

## Events

### The Importance of Aligning Your Online Marketplace Enforcement Objectives with Your Business Goals

#### Related Attorneys

Whitney C. Gibson

#### Related Services

eControl

11.13.2018

An increasing number of companies are implementing unauthorized seller enforcement programs to protect their brand value and control sales on the online marketplaces. However, many companies struggle to solve the problems they are experiencing as a result of uncontrolled sales on the marketplaces because they (or their vendors) fixate on the wrong metrics. For example, many companies focus their enforcement efforts on the number of listings or “takedowns” achieved. Others focus on trying to reduce the percentage of MAP violation listings, and others focus on achieving a percentage reduction of unauthorized sellers. Through our work with hundreds of brands, we have found that focusing on a different set of objectives has significantly helped businesses protect their brand value, eliminate channel conflict and capture sales – more efficiently and effectively.

Our speaker, Whitney Gibson, leader of Vorys' Online Seller Enforcement group, will discuss:

- Objectives businesses should focus on when conducting enforcement on online marketplaces
- Data businesses should use to prioritize enforcement efforts
- Aligning a legal foundation and enforcement efforts to meet goals
- Multiple case studies detailing results achieved when businesses have taken this approach

This upcoming webinar on **Tuesday, November 13** is titled, "The Importance of Aligning Your Online Marketplace Enforcement Objectives with Your Business Goals." The live webinar will begin at **12:00 p.m. ET**.

If you are unable to attend, complete the registration and we will share the materials and recording following the webinar.