

Lansinoh UK



"GreyScout has proven to be a crucial ally in our brand protection efforts. The outcomes achieved in under three months have been remarkable. First Party **Revenue on the channel has improved exponentially since using GreyScout**. By identifying the leaky supply chain at source, **GreyScout facilitated a decrease in unauthorized third-party activity and enhanced our Buy Box presence**.

- Anthony Dawe, International E-commerce Manager

14x

Return on Investment

260%

Improvement in Buy Box %
for priority SKU's

55%+

Voluntary Delisting % rate

Lansinoh utilized the GreyScout platform to control unauthorized third-party selling and uncover the sources of supply chain leaks for their market leading baby products.

The Challenge:

Lansinoh is a global leader in the baby care segment offering innovative and high-quality products for new parents. From breastfeeding essentials to skincare, Lansinoh supports new parents worldwide with trusted solutions for a comfortable and confident parenting journey.

However, the continued success and popularity of the products led to the unauthorized selling of **Lansinoh merchandise across key eCommerce channels like Amazon UK**.

The problem was further fueled by official distributors and partners infringing brand policies by selling merchandise to unofficial third-party sellers, creating a need to deploy a solution to limit grey market selling and identify supply chain leaks.

The Solution:

Having used other solutions, Lansinoh UK **chose GreyScout** as the preferred partner for the platform's ability to detect, verify and enforce against unauthorized 3Ps at scale. GreyScout's online brand protection (SaaS) platform provided a highly automated, scalable and measurable process to notify and engage with 3P sellers to delist and enforce as required, further providing the means to solve the issue from the roots.

The Impact:

- Lansinoh on Amazon UK saw a 10-14x ROI on key SKUs in under 5 weeks of activating GreyScout.
- The voluntary delisting percentage stands at a strong 55+%, meaning unauthorized 3P sellers positively engage with the verifications and delisting without having to enforce.
- They now have a clear understanding of the supply chain leaks and are better equipped with solving them at source.

After achieving a positive outcome from the initial pilot, Lansinoh Europe is soon looking to deploy GreyScout's brand protection platform across key European markets.