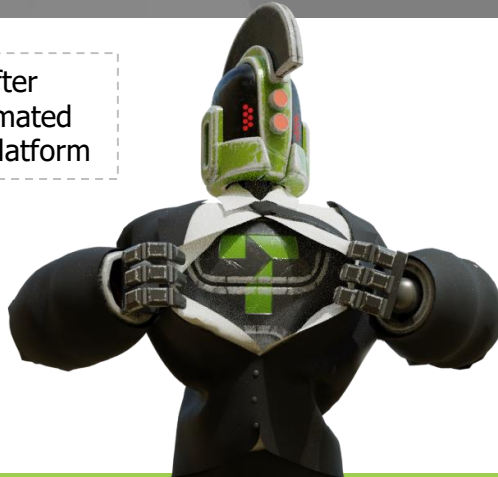


TrackStreet Helps Grizzly Pet Drive Revenue Growth While Cleaning Up Violations of its MAP Programs

Effect on MAP violations after deploying TrackStreet's automated monitoring and enforcement platform

95%
Reduction



60%
Growth

In the sales of brick & mortar retailers

"We couldn't have tackled this problem without a partner like TrackStreet. They have the technology, and they have the expertise to make a difference."

Chad Tillman National Sales Manager

Company
Grizzly Pet Products

Industry
Pet Food & Supplements



Year Founded
2002

HQ
Woodinville, WA

TrackStreet's Modules Used

Market Visibility | MAP Enforcement | Product Review Tracking | Amazon Analytics

- Provided a breadth of market visibility data on all major marketplaces and over 100,000 retailer websites previously unknown to Grizzly Pet.
- Offered a clear and actionable dashboard with real-time access to data on MAP violations, product reviews, Amazon seller inventory level and sales data, and more.
- Automated key communications with violators of MAP Policies and provided differentiated communications for unknown / unauthorized sellers and established resale partners.



PROTECT



ASSESS



GROW

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CHALLENGE

As the maker of the top selling Salmon Oil Supplement for Dogs worldwide, Grizzly Pet Products has long been a leader within the pet products market. But two years ago, it faced a very real problem. Online sellers on specialty ecommerce websites and marketplaces like Amazon were violating its resale policies. And **many of these sellers were marketing under unauthorized identities that were unknown to Grizzly Pet**, at price points that were upsetting established partners in its resale network, including brick and mortar stores that were ill-equipped to respond to a price war.

On sales calls, retail partners would pull up pricing policy violations on screen and ask what was being done to enforce Grizzly Pet's MAP policy and protect members of its Authorized Resale Network. Something needed to change quickly.

“When companies tell me that they’re struggling with enforcing MAP, I tell them what we learned. You can’t do it by yourself, and you need experts on your side, like TrackStreet.”

Chad Tillman National Sales Manager

SOLUTION

TrackStreet was chosen to help Grizzly Pet automate MAP enforcement and identify and address unknown or unauthorized online sellers. **“TrackStreet’s platform automated much of our policy enforcement from sending emails to violators to automatically adding the worst offenders to a ‘Do Not Sell list’, which was a real game changer for us,”** said Chad Tillman, National Sales Manager for Grizzly Pet Products.

Grizzly Pet Products implemented the following TrackStreet modules:

- [Market Visibility](#) - discovers your products on every website and marketplace, and tracks pricing changes over time.
- [MAP Enforcement](#) - automates violator communications or queues for manual review.
- [Amazon Analytics](#) – insight into exactly how much inventory is being held and sold on the Amazon platform on a product by product or seller by seller basis.
- [Product Review Tracking](#) - 24/7 tracking of what customers are saying on Amazon, eBay, and every eCommerce website & marketplace that matters.

These modules are delivered in an intuitive and easy-to-use Software as a Service (SaaS) platform, complete with all the services and support necessary to succeed.



RESULTS

Within a month, TrackStreet had identified and helped Grizzly Pet stop unauthorized sellers listing its products on a host of ecommerce sites. Then, TrackStreet began focusing on large marketplaces like Amazon. Using TrackStreet's Amazon Analytics module, Grizzly Pet Products **could prioritize enforcement efforts among hundreds of problematic 3P Sellers**, based on hard data about them such as inventory levels and sales velocity.

TrackStreet also assisted with Grizzly Pet Product's efforts to target specific sellers on listings who had reached a 'Do Not Sell' list. Targeting unauthorized or unknown sellers on specific product listings or ASINs, via a test program codenamed "Project Viking", **TrackStreet successfully reduced the number of violators over 95% from over 200 sellers to under 10**. And for those violating MAP Pricing, TrackStreet's automation contacted the seller and radically reduced violations with minimal manual effort. "Just giving me a list of violators is useless to me," said Tillman. "

"TrackStreet took what **used to be at least 15 hours of work per week of ineffective and inefficient manual effort, and reduced it to one hour a week**, just making sure everything is running. Plus, the number of violations is now very low. Which has given me time to focus on product reviews."

Chad Tillman National Sales Manager

With TrackStreet's Product Review Tracking module, Tillman has **been able to focus on growing the Grizzly Pet Products brand**. While other companies maintain a standard rate of product reviews to purchases, Tillman has seen that engaging with reviewers in 24 hours and rapidly effecting change when needed, has caused Grizzly Pet Products number of reviews to increase far faster than before.

"More customers and prospects are being exposed to our brand in a positive way." In addition, Grizzly Pet Products can use the data from Product Review Tracking to focus on removing bad product reviews which aren't related to their products, engage dissatisfied customers and resolve product issues before they snowball and negatively impact sales, or their customer service teams.

For companies considering a price increase, TrackStreet offered a degree of pricing control that was invaluable. **"Before we were enforcing MAP effectively, price increases would really hurt Brick & Mortar retailers as they increased their pricing**, but Online Sellers would simply absorb the increase thus causing a gap in pricing between physical stores and online partners to become even worse.



Now, with effective MAP enforcement, price increases impact the online sellers immediately, giving brick & mortar stores the time they need to make any necessary adjustments. The technology is giving us true control over our pricing.”

The results have been very beneficial to Grizzly Pet Product’s sales too. **“Since all of this started our Brick & Mortar sales have increased by over 60%.** Our online prices have adjusted remarkably so they are now equal to the prices found in stores, while ensuring our Authorized Online Vendor Partners capture a worthwhile margin in the online marketplace. This has resulted in **stronger margins, more interest from new potential customers,** and SKU expansions across both of our Brick & Mortar and Online Channels.” said Tillman.

When asked what he tells others in the industry who are struggling with enforcing their MAP policies in places like Amazon, Tillman’s answer was concise and direct:

“I tell them, ‘You can’t do it by yourself. Get TrackStreet to help you.’”

Want to see what TrackStreet can do for you?

We are excited to announce a new way for you to quickly experience the visibility and actionable insights our platform can provide, it’s called **TrackStreet Discover.**

Simply give us a few of your UPC’s and we will build you an interactive dashboard showing your brand's performance across the Internet.

[Click Here To Get Your Free Interactive Brand Discovery Dashboard](#)



Make us your (not so) secret weapon

We help PROTECT + GROW the best brands in the world. We combine world-class technology with world-class people to be your world-class partner. We look forward to showing you why we’re the best.