

## FOR IMMEDIATE RELEASE

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## MAPP TRAP LAUNCHES “MAPPSIGHTS™ ANALYTICS”

Golden, CO (April 29, 2019) – When a company decides to protect its online brand equity, it can employ several strategies. Chief among them are unilateral pricing policies (MAP, MRP), Authorized Reseller Agreements, and Distributor Agreements. But no matter which one(s) are used, success is measured in two overriding ways: a reduction in the number of discounted products and a decrease in the number of discounting merchants.

Revealing these key performance metrics to its clients are part of what MAPP Trap is doing with its recently deployed tool, “MAPPSights™: Analytics.” Designed to provide brands greater insight about their online footprint, the platform shows changes in non-compliant merchants, violated products, the success of compliance efforts and more. MAPPSights even compares information between domains so brands can get insights into where they should focus their efforts.

Easily interpreted, interactive graphs and charts reveal week-over-week changes. In addition to showing the data with numbers and percentages, the reports use a simple color rating system. “Red” indicates a negative trend, “Green” indicates a positive trend, and “Yellow” is neutral. What are red trend indicators? MAPP Trap believes that the following factors tend to be negative trends:

**Increase in online sellers.** While some companies want as many online merchants as possible, MAPP Trap thinks that the more there are, the more competition there is for the consumer’s dollar. And in today’s online reality, sales competition equates to a fast, price race to the bottom. Additionally, overdistribution causes commoditization of a brand’s unique nature.

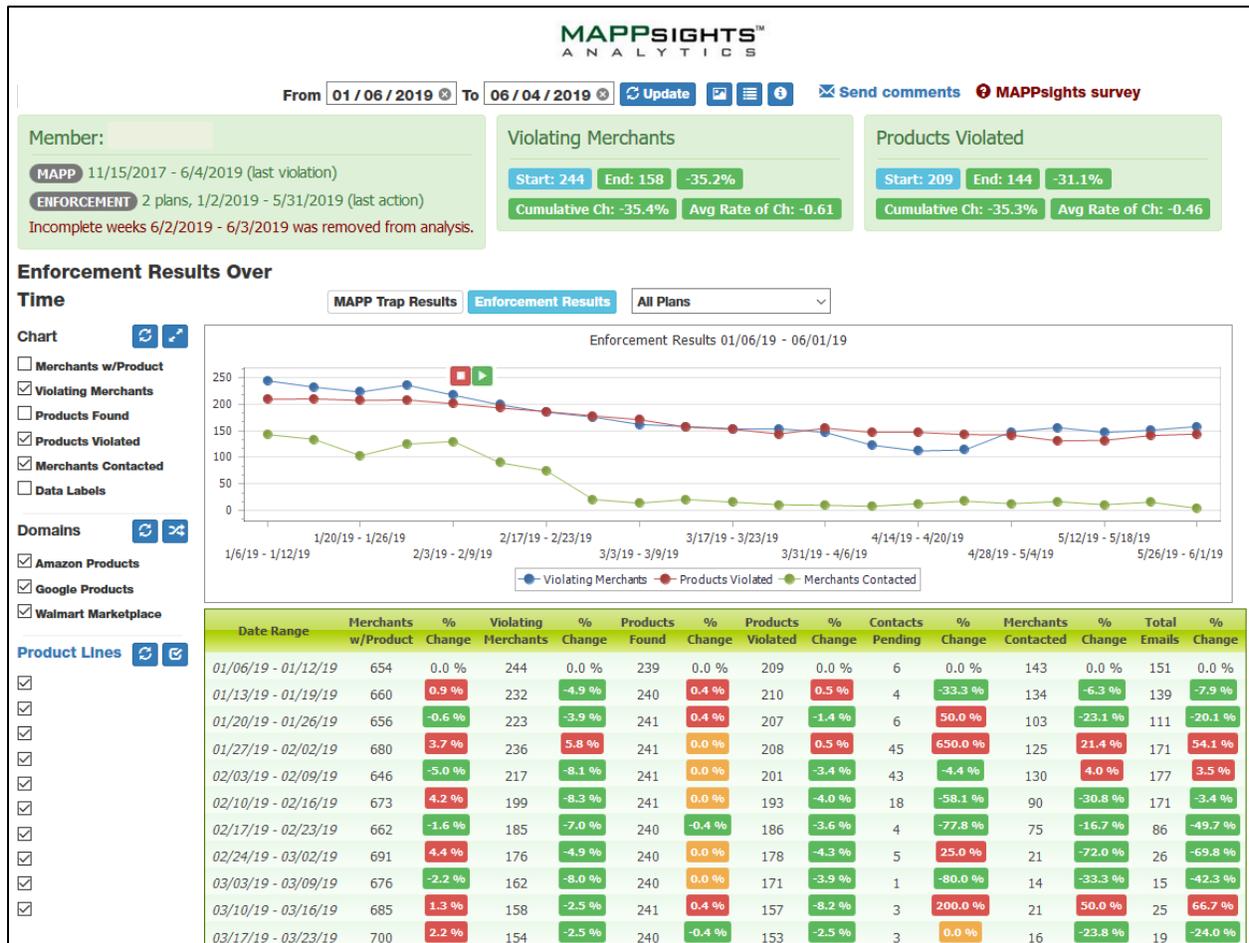
**Increase in violating merchants.** No matter which brand protection strategy is used, the more merchants that are non-compliant, the deeper the discount will go due to automated repricing software. Additionally, by allowing merchants to stay in violation for any period of time, compliant sellers are less inclined to remain so or even continue selling the brand.

**Increase in products violated.** Whether using MAP, MRP, Authorized Reseller or some other strategy, clearly the more products being violated, the less valuable the products seem to consumers and the worse margins become for authorized, compliant customers.

**Increase in policy enforcement notices sent.** In the beginning of a brand’s policy enforcement period, MAPP Trap expects a high volume of notifications to be sent. However, after a period of

four to twelve weeks, the trend is to see that number decreasing or staying neutral. This is an indication that online sales channels are stabilizing.

“When it comes to policy compliance, spotting and understanding trends is essential,” says Ron Solomon, CEO of MAPP Trap. “And without being able to see the whole picture, it’s very hard to know if you’re winning the fight. MAPPsights: Analytics is a powerful way to view what’s really happening online.”



## ABOUT MAPP TRAP

A proprietary search engine designed by ASTRA manufacturers, MAPP Trap monitors Amazon, eBay, Google Shopping and hundreds of other ecommerce sites to find advertised price violations, unauthorized sellers and more. It then “traps” the links to those violations, identifies the merchants’ true identities and gives users the ability to automatically send emails to the sellers for policy compliance. One of the strengths of MAPP Trap is its ability to accurately identify unknown or “ghost” sellers.

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