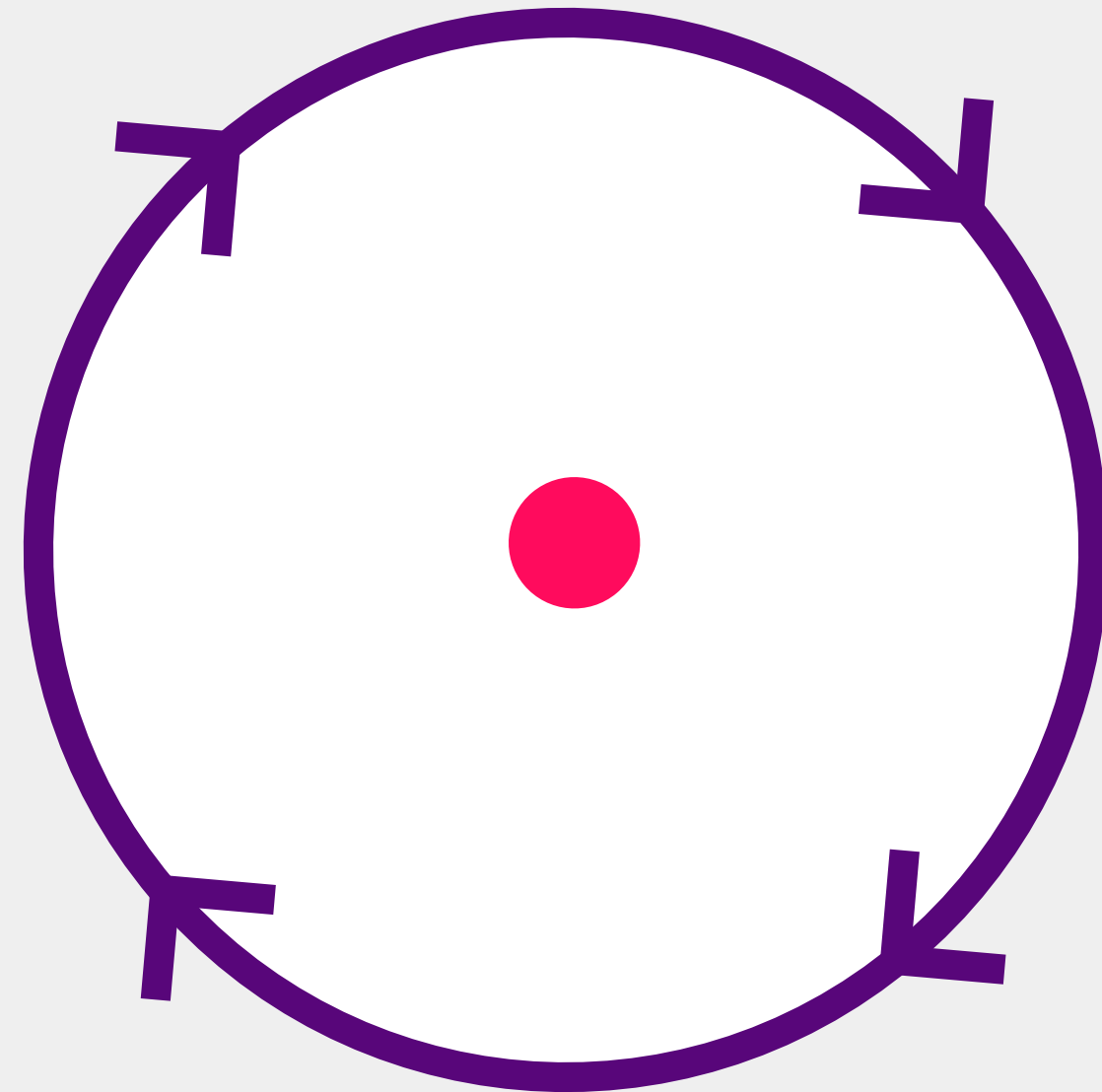
Testing a filter is vital to improving the accuracy levels so even though this is time consuming, do not skip this step.

6.
Repeat and manage

On Implio a filter can be tested using "No action" filter.

- Repeat the test until reaching 95% quality.

- Monitor the ongoing performance by reviewing a batch of decisions every week and adjust the filter if needed.

- Keep an eye out for new counterfeit trends that should be included in your filter.

7.
Activate filter on queue

If your filter is set to automatically reject content

make sure that you are extra cautious with the performance monitoring outlined in step 6.

If you have set the filter to forward for manual moderation

you should ensure that the agents handling the escalated content are specifically trained for dealing with counterfeit items.

Moderators should pay particular attention to:

- **Packaging**
- **Colors**
- **Details**
- **Misspelling**

Appendix

Automation technology in the form of filters and AI is continuously developing and getting better to the point where they can handle counterfeit detection very accurately.

There are however a few cases where manual moderation still shine.
Here are some examples:

Hermes is always sewn with thread that matches the color of the leather (white thread for a black leather bag indicates that it is a fake).

Hermes never provides an orange authenticity card, or certificate with their products.

Beats headsets only have 1 output cable.

The (b) logo is grey, not white as usually found on counterfeits.

Chanel has no tag attached to their product instead they have an authenticity card in the bag/purse.

Chanel products are NOT made outside of Europe, except some in the USA.

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