

Do You Know Who Profits from Your Products?

As marketplaces like Amazon and Walmart grow, so does the problem of unauthorized sellers.

You Can't Control What You Can't See

Maintaining brand integrity through an effective MAP enforcement program requires two components:

- Ensuring that authorized sellers comply with your MAP policy.
- Catching unknown sellers that may be degrading your brand.



Brand Erosion

When an unauthorized vendor sells your product, you lose control of your relationship with your customer, the quality of their experience is at risk, and the authenticity of your product is compromised.



Price Pressure

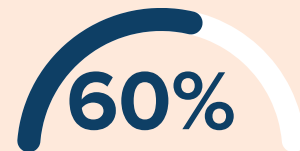
Illegitimate products in the market make it hard for partners to compete, worse, price wars can erupt, ultimately undermining your wholesale and retail pricing strategies.



Frustrated Partners

With an influx of unauthorized products in the market, you run the risk of dissatisfying your key distributors, and impairing your ability to attract new ones.

Are You Protected?



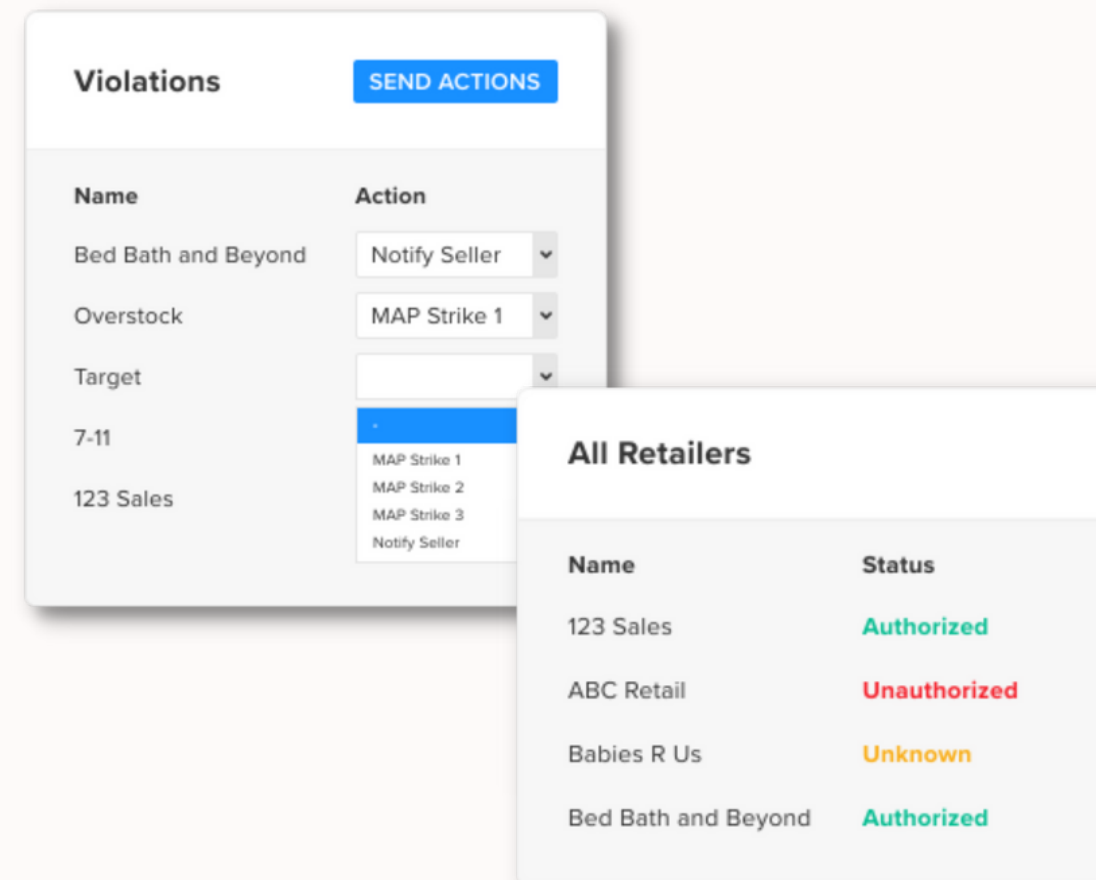
3 in 5 products on Amazon are sold by third-party vendors.

1 in 2 

Unauthorized sellers make up half of all marketplace sellers

Amazon sees almost three thousand new sellers every single day.

2,975



The screenshot shows a 'Violations' table with columns for Name and Action. A dropdown menu is open for the '7-11' row, showing options: MAP Strike 1, MAP Strike 2, MAP Strike 3, and Notify Seller. Below the table is an 'All Retailers' table with columns for Name and Status.

Name	Action
Bed Bath and Beyond	Notify Seller
Overstock	MAP Strike 1
Target	
7-11	MAP Strike 1 MAP Strike 2 MAP Strike 3 Notify Seller
123 Sales	

Name	Status
123 Sales	Authorized
ABC Retail	Unauthorized
Babies R Us	Unknown
Bed Bath and Beyond	Authorized

Enhanced Brand Protection with Wiser

Identify Repeat Violators

Prioritize MAP violation sellers based on impact, and identify the most egregious violators.

Protect Authorized Partners

Communicate your emphasis on pricing compliance to your retail channels to protect compliant, authorized sellers.

Improve Price Compliance

Enforce compliance once a MAP violator is found, and maintain visibility on an ongoing basis.

Enforce Brand Standards

Notify parties in the event of a violation, as well as find and enforce policies against non-compliant sellers.

Communicate with Vendors

Ascertain the identities of re-sellers and get to the root of the distribution problem by contacting sellers directly.

Legitimize Grey Market Sellers

Transform unauthorized sellers into legitimate partners by establishing reseller agreements.