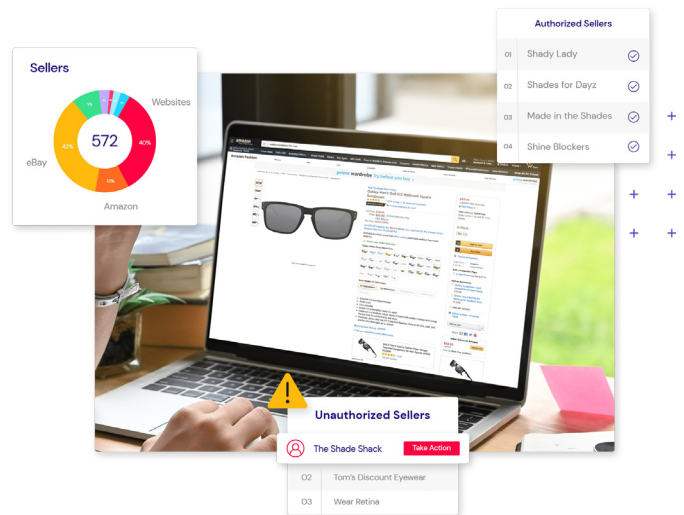
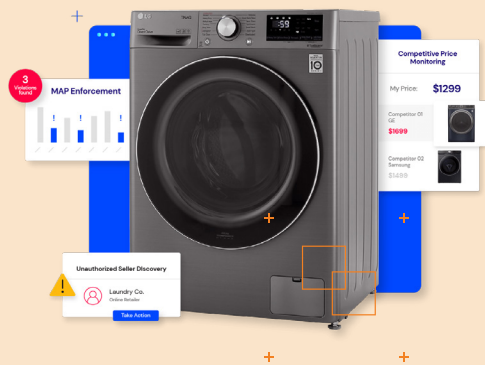


Protect your price

What is a MAP policy and why should brands enforce it?



PriceSpider identifies
500,000+
MAP policy violations
every day



When sellers go rogue on pricing a brand's product, the perceived value of that brand and its products can be cheapened—whether those sellers are authorized or not. To prevent this, brands should implement a minimum advertised price (MAP) policy to control pricing for their products and promotions across the digital shelf.

A brand's minimum advertised price is technically not the lowest price at which a retailer can sell a given product—it's just the lowest price they can publicly display without consequences for violating a MAP policy.

The MAP policy is a legal document that outlines this rule to protect brands, sellers and consumers from **price erosion**—which can reduce the perceived value of a product, hurt sellers' margins and make it difficult for consumers to spot fraudulent sellers or copycat products.

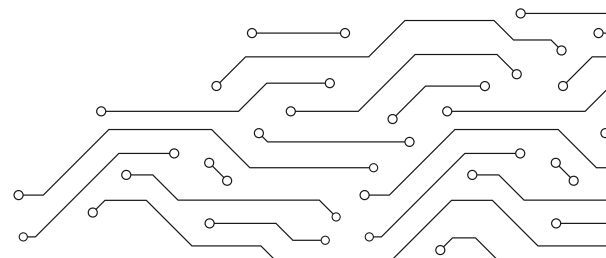
Without a **formal MAP policy** in place, you may have:

- Too many sellers in one marketplace
- Too many unknown sellers
- Too much variance in pricing
- Complaints from your best **retail partners**

A MAP policy is an essential part of protecting your price and maintaining your brand integrity. But a large product catalog and numerous retail partners make it hard to keep track of every SKU on every channel.

PriceSpider's Prowl solution continuously monitors your price policies and promotions across the digital shelf to flag any unauthorized sales of your product and protect your brand equity.

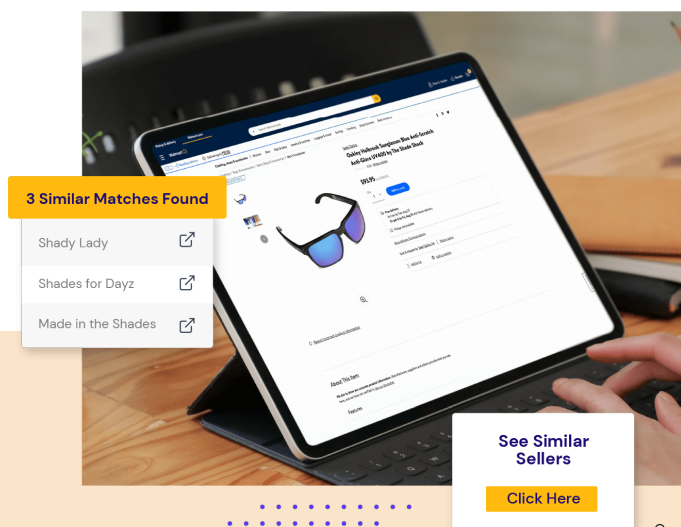
Learn more



What makes MAP different from other pricing policies?

In a sea of ecommerce pricing policies, here's why brands need a MAP policy, and how it differs from all the others.

MAP policies specifically address the price a retailer publicly displays, not the price a product is actually sold for.



MAP vs. MRP or UPP

A “minimum retail price” (MRP) may also be referred to as a “minimum resale price”—or a “unilateral pricing policy” (UPP). These terms refer to a policy which defines the lowest price a product can actually be sold for, not just what it can be advertised for.

MAP vs. ADP

An “authorized dealer program” (ADP) is another term frequently used in conversations about pricing, but it’s not actually a pricing policy. An ADP is designed to explicitly define which retailers are allowed to sell a brand’s products. Sellers who aren’t part of the ADP need to apply and get approved by the brand before they can carry its products.

While a MAP policy doesn’t say who can and can’t sell, it should outline how a brand will penalize sellers who violate the MAP policy, and it will often provide a legal process for terminating seller relationships if a retailer continues to abuse its pricing.

MAP vs. iMAP or eMAP

You’ll sometimes hear someone refer to an internet minimum advertised price (iMAP) or electronic minimum advertised price (eMAP). An iMAP is specific to prices advertised online, but an eMAP includes all electronic communication channels—even text messaging.

MAP pricing is broader than these two policies, and covers all print, physical and digital channels a retailer may use to list pricing.

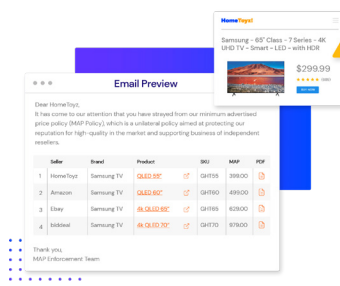
MAP vs. MSRP

Unlike a **“manufacturer’s suggested retail price”** (MSRP), a MAP policy is not a suggestion, and brands can legally enforce their MAP policy if a seller violates it. The enforcement and severity of those consequences depend on what the brand has outlined in its MAP policy.

MAP vs. RPM

Retail price maintenance (RPM) is sometimes used to refer to a broader pricing policy like an MRP or UPP, but this term is better used to discuss how a brand actually maintains its pricing policies.

Regardless of the kind of pricing policy you use, RPM is an essential part of the process—in fact, without it, your policy doesn’t really even matter. If you don’t enforce your pricing policy, violators have little incentive to follow it, and all it takes is one bad influencer to drag your other sellers down (they have to violate your policy too, in order to compete).



Discover how Prowl can help you protect your price.

