Protecting Brand Equity in eCommerce

SINCE 2014
MAPP Trap Understands How Your Products Are Listed Online!

We monitor literally millions of sellers every day on unlimited ecommerce domains.

In addition to using code searches (ASIN, SKU, UPC, EAN, etc.), our keyword searches are designed to search based on how consumers find your products!
Data that tells a story!

COMPLIANCE RATINGS

How well are your enforcement efforts working? Our "Compliance Ratings" charts will show you where you stand.

- GREAT
- STILL WORK TO DO
- CALL US SO WE CAN HELP

Other reports include:
- Top Ten Summaries
- Merchant Updates

01  MONITOR  02  IDENTIFY  03  ENFORCE
Which Merchants Are Violating Which Products?

REPORT SHOWS
- Which sellers are violating
- How many products they have
- How many they are violating
- Contact information and the list of products

A GREAT WAY TO KEEP AN EYE ON YOUR ECOMMERCE SELLERS
Show, Don’t Just Tell

SCREENSHOTS

MAPP Trap creates dated, time-stamped and watermarked images of all violations. This is a proof of the violation and can be forwarded directly to the merchant.
See Everyone Listing Your Products

REPORT SHOWS

- How many products they have
- How many are being violated
- How many are compliant
- BuyBox data and more

EASY FILTERS MAKE CREATING AND EXPORTING CUSTOM REPORTS SIMPLE

MAPP Trap captures listings whether they’re below, at, or above your MAP price.
Understand how much inventory they have!

REPORT SHOWS

- How many units they have
- How many units they’ve sold
- If they’re FBA or FBM
- Total retail value of inventory

EASY FILTERS MAKE CREATING AND EXPORTING CUSTOM REPORTS SIMPLE

Analytcs to see daily count changes and inventory comparisons by seller/product
Our fulltime, 3P Seller Investigators use MerchantDNA and skip-tracing techniques to determine each merchant’s:

- Legal DBAs
- Principal name(s)
- Address
- Telephone/Fax

Our merchant profiles are then cross-referenced with your customer list so you can see a one-to-one relationship between the seller’s name and your internal account.
Everything You Need For Compliance Efforts

ENHANCED MERCHANT PROFILES

- Compliance Ratings
- Address Maps
- Advanced Search Results and more

Our merchant profiles give you better insights into each seller’s impact on your brand.
Custom E-Mail Enforcement Plans

Our easy set-up wizard with attorney written email templates, lets you create email plan to notify merchants when they’re violating MAP or Authorized Reseller policies.

The module tracks history, open rates, and more. Plans can also be created to inform internal stakeholders of merchant behavior.
Real Results – Gain Back Control
Real Results – Stabilizing Pricing and Profit Margins
MAPP Trap Service Level Promise

**MONITORING**
Mapp Trap's proprietary search algorithm searches hundreds of thousands of ecommerce sellers every day. Searches are randomly conducted at different times each day. They are set up and continuously audited by master search engineers.

**SELLER DATA**
MAPP Trap believes that seller intelligence is essential for successful policy, pricing and distribution adherence. Our fulltime staff of trained investigators helps to provide the true information about your sellers, including DBAs, Owners, Address, Phone/Fax, Email & registered domains.

**POLICY ENFORCEMENT**
MAPP Trap's automated enforcement module allows the creation and scheduling of email notifications to authorized and/or unauthorized sellers. Multi-step enforcement plans can be generated based on price differences (i.e., MAPP) or listings (i.e., Authorized Seller strategies). Our system tracks and reports historical data and allows for the simple creation of Do Not Ship lists.

**REPORTING**
MAPP Trap’s user-friendly platform provides users with the ability to review data online. Multiple reports show topline statistics as well as more granular data. Our reports have been designed based on the input of compliance experts and allow for quick export.

**CUSTOMER SERVICE**
MAPP Trap users know the names of their Customer Success Manager, their Lead Investigator, their Search Engineer and their Compliance Expert. When you call or email us, we respond quickly, professionally and help to answer any questions you may have.
We look forward to helping you gain control.