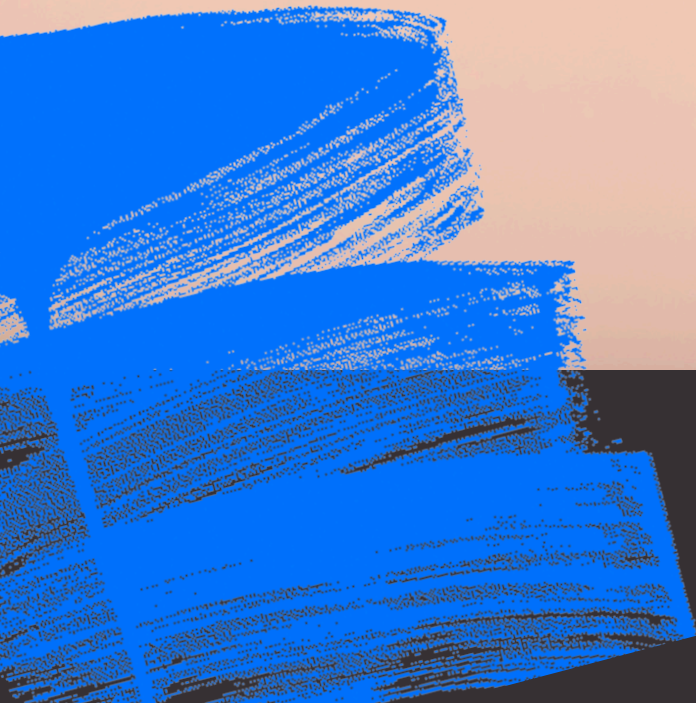


Blue Wheel 

BEAUTY BRAND CASE STUDY

BRAND
PROTECTION

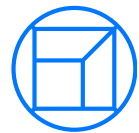


BLUE WHEEL CASE STUDY

BEAUTY INDUSTRY LEADER

The client is a leading marketer of beauty products for both professionals and consumers. Its products are available in various categories including shears, salon apparel, hair accessories, brushes, combs, gloves, towels, and more.





Contents

The Beauty Brand case study has four sections, showcasing different aspects of our Brand Protection strategic efforts and accomplishments.

01



02



03



04

The Challenges & Goals

The challenges we encountered and our client's goals.

The Actions

The strategic steps we took to achieve desired results.

The Results

The results we accomplished for our client.

The Conclusion

Our final thoughts.





The Challenges & Goals

The Challenges & Goals

Our client, a professional and consumer beauty industry leader, did not have a Brand Protection strategy at the beginning of our partnership. A major challenge was the significant number of unauthorized sellers and listings. These jeopardized its revenue and caused price erosion on Amazon, destabilizing the market and impacting the brand's value.

One ongoing challenge in Brand Protection is the emergence of new sellers. While we cannot prevent new sellers from appearing, they consistently impact the performance indicators and require continuous monitoring and enforcement efforts.

The primary goal of Blue Wheel's Brand Protection services is to safeguard the client from unauthorized sellers and listings. For our beauty brand client, the contract covers the protection of 650 products, focusing on recovering sales for these products by ensuring the removal of third-party sellers.



The Challenges & Goals

The client's baseline challenges were:

- **172 total unauthorized sellers** diluting the market and impacting brand value.
- **Over 400 unauthorized listings** competing with authorized channels.
- **\$45,000 in lost sales**, affecting revenue and distributor relationships.
- **A win rate of 20%**, highlighting limited success in addressing infringements.

Our client's main goal was to regain control of its online brand's representation and maximize its revenue potential. The overall objectives were to:

- **Reduce unauthorized sellers:** Significantly reduce the number of unauthorized sellers active on marketplaces.
- **Clean up the marketplace:** Minimize unauthorized listings to protect customers and enhance their experience.
- **Increase win rate:** Improve enforcement success rates against infringing listings to drive better results.
- **Boost authorized sales:** Recover lost sales and strengthen relationships with authorized distributors.
- **Protect the brand:** Secure peace of mind knowing their brand was safeguarded, reinforcing their reputation on Amazon while focusing on growing their core business.



The Challenges & Goals



The Actions

Blue Wheel employed a multifaceted approach leveraging powerful tools and expertise to address the client's Brand Protection challenges. Each solution was carefully selected to drive measurable business impact and align with the client's overall performance strategy. Together, we developed and implemented a comprehensive plan tailored to our client's specific needs.

Comprehensive Marketplace Monitoring

- We utilized robust software designed to monitor protected products across marketplaces, with a special focus on Amazon.
- Conducted multiple daily scrapes to identify unauthorized sellers and listings in real-time.
- Provided insights on Buy Box performance and "available to order" metrics.
- Generated detailed reports to assess unauthorized activity and inform enforcement strategies.

Data-Driven Decision Making

- We used multiple software tools in our toolset to quantify the business impact of unauthorized sellers.
- Calculated lost sales and win rate percentages by seller, providing clarity on revenue loss and enforcement success.
- Delivered actionable data that guided enforcement priorities and communication strategies.

Targeted Communication and Notice Delivery

- Our team initiated a structured communication process to address unauthorized sellers.
- Leveraged software tools to send automated email notices to non-compliant sellers, ensuring efficient outreach.
- Used a dedicated technology for sending direct notices to Amazon stores, particularly those without publicly available email addresses.

Escalated Enforcement Actions

- After exhausting the communication phase, we transitioned to an IP enforcement strategy to ensure compliance.
- Conducted enforcement actions directly through the client's Brand Registry account, targeting non-compliant sellers with precision.
- Our IP Specialist led these efforts, ensuring proper adherence to legal and platform-specific requirements.

The Key Action Steps

1. Assessment and Strategy Development

- Conducted an initial audit of the client's online marketplace presence, identifying 172 unauthorized sellers and over 400 infringing listings.
- Calculated the baseline metrics, including \$45,000 in lost sales and a 20% win rate, to set measurable objectives.
- Developed a customized strategy tailored to the client's Brand Protection needs, prioritizing Amazon as the main focus.

2. Marketplace Monitoring and Data Collection

- Deployed software to monitor protected products and conduct multiple daily scrapes of marketplaces.
- Collected real-time data on unauthorized sellers, listings, Buy Box performance, and product availability.
- Used insights to create a detailed enforcement report, highlighting key areas of concern and actionable priorities.

3. Communication with Unauthorized Sellers

- Initiated a communication phase, leveraging tools to send automated email notices to unauthorized sellers and deliver direct notices to Amazon stores when email addresses were unavailable.
- Ensured consistent follow-up to provide sellers with a clear understanding of compliance expectations and the risks of non-compliance.

4. Escalation to IP Enforcement

- Transitioned to an IP enforcement plan once the communication phase was complete.
- Conducted takedown actions through the client's Brand Registry account on Amazon.
- Leveraged the expertise of our IP Specialist to enforce against unauthorized sellers and listings effectively.
- Focused on compliance-driven enforcement to protect the client's intellectual property and brand reputation.

5. Continuous Tracking and Optimization

- Monitored results using a dedicated tool for tracking the reduction of unauthorized sellers and listings and improvements in win rate and recovered sales.
- Adjusted strategies based on insights from ongoing monitoring, ensuring long-term effectiveness and alignment with the client's objectives.

6. Regular Reporting, Weekly Performance Updates, and Regular Check-In Meetings

- Delivered regular performance updates to the client, showcasing tangible results in metrics such as win rate and recovered revenue.
- Maintained close collaboration to refine the approach as needed, ensuring the client's satisfaction and confidence in the strategy.



The Results

Blue Wheel's Brand Protection solutions enabled the beauty industry leader to overcome significant challenges and achieve successful outcomes. Our client was able to recover lost sales and enhance revenue streams through authorized channels.

The client gained confidence in its ability to protect its brand, assured by the comprehensive and reliable approach we implemented. Ultimately, the strategies we put in place established a strong foundation for maintaining long-term brand integrity and market control.

In just four months, our partnership with the beauty brand has delivered impressive results, addressing their challenges and exceeding industry benchmarks:

- **Unauthorized Sellers:** Reduced from 172 to 34, an 80% improvement.
- **Unauthorized Listings:** Dropped by 85%, from over 400 to fewer than 60.
- **Revenue Recovery:** Reclaimed \$38,250, an 85% improvement in lost sales.
- **Win Rate:** Increased from 20% to 80%, a 300% improvement.

80%

Reduction of Unauthorized Sellers

85%

Reduction of Unauthorized Listings

+85%

Improvement in Lost Sales

+300%

Win Rate Increase





The Conclusion



The Conclusion

The client quickly recognized the value of Blue Wheel's approach to Brand Protection. They expressed satisfaction with the detailed weekly reports and transparent communication, which provided the clarity they needed.

We established a clear escalation process that begins with structured communication directed at unauthorized sellers. If compliance isn't achieved, we transition to intellectual property (IP) enforcement through the client's Brand Registry account. This approach has led to higher success rates in removing infringing listings.

In some cases, unauthorized sellers were either unresponsive or resistant to compliance, necessitating more aggressive enforcement actions. Our IP Specialist took charge of these situations, leveraging legal expertise and the specific policies of the platforms to uphold the client's intellectual property rights. This targeted strategy ensured compliance even from the most resistant sellers.

Within just four months, we helped the beauty brand achieve significant improvements, including an 80% reduction in unauthorized sellers and an 85% drop in unauthorized listings. The client's engagement and trust in the process grew as they saw tangible results, creating a more collaborative and productive partnership.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$1B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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