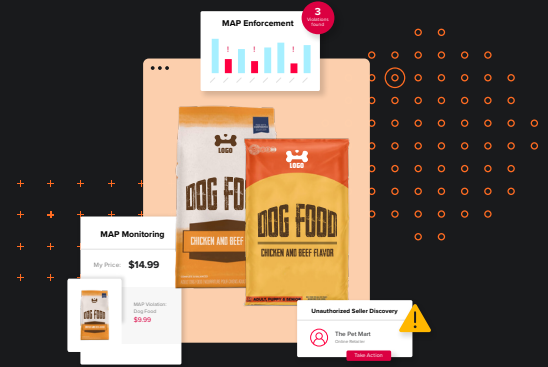


CASE STUDY

# Paws on Pricing: Fetch Higher Margins with Prowl



**3-5%**

margin increase among  
retailer partners

**21%**

decrease in violations across  
top 10 sellers

**Converted Top  
Unauthorized Sellers**

The highest volume  
unauthorized sellers agreed to  
partner & price policies

## Background

A leading premium pet food brand partnered with PriceSpider's Prowl to efficiently enforce their MAP policy. Their goal was to ensure consistent pricing across key retailers like Amazon and Chewy, while strengthening relationships with both online and brick-and-mortar sellers.

## Challenge

After merging with another pet food company, the premium pet food brand faced growing challenges in maintaining consistent pricing across major retailers and various third-party sellers. Without effective MAP enforcement, pricing discrepancies risked damaging brand value and retailer trust. The premium pet food brand needed a reliable and efficient solution to monitor, enforce, and protect their pricing strategy across a complex network of sellers.

## Solution

With Prowl, the premium pet food brand was able to seamlessly extend their MAP enforcement to manage the merged pet food company's expanded retailer network. Prowl enabled them to efficiently track violations and take swift action across key sellers. This consistent approach ensured strong compliance and increased margins for retail partners. Leveraging Prowl's reliable data, the premium pet food brand maintained pricing stability, safeguarded their brand, and strengthened retailer relationships across both online and brick-and-mortar channels.

“

Prowl gives us  
confidence in the data.  
We trust the information  
we get, which allows us  
to act quickly and  
effectively to enforce our  
MAP policy and protect  
our pricing strategy.”

– Pet Brand Sales Director

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