

Case Study

Consumer Medical Brand

Situation

A leading consumer medical brand faced significant challenges from unauthorized sellers disrupting its presence in the Amazon marketplace. Grey market resellers undermined brand value and eroded authorized revenue streams across key product lines.

Solution

Vorys eControl® created a comprehensive marketplace enforcement strategy for the brand, including:

- + Strategic monitoring to identify and enforce against the most disruptive unauthorized sellers
- + Coordinated seller removal through cease-and-desist letters, preservation letters, and direct correspondence
- + Enhanced distribution control measures to prevent product diversion

Results that Matter

Within a 12-month period, through a tailored enforcement program, the brand achieved 83% growth in authorized absolute revenue YOY and a 40% reduction in unauthorized offers. The comprehensive approach resulted in the removal of 50 unauthorized sellers, representing over \$2 million in revenue. This strategic enforcement enabled the brand to reclaim marketplace control while driving substantial revenue growth.



\$2M

50 unauthorized sellers removed, representing over \$2M in revenue

43%

43% increase in authorized revenue

37%

37% increase in authorized buy box control

Ready to take control of your digital channel strategy? Discover how Vorys eControl can optimize your eCommerce strategies and protect your brand. Visit vorysecontrol.com to learn more and get started.