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## **MAPP TRAP UNLEASHES ITS AUTOMATIC MAP POLICY ENFORCER**

Evergreen, CO (October 1, 2016) – When you hear “Enforcer,” you think of a tough guy that makes sure people do what they’re supposed to do. But when it comes to getting online sellers to comply with vendor policies, sending the brute squad won’t really get great results. For that, vendors must send emails that prove a policy violation has occurred and state what is required for compliance. Those emails need to go out automatically, as soon as violations happen. And that’s exactly what MAPP Trap’s new, online policy Enforcer does.

MAPP Trap, a sophisticated internet search system that companies like *TOMY, International Playthings, Woodstock Chimes, Kong, Precious Moments* and many others use to monitor and identify price-discounting online sellers, has just launched its eagerly-anticipated, auto-enforcement module. In development for over a year, the “MAPP Enforcer” allows users to create customized plans that automatically send personalized emails to online policy violators.

“Not only does the MAPP Enforcer let a company completely automate their violation notices,” says MAPP Trap CEO, Ron Solomon. “But it also tracks which emails went out. There is even a merchant CRM where users can make merchant-specific notes to keep track of responses.”

To date, the majority of users have implemented three-strike plans. Generally, the first email contains proof of the merchant’s violations(s) along with a reminder of the vendor’s policy. If the merchant continues violating after a pre-determined number of days, the system sends a second email warning that if violations continue the merchant will be cut-off. If the merchant keeps violating after two warnings, a third email is generated telling the merchant they have been cut-off, as per the vendor’s policy. Of course, the three-strike plan is just one option. The system gives companies a wide variety of options that they can customize.

The new MAPP Enforcer service establishes MAPP Trap as a serious industry leader that is creating innovative and affordable solutions for its users. While there are other companies that monitor websites for violations, they stop there. For users of MAPP Trap, however, the service helps them to not only determine the true identity of the merchants, but it now closes the loop by making enforcement a simpler affair.

“After all,” says Solomon. “What good is telling people you have a policy if you don’t have the time to enforce it?”

### **ABOUT MAPP TRAP**

A proprietary search engine created and administrated by The Creditors Network, the service monitors ecommerce sites to find advertised price violations. It then “traps” the links to those violations and identifies the eMerchants so the manufacturer knows who to contact for policy

enforcement. One of the hallmarks of MAPP Trap is that it identifies unknown or “ghost” sellers. When the search engine finds a violation, it does additional searches to find information strands about the seller(s). That information gets cross-referenced through massive database in order to discover the vendor’s true identity.

For more information about MAPP Trap visit [www.mapptrap.com](http://www.mapptrap.com), call 303-670-5111 or email [cs@mapptrap.com](mailto:cs@mapptrap.com)

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