



Case Study

Pet Brand

Situation

A leading pet specialty company, known for its strong brand and relationships with brick-and-mortar and professional channel customers, faced a substantial disruption as Amazon® became a major platform for reselling pet products. Unauthorized and unknown online sellers flooded the market, leading to negative product reviews and harming both brand reputation and margins. Prior to the start of our engagement, MAP compliance was a mere 20%.



92%

Amazon Buy Box ownership by authorized sellers



85%

MAP compliance



Monthly authorized revenue increased by **\$794k**

Solution

Vorys eControl® helped the brand regain control through a tailored approach:

- + Customized the authorized seller program to **address unique diversion issues** in brick-and-mortar and professional channels
- + Implemented the necessary legal foundation to **combat unauthorized sellers**
- + Committed to an aggressive enforcement strategy, routinely **identifying and removing unauthorized and unknown sellers**

These efforts allowed the brand to reclaim control of its digital channels and reinforce its commitment to brand protection—enabling the brand to accelerate its growth.

Results that Matter

The brand experienced significant improvements, with its authorized marketplace seller winning over 92% of the Amazon Buy Box and MAP compliance rising to 85%. Positive product reviews surged, reflecting the brand's reputation for quality among pet lovers. Additionally, monthly authorized revenue increased by \$794K, a 339% rise.