MacKeeper

MacKeeper is a utility software suite for Mac OS X. It is heavily promoted and has been the subject of a class-action lawsuit for false advertising. Some reviewers say that MacKeeper secures and optimizes a system, while others say that crash-prone Macs can be cured by removing MacKeeper.

Features

The latest version of the product, MacKeeper 3.x, was introduced at the International Consumer Electronics Show in Las Vegas and has enhanced components of the previous suites, including Anti-theft and the new one 'human assistance' function which offers interaction with technical expert integrated into the software interface, so customers no longer need to look for support phone numbers or email addresses.

Security

MacKeeper 3.x integrates Avira's Secure Anti-Virus API (SAVAPI), the official interface for Avira's anti-malware scanning engine. According to PC World, Avira's Mac Security product is free.[2] It automatically blocks malicious websites while surfing the Internet by using several databases of known URLs. Internet Security tool allows users to manually create lists of potentially dangerous websites to be blocked. An anti-theft feature is included which can help find a lost or stolen computer by taking an iSight photo of the user, generating a report of the device's location, and contacting the owner when the device is detected

Data control

"Data Encryptor" is a filesystem-level encryption tool that can encrypt files or folders with a password. The "Files Recovery" is a data recovery utility that can help the user recover unintentionally deleted files.[23] Backup software is also included, which can copy files to a USB flash drive, External HDD or FTP server. The "Shredder" feature is a data erasure tool that can help permanently delete files. According to PC World, this duplicates the "Secure empty trash" feature built into OSX.

Cleaning

The "Fast Cleanup" feature is a disk cleaner that finds and removes junk files on the hard drive in order to free up space. The "Duplicates Finder" will search the computer and allow the user to remove duplicate files. "Files Finder" is an included tool to help the user search for a particular type of file. The "Disk Usage" feature helps to identify large files and folders. "Smart Uninstaller" removes widgets, applications, preference panes and plugins and their associated preferences, web caches and log files which still remain on the Mac's hard drive even after the item has been moved to the trash.

System optimization

"Update Tracker" checks each application installed on the Mac user's machine for the newest versions. All apps are marked by color as up-to-date or out-of-date. "Login Items" allows the user to manage start-up applications that launch automatically. "Default Apps" shows the file type associations between all file extensions and applications that open them and allows the user to modify these settings.

Reception

MacKeeper has received mixed reviews. It is known for its aggressive and pervasive advertising, and has been the subject of a class-action lawsuit for not functioning as advertised.

Reviews

The bundle has received mixed reviews with reviewers being very divided as to the effectiveness of the software. A May 2015 test by PC World found that MacKeeper identified the need for extensive corrections on brand new fully patched machines. Macworld gave MacKeeper 3.5 out of 5 stars in August 2010, based on the 0.9.6 build of the program, and found it a reasonably priced set of tools but experienced lagging while switching between tools. MacLife rated it at 2.5 out of 5 and said it to be useful mainly for freeing up drive space, but found other features offered inconsistent results and believed most users won't need its antivirus feature. AV-Comparatives found that MacKeeper had an excellent ability to detect Mac-based malware. They noted that it was "very well suited to enthusiasts who have a good understanding of security issues, but not ideal for non-expert users who need pre-configured optimal security for their Macs." OPSWAT awarded the program a Gold Certification for protecting users against antiphishing attempts as well as spyware and malware. In May 2015, MacKeeper disclosed and patched a zero-day exploit which could allow for remote code execution, with no cases of security breach registered. Peter Cohen, managing editor of iMore writes that users with MacKeeper installed frequently experience crashes and that removing it resolves the problem. In December 2015, Business Insider (a Springer-owned company) said in an article on the product, "Uninstalling MacKeeper - or, even better, not installing it in the first place - is the best option. Macs can get clogged up with malware and viruses and keeping your machine clean is important."

Criticism of marketing techniques

Multiple reviewers have criticized Zeobit's marketing and promotional techniques. Kromtech buys upwards of 60 million ad impressions a month, making it one of the largest buyers of web traffic aimed at Mac users. Zeobit has been accused of employing misleading advertising with regard to its promotion of MacKeeper, including aggressive affiliate marketing, pop-under ads and planting sockpuppet reviews as well as websites set up to discredit their competitors. Kromtech has also had issues with affiliate advertisers, attracted by the 50 percent commissions Kromtech pays for sales of MacKeeper, who've wrapped MacKeeper ads into adware. ZeoBit claims that negative attacks were also launched against MacKeeper by an unnamed competitor, and that many users and press are con

Lawsuits

In January 2014 a class action lawsuit was filed against Zeobit in Illinois. The lawsuit alleged that "neither the free trial nor the full registered versions of MacKeeper performed any credible diagnostic testing" and reported that a consumer's Mac was in need of repair and was at-risk due to harmful error. In May 2014 a lawsuit was filed against Zeobit in Pennsylvania, alleging that MacKeeper fakes security problems to deceive victims into paying for unneeded fixes.[1] As of May 2015, the case in Pennsylvania is close to being settled. Under the settlement terms, ZeoBIT would put $2 million into a fund for those who want a refund, but admit no fault. On 10 August 2015, Zeobit settled a class action lawsuit against it for $2 million. Customers who bought MacKeeper before 8 July 2015, can apply to get a refund.

Kromtech also filed at least two unsuccessful lawsuits against those it perceives are defaming them. In July 2013 Kromtech filed a lawsuit against Macpaw, the developers of CleanMyMac. Kromtech alleged that Macpaw employees created several usernames and posts on several websites defaming the Mackeeper software. The case was dismissed before the hearing. In July 2014, Kromtech filed a lawsuit against David A. Cox alleging that he defamed Kromtech by calling MacKeeper a fraudulent application in a YouTube video. The judge dismissed the case for lack of personal jurisdiction.