



MAPPTRAP

Protecting Brand Equity in eCommerce

SINCE 2014

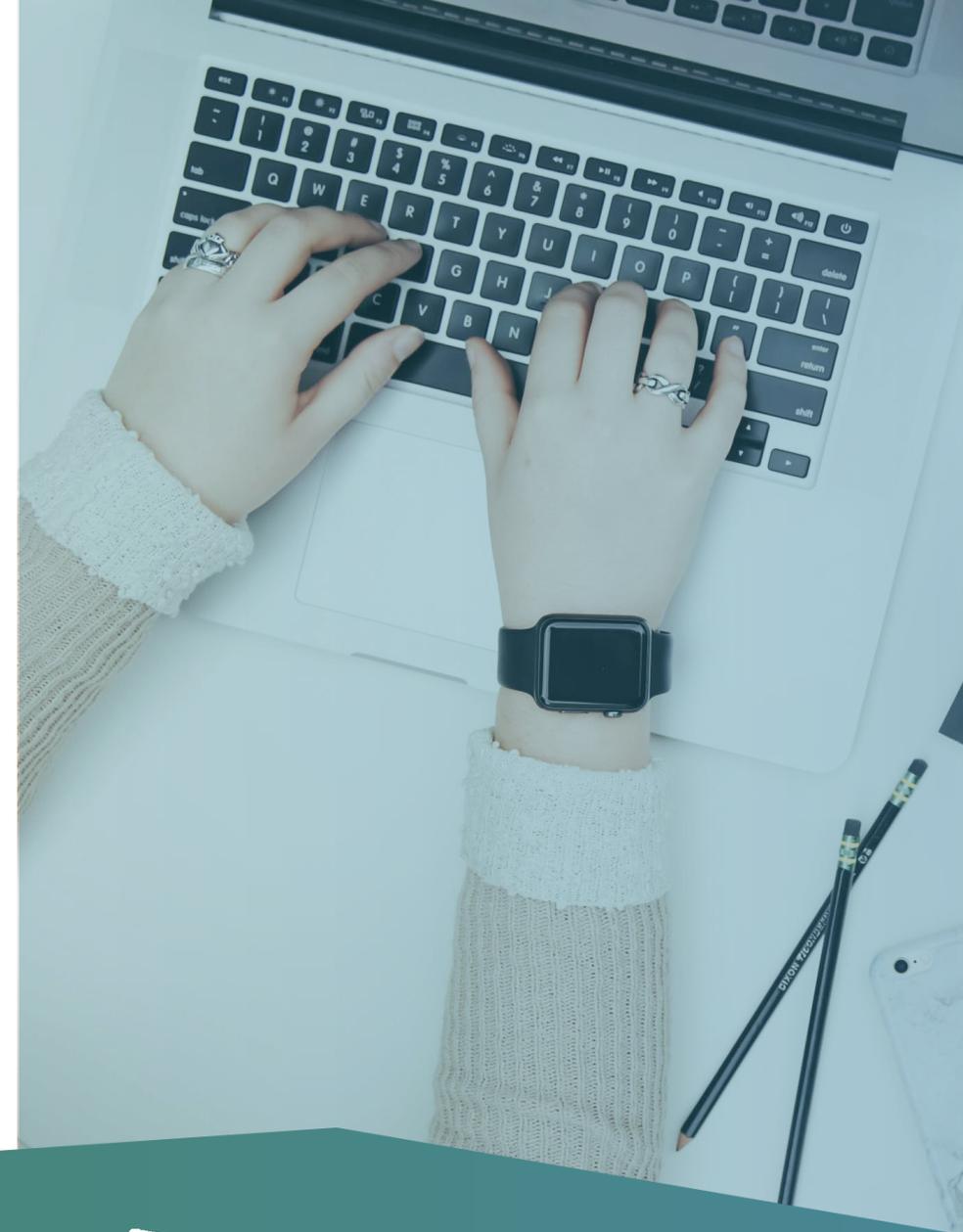


MAPP Trap Understands How Your Products Are Listed Online!

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!



01 MONITOR

02 IDENTIFY

03 ENFORCE



MAPP TRAP

Data that tells a story!

COMPLIANCE RATINGS

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



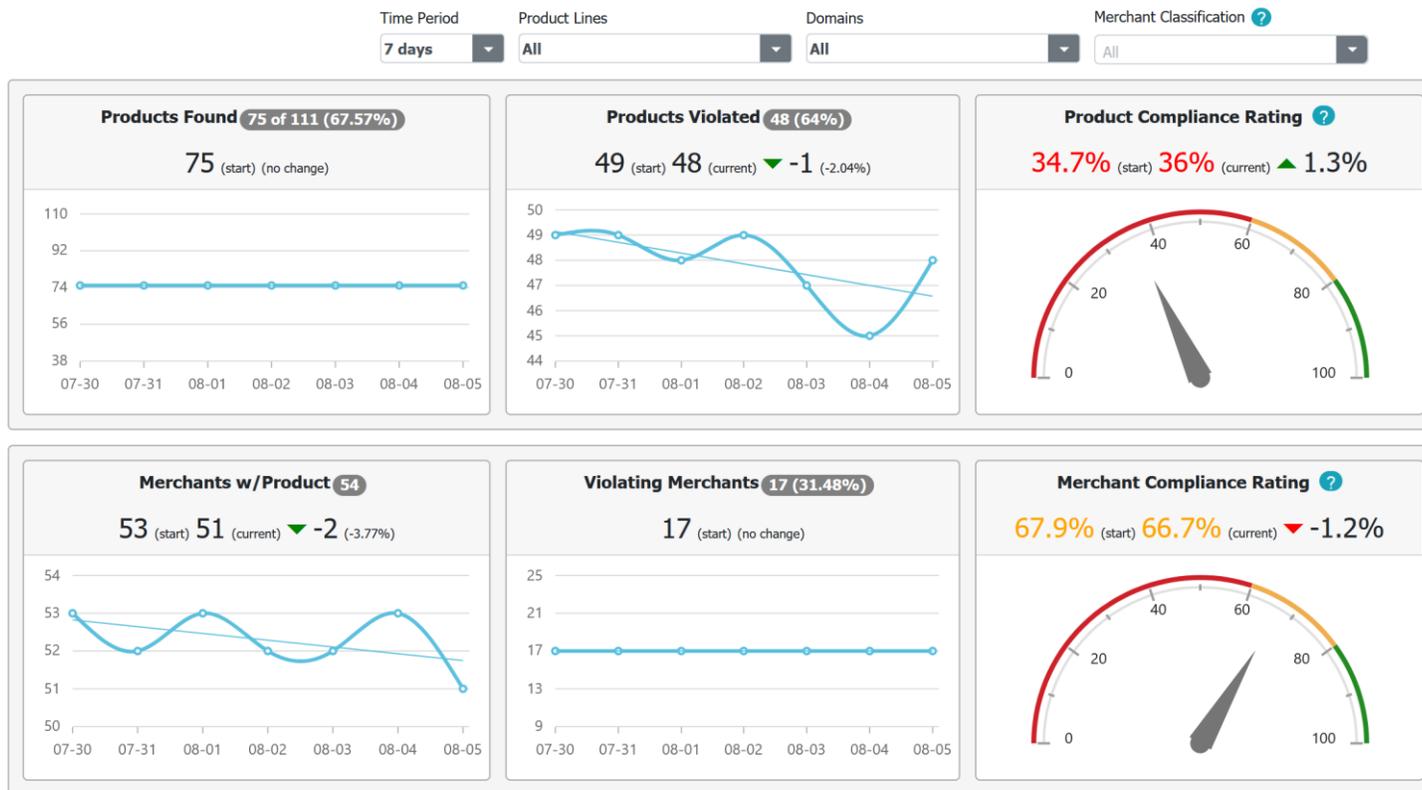
GREAT

STILL WORK TO DO

CALL US SO WE CAN HELP

Other reports include:

- Top Ten Summaries
- Merchant Updates



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

Violations by Merchant

Products Found
 209 ▲ 2 (0.96%)

Products Violated
 127 ▼ -4 (-3.15%)

Merchants Found
 1456 ▲ 1 (0.07%)

Violating Merchants
 523 ▲ 2 (0.38%)

Time Period: 7 days | Product Lines: All | Domains: All | Merchant Classification: All

[Export](#)

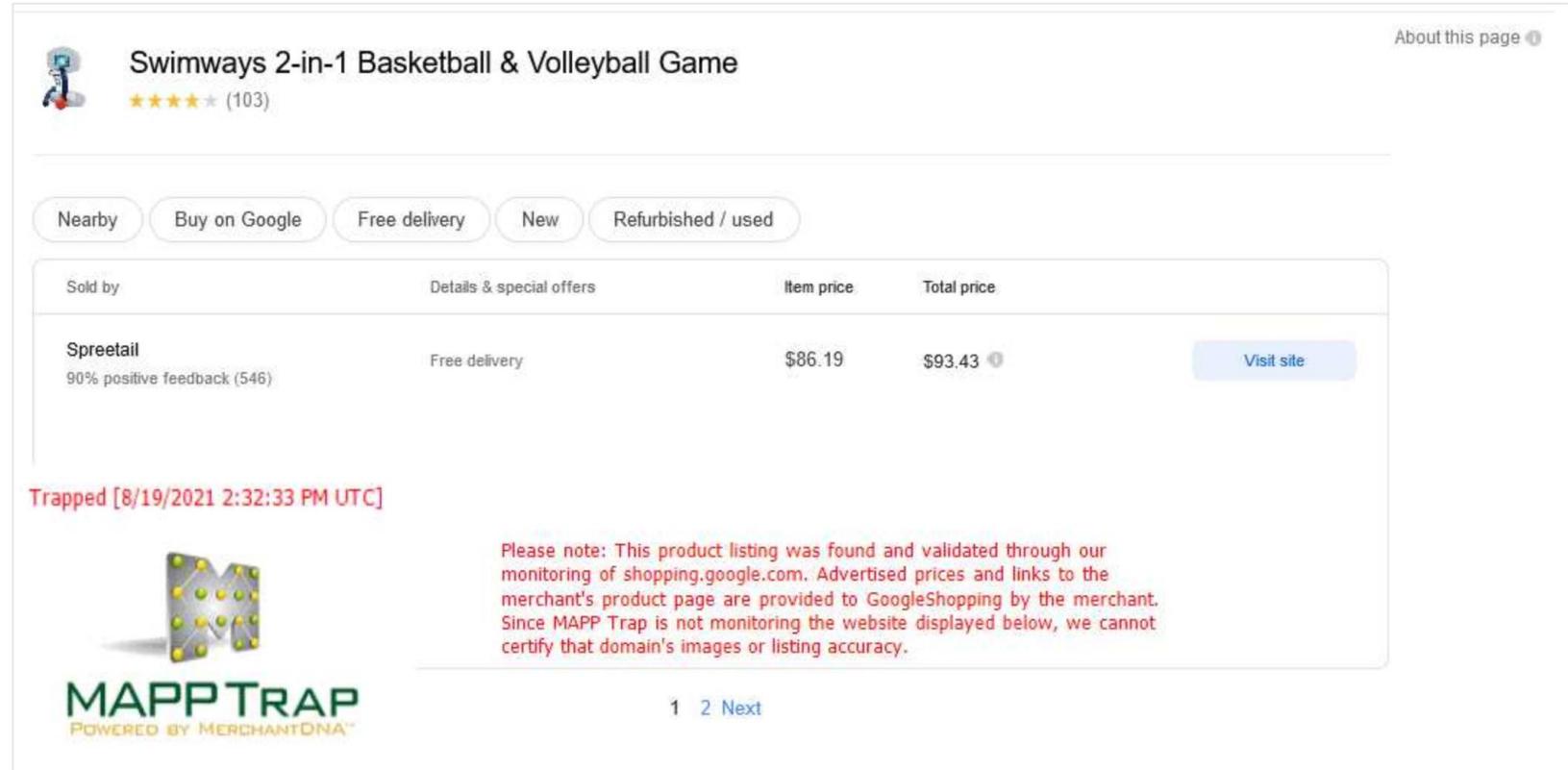
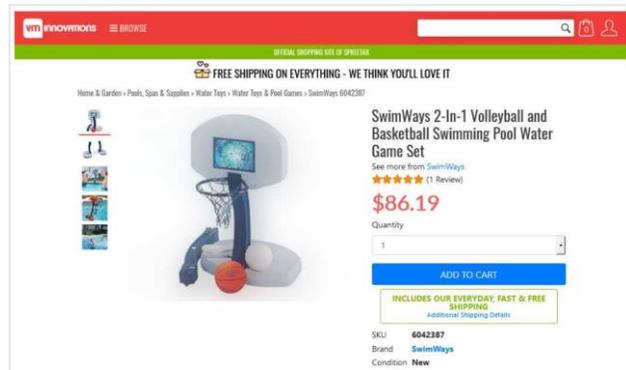
Merchant Name	Seller Domain	Account Match	# BuyBox Vio	FBA?	# Prod Found	# Prod Vio	# Vio	DBA	Contact
▶ Amazon	Amazon Products	AMAZON.COM	49	✓	104	56	200	Amazon.com, Inc. Amazon.com.ca, Inc. A	Andy Jassy
▶ Target	Google Products	TARGET.COM	0		66	38	141	Target Corp.	Brian C. Cornell
▶ JBSuperStore	Amazon Products	JB Superstore Inc. DBA Four Beans	2	✓	20	10	38	JB Super Store, Inc.	Jessica M. Brunsvold Brad
▶ JAKS	Amazon Products	PRATTS NURSERY	5	✓	22	9	38	Pratts Nursery & Sodding Service JAKS	Jeremy Kobialka
▶ Hour Loop	Amazon Products	AMAZON.COM	3	✓	26	9	22	Hour Loop, Inc Mehit Store Starsurge	Sam Lai Sau "Maggie" Ku
▼ Christianbook.com	Google Products	CHRISTIAN BOOK DIST INC	0		13	9	36	ChristianBook, LLC Christianbook.com, LLC (Ray Hendrickson

Product Line	Product Name	SKU	UPC	ASIN	MAPP Price	VIO Price	Currency	% Diff	Date	QuickSearch	Image	BuyBox?	FBA?	EAN	ISBN	Sir
Baby Gund	Flora The Bunny, Animated - C	6050681	028399112197	B07CHS1NSZ	34.00	29.99	USD	-11.79 %	8/19/2021	View...	View...					
GUND	My First Tackle Box Playset - 5	6048889	028399071579	B00S0WZB04	21.00	19.99	USD	-4.81 %	8/19/2021	View...	View...					
Baby Gund	Goodnight Prayer Bear, Animat	6049302	028399084951	B01B6LJLHY	38.00	32.99	USD	-13.18 %	8/19/2021	View...	View...					
GUND	My First Purse Playset - 5pc, 9.5"	6048887	028399071555	B00S0WZBCM	21.00	19.99	USD	-4.81 %	8/19/2021	View...	View...					
GUND	Animated My Pet - Puddles Pu	6055995	778988479056	B083FLZFX8	30.00	25.49	USD	-15.03 %	8/19/2021	View...	View...					
Sesame Street	Sesame Street: Gonger - 10"	6052077	028399121380	B07MHSZWYM	24.00	17.99	USD	-25.04 %	8/19/2021	View...	View...					
GUND	My First Sports Bag Playset - 5	6048886	028399071548	B00P1PTMXA	21.00	19.99	USD	-4.81 %	8/19/2021	View...	View...					

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

Total Merchants

Products Found

209 ▲ 2 (0.96%)

Products Violated

127 ▼ -4 (-3.15%)

Merchants Found

1456 ▲ 1 (0.07%)

Violating Merchants

523 ▲ 2 (0.38%)

Account: Spinmaster [1000070] | Time Period: 7 days | Product Lines: All | Domains: All | Merchant Classification: All

[Export](#)

Merchant	Seller Domain	Modified	Modified By	# Products	# Prods Violated	# Compliant	Vio Date (UTC)	Days In Comp	# BuyBox	Account Match	DBA
Amazon	Amazon Products	7/6/2021	1881	104	64	40	8/19/2021	000	96	AMAZON.COM	Amazon
Target	Google Products	11/16/2020	4996	66	40	26	8/19/2021	000	0	TARGET.COM	Target
MariposaHill	Amazon Products	7/29/2020	4996	50	0	50		All Days	0	MARIPOSA HILL.COM	Mariposa
Radar Toys and Collectibles	Google Products	7/24/2019	1881	50	0	50		All Days	0	RADAR TOYS	Radar Toys
Shelburne Country Store	Google Products	6/16/2020	1881	48	3	45	8/19/2021	000	0	Shelburne Country Store	Shelburne
ToyWiz.com	Google Products	7/27/2021	1881	45	3	42	8/19/2021	000	0	ToyWiz	ToyWiz
Shop.com	Google Products	4/9/2020	4827	43	1	42	8/19/2021	000	0		Market
The Animal Kingdom	Google Products	4/17/2020	4827	42	1	41	8/19/2021	000	0	ANIMAL KINGDOMTHE	The Animal Kingdom
Hanopop	Amazon Products	2/11/2021	1881	38	7	31	8/19/2021	000	1	FANDOM	Happy
MassGenie	Google Products	6/16/2021	5186	36	2	34	8/19/2021	000	0		SETA
Toynk Toys	Google Products	6/15/2020	1881	34	0	34		All Days	0	Toynk Toys	Toynk Toys
Cuddle Bug Toy Factory	Amazon Products	5/18/2020	1881	32	0	32		All Days	0	CUDDLE BUG TOY FACTORY	Cuddle Bug
Toynk Toys	Amazon Products	6/15/2020	1881	30	0	30		All Days	0	Toynk Toys	Toynk Toys
Macy's	Google Products	10/7/2020	1881	29	5	24	8/19/2021	000	0	BLOOMINGDALE'S, INC	Macy's
Spreetail	Google Products	7/13/2021	5186	29	8	21	8/19/2021	000	0	VM INNOVATIONS	VM Inn

MAPP Trap captures listings whether they're below, at, or above your MAP price.

01 MONITOR

02 IDENTIFY

03 ENFORCE



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

Amazon Merchant Inventory
DEMO-Optivations

Account
DEMO-Optivations [1000366]

[Compare Sellers](#) [Statistical Summary](#) [Export](#) [Help](#)

Drag a column header here to group its column

<input type="checkbox"/>	Merchant	Date	Product Line	Product Name	ASIN	Inventory	FBA?	BuyBox?
<input type="checkbox"/>	J D Ghanim Group inc	12/23/2021	YETI	Rambler 30 oz with Magslider Lid, Aquifer Blue	B08RLCFT8V	3		
<input type="checkbox"/>	Skoobworld	12/23/2021	YETI	Rambler 30 oz with Magslider Lid, Aquifer Blue	B08RLCFT8V	25	✓	
<input type="checkbox"/>	KUMU	12/22/2021	Kendra Scott	Elsa Necklace	B00RYURKLG	3	✓	
<input type="checkbox"/>	SIK Rain	12/22/2021	Kendra Scott	Elsa Necklace	B00RYURKLG	1	✓	
<input type="checkbox"/>	Captivate Jewelry	12/22/2021	Kendra Scott	Elsa Necklace	B00RYURKLG	2		
<input type="checkbox"/>	Captivate Jewelry	12/22/2021	Kendra Scott	Elsa Necklace	B00RYURKLG	2		
<input type="checkbox"/>	Triplenet Pricing INC	12/22/2021	aden + anais	Newborn Gift Set	B0897WDXBP	3		
<input type="checkbox"/>	Style Lounge	12/22/2021	aden + anais	Newborn Gift Set	B0897WDXBP	19	✓	✓
<input type="checkbox"/>	aden + anais / HALO	12/22/2021	aden + anais	Newborn Gift Set	B0897WDXBP	161	✓	
<input type="checkbox"/>	aden + anais / HALO	12/22/2021	aden + anais	Newborn Gift Set	B0897WDXBP	161		
<input type="checkbox"/>	Five Star Outlet Store	12/22/2021	YETI	Rambler 30 oz with Magslider Lid, Aquifer Blue	B08RLCFT8V	16		
<input type="checkbox"/>	Premier Shipping Fast	12/22/2021	YETI	Rambler 30 oz with Magslider Lid, Aquifer Blue	B08RLCFT8V	3	✓	✓
<input type="checkbox"/>	AnnaMae Commerce	12/22/2021	YETI	Rambler 30 oz with Magslider Lid, Aquifer Blue	B08RLCFT8V	1	✓	
<input type="checkbox"/>	J D Ghanim Group inc	12/22/2021	YETI	Rambler 30 oz with Magslider Lid, Aquifer Blue	B08RLCFT8V	3		

<< < 1 > >> 100 Items per page

Analytics to see daily count changes and inventory comparisons by seller/product

You Can't Stop Them If You Don't Know Who They Are!

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.



01 MONITOR

02 IDENTIFY

03 ENFORCE



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.

Merchant Profile

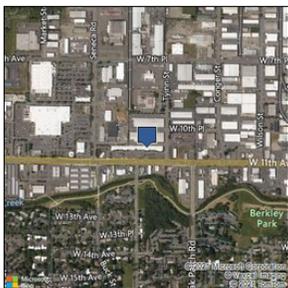
Time Period: 7 days | Product Lines: All

Radar Toys and Collectibles
Unauthorized Known

Domain: Google Products
Merchant Name: Radar Toys and Collectibles
Account Match: RADAR TOYS (118817, 1455 WESTEC DRIVE, EUGENE, OR 97402, Phone: 541-261-7022, Fax: , Email: team@radartoys.com, Web:)
DBA: Radar Toys and Collectables; LLC

Contact Name: Richard Goosmann
Address: 3061 West 11th Avenue, Eugene, OR 97402
Phone: 844-697-2327 ; 541-261-7022 ; 541-515-6459
Email: team@radartoys.com, team1@radartoys.com, radartoys@gmail.com
Website: www.radartoys.com

Seller Links: Details
FBA: No



Products Violated 0 (0%)

0 (start) (no change)

Products Found 43 of 246 (17.48%)

48 (start) 43 (current) ▼ -5 (-10.42%)

Product Compliance Rating ?

100%

(start) (no change)

[Search History Summary](#) |
 [Amazon BuyBox Summary](#) |
 [Seller Risk Ranking](#)

SKU VIEW |
 [Export](#)

Domain	Product Name	SKU	ASIN	Search Price	09-13	09-14	09-15
Google Products	Batman: Batmobile and Batboat 2-in-1 Transforming Vehicle	6055295	B07WGHYTGR	\$19.99	📈 \$36.99	📈 \$36.99	📈 \$36.99
Google Products	Beatrix Potter: Classic Peter Rabbit in Blue Coat w/ Embroidered Paw	6060092	B08FCQ6G56	\$25.50	📈 \$29.99	📈 \$29.99	📈 \$29.99
Google Products	Blockbuster Board Game	6054012	B07WMMWYNN	\$19.99	📈 \$29.99	📈 \$29.99	📈 \$29.99
Google Products	Clappy Monkey, Animated - 12"	6052184	B075C56THK	\$34.00	📈 \$41.99	📈 \$41.99	📈 \$41.99
Google Products	Colorbrain - Disney Edition	6051269	B07HFRSHHS	\$14.99	📈 \$27.99	📈 \$27.99	📈 \$27.99
Google Products	Doug The Pug - Pink Bunny Hoodie, 9"	6060908	B08FCQMCKY	\$24.00	📈 \$27.99	📈 \$27.99	📈 \$27.99
Google Products	Dreamworks Dragons: Rescue Riders - Deluxe Winger	6058485	B08FPQCGDP	\$19.99	📈 \$34.99	📈 \$34.99	📈 \$34.99
Google Products	Etch A Sketch - Classic, Red	6033752	B0000030HG	\$14.99		📈 \$27.99	📈 \$27.99
Google Products	Fab Pals - Ramona Gorilla, Pink	6058955	B08FCQBYLX	\$25.50	📈 \$29.99	📈 \$29.99	📈 \$29.99
Google Products	Fab Pals - Roswell Sloth, Green	6058953	B08FCPYK27	\$25.50	📈 \$27.99	📈 \$27.99	📈 \$27.99
Google Products	Fab Pals - Rylee Owl, Grey/White	6058954	B08FCRQ2RG	\$25.50	📈 \$32.99	📈 \$32.99	📈 \$32.99
Google Products	Finley Teddy Bear - Brown, 13"	6055962	B083FMP5FH	\$25.50	📈 \$34.99	📈 \$34.99	📈 \$34.99
Google Products	Flappy The Elephant, Animated - Grey, 12"	6049314	B01AC7SF7K	\$34.00	📈 \$41.99		
Google Products	Fuzzy Jumbo Teddy Bear - Chocolate Brown, 34"	6048359	B00HQ1B8R0	\$64.00	📈 \$69.99	📈 \$69.99	📈 \$69.99
Google Products	Grahm Teddy Bear - Brown, 18"	6050650	B07CSL8LR8	\$25.50	📈 \$29.99	📈 \$29.99	📈 \$29.99
Google Products	Happy Birthday Teddy Bear, Animated - 10"	6049942	B071KKGQCB	\$34.00	📈 \$41.99	📈 \$41.99	📈 \$41.99
Google Products	Jumanji Board Game	6040889	B072KD87TW	\$29.99	📈 \$34.99		
Google Products	Kai Teddy Bear - Taupe (Brown/Grey), 23"	6055965	B083FM5T43	\$34.00	📈 \$44.99	📈 \$44.99	📈 \$44.99

Note: Blank product prices indicate one of the following: out of stock inventory, seller not present at time of search, or timeouts accessing product listings via the internet.

Custom E-Mail Enforcement Plans

CUSTOM E-MAIL 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.

1 Plan Type **2** Select Products **3** Select Merchants **4** Design Steps **5** Email Templates **6** Email Actions

What are you trying to enforce? Select a Plan Type that fits your objective. ?

Plan Type: MAPP/MRP

Plan Name: 3-Step MAP

Plan Description (optional): INTERNET MINIMUM ADVERTISED PRICE POLICY

Which products will this plan include? Select them all or just specific ones. ?

⚠ You are editing an active plan. Plan Type and Plan Steps cannot be modified for active plans.

[238 of 238] Selected ✕ Reset/Clear ✓ Select Current 📄 Export 📄 Import

<input type="checkbox"/>	Product Line	Product Name	SKU	UPC	MAPP Price	ASIN	EAI
<input checked="" type="checkbox"/>	Cool Maker	2-in-1 Kumi Kreator - Bracelets and Necklaces	6053897	778988275177	\$24.99	B07NFLRMNY	
<input checked="" type="checkbox"/>	Swimways	2-in-1 Pool Sport Set - Volleyball & Basketball Net	6042387	795861381008	\$149.99	B0006ZJPFK	
<input checked="" type="checkbox"/>	Paw Patrol	Action Pack Pup Set - 3pk	6024060	778988093948	\$19.99	B00J3LXLGW	
<input checked="" type="checkbox"/>	Paw Patrol	Advent Calendar - 2019	6052489	778988263266	\$24.99	B07P16SPNV	

How many email templates (aka "Steps") will this Plan have? Create one or more ?

+ Add Step

Step Name	Notification Type	Days In-Between	
First Violation	1st Violation Warning	2	Remove
Second Violation	1st Actionable	2	Remove
Third and Final Violation			Remove

What will your email notices say? Create custom emails for each step of your plan. ?

⚠ You are editing an active plan. Plan Type and Plan Steps cannot be modified for active plans.

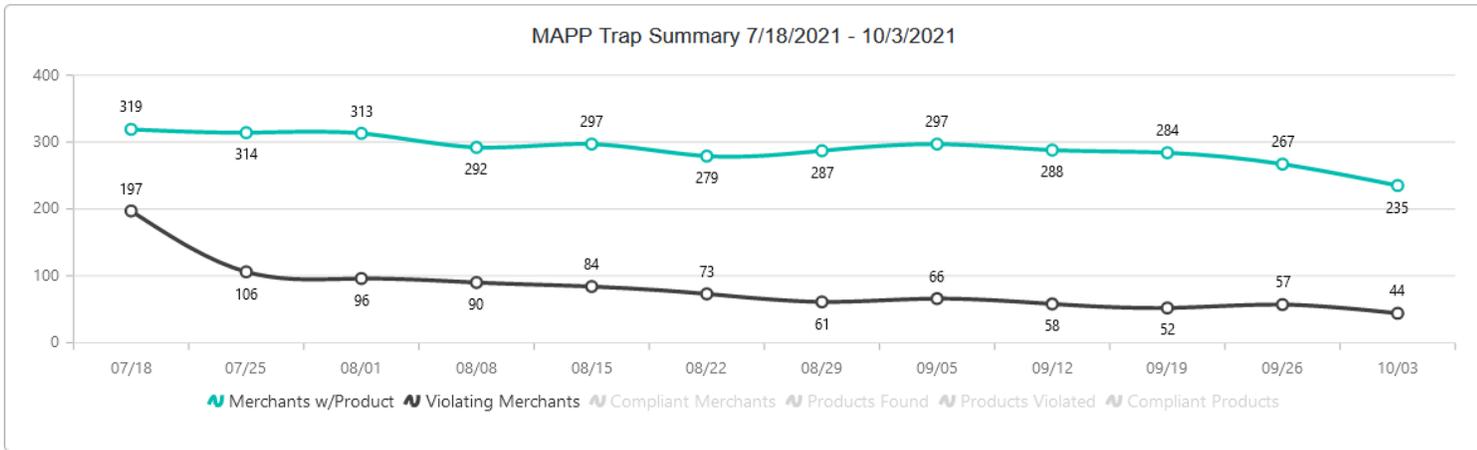
Step Name	Notification Type	Days In-Between	Actions	Email
Ebay Letter one	1st Violation Warning	8	New Use Template Edit Test Email	Marketplace Communication Letter #1
Ebay Letter two	2nd Violation Warning	2	New Use Template Edit Test Email	Marketplace Communication Letter #2

Real Results – Gain Back Control

Aggregate MAPP Trap Statistics Over Time



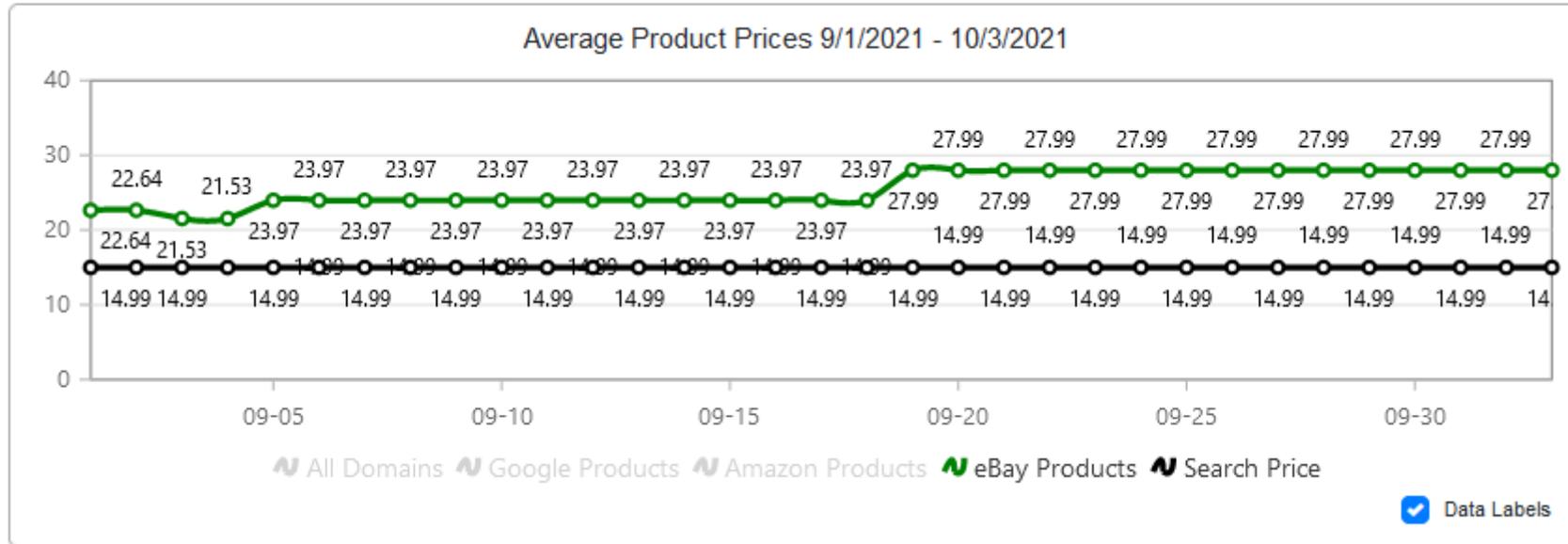
- Chart
- Merchants w/Product
 - Violating Merchants
 - Compliant Merchants
 - Products Found
 - Products Violated
 - Compliant Products
 - Data Labels
- Domains
- Amazon Products
 - eBay Products
 - Google Products



SHOW STATISTICS



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.

01 MONITOR

02 IDENTIFY

03 ENFORCE



MAPP TRAP



MAPPTRAP

We look forward to helping
you gain control.

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