

Red Points Alternative: Human-Verified Brand Protection

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Brands evaluating Red Points for counterfeit protection often discover the same pattern: impressive technology promises, high costs, and complaints about automated systems targeting legitimate sellers alongside actual counterfeiters. If you're researching Red Points alternatives because automated enforcement has created problems with authorized distributors, damaged platform relationships through false positives, or failed to deliver the protection ROI you expected, you're not alone.

\$2T+

Annual counterfeit goods sold globally **Human-Verified**

Every takedown reviewed by a person **1.5-star**

Red Points Trustpilot rating (49 reviews) **Performance Partnership**

Costs covered by recovered assets

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What's the best alternative to Red Points for brand protection?

The best Red Points alternative depends on whether you prioritize automation volume or enforcement accuracy. Red Points built their platform around AI-driven detection and automated takedowns at scale. This approach works for brands willing to accept higher false positive rates in exchange for high processing volume.

Axencis represents the opposite approach: human-verified enforcement where analysts review every listing before submission. Our false positive rate remains below 2% because our trained specialists examine listings for actual infringement instead of relying on algorithmic pattern matching.

This matters when you consider the real costs of false positives. Each wrongly flagged legitimate seller creates friction with authorized distributors, damages your credibility with marketplace enforcement teams, and wastes resources resolving disputes rather than fighting actual counterfeits.

For brands where enforcement accuracy matters more than impressive takedown counts, human-verified alternatives deliver better business outcomes at comparable or lower total cost.

Why are brands switching from Red Points?

Brands leave Red Points for several recurring reasons visible in public complaints and customer feedback.

Automated false positives damage business relationships

Industry analysis of AI-driven enforcement systems shows they generate significant false positive rates. This means automated platforms may incorrectly flag a substantial portion of legitimate sellers alongside actual infringers.

Red Points' [Trustpilot reviews](#) reveal this pattern repeatedly. Multiple sellers describe receiving takedown notices for authentic products they legally purchased and resold. Others report being targeted despite having proper authorization to sell the brand's products. The common thread: Red Points' automated system couldn't distinguish between legitimate business activity and actual infringement.

These reviews frequently mention one pattern: authorized distributors whose listings are flagged due to pricing, packaging, or regional differences that trigger automated alerts. The system detects deviations from expected patterns and assumes infringement without human verification.

The business impact compounds quickly. Authorized distributors receive takedown notices for valid listings, creating friction in important commercial relationships. Platform enforcement teams start treating the brand's reports skeptically after processing multiple incorrect submissions. Resources get consumed resolving disputes and restoring wrongly-removed legitimate listings rather than fighting real counterfeits.

For sellers caught in automated enforcement, the experience is frustrating. They're operating legally, often as authorized partners, yet face sudden listing removals that damage their businesses. The Trustpilot reviews describe difficulty reaching Red Points to contest automated decisions, slow response times when they do connect, and a system that appears to prioritize processing volume over accuracy.

Technology replaces judgment

Red Points markets AI and automation as advantages. For certain use cases, they are. For [brand protection](#) requiring careful judgment about what constitutes infringement versus legitimate activity, automation without human verification creates more problems than it solves.

The Trustpilot complaints illustrate this clearly. Sellers describe scenarios where context matters: selling authentic products acquired through legitimate channels, offering genuine items at discounted prices for valid business reasons, or operating in gray areas that require understanding rather than automated flagging.

Consider a common scenario mentioned in reviews: A listing sells your product at a significant discount. This might be a counterfeiter, an authorized retailer running a legitimate sale, a liquidator with genuine overstock, or a customer reselling used items. Automated systems struggle with this ambiguity. They either flag all discounted listings (creating massive false positives) or ignore pricing entirely (missing real infringements).

Human analysts evaluate context that algorithms miss: seller history and reputation, product authentication markers in photos, pricing patterns that indicate legitimate versus suspicious activity, and your specific distribution model and authorized channels. This judgment prevents the legitimate seller problems documented throughout Red Points' reviews.

Red Points' Public Reputation: What the Reviews Reveal

Red Points holds a 1.5-star rating on Trustpilot based on 49 reviews. While review scores should be considered in context, the patterns in complaints reveal consistent themes.

Common complaint categories include:

Automated false positives – Multiple sellers report receiving takedown notices for legitimate products, authorized sales, or authentic resale items that Red Points' system incorrectly flagged as infringement.

Poor customer service – Complaints about difficulty reaching support, slow response times to disputes, and lack of human oversight when sellers contest automated decisions.

Aggressive enforcement – Reports of Red Points targeting listings without adequate verification, creating problems for legitimate businesses caught in automated enforcement.

Platform relationship damage – Sellers describing how Red Points' reports affected their standing with marketplaces, even after proving listings were legitimate.

These patterns align with the fundamental limitation of automated brand protection: algorithms optimize for volume and speed, not accuracy and judgment.

The pattern isn't unique to Red Points.

Corsearch (another automated competitor) holds a similar 1.5-star Trustpilot rating with 30 reviews, suggesting these issues reflect broader problems with purely automated enforcement approaches rather than issues specific to Red Points.

How does human-verified brand protection work?

Human-verified brand protection combines technology for breadth with human judgment for accuracy.

Detection through technology

Automated systems excel at breadth. We use technology to monitor major marketplaces, social media platforms, and websites continuously. Detection algorithms identify potential infringements based on images, keywords, and patterns.

This part works similarly to Red Points and other automated platforms. Technology provides the surveillance capacity humans can't match manually.

Verification through human review

The critical difference comes before any enforcement action; a trained analyst reviews the detection to confirm it represents actual infringement.

This analyst examines product photos for authentication markers, evaluates seller history and ratings, considers pricing in market context, compares against your authorized distribution channels, and reviews listing details for indicators of legitimacy versus infringement.

Only confirmed threats proceed to enforcement. Questionable cases get additional review, and ambiguous situations favor caution over aggressive enforcement.

This verification step maintains our false positive rate below 2% compared to 15-25% for purely automated systems.

Enforcement with platform credibility

Because our submissions have high accuracy, marketplace enforcement teams trust and prioritize our requests. This translates to faster processing times, higher approval rates, and better outcomes than providers with poor accuracy records.

Platform relationships improve rather than deteriorate over time. Enforcement teams recognize our reports as well-documented and legitimate, expediting removal processes. Learn more about how our [takedown services](#) work in practice.

Continuous learning and adaptation

Human analysts identify patterns that inform future detection. They recognize when counterfeiters evolve tactics and adjust monitoring accordingly. They understand your specific business context in ways algorithms can't replicate.

This creates enforcement that gets more effective over time rather than generating increasing false positive rates as counterfeiters adapt to automated pattern matching.

Does Axencis charge upfront fees for brand protection?

Axencis offers multiple brand protection approaches with different pricing models, because we don't believe in a one size fits all solution for every company:

Performance-Based TRO Services – For cases requiring legal action through Temporary Restraining Orders, costs are covered by recovered assets rather than upfront fees. This makes high-impact [legal enforcement](#) accessible without large upfront investment.

Paid Takedown Services – Standard marketplace enforcement and takedown services operate on transparent monthly pricing based on coverage scope and enforcement volume.

UnitySync Platform – Our seller ecosystem management platform uses subscription-based pricing for brands managing complex seller networks.

This multi-service approach means you can choose the pricing model that fits your brand's IP needs. Performance-based legal services align our incentives with your outcomes on high-stakes cases. Our takedown service offers alternative protection with predictable costs for ongoing enforcement. Platform subscriptions give you the tools to manage seller relationships directly.

This makes brand protection accessible to brands of all sizes that can't always justify traditional pricing models and ensures you're paying for results rather than just activity.

Red Points vs Axencis: Direct Comparison

Here's how Red Points and Axencis compare across factors that determine real brand protection effectiveness:

Factor	Red Points	Axencis
Detection method	AI-driven automation	AI detection + human verification
False positive rate	Accuracy Varies due to Automation	Below 2% (human-verified)
Enforcement approach	Automated high-volume takedowns	Human-reviewed precision enforcement

Pricing model for TRO	Enterprise software pricing, contact for quotes	Performance-based, costs covered by recovered assets
Platform relationships	Can deteriorate due to false positive volume	Improve over time due to proven accuracy
Target audience	Brands prioritizing volume over accuracy	Brands prioritizing accuracy and business relationships
Customization	Standardized automation rules	Tailored to specific distribution models
Repeat offender handling	Individual listing removal	Network disruption + legal escalation options
Reporting focus	Takedown volume metrics	Business outcome metrics (counterfeit reduction, complaint trends)

The table reveals a fundamental difference in philosophy. Red Points optimizes for automation and volume. Axencis optimizes for accuracy and outcomes.

Neither approach is universally better. The right choice depends on whether your brand protection goals prioritize processing maximum listings quickly or ensuring each enforcement action targets actual infringement.

What other Red Points competitors should you consider?

Beyond Axencis, several other providers offer alternatives to Red Points' automated approach:

MarqVision – Enterprise-focused brand protection with comprehensive services including domain monitoring, trademark watching, and enforcement. Best for large enterprises with complex IP portfolios.

BrandShield – Combines automated detection with some human oversight. Middle ground between pure automation and full human verification. Serves mid-market brands seeking balance between cost and accuracy.

Pointer Brand Protection – Focuses on social media and digital enforcement with emphasis on phishing and domain protection alongside marketplace enforcement. Good for brands with significant social media counterfeiting.

TrademarkNow (Corsearch) – Similar to Red Points in automation approach. Holds comparable 1.5-star Trustpilot rating with similar complaint patterns about false positives. Alternative if you prefer their specific feature set.

In-house legal teams – Some brands bring enforcement in-house using detection tools and legal staff. Provides maximum control but requires significant resource investment and specialized expertise.

The competitive landscape divides between providers emphasizing automation and those emphasizing accuracy. Understanding where your brand's priorities and needs lie determines which alternatives make sense to evaluate. If you need help structuring your evaluation, our [guide to evaluating brand protection providers](#) walks through the key criteria.

How to Evaluate Brand Protection Providers

When comparing Red Points to alternatives, focus on metrics that reveal actual effectiveness rather than impressive-sounding features.

Ask about false positive rates

Request specific data on what percentage of their detections turn out to be false positives. Providers optimizing accuracy track and report this metric. Providers optimizing volume often can't or won't provide this data.

A false positive rate above 10% creates significant business problems. Below 5% is acceptable for most brands. Below 2% indicates exceptional accuracy.

Review actual customer feedback

Check Trustpilot, G2, Capterra, and similar review platforms. Look for patterns in complaints rather than isolated negative reviews. Multiple reports of the same issue indicate systemic problems.

Pay particular attention to complaints from sellers who were incorrectly targeted. This reveals how the provider handles ambiguous cases and whether their systems protect legitimate businesses.

Understand total cost structure

Ask for complete pricing including all fees, not just starting rates. Request examples of how costs scale with enforcement volume. Understand what happens if your needs exceed initial estimates.

Transparent providers explain their pricing clearly upfront. Providers using complex enterprise software sales tactics often hide total costs until deep into evaluation.

Evaluate platform relationships

Ask whether the provider has established relationships with major marketplace enforcement teams. Request information about their approval rates and processing times.

Providers with strong platform relationships achieve better enforcement outcomes. Those with poor accuracy records struggle to get requests processed quickly.

Assess methodology transparency

Understand how the provider actually makes enforcement decisions. Can you review detections before they're submitted? Do you receive explanations for why specific listings were targeted?

Transparent providers show you their work. Opaque providers want you to trust their automation without verification.

Request outcome metrics

Ask what business outcomes previous clients achieved. Not takedown volumes, but actual reductions in counterfeit availability, customer complaint trends, and authorized channel performance improvements.

Providers focused on outcomes track and report these metrics. Providers focused on activity report takedown counts and detection volumes without connecting to business results.

Common Mistakes When Switching Providers

Brands transitioning from Red Points to alternatives often make predictable errors.

Choosing based on price alone

The cheapest option rarely delivers best value in brand protection. Providers with suspiciously low pricing often use pure automation with high false positive rates or provide minimal actual enforcement.

Evaluate total cost of ownership including the business costs of false positives, damaged platform relationships, and ineffective enforcement.

Expecting immediate volume match

If Red Points was removing 1,000 listings monthly and a new provider removes 400, that doesn't necessarily indicate inferior performance. The 400 might all be legitimate infringements while the 1,000 included 200-250 false positives.

Focus on outcomes (counterfeit availability reduction) rather than activity volumes (takedown counts).

Not establishing clear success metrics

Define what success looks like before switching. Reduced customer complaints about counterfeits? Improved authorized channel sales? Fewer repeat offenders? Better platform relationships?

Without clear metrics, you can't assess whether a new provider actually delivers better results.

Assuming all automation is problematic

Automation provides value for detection breadth and operational efficiency. The issue isn't automation itself but relying exclusively on automation for enforcement decisions requiring judgment.

The best providers combine automated detection with human verification rather than eliminating technology entirely.

Why Axencis Works Differently

Axencis was built specifically to solve the problems brands experience with automated-only enforcement.

Every Takedown Verified

Our analysts review every detection before enforcement. This maintains accuracy below 2% false positives while catching sophisticated infringement that pure automation misses.

Network Disruption Focus

We don't just remove individual listings. We identify related seller accounts across platforms and coordinate simultaneous removal to disrupt entire counterfeit operations.

Performance-Based Economics

Our TRO costs are covered by recovered assets rather than upfront fees. This aligns our incentives with your outcomes rather than maximizing billable activity.

Transparent Operations

You can review detections before enforcement if desired and receive explanations for targeting decisions. You see what we're doing and why, not just monthly reports of takedown counts.

Legal Escalation Options

For persistent offenders where platform removal proves insufficient, we coordinate with legal counsel for actions that create meaningful consequences beyond account suspension.

Outcome Measurement

We track business metrics that matter: counterfeit availability reduction, customer complaint trends, authorized channel performance. Not just how many takedowns we processed.

Making Your Decision

Switching brand protection providers requires evaluating whether your current approach delivers actual business protection or just impressive activity metrics.

If Red Points or similar automated platforms are creating false positive problems, damaging distributor relationships, or failing to reduce counterfeit availability despite high takedown volumes, alternatives prioritizing accuracy over automation deliver better outcomes.

The right provider depends on your specific situation. Brands with simple product lines and clear-cut infringement might benefit from automation volume. Brands with complex distribution, sophisticated counterfeiting, or requirements for platform relationship preservation need accuracy that only human verification provides.

Ready to explore whether human-verified brand protection fits your needs? [Contact Axencis](#) to assess your current counterfeit landscape and see how precision enforcement delivers better results than volume-focused automation.

Learn more about our specific services:

- [Takedown Services](#) – How human-verified enforcement works
 - [Legal Services](#) – When platform removal isn't enough
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Key takeaways

- **Red Points' 1.5-star Trustpilot rating reflects a pattern** – Automated false positives targeting legitimate sellers, poor customer service, and aggressive enforcement without verification are recurring complaints.

- **Human-verified enforcement keeps false positives below 2%** – Compared to 15-25% for fully automated systems, the accuracy gap translates directly to better business outcomes.
 - **Platform credibility compounds over time** – Accurate enforcement builds trust with marketplaces. Inaccurate enforcement erodes it for months.
 - **Volume doesn't equal effectiveness** – A provider removing 400 confirmed infringements outperforms one removing 1,000 listings where 250 are false positives.
 - **Evaluate providers on outcomes, not features** – False positive rates, enforcement success rates, and counterfeit reduction matter more than automation promises.
 - **Performance-based pricing aligns incentives** – When your provider only wins if you win, enforcement quality follows naturally.
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Frequently asked questions

What's the best alternative to Red Points for brand protection?

The best alternative depends on whether you prioritize automation volume or enforcement accuracy. Axencis provides human-verified brand protection with false positive rates below 2%, ideal for brands where accuracy matters more than processing volume. MarqVision serves enterprises needing extensive IP services. BrandShield offers middle-ground automation with oversight.

Why are brands switching from Red Points?

Brands switch primarily due to false positives from automated enforcement damaging relationships with authorized distributors and marketplace platforms. Other factors include lack of pricing transparency, deteriorating platform credibility from high rejection rates, and preference for human judgment over pure automation.

Does Axencis charge upfront fees for brand protection?

For TRO (Temporary Restraining Order) legal services, no. Axencis operates on a performance-based model where costs are covered by recovered assets rather than upfront fees. This aligns our incentives with your outcomes and makes high-impact legal enforcement accessible without large upfront investment. Our takedown services and UnitySync platform use transparent monthly pricing based on your specific needs and coverage scope.

How does human-verified brand protection work?

Technology provides broad detection across thousands of sources. Human analysts then verify each detection before enforcement, examining product authenticity, seller legitimacy, pricing context, and distribution channels. Only confirmed infringements proceed to takedown, maintaining accuracy below 2% false positives.

What is Red Points' Trustpilot rating?

Red Points holds a 1.5-star rating on Trustpilot based on 49 reviews. Common complaints include automated false positives targeting legitimate sellers, poor customer service, aggressive enforcement without adequate verification, and damage to platform relationships. Corsearch holds a similar 1.5-star rating, suggesting these issues reflect broader

problems with purely automated enforcement.

Sources

- [Trustpilot – Red Points Reviews \(1.5 stars, 49 reviews\)](#)
 - [Trustpilot – Corsearch Reviews \(1.5 stars, 30 reviews\)](#)
 - [Trustpilot – BrandShield Reviews \(1.9 stars, 24 reviews\)](#)
 - [OECD/EUIPO – Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact](#)
 - [Business Research Insights – Brand Protection Software Market Report \(2024-2033\)](#)
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Tired of false positives hitting your legitimate sellers?

If automated enforcement is damaging your distributor relationships and wasting resources on disputes, it's time to see what human-verified brand protection looks like. Talk to Axencis about switching to precision enforcement.

[Request a brand protection audit](#)

About the author

The Axencis Team specializes in human-verified brand protection, anti-counterfeiting enforcement, and IP recovery for enterprise brands. Our analysis draws on direct experience helping organizations evaluate, select, and transition between brand protection providers. For questions about switching from Red Points or evaluating alternatives, [get in touch](#).

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