



Protecting Brick & Mortar Stores While Selling on Amazon

Why is pricing all over the place on Amazon?

Bruce Haas, the owner of Haute Diggity Dog, was very concerned when he looked over his listings on Amazon. On top of several issues, pricing broke MAP frequently despite their having a clear policy in place. He didn't know who were behind the many Amazon Seller store fronts and even Amazon got a hold of his products somehow. This presented issues as HDD sells to Brick & Mortar stores, requiring pricing to be consistent. Brick & Mortar stores are inclined to carry their products only if they know Amazon is not a threat. Attending several trade shows a year, Bruce needed answers to maintain wholesale account relationships.

How can you grow online sales while keeping Brick & Mortar stores happy?

CASA thoroughly investigated and identified all of the sellers that sold HDD products on Amazon. We discovered that most Sellers purchased products through various pet supplies wholesale websites, and Amazon purchased directly from a *fake* distributor. Yes, an entity pretended to be a distributor and sold to Amazon. Furthermore, some Amazon Sellers misrepresented themselves as Brick & Mortar stores in order to get access to the products.

Bruce faced the tough business question of how to maintain the integrity of his brand, maximize online sales *and make sure to protect his vital and real Brick & Mortar relationships.*

That's when he handed over to CASA the reigns to Amazon.

What were the results?

We identified over 100 Sellers within that first year and implemented systems that would prevent any further access to Amazon. We instituted prices across the entire product line that met or exceeded MAP in order for Brick & Mortar stores to know that Amazon would never ever have a lower price than theirs. Oh, and we also grew Haute Diggity Dog's online sales by 145% in that first year. As a brand owner, the importance of controlling who has access to sell your products and having a seller that serves as your advocate to protect and grow your brand cannot be understated. It's one of the fundamental requirements to take full advantage of Amazon.

How did we achieve such great results?

That's a longer answer, and we would be more than happy to have that conversation. We understand that Brick & Mortar relationships are important to maintain. So, ask yourself this question: who is actually serving as your brand advocate dedicated to growing the entire online sales pie, while protecting your core business relationships? In other words, who is dedicated to growing your online sales, maintaining price consistency, protecting your brand online and increasing your brand's exposure? In most cases, the answer is no one. And we can prove it.