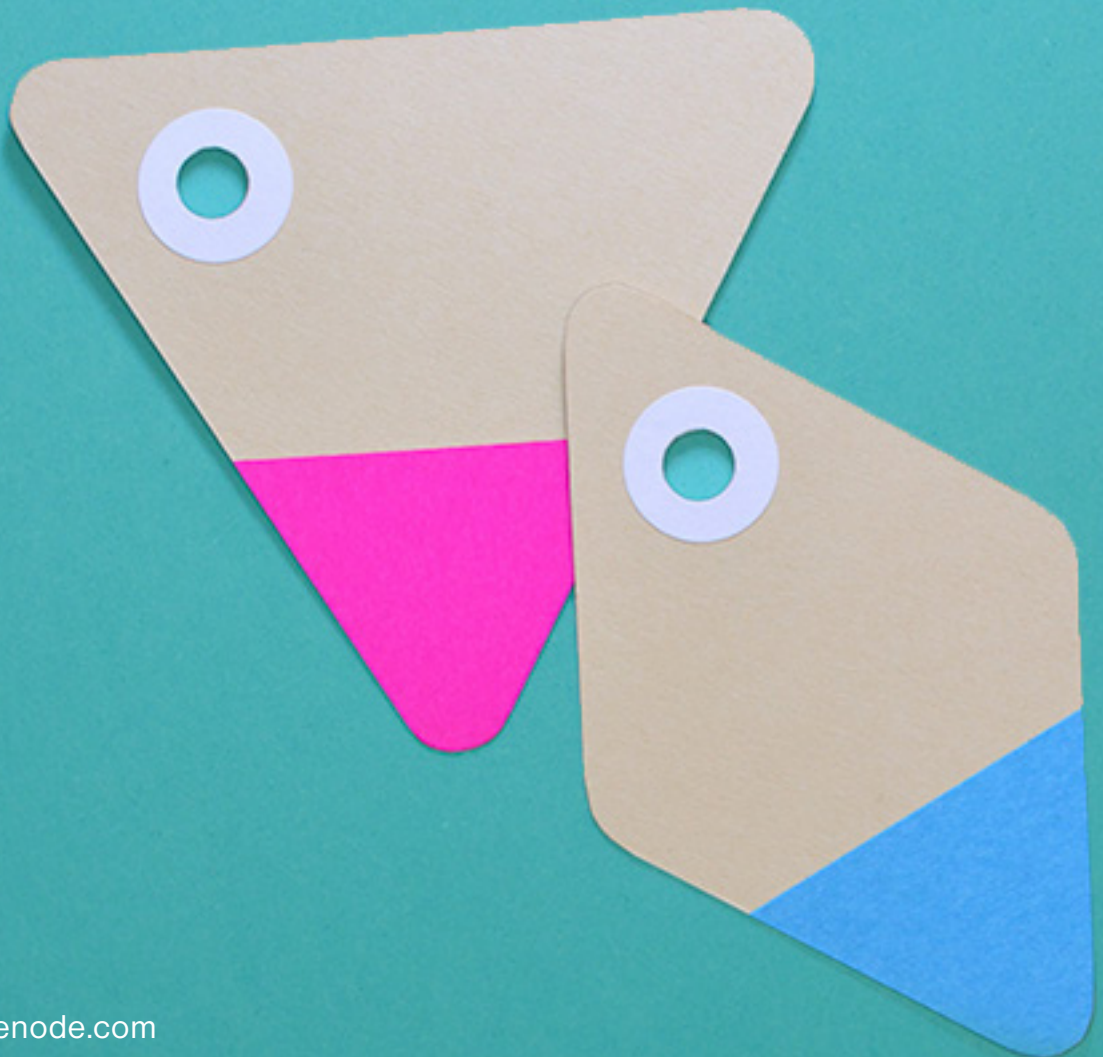


USE CASES

# MAP Monitoring



# Brand & Price Protection with AI-driven Intelligence

Having a presence on online marketplaces like Amazon, eBay, Alibaba, or BestBuy is no longer 'optional' for a brand worth its name.

However, these channels bring their own set of problems. Dynamic pricing algorithms have become commonplace for retailers trying to woo the comparison shopper with too-good-to-be-true deals. Sellers vying for a spot in the Buy Box steer your products recklessly towards price erosion and brand erosion. In a constant struggle between squeezing the last margin dollar and giving the most enticing deals to the shopper every day, you're no longer in complete control of your products on these marketplaces.

Can you do anything about it?

## Absolutely!

**It is now time to reclaim that control over your pricing and protect your brand equity, no matter where your brand is sold.**

Gone are the days when your Minimum Advertised Pricing (MAP) policy could alone serve as a guideline stating terms for pricing, promotion & product representation for resellers. Any brand with an online presence today needs a legally comprehensive, AI-enforced automation process in place to ensure complete MAP compliance. You need the technology to monitor hundreds and thousands of your brand's products sold online- that you may not even be aware of and keep sellers violating your MAP terms in line with timely email intimations; all of this round-the-clock and round-the-globe!

# Why?

## Why Now?



### **Global Channels & complex retail network**

You cannot afford to operate in analog mode.



### **Cannot afford not giving competitive deals**

Pricing also dictates visibility, seller ratings, etc. that directly influence buying decisions.



### **Price disparities**

Whether in-store, online, on the app, or on third party websites they are clearly laid out, leading to channel conflicts.



### **The Age of Amazon**

Your brand pricing seems doomed in a 'race to the bottom'.



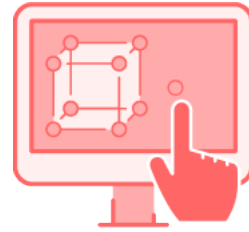
### **Limited control over individual sellers**

Keeping up with that scale is hard.



### **Unauthorized sellers and resellers**

With so many marketplaces, it's impossible to keep tabs.



### **No control over marketplace algorithms**

You cannot monitor price changes manually.



### **Counterfeiting and supplier encroachment**

Protecting the brand is paramount.





Grow & Preserve Margins

**Up to 15%**

growth in a quarter



Identify & Tackle Violators

**24X7 across the globe**

even when you're asleep



Control Counterfeits

**Costs 100x less**

than removing fake goods from the market

## USE CASE #1

# Tracking new and unauthorized sellers



A leading fitness tracker brand sold 14 million products last year, but only 47% of these sold units were sold by registered resellers in the Asia-Pacific region. To improve margins without affecting online sales, the brand needs to round up all unregistered sellers in the region and convert them to registered sellers compliant with their MAP policy.

But how can it do this without a fair estimate of the seller numbers and the channels that contributed to these unauthorized sales?

### The answer:

An MAP monitoring solution with:

- AI-powered similar product matching to **identify identical products** with inconsistent product names, images, and pricing.
- **Automated email notification** system to violating parties.
- Geography, currency, and language-agnostic for **true round-the-clock global monitoring**.
- Rich attribute library extracted from the world's largest retail dataset to **uncover sellers misrepresenting your brand**.
- Real-time, fastest price monitoring to **comb for violators every minute**.
- Historical reporting for thorough records of **price fluctuations for every seller**.

Typically sellers change names and entities to avoid suspension or blocking.

With our MAP monitoring solution, brands can probe into sellers worldwide to:

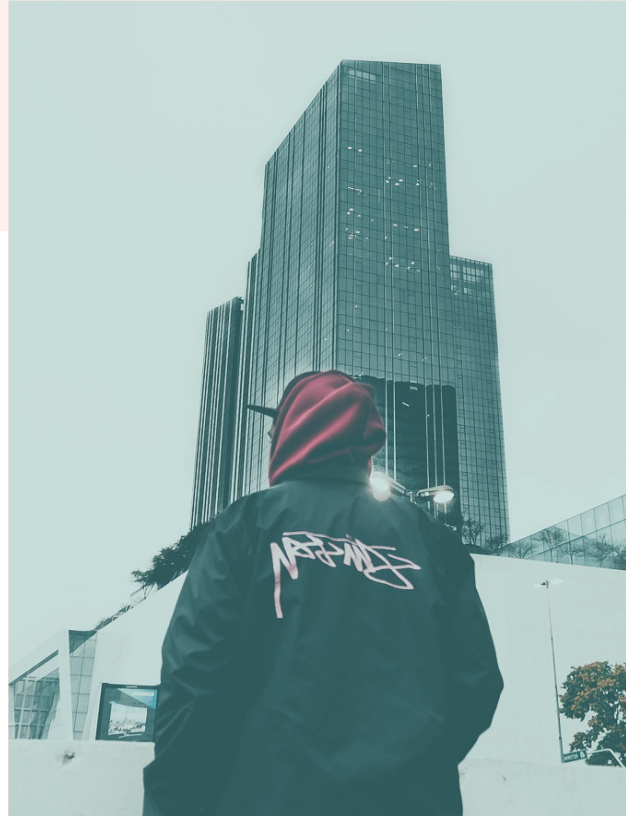
- Check if they are selling on other platforms unregistered.
- Flag product reviews for counterfeit products and inconsistent brand experience.

## USE CASE #2

# Identifying price deviations from the market average

A major streetwear brand is concerned that despite having internal data on multiple pricing violations, they lack sufficient evidence to go after a certain marketplace and the resellers hosted on it.

They lack a robust historical log of these violations and cannot tie it to the host website with the limited information they currently have. This issue has affected their D2C revenue and full-price sales figures adversely.



Brands and retailers can keep pricing violations under control if they can accurately detect deviations in advertised pricing across the market. These deviations are often linked to non-compliant pricing practices and suspect counterfeiters.

**With Intelligence Node's MAP solution**, you as a brand or a retailer can rest assured that any abnormal prices will be detected and brought to your radar. You can even automate the reporting to ensure timely action!

### Get access to:

- **Historical pricing data for accurate reporting** of every single product sold under your brand name.
- Best-in-class refresh rate and product matching accuracy to ensure thorough vetting and **avoid false reports**.
- Capability to **get fully landed price of products** to account for the final checkout prices including delivery charges, zonal pricing, and taxes.
- Image analytics to **detect promotional offers and banners** that advertise unhealthy discounts and prices lower than the agreed MAP.



### USE CASE #3

# Brand representation on third party websites



A Korean beauty brand was launched in a large, lucrative market two years ago. Despite a great initial response, several local awards, and very competitive price points, it has failed to achieve its customer retention targets in the region. An audit revealed a surge of poor customer reviews about misleading sale offers and inauthentic-looking product images on a leading online beauty retailer in that market. The beauty brand needs to probe into this anomaly and devise a plan to crack down on the retailer and enforce stricter brand guidelines on displaying pricing, product copy & promotional offers.

Brands like these can preserve their reputation and service quality by monitoring product copy and images to check for sellers and websites that are not complying with the brand policy.

Intelligence Node's MAP monitoring solution can help you preserve your brand equity and retain value perception by allowing you to reign in seller activities that are tarnishing or diluting your brand's reputation and pricing.

#### **This is only possible with:**

- Superior AI-powered **image analytics to monitor and control visual factors** critical to buying decisions.
- Bulk **email upload & seller contact** capabilities
- Rich attribute extraction to help you **benchmark product copy and promotional elements**.
- Ensure accurate size, color and fulfillment options to **avoid returns and poor reviews**.
- **Spot counterfeits, grey goods, and unauthorized sellers** by analyzing cases involving product misrepresentation.



# Get the MAP Monitoring advantage



**Identify high-risk sellers and products with at least 98% accuracy.**



**Boost brand equity, margins, and overall revenue.**



**Prevent counterfeit goods from cannibalizing your market share significantly.**



**Reduce operational and seller compliance costs by almost half.**



**Grow & control a robust sales network by converting unregistered sellers into legitimized sellers.**



## Plug-N-Play

No tech integration needed.



## Automated Reporting

Customizable email and intimation system.

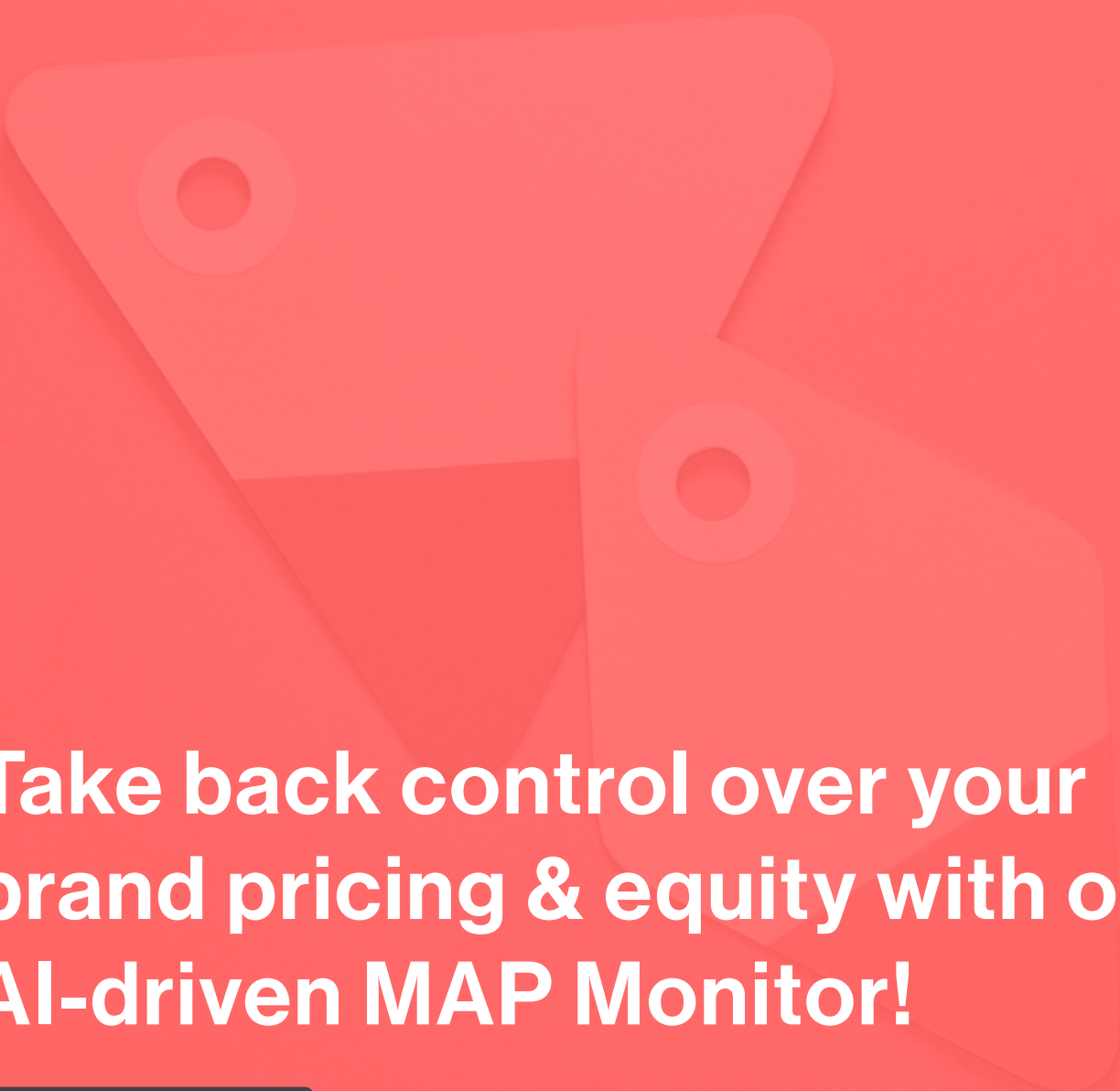


## Built for Diverse Retail Teams

Intuitive UI. No training needed.

# Trusted by

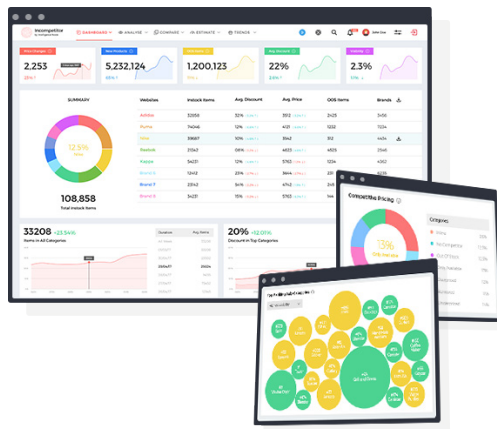




**Take back control over your  
brand pricing & equity with our  
AI-driven MAP Monitor!**

**REQUEST A DEMO**

# Product Suite

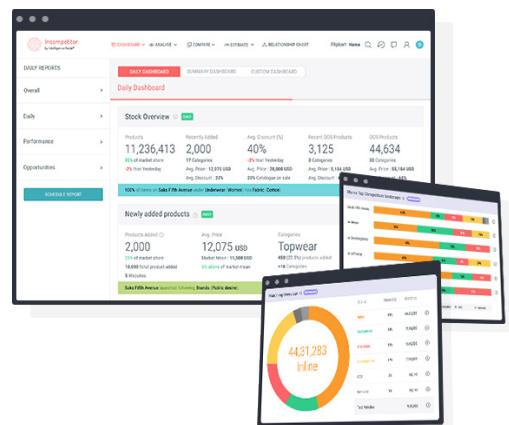


## Incompetitor

A competitive benchmarking tool for pricing and assortment.

## Inoptimizer

An end-to-end price optimization tool.



## Infeed

The world's largest market feed with unmatched data accuracy.

To learn more visit  
[www.intelligencenode.com](http://www.intelligencenode.com)