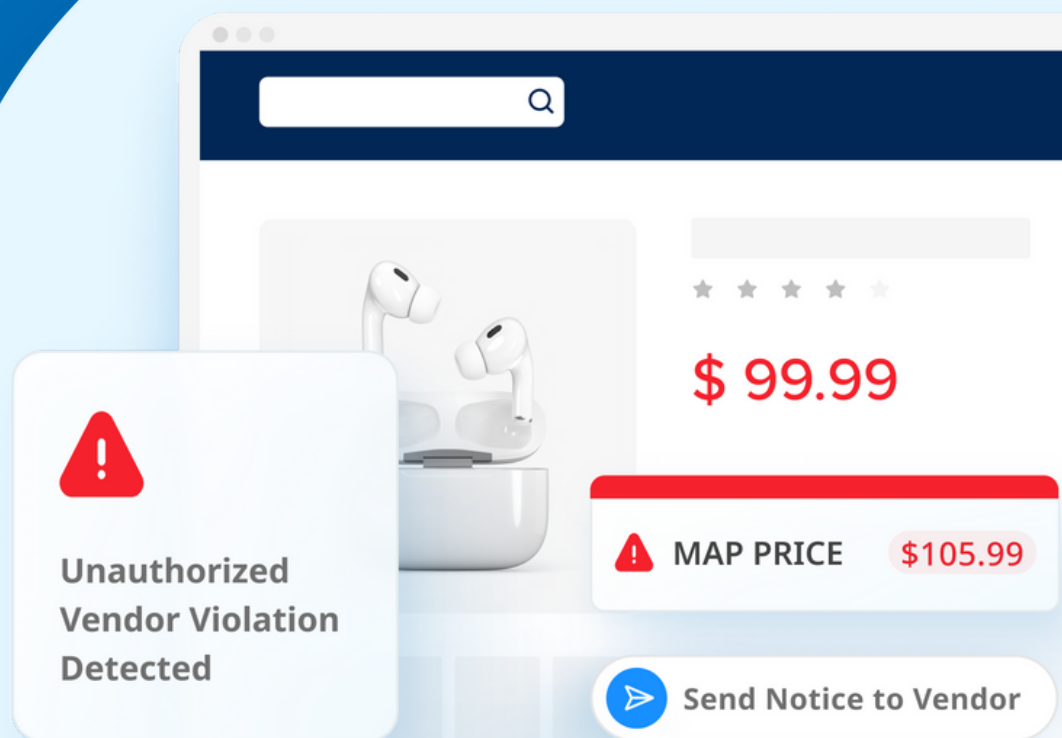


Beyond Monitoring:

Building Resilient MAP Programs with Accuracy, Automation, and Insight



Introduction:

Why MAP Matters Now

Minimum Advertised Price policies protect margins, maintain retailer trust, and ensure price integrity. They exist to prevent a race to the bottom. But enforcement is tougher than ever.

- Online marketplaces open the door to hundreds of unauthorized sellers.
- Automated repricing tools spread violations across channels within hours.
- One drop below MAP often triggers a rapid chain reaction.

The Cost of Violations

MAP violations create a chain reaction: retailers demand credits or markdowns, relationships suffer, and consumers lose trust. Over time, margins shrink and brand equity erodes.



Why Traditional Monitoring Falls Short

Many brands still rely on spreadsheets, ad-hoc reports, or retailer feedback to catch violations. This is slow, incomplete and reactive, and rarely provides the accuracy, proof, or workflows needed.

To truly protect profits and partnerships, brands need resilient MAP programs that combine:

- Accurate detection
- Automated enforcement
- Actionable insights

The challenge is clear:
**violations are costly,
widespread, and persistent.**

The MAP Challenge Today

MAP violations are no longer isolated incidents. They touch nearly every part of a brand's business:



Margin Loss

Each violation puts revenue at risk. Multiplied across SKUs, the losses compound.



Retailer Friction

Partners push back or lose trust in a brand's ability to manage its channel.



Brand Damage

Consumers see inconsistency and question a brand's premium positioning.



Counterfeit Risk

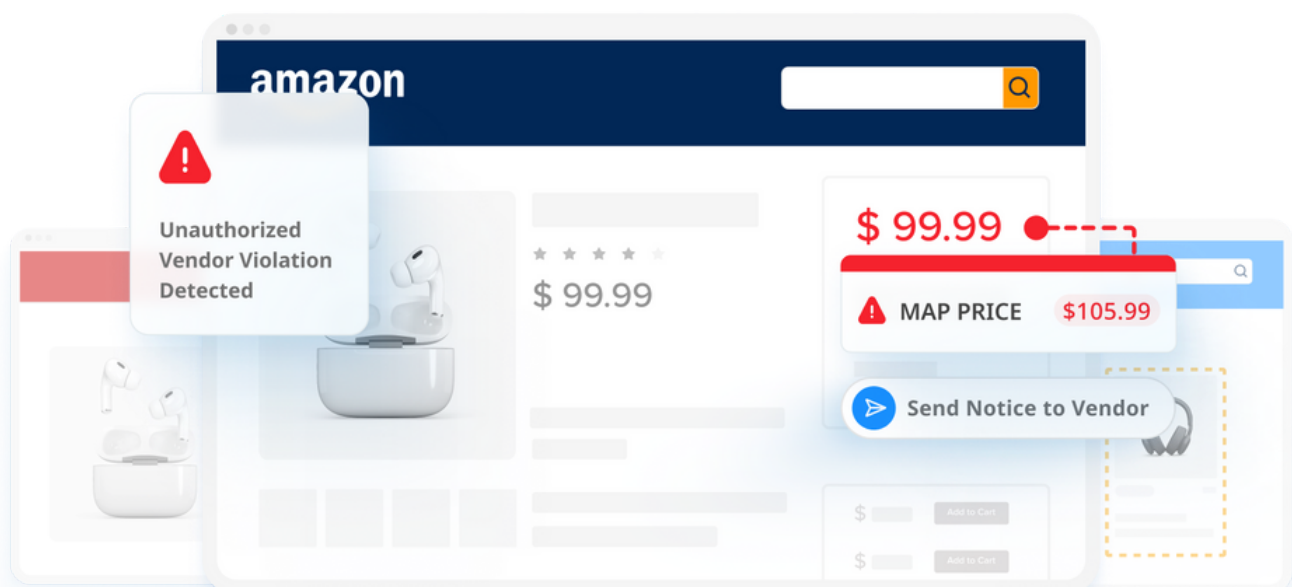
Unauthorized sellers bypass MAP, flooding the market with knockoffs.



Operational Strain

Teams spend hours chasing down issues, often with incomplete data.

Manual enforcement can't keep pace with today's scale, where violations spread in hours. Without speed and accuracy, margins and credibility vanish.



The MAP Challenge Today

Specific Industry Pressure Points



Consumer Electronics

Constant promotions and marketplace competition amplify pricing pressure.



Apparel and footwear

Unauthorized sellers are common, often tied to counterfeit risks.



Durables

Retailers are sensitive to pricing wars, making compliance critical.



CPG and FMCG

High SKU counts cause violations to quickly multiply.

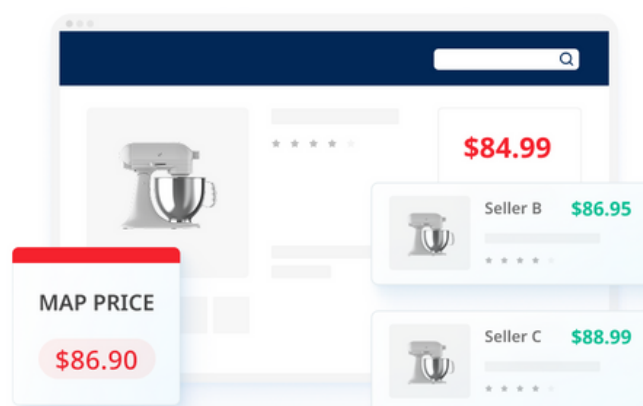
i Unchecked, MAP violations can reduce profit margins by 20% or more.

Why Monitoring Alone Fails

Many brands still rely on basic monitoring or spot checks.

These methods:

- Lack accurate product matching.
- Provide no defensible proof.
- Miss structured enforcement workflows.



Violations reappear, multiply, and erode trust. Catching them is only step one: **resolving them quickly and at scale is what protects margins and relationships.**

Wiser's Approach to Resilient MAP Programs

A truly resilient MAP program combines detection, enforcement, insights, and continuous improvement into one system.

01 Accurate Detection

- High-quality product matching with normalized attributes.
- Daily monitoring across authorized and unauthorized sellers.
- Screenshot and time-stamped proof to build defensible cases.

02 Efficient Enforcement

- Strike-based templates and dynamic email fields for consistent outreach.
- Bulk communication to violators with centralized history tracking.
- Escalation logic for repeat offenders.

03 Strategic Insight

- Compliance trends over time by seller, SKU, or marketplace.
- Reports that identify repeat violations and measure enforcement impact.
- Support for promotional MAP rules and policy adjustments.

04 Customer-Centered Process

- Guidance on MAP policy design, strike rules, and exceptions.
- Advisory input on how to adapt enforcement to industry needs.
- Partnership approach that aligns with brand objectives.

05 Continuous Improvement

- Ongoing reporting that highlights compliance rate gains.
- Semiannual or quarterly reviews of program effectiveness.
- Adjustments to enforcement cadence, seller coverage, and reporting depth.

Why Accuracy Defines MAP Success

When systems produce false positives or miss violations entirely, brands waste time chasing the wrong issues and lose confidence in the program. Accuracy matters because it:



Ensures enforcement actions are defensible.



Builds retailer trust by eliminating errors.

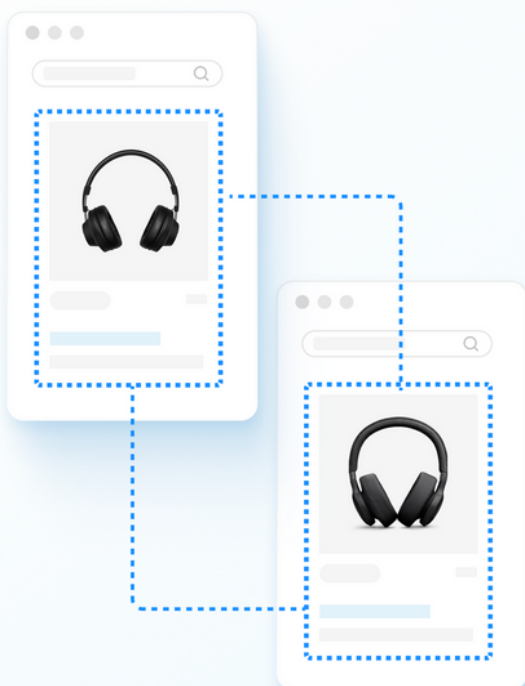


Prevents wasted hours reviewing false violations.



Reduces blind spots that hide margin erosion.

Wiser's Approach



1

Domain-specific crawls for complete visibility across sellers.

2

Attribute normalization to boost match rates and data quality.

3

Advanced product-matching algorithms for exact and similar matches at scale.

4

Automated safeguards that prevent detection blocking.

5

Frequent product discovery checks to capture new listings.

6

Accuracy and completeness are measured and acted upon to deliver highest quality.

Why Accuracy Defines MAP Success

Wiser invests heavily in extraction and matching, ensuring every violation flagged is correct, defensible, and actionable.

Why It Matters

- Accuracy ensures defensible enforcement and prevents wasted hours reviewing false violations.
- Completeness eliminates blind spots, giving a true picture of channel activity and margin at risk.

WHAT MAKES **WISER** DIFFERENT

	 wiser	COMPETITORS
Domains with 97+% accuracy	97%	52%
Domains with <5% accuracy	--	25%
Average Accuracy	97%	<70%
Key Domain Completeness	92%	<82%



Accuracy over volume:
fewer false positives,
better data quality.



Built-in **enforcement workflows** save time
and cut manual effort.



Insights inform broader
channel strategy, not
just MAP policing.

 **Takeaway**
With Wiser, MAP monitoring delivers reliable, enforceable data, not noise.
This foundation allows brands to protect margins, resolve issues faster, and
build stronger programs.

Key Benefits of a Resilient MAP Program

Delivering Value

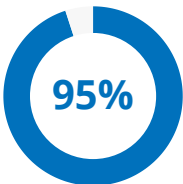
With Wisier, brands move beyond monitoring to build programs that protect profits, strengthen partnerships, and save time.



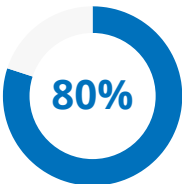
Challenge: Large catalog and mix of authorized and unauthorized sellers made MAP tracking difficult.

Wiser's Role: Monitored thousands of SKUs across marketplaces, integrated insights into CRM.

Results: Higher compliance rates, fewer repeat issues, and better long-term partner visibility.



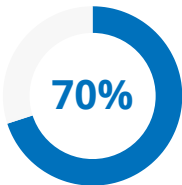
increase in compliance rates
within 6 months



violations **resolved within 72 hours**
through automated enforcement

\$20-25

profit protected per violation
on average



fewer repeat violations
with high-accuracy detection

Key Benefits of a Resilient MAP Program



Protect Profits

Reduce violations and stop race-to-the-bottom pricing.



Make Better Decisions:

Use trends and insights to guide policy and channel strategy.



Safeguard Reputation

Keep consistent pricing and reinforce premium positioning.



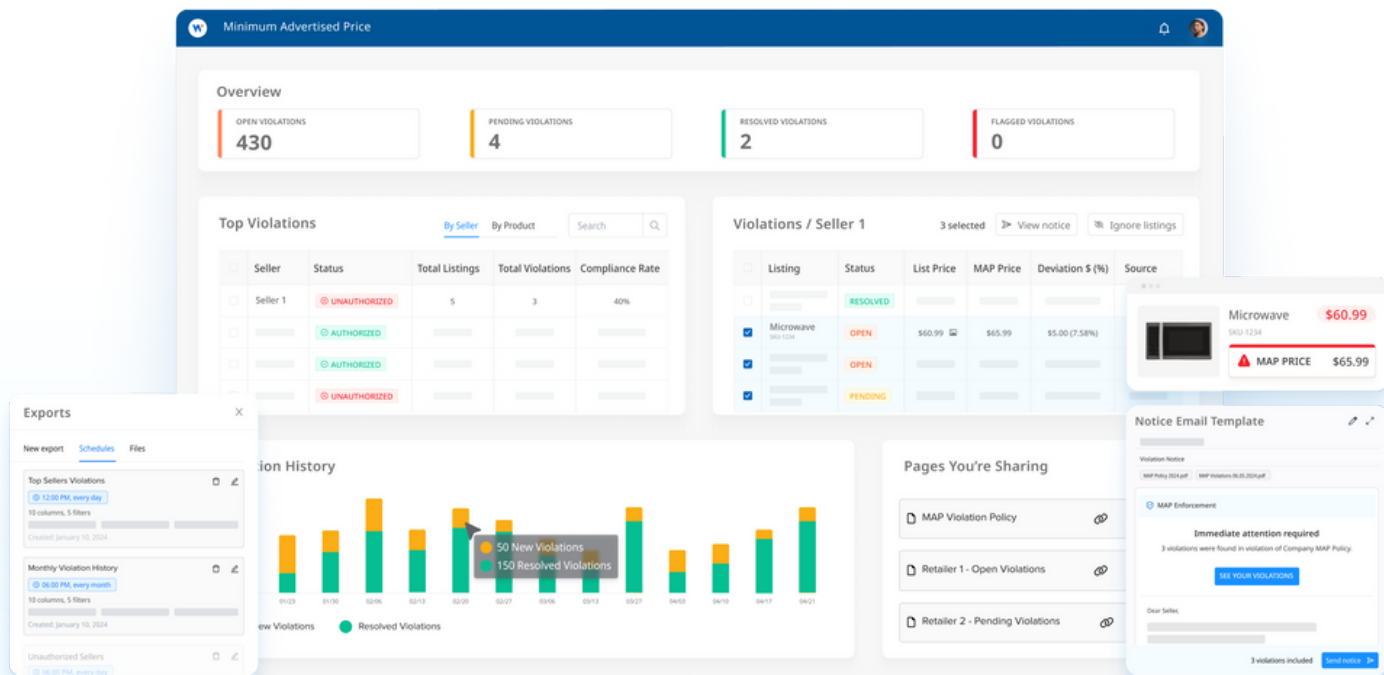
Streamline Operations

Eliminate manual monitoring with automated detection and templated outreach.

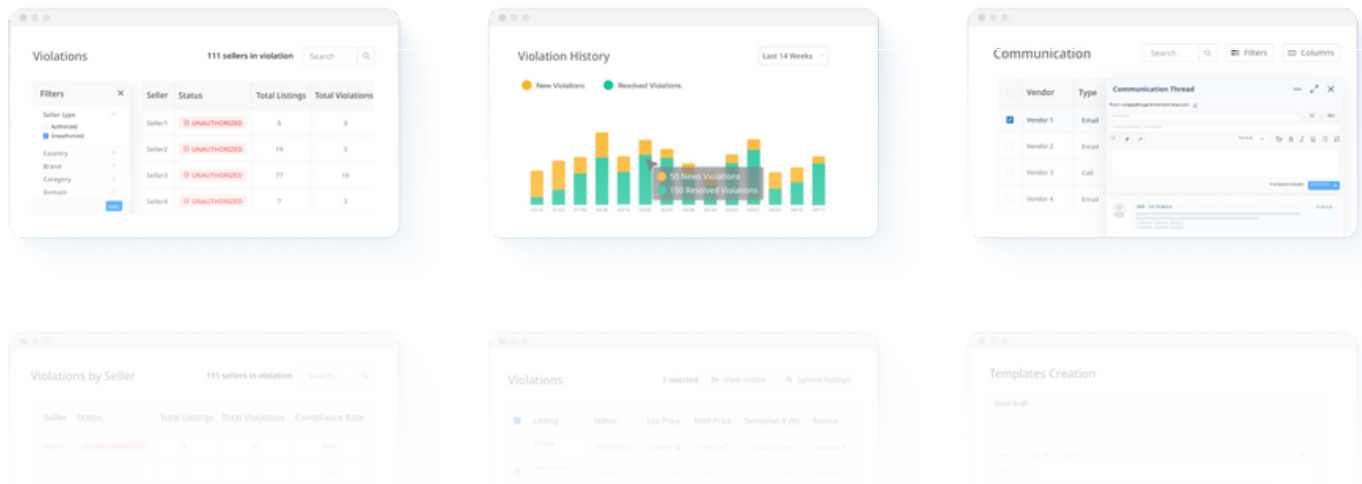


Preserve Retailer Relationships

Resolve issues quickly, maintain trust, avoid chargebacks.



Best Practices for MAP Success



The most successful brands follow clear, repeatable practices that make enforcement **effective** and **sustainable**.

1. Define a Clear and Enforceable Policy

Strong programs start with strong rules. Without a clear policy, monitoring and enforcement efforts will always fall short. A MAP policy should:

- Clearly state what constitutes a violation and what doesn't.
- Address common gray areas, such as promotions and bundles.
- Outline strike rules, escalation paths, and consequences for repeat offenders.

2. Monitor Proactively, Not Reactively

Ad-hoc checks and retailer reports come too late. By finding violations early, brands can stop them before they cascade into wider channel disruption. A proactive approach means:

- Daily monitoring across marketplaces, retailers, and geographies.
- Capturing both authorized and unauthorized sellers.
- Using accurate product matching and proof (screenshots, timestamps) to build defensible cases.

Best Practices for MAP Success

3. Enforce Consistently and Transparently

Enforcement only works when it is predictable and fair. Inconsistency weakens MAP Programs and damages retailer trust. Best-in-class programs:

- Standardize communication with templated notices and escalation rules.
- Apply strike rules consistently across all partners.
- Track all enforcement actions in a centralized system to show transparency and fairness.

4. Centralize Data and Proof

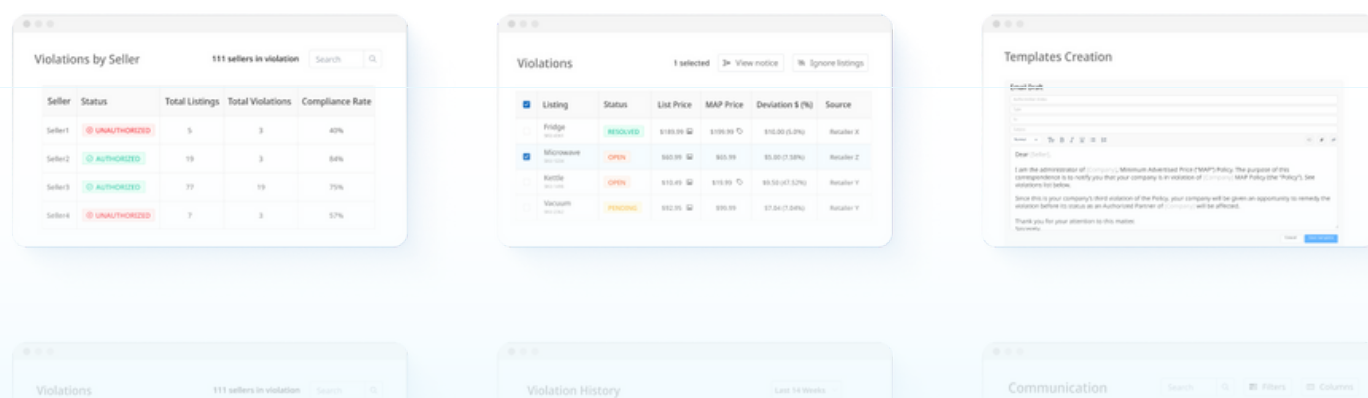
Scattered spreadsheets and one-off reports create blind spots, creating credibility with both internal stakeholders and external partners. Centralizing MAP data ensures:

- Every violation is backed by timestamped evidence.
- Sales, legal, and channel teams all reference the same source of truth.
- Policy reviews and retailer discussions are based on hard data, not anecdotes.

5. Build Continuous Improvement Into the Program

MAP programs can't be "set and forget", they evolve over time, adapting to new marketplaces, new competitors, and new challenges. Successful brands:

- Review compliance trends regularly to spot repeat offenders and shifting patterns.
- Refine strike rules, communication, and monitoring cadences based on results.
- Use MAP data to inform broader pricing and channel strategies.



Writing MAP Policies that Work

A MAP policy should be a **playbook**, not a dense legal document.

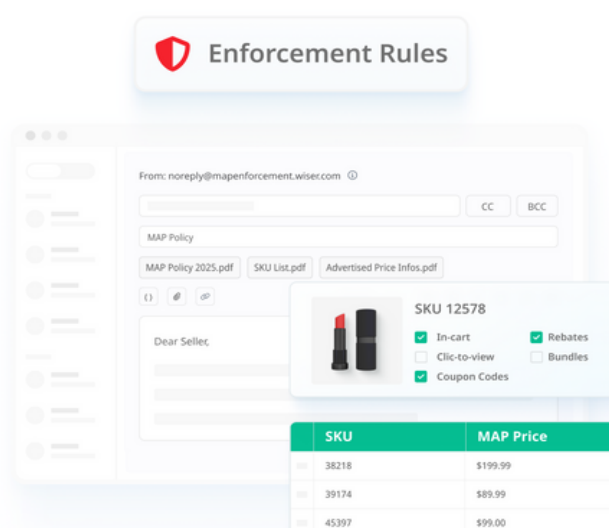
When policies are vague or overly complex, sellers ignore them and violations rise. Strong policies are clear, enforceable, and tied to brand strategy.

i Start With the “Why”

Resellers comply more readily when they understand the purpose: keep the market fair, protect margins, and prevent a race to the bottom.

Eliminate Grey Areas, Provide Clear Reference

- **Define “advertised price.”**
Specify whether in-cart pricing, click-to-view, coupon codes, rebates, and bundles are covered.
- **Attach a current SKU/MAP list**
Compliance drops fast when sellers use outdated sheets.
- **State how unauthorized sellers are handled**
Include takedowns, Do-Not-Sell lists, and potential legal escalation to reassure partners protection applies across the channel.



Balance Flexibility and Consequence

The best policies allow legitimate promotions with strict guardrails. MAP is a **unilateral brand policy**, not a contract: write it in consistent, professional language.



Weaker

“Promotions may be approved on a case-by-case basis.”



Stronger

“Approved promotions may run for up to 14 days with prior brand consent. After this period, pricing must return to MAP.”

Writing MAP Policies that Work

Outline a Clear Strike System

Enforcement must be predictable and fair. A typical structure:



Strike 1 (Warning)

Share the violation, timestamped screenshot, and policy reference.



Strike 2 (Formal Notice)

Reattach policy; set a correction deadline (24–48 hours)



Strike 3 (Consequences)

Restrict promotions, co-op funds, or shipments on the violated SKU.



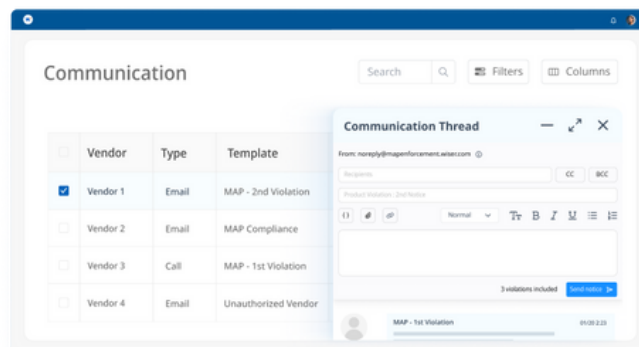
Final Violation

Remove seller from authorized programs; consider legal escalation.

Make It Visible

Distribute the policy widely, confirm acknowledgment, and reinforce expectations during onboarding.

A policy no one has read is **useless**.



A Strong MAP Policy Does Three Things



Protects margins by removing loopholes and enforcing consistently.



Reduce retailer friction with clear, fair, and transparent expectations.



Builds trust by addressing both authorized and unauthorized channels.

Addressing Grey Market Sellers

Unauthorized or “grey market” sellers bypass distribution agreements entirely, sourcing product through diversion, parallel imports, or liquidation.

These sellers are not bound by MAP rules and often undercut pricing more aggressively than authorized partners.

Risks include:

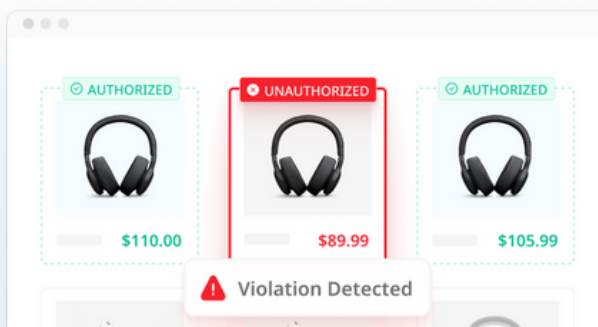
Margin loss from persistent undercutting.



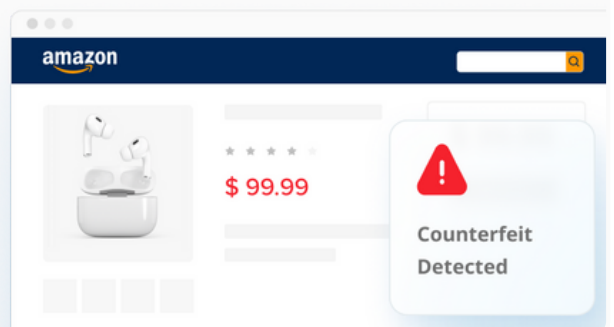
Brand damage from inconsistent pricing and poor consumer experiences.



Erosion of retailer trust, as authorized partners demand credits to stay competitive.



Counterfeit, expired, or mishandled goods that create liability and safety risks.



Addressing Grey Market Sellers

01 Identification & Awareness

CRAWL

- Monitor 1P and 3P sellers across **Amazon, eBay, Walmart** (where ~80–90% of offenders operate).
- Launch 30–60 day awareness campaigns:
 - Outreach via marketplace portals or direct emails.
 - Escalation with consequences (Do-Not-Sell lists, IP claims).
 - Final warnings with deadlines before enforcement.

02 Enforcing Compliance

WALK

- File infringement claims via marketplace tools:
 - **Amazon Brand Registry** → “Report a Violation”.
 - **eBay VeRO Program** → Notice of Claimed Infringement.
 - **Walmart Brand Portal** → Direct IP complaints.
- Maintain a **Do-Not-Sell (DNS)** list of repeat violators and embed compliance in distributor agreements.

03 Establishing Control

RUN

- Formalize an Authorized Reseller Program with clear eligibility and agreements.
- Use Wiser as the central repository for reseller information and activity tracking.
- Partner with legal teams to draft agreements, issue cease-and-desist letters, and pursue litigation against persistent offenders.

Conclusion:

Moving Beyond MAP Monitoring

MAP violations and grey market sellers aren't going away. They're multiplying faster, broader, and more complex than ever before. Manual tools, ad-hoc monitoring, and vague policies can't keep up.

The cost of doing nothing is steep:

- ✗ Shrinking margins from unchecked undercutting.
- ✗ Strained retailer and distributor relationships.
- ✗ Weakened brand equity and lost consumer trust.
- ✗ Operational drain on teams stuck in manual work.

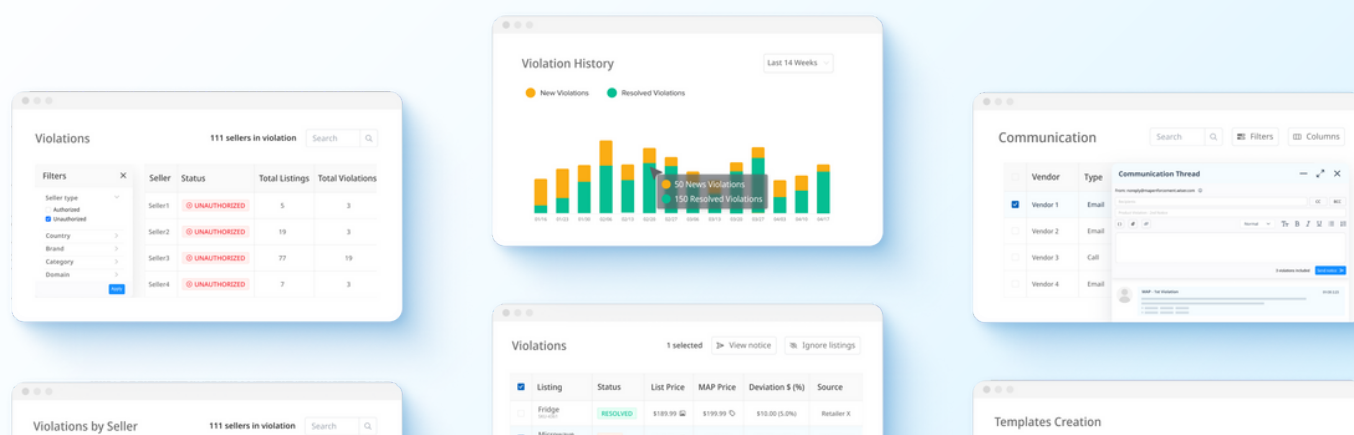
The brands that succeed take a different approach. They move beyond monitoring and build MAP programs that are:

- ✓ **Accurate** — Delivering defensible, high-quality data.
- ✓ **Automated** — enforcing policies at scale with speed and consistency.
- ✓ **Insightful** — turning compliance trends into channel strategy.

The result: Programs that protect profits, preserve relationships, and strengthen brand value for the long term.

Review your policy, evaluate your enforcement workflows, and assess how you manage unauthorized sellers.

Then talk to our team to take the next step toward building a program that is not just reactive but resilient.





About Wiser Solutions

Wiser Solutions is the global leader in omnichannel retail intelligence, empowering over 750 global brands and retailers to gain a decisive advantage at every consumer decision point. Every day, Wiser collects and analyzes billions of online and in-store data points with 98% accuracy, offering a single trusted source of insights into pricing dynamics, promotional effectiveness, competitive activity, and retail execution. Their portfolio of market-proven solutions equips brands and retailers to proactively guide, not just follow, the consumer journey, ensuring optimal visibility, execution, and profitability across every retail touchpoint.



WISER.COM