

Bear Down Brands

“Thanks to GreyScout, we achieved impressive results in managing unauthorized third-party (3P) sellers across our key channels, Amazon and Walmart. The GreyScout platform not only helped us recover revenue lost to 3P sellers, but also improved our buy box rate and enhanced our brand representation on eCommerce marketplaces.”

- Josh Goldberg, Founder, Bear Down Brands

82%

Successful enforcement rate
on Amazon.com

93%

Successful enforcement rate
on Walmart.com

93%

Improved Buy Box Ownership



Bear Down Brands utilized GreyScout Brand Protection Platform to implement an omni-channel, multi-brand strategy to address unauthorized 3P sellers across Amazon USA and Walmart USA.

The Challenge:

Bear Down Brands is a network of consumer brands, specializing in premium home, health, and personal care category. Since 2010, Bear Down has focused on developing a well-rounded product portfolio and strong customer relationships.

With the soaring demand for Bear Down Brands on eCommerce platforms, the issue of unauthorized selling on Amazon and Walmart US became increasingly challenging. This resulted in a significant loss of revenue, with key SKUs experiencing buy box win rates as low as 10%, also impacting consumer trust.

The Solution:

Bear Down Brands implemented GreyScout's automated **detect, verify, and enforce workflow**, allowing them to first engage with suspected unauthorized sellers by requesting proof of purchase, understanding the source of the supply chain leak, and finally taking enforcement actions against sellers found to be infringing brand policies.

The GreyScout platform enabled the brand to create a **collection of customizable seller notifications and implement custom brand enforcement policies** based on the type of detected infringements.

The Results:

Within 4 months, Bear Down Brands achieved a **61% voluntary delisting rate**, with an overall successful enforcement rate of **82% on Amazon.com**.

Similar successful performance was achieved on Walmart.com, with a **50% voluntary delisting rate**, and a **93% successful enforcement rate via Walmart Brand Portal**.