



# Managing Relationships with Marketplaces

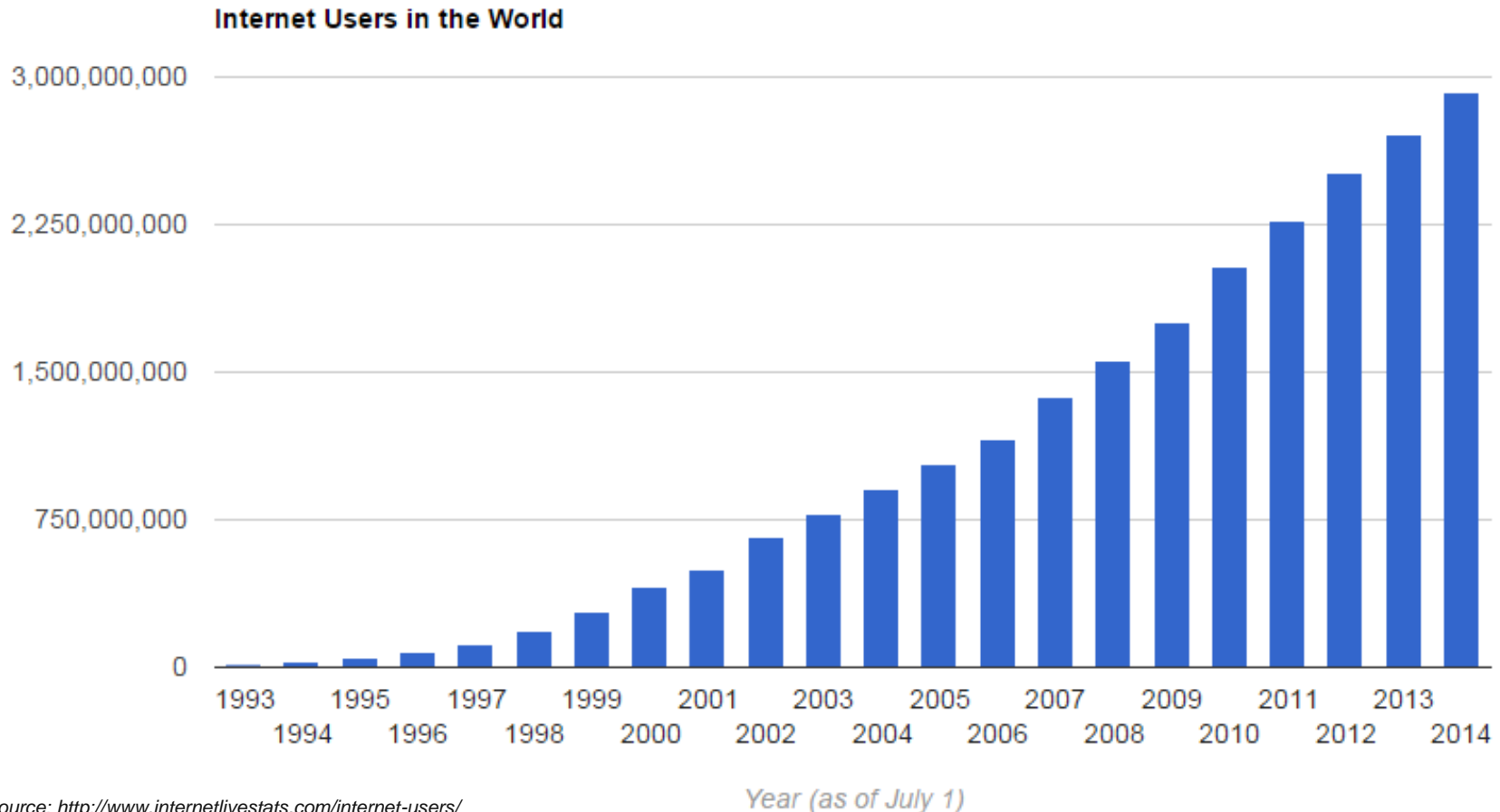
**Nancy Merritt & Akino Chikada**

Brand Protection, MarkMonitor

# Agenda

- Marketplaces today
- Benefits of collaborating with marketplaces
- Recommendations: What you should do
- Q&A Session

# Global Internet Adoption

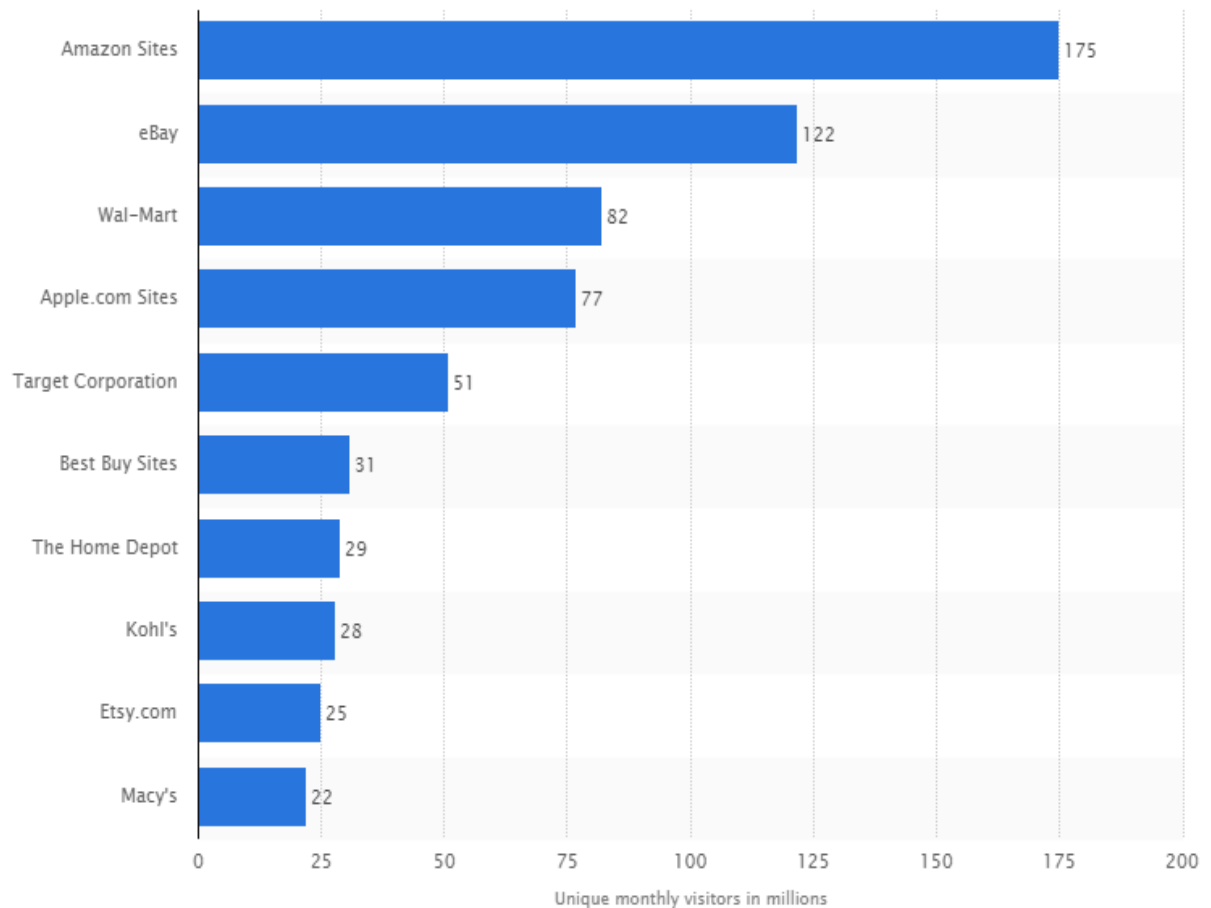


3 billion+ people are using the internet today

# Most Popular Retail Sites

## In the United States, as of March 2015

- Amazon: 175 million unique visitors / month
- eBay: 122 million unique visitors / month
- Etsy: 25 million unique visitors / month



© Statista 2015

# Marketplaces Trends

**50%**

**Growth by global online shoppers by 2018**

**~39%**

**Shoppers who initiated product searches on Amazon directly vs 11% through search engines**

**90%**

**U.S. and U.K. independent online retailers sell through online marketplaces**

# Marketplaces are Continually Evolving

- New programs and initiatives are being launched
  - Alibaba – three strike program
  - Taobao Good Faith Program
- Change in enforcement policies
  - Etsy, DHGate, Mercado Libre – changing from an email-based enforcement to online process
- Varied enforcement policies
  - gMarket - does not accept logo enforcements
- Marketplaces closing down and new ones emerging

Have someone dedicated to managing relationships with marketplaces

# Questions All Brand Owners Should Ask

- Beyond the approved channels, where else are your products being sold?
- Is your product being represented in an appropriate way in all these marketplaces?
- Are those selling your products online legitimate?
- How to protect your customers and ensure your customers can trust you?

Ultimately, you are responsible for protecting your products online

# Having a Rapport With Marketplaces Matters

- Responsiveness - manage urgent issues more efficiently and effectively
- Broaden your brand protection strategy beyond traditional enforcements
- Influence marketplaces so that they take into consideration your business requirements

Collaborating with marketplaces can offer some serious benefits



# Responsiveness – Urgent Issues

## Benefits

- Expedited resolution to issues
- Mitigate damage

## Risks

- Lost visibility and revenue
- Harm to internal relationships

# Responsiveness – Suspended Account

Shop by Department  Today's Deals Gift Cards Sell Help

Hello, **anant** Your Account Wish List Cart

Off-to-College Deals Sponsored by

Show results for

**Beauty** >  
 Facial Creams & Moisturizers  
 Facial Night Creams  
 Mascara

**Books** >  
 Romance  
 Regency Romances  
 Western Romances

**Health & Personal Care** >  
 Insect & Pest Repellent

+ See All 26 Departments

Refine by  
 Prime

**Recommended Items For You**

<p>★★★★★ (33)              \$19.94              Why recommended?</p>	<p><del>\$30.00</del> \$24.99              Why recommended?</p>	<p>★★★★★ (7)              \$19.97              Why recommended?</p>	<p>★★★★☆ (14)              \$5.80              Why recommended?</p>
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**Best Selling Beauty from**

<p>★★★★★ (114)              \$8.74              Add to Cart</p>	<p>★★★★★ (191)  <del>\$12.00</del> \$9.78              Add to Cart</p>	<p>★★★★☆ (239)  <del>\$25.00</del> \$13.25              Add to Cart</p>	<p>★★★★★ (274)              \$9.99              Add to Cart</p>	<p>★★★★★ (12)              \$14.49              Add to Cart</p>	<p>★★★★★ (90)  <del>\$35.00</del> \$11.95              Add to Cart</p>	<p>★★★★★ (144)  <del>\$62.00</del> \$11.44              Add to Cart</p>
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# Non-traditional Enforcement

## Benefits

- Proactively prevent health and safety issues
- Increase MP awareness

## Risks

- Damage to brand reputation
- Increased harm to consumers
- Potential lawsuits

# Non-Traditional Enforcements

## Prohibited and restricted items

- Adult Only category
- Alcohol
- Animals and wildlife products – examples include live animals, mounted specimens, and ivory
- Art
- Artifacts, grave-related items, and Native American arts and crafts
- Catalytic converters and test pipes
- Cell phone (wireless) service contracts
- Charity and fundraising
- Clothing, used
- Contracts
- Cosmetics
- Counterfeit currency and stamps
- Credit cards
- Currency, selling
- Drugs and drug paraphernalia
- Electronics equipment – examples include cable TV de-scramblers, radar scanners, and traffic signal control devices
- Electronic surveillance equipment – examples include wiretapping devices and telephone bugging devices
- Embargoed goods and prohibited countries – examples include items from Cuba
- Event tickets
- Firearms, weapons, and knives – examples include pepper spray, replicas, and stun guns (see also military items)
- Food and healthcare items
- Gift cards
- Government documents, IDs, and licenses
- Government, transit, and shipping-related items – examples include airplane operations manuals, subway employee uniforms, and U.S. Postal Service (USPS) mailbags
- Hazardous, restricted, or regulated materials – examples include fireworks, and refrigerants
- Human remains and body parts
- Importation of goods into the US – examples include goods not allowed for distribution in a certain country

- Real estate
- Recalled items
- Slot machines

The screenshot shows a product listing on the MarkMonitor website. The product is a 'Passenger AIR BAG TAN' with an item condition of 'Used'. The price is listed as US \$54.99. There are buttons for 'Buy It Now' and 'Add to cart'. Below the price, there is an option for 'Assurant 6-month protection \$10.49' with sub-options for 'Add to watch list' and 'Add to collection'. The listing also features 'Free shipping' and 'Located in United States'. Shipping details include 'FREE Standard Shipping' and an estimated delivery date between Wednesday, September 2nd and Thursday, September 10th. The seller information shows a 99.4% positive feedback rating and a 'Follow this seller' button. A 'MONEY BACK GUARANTEE' is also mentioned.

# Non-Traditional Enforcements

## Products/Product Types Banned on Marketplace:



- Firearms/Weapons
- Nudity
- Profanity
- Hatred/Racism
- Art displaying humans or animals
- Art displaying religious places or scenery
- Tattoos, tattoo equipment
- Musical instruments & related products
- Alcoholic beverages & related products
- Tobacco products, smoking mixtures or tobacco substitutes

# Influence

## Benefits

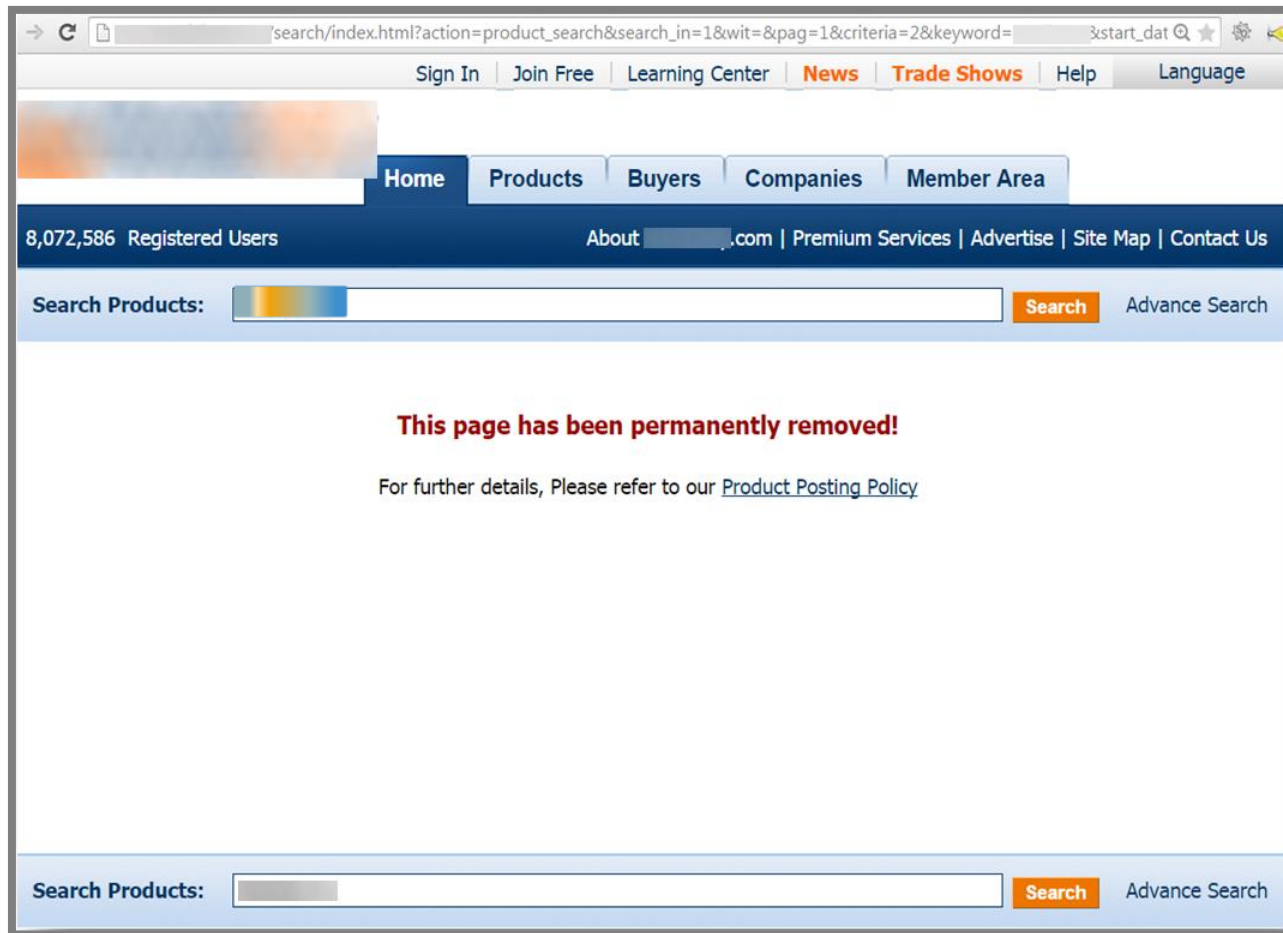
- Increase MP collaboration
- Affect policy
- Reduce reactive enforcements

## Risks

- Lower productivity
- Lower compliance



# Influence - Blocking Terms/Search Results



Search term is completely blocked and all listings have been removed

# Influence – Health Risks

Hi! Sign in or register | Daily Deals | Gift Cards | Sell | Help & Contact **MOTHER'S DAY** Make her day, May 10 My [ ] [ ] [ ]

Shop by category Search... All Categories Search Advanced

Back to search results | Listed in category: Business & Industrial > Healthcare, Lab & Life Science > Medical Supplies & Disposables > Other

**[ ] Round High Profile Memory Gel Breast 550cc Ref [ ] Exp**

Item condition: **New** [ ] Add to watch list

Price: **US \$599.99** **Buy It Now**  
**Add to cart**

Best Offer: **Make Offer**  
1 watching  
Add to watch list  
Add to collection

**New condition** 100% positive feedback Best offer available

Shipping: **\$12.99** Standard Shipping | [See details](#)  
Item location: [ ] United States  
Ships to: United States

Delivery: Estimated on or before **Wed. Apr. 29** to 83702




Payments: [ ]  
Credit Cards processed by [ ]

**Have one to sell? Sell now**

Shipping: **MONEY BACK GUARANTEE** | [See details](#)  
Get the item you ordered or get your money back.

**Seller information**  
[ ] (210 ★)  
100% Positive feedback  
Follow this seller  
Visit store: [ ]  
See other items

**SAVE UP TO 70%**  
Great deals on tech, fashion, home, and more  
**Always Free Shipping**  
**Shop now**  
**deals**







# Recommendations

# What You Should Do...

- Make sure you have someone (internal or external) managing relationships in marketplaces
- Have a contact in each marketplace so you can build a rapport
- Join working groups where you can share information and collaborate with other brand owners
- Ensure you are looking across all marketplaces, not just the ones that you think are relevant to you

# Tips & Tricks When Reaching Out

## Do...

- Ask for information / education
- Be as succinct and specific as possible
- Offer solutions to improve process
- State the facts, and provide a timeline if possible
- Be appreciative of their time
- Ask: “Is there something I can do differently?”

## Do NOT...

- Use subjective narratives
- Make threats or demands
- Overwhelm your contact
- Involve more people than necessary



# Questions?



# Thank You!

- For information on MarkMonitor solutions, services and complimentary educational events
  - Contact us via email:  
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