

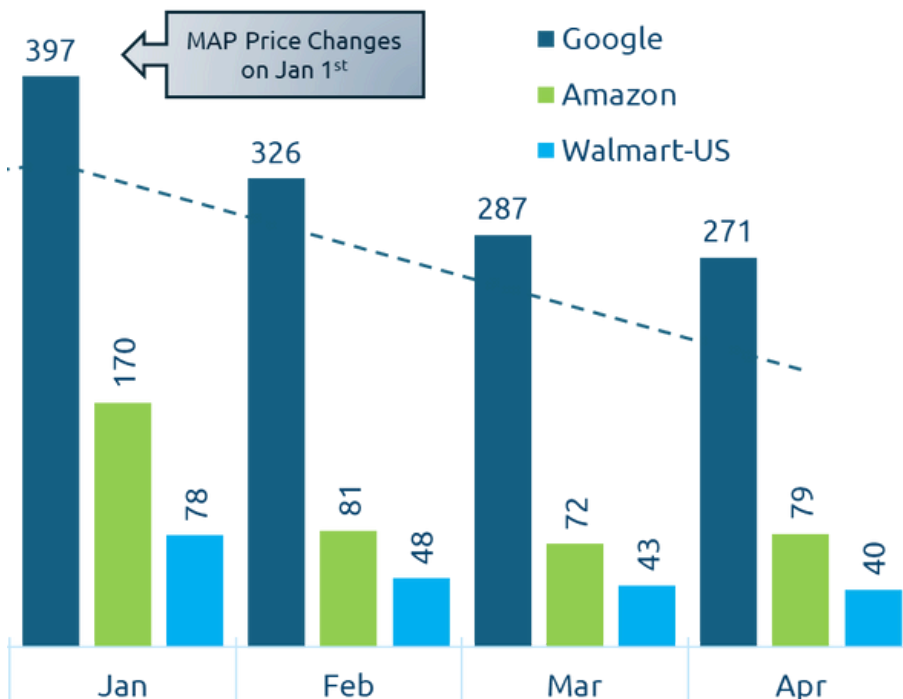


## Case Study

### Restoring Fair Competition Through Effective MAP Policy Enforcement

### The Challenge

A U.S. distributor of a French stationery brand faced a growing Minimum Advertised Price policy violations on Amazon, Walmart, Google Shopping, and various e-commerce sites. This trend disrupted fair competition placing good resellers at a disadvantage and posing a risk to brand health.



# of MAP Violations  
dropped 39.5% from  
Jan to Apr 2024





Top 5 MAP Violating Products	# of Days Violated
Ro Staple Notepad - Graph 80 sheets - 4 x 6 - White cover	100%
Bin FountainPen - 30ml Bottle - Vert Reseda 30ml Bottle - Vert Reseda	100%
fontaine - Trio Sewn Spine Notebook - A5 - White Cover	100%
Ro Staple bound Notebook - Graph 24 sheets - 3 x 4 3/4	100%
Wirebound Notebook - Ruled 50 sheets - 3 1/2 x 5 1/2 - Black	100%

Top 5 MAP Violating Products	# of Days Violated
Ro Series - Softcover Sketchbook 150gsm Black Paper	91%
Ro Series - FountainPen - Wirebound Sketchbook 150gsm Beige Paper	71%
Rho Ro Soft Notebook - 80 Lined Sheets - 6 x 8 1/4 - Taupe	70%
Ro Series - Softcover Sketchbook - Portrait 150gsm Beige Paper	68%
Ga Series Hard Sketchbook - Portrait 4 x 6 - 150gsm Ivory Paper	66%

Top 5 MAP Violating Products	# of Days Violated
Beta Series - Wirebound Sketchbook - 270gsm White Paper	100%
Rho Ro Soft Notebook - 80 Lined Sheets - 6 x 8 1/4 - Lilac	99%
Rho Ro Soft Notebook - 72 Dots Sheets - 4 x 5 1/2 - Lilac	99%
Delta Series - Wirebound Sketchbook - 270gsm Ivory Paper	99%
Ga Series - Hardbound Sketchbook - 150gsm Ivory Paper	96%

## The Solution

GrowByData launched our enterprise MAP monitoring system across U.S. digital platforms to serve the client.

Solution features included:

- Precise SKU-level detection of MAP violations to minimize false positives
- Customized reports to show compliant resellers, products with frequent MAP violations, and challenging channels
- Weekly and quarterly executive dashboards for effective MAP enforcement oversight

This facilitated swift detection and resolution of channel policy violations, safeguarding brand integrity and ultimately growing gross margins.

**We shared MAP policy violators and best-practices on how to quickly enforce MAP policies to the stop resellers not following rules.**

### MAP Compliance Summary:

- **Good Resellers Report:** Identified compliant resellers to incentivize for good behavior.
- **Products with Most MAP Violations:** Highlighted top affected products to prioritize outreach.
- **Resellers with Most Issues:** Targeted outreach to frequent violators.
- **Channels with Most Issues:** Showcased problematic digital channels and markets.
- **Weekly Summary Reports:** Easy summaries for quick issue diagnosis for prompt action.



# The Results

The client slashed Minimum Advertised Price violations by 39.5% through our robust detection of MAP non-compliance. This ensured fair competition for good resellers, and enabled path to higher profit margins for the client.

## MAP Management Essentials:

- Identify and notify non-compliant resellers promptly
- Focus outreach on the most vulnerable products and channels
- Recognize and reward compliant resellers, fostering fair competition
- Share good resellers to add to reseller network



By tackling MAP policy violations proactively, the client safeguarded their brand reputation and promoted fair competition among resellers.

## Ready to Take the Next Step?

[Learn More About MAP](#)

[Talk to our Expert](#)

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