

Detecting and Eliminating Counterfeit Goods

Classic Accessories Case Study



Summary

Classic Accessories, a leading manufacturer of high-quality covers, furnishings, and accessories, noticed an increase in counterfeit goods and image violations presented when conducting time-intensive, in-house manual audits across various online marketplaces. They needed a partner with expertise in automating a process to identify and counteract marketplace violators to improve their brand protection and governance.



Challenges:

- They desired changing their counterfeit and image violation detection process from reactive to proactive in order to respond to concerned activity in a more timely manner.
- They required streamlined, actionable insights to be provided across all retail websites given varied configurations for violation submission processes.
- They needed to reduce time to insights and eliminate the daily, manual audit requirements.



DataWeave Solution

- Build a fully customized program to address all requirements within desired budget
- Automate a solution that identified SKU-level violations by matching names and images in diverse online marketplaces
- Deliver actionable insights with measured results within a few months of implementation



Scope of Work

- **500 SKU** names and **3300** images were analyzed across **7 regions** on Amazon.com, Walmart.com, and Alibaba.com during the first three months of onboarding
- More than **25k** violations were detected and notices were submitted to each marketplace with results compared after each removal attempt



Business Impact For Classic Accessories

Results

22 ↓ hours saved per week, eliminating manual audits

\$68k ↑ saved in automation process

77% success rate within three months implementation across Walmart.com US

100% success rate within three months implementation across all Amazon sources

Outcome

- **Consumer confidence is restored** - They can confidently purchase Classic Accessories products online, knowing they are investing in a reliable brand and authentic products
- **Hours of time is reallocated to serving customers** - The team now spends only 1-2 hours per week on this automated task that previously took 22 hours
- **Amazon product visibility has greatly improved** - The grey market has been successfully reduced and counterfeit products and misleading images are no longer wrongly associated as Classic Accessories products.
- **Can now validate the authorization of third-party sellers on marketplaces** - New insights differentiate first and third party seller data, validating verified third party resellers and highlighting non-verified sellers that should be removed.

CLIENT SPEAK



DataWeave was instrumental in automating a counterfeit detection process that ensures our brand is always protected so we can focus on providing the best purchasing experience for our customers instead of conducting manual audits.”

About DataWeave

DataWeave is a leading provider of advanced sales optimization solutions for e-commerce businesses, consumer brands and marketplaces. The AI-driven proprietary technology and language-agnostic platform aggregates consumable and actionable Competitive Intelligence across 500+ billion data points globally, in 25+ languages, with insights to performance for more than 400,000 brands across 1,500+ websites tracked across 20+ verticals, to ensure online performance is always optimized.

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