



MAP GUARDIANS

ALWAYS WATCHING

YOUR BEST CHOICE FOR MAP ENFORCEMENT

Because MAP isn't a suggestion. A four-part program that monitors, investigates, enforces, and administers your Minimum Advertised Price policy — so your brand reputation stays yours to protect.

A FOUR-PART ANSWER TO MAP COMPLIANCE

Many successful brands seek to protect their reputation and brand image through the implementation of a Minimum Advertised Price (MAP) program. A policy is only as strong as a brand's ability to enforce it — which is exactly where most programs quietly fail.

MAP Guardians, LLC provides a complete, four-part solution to MAP compliance: we find the violations, we find the sellers nobody told you about, we prove unauthorized activity with real purchases, and we administer the consequences so you never have to play the bad guy.

Built by a team with over 12 years of eCommerce experience — we've seen every way a reseller tries to get around a policy.

THE PROGRAM

01 MONITORING

02 BRAND SURVEILLANCE

03 TEST BUYS

04 ADMINISTRATION

HOW WE CATCH WHAT OTHERS MISS

DIFFERENTIATOR ONE

RANDOM-TIME PRICE CHECKS

Most MAP compliance providers scan at the same scheduled time every day — which means savvy resellers simply schedule their violations around those windows. MAP Guardians randomizes when every check runs, so sellers never know when they're being watched.

DIFFERENTIATOR TWO

BRAND SURVEILLANCE

You can't monitor what you don't know exists. Most MAP monitoring is limited to the SKUs and ASINs a manufacturer hands over — so a listing re-branded as “Generic” sails through untouched. We actively research and investigate the marketplace to surface these hidden, misbranded listings.

BEYOND THE SCREEN

HANDS-ON SERVICE

TEST BUYS

Not everything can be caught by a crawler. When a seller looks unauthorized, our team places a real test purchase ourselves — no bots, no scripts, just a real order to a real address — so it ships like it would for any customer. Once it arrives, we hand you everything needed to tie it back to the seller and prove unauthorized activity.

WHAT EACH PART **ACTUALLY** DOES

MONITORING

BRONZE

Your policy is only as strong as your ability to enforce it. Tell us what to watch and where — we report every price violation as it happens, scanning at random times so sellers can't simply go compliant for the hour the scan usually runs.

BRAND SURVEILLANCE

SILVER

Most marketplaces let a seller change one SKU and relist your product under a "Generic" label at a lower price — your name and images still attached. We regularly scan all resellers to find these hidden listings, identify the real item and MAP price, and add it to your monitored list. Test Buys — a hands-on service performed by our team, not automated — are available as an add-on.

ADMINISTRATION

GOLD

You know who is violating your policy — but who actually enforces it? An impartial third party removes the overhead and the office politics. We hold every reseller to the same standard, notify you in full when access needs to be suspended, and give you complete transparency at every step.

GET STARTED

INTERESTED IN **WORKING TOGETHER?**

Fill out some info and we will be in touch shortly. We can't wait to hear from you.

CONTACT US

VIEW SERVICES