

Case Study: Supplement Category

The Problem



Unauthorized
3rd-party sellers
violating minimum
advertised price on
Amazon

Brand Guarde **Process**

- 1.) Brand Protection Audit: Revised and wrote a new MAP Policy and Reseller Agreement
- 2.) Cross-checked current distribution partners
- 3.) Published new reseller agreement and MAP policies on the client website
- 4.) Investigated 15 resellers and conducted “soft-approach” phone calls with all distribution partners selling on Amazon
- 5.) Issued Cease and Desist letters to all unauthorized sellers (physical C&D letters sent to home and business mailing addresses)
- 6.) Ongoing listing monitoring and enforcement as needed

Double Buy Box Percentage

Wise Woman Herbals had seen monthly revenue declining for third quarter sales due to a high quantity of sellers on the listings of their flagship products. After removing 93% of resellers in 8 weeks, Wise Woman Herbals buy box ownership doubled and sales increased 50% over 3 months.

