

Case Study

Outdoor Apparel & Equipment Brand

Situation

A leading apparel, gear, and outdoor equipment brand operating under a hybrid 1P/3P model on Amazon faced significant challenges in strategically reducing 3P seller authorizations. The brand sought to transition to an exclusive 3P accelerator partnership to gain better control over their online marketplace presence and brand representation.

Solution

Vorys eControl® created a tailored approach to support the brand's marketplace evolution:

- + Provided the brand with strategic counsel through their transition, including the streamlining of distribution channels to reduce product diversion
- + Delivered consistent monitoring and enforcement across various vendor relationship models
- + Implemented targeted enforcement against disruptive unauthorized sellers
- + Established a sustainable framework for long-term marketplace control

Results that Matter

The collaboration with Vorys eControl yielded substantial improvements in the brand's marketplace control and revenue performance. The significantly more controlled sales environment supports both the brand's online growth and traditional retail relationships.



Unauthorized sellers
removed in the past year

86



Unauthorized revenue
removed in the past year

\$814k



Total unauthorized
sellers removed to date

447

Across 14 brands in the outdoor and apparel space—spanning diverse marketplace selling strategies—brands engaged with an eControl program experienced an average 30%+ revenue growth on year-over-year comparable ASINs, fueled by improved buy box control.