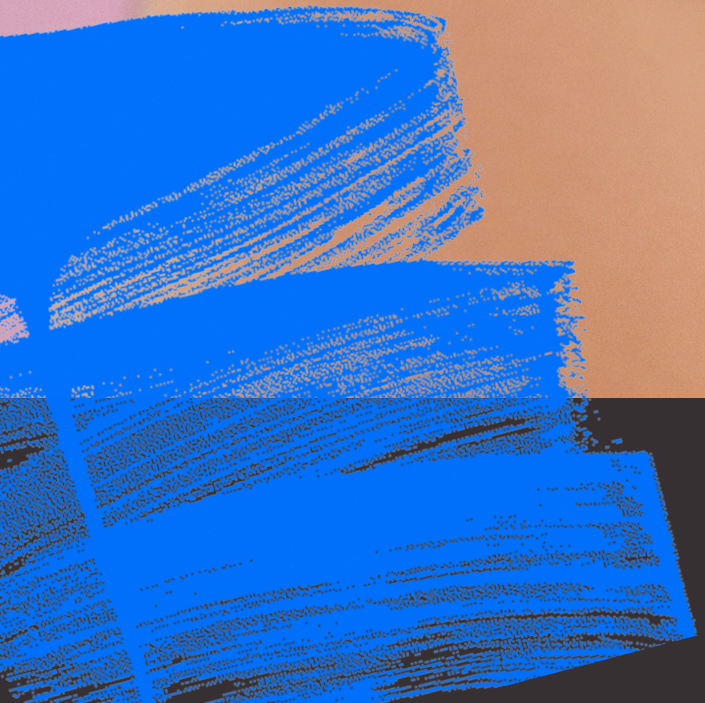


Blue Wheel 

SENEGENCE CASE STUDY

BRAND
PROTECTION



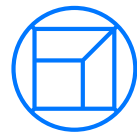
BLUE WHEEL CASE STUDY

SeneGence

“Making Long-Lasting Beauty Possible.”

SeneGence is a US beauty brand that offers skincare and makeup products, including the LipSense line, which features over 50 colors. The comprehensive catalog includes a variety of products, such as skincare, cosmetics, haircare, bodycare, and more.





Contents

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

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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 and client testimonial.





The Challenges & Goals

The Challenges

Blue Wheel's client, SeneGence, was looking to gain control over its brand presence on Amazon. As a direct sales company, it does not authorize third-party sellers on eCommerce platforms. However, multiple unauthorized resellers had created ASINs to list and sell SeneGence products without the brand's permission.

Without proper oversight, there was a lack of control over product presentation, pricing, and customer experience on Amazon. Unauthorized third parties created all existing listings, often featuring outdated, expired, or tampered products. This put customers at risk, resulting in negative reviews and potential compliance issues.

Additionally, the presence of unauthorized sellers diverted potential sales from SeneGence's authorized direct sales representatives, causing channel conflict and revenue loss.

To address these challenges, we began identifying and removing rogue ASINs to ensure that only legitimate listings remained. After the cleanup, SeneGence launched its official Amazon Store. With this new presence, we focused on protecting the brand's ASINs from unauthorized sellers.



The Goals

SeneGence's main goals were to regain control over its brand presence on Amazon, eliminate unauthorized listings and sellers, and protect its newly launched official Amazon Store.

Blue Wheel implemented a brand protection strategy aiming to:

- Eliminate 99% of unauthorized listings created by third-party sellers.
- Decrease seller count from 107 to near zero through voluntary compliance and enforcement.
- Maintain 0% unauthorized seller presence on the official Amazon Store.
- Reduce complaints related to counterfeit/tampered products by over 90% and strengthen customer confidence.
- Redirect sales from unauthorized sellers back to official channels and support independent distributors.



The Challenges & Goals



The Actions

Blue Wheel implemented a strategic two-phase approach to help SeneGence regain control of its brand presence on Amazon. The first phase focused on eliminating unauthorized listings, while the second phase aimed at protecting its official Amazon Store.

Phase 1: Rogue ASIN Removal & Marketplace Cleanup

- We analyzed all existing SeneGence product listings on Amazon to identify unauthorized ASINs and rogue sellers. Initially, we identified 107 unauthorized sellers.
- After identifying rogue sellers, we sent them official notice letters requesting the removal of their listings. Through this effort, we successfully reduced the number of unauthorized sellers from 107 to 95.
- We then leveraged SeneGence's IP rights for the remaining unauthorized sellers. After filing formal IP complaints to remove unauthorized listings and identifying high-risk resellers, we took action to prevent them from relisting under different ASINs. The number of unauthorized sellers was reduced to 7.

Phase 2: Protecting SeneGence's Official Amazon Store

- In this phase, we implemented automated tracking tools to detect unauthorized sellers attempting to list products under the new official ASINs. Our team took swift action against unauthorized resellers, leveraging Amazon's policies and SeneGence's brand protection rights.

The Actions

SeneGence was new to Amazon and lacked an enrolled trademark, which prevented it from leveraging Amazon's Brand Registry for enforcement. Without this, unauthorized sellers had free rein to create and control ASINs, making it difficult for our client to take action against rogue listings.

Blue Wheel guided SeneGence through the trademark registration and enrollment process to qualify for Amazon Brand Registry—a crucial step in gaining enforcement capabilities. Once enrolled, we helped our client activate Amazon's enforcement tools, enabling direct takedowns of unauthorized sellers and ASINs.

With Brand Registry in place, it gained full control over its official ASINs, allowing us to escalate enforcement actions, file IP claims, and remove rogue sellers more efficiently.



The Actions



The Results

Blue Wheel's enforcement efforts significantly improved SeneGence's Amazon presence, drastically reducing unauthorized sellers, listings, and rogue ASINs.

In six months, the number of unauthorized sellers decreased by 93%, from 107 to 7. Unauthorized listings dropped by 99%, reducing the count from 3,055 to 23. Active rogue ASINs were decreased by 92%, from 223 to 17.

These results far exceed industry benchmarks, showcasing the power of a proactive brand protection strategy.

Unauthorized sellers and rogue ASINs were almost eliminated, restoring brand control. We helped redirect sales to our client's official Amazon Store by removing unauthorized listings.

With rogue listings gone, customers now find authentic SeneGence products, boosting trust and satisfaction.

99%

Reduction of
Unauthorized Listings

93%

Reduction of
Unauthorized Sellers

92%

Decrease of Active
Rogue ASINs





The Conclusion

The Conclusion

SeneGence was pleasantly surprised by the speed and effectiveness of Blue Wheel's brand protection and enforcement strategy.

“ Blue Wheel helped us achieve our goals by launching our Amazon Store and assisting in the removal of illegal sellers. The Brand Protection team is consistent in their efforts, and since the start of our partnership, we have only seen a few illegal sellers arise. I highly recommend Blue Wheel, as compliance with Amazon requires both connections and consistency. ”

Ben Kante, SeneGence Chief Strategy Officer





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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