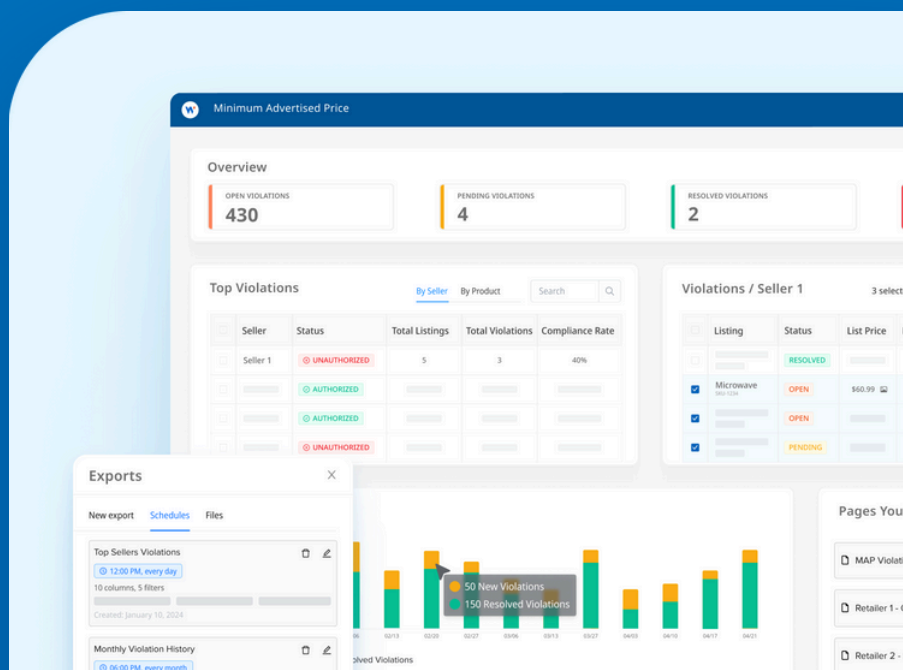


MAP Intelligence Onboarding Guide

www.wiser.com



Introduction

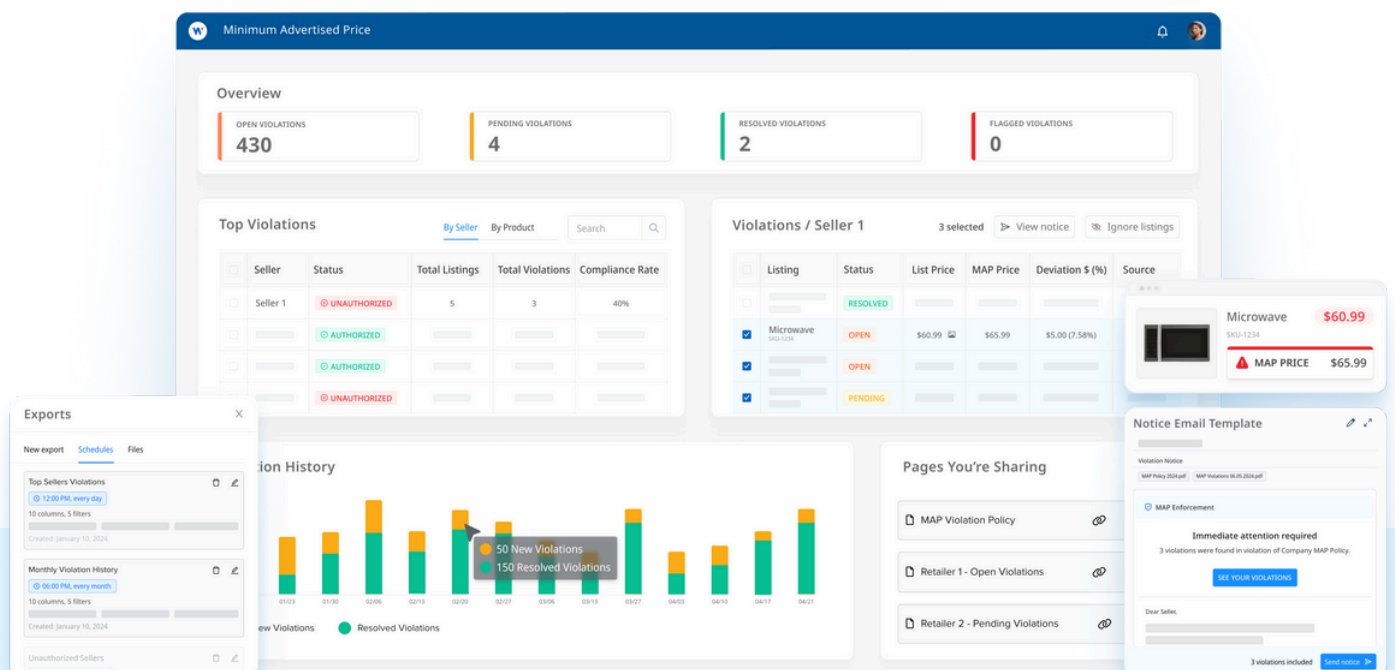
Welcome to MAP Intelligence.

This guide introduces the product you have purchased and prepares you to use it with confidence. It explains the **foundations of your program**, the **data you will provide**, and **what to expect when you first log in**.

Your Customer Success Manager and Engagement Manager will be your partners throughout onboarding, helping you get set up and guiding you through next steps.

By the end of this guide, you will feel confident about:

- The scope of your MAP Intelligence program and how it is defined.
- The type of data you will provide and why it matters.
- What to expect when you first log in and explore the dashboard.



Data Collection and Program Scope

MAP Intelligence reflects the needs of your business. Your program scope is fully customized so the platform tracks the products, sellers, and domains that matter most to you.

Your scope includes:

- **Product Catalog**

The SKUs you provide form the foundation of your program. Standard details include product name, SKU, brand, MSRP, and MAP price. You can also add custom columns for any additional attributes you want tracked in the application.

- **Sellers**

A list of your authorized sellers along with their contact information.

- **Domains**

The retailers where your products are available and monitored.

After your scope is finalized with your Engagement Manager, MAP Intelligence starts gathering data so you can see violations and updates in real time.

Data Collection and Crawls

Once your template is validated and uploaded, MAP Intelligence begins monitoring. The platform collects data from the domains you have chosen and compares observed prices to your MAP values.



Crawl Frequency

Data is refreshed at the frequency set during onboarding with your Engagement Manager. This may be daily, weekly, or more frequent depending on your agreement.



Ongoing Updates

If products are retired or added, your Engagement Customer Success Manager will guide you through updating your catalog, often on a quarterly basis.



Unauthorized Sellers

Any seller not provided on your list is treated as unauthorized, giving you visibility into the broader market.

Getting Started with Your Template*

During onboarding, you will receive a template to organize the information needed to set up your program. This file ensures your products and sellers are captured correctly so the system can begin monitoring with accuracy.

Your Engagement Manager will work with you to review and validate the file before it is imported. You do not need to prepare every detail alone. The goal is to give us a starting point and confirm that all the key data is in place. Fields shown in blue in the spreadsheet are optional.

The template has four tabs:

Legend

A quick reference guide we provide you that explains each column along with notes about if they are required, how they are used and other information.

Vendor List

Information about your sellers, including contact details and whether they are authorized or unauthorized.

SKU List

A detailed list of your products, including identifiers like SKU, UPC, brand, MSRP, and MAP price.

SKU or Material Syntax

Any rules or naming patterns that apply to your SKUs, such as suffixes that indicate finishes or product variations.

Providing this information upfront helps ensure your program launches smoothly and gives your Engagement Manager the details needed to fine-tune your monitoring scope.

*Wiser MAP customers not applicable.

Column Name	Description
Product Name	Searchable/descriptive name of the product
SKU	SKU of the product
Brand	Brand of the product
UPC	UPC (Universal Product Code) of the product
ASIN	ASIN (Amazon's unique identifier) of the product
Model	Model # of the product
MPN	Manufacturer Part Number of the product
MSRP	MSRP of the product
MAP Price	MAP (Minimum Advertised Price) of the product
Product URL	URL of the product
Image URL	Image URL of the product
Currency Type	Currency of the product (USD, CAD etc.)
Product Category	Category of the product

Violations

Navigating The Dashboard

- When you first log in, you will see three main tabs. Each tab gives you a different way to view and understand your MAP program.

Violations tab

- This is where you will spend most of your time. The Violations tab shows you where MAP rules are being broken and provides the evidence to confirm it.
- You can view violations **by seller** to see which partners are creating issues, or **by product** to see which SKUs are most at risk.

Filters

- Filters allow you to focus on **authorized** or **unauthorized sellers, domains, or categories**.
- You can also adjust columns to make the view work best for you.

Reporting

- For reporting, you can export violations instantly or schedule automated reports to arrive daily or weekly.
- These reports can be customized with your choice of filters, columns, and recipients so the right people see the right data.

The screenshot shows the 'Violations' dashboard interface. On the left is a navigation sidebar with 'Violations' selected. The main content area is titled 'Violations' and includes a subtitle 'View current or historical MAP violations by seller or product'. There are tabs for 'By Seller' (selected) and 'By Product'. A search bar for sellers is present, along with a date filter set to '2025-10-01' and a 'Filters (0)' indicator. An 'Export' button is in the top right. The table below lists various sellers with columns for Seller Name, Seller Status, Total Listings, Total Violations, New Violations, and Compliance Rate.

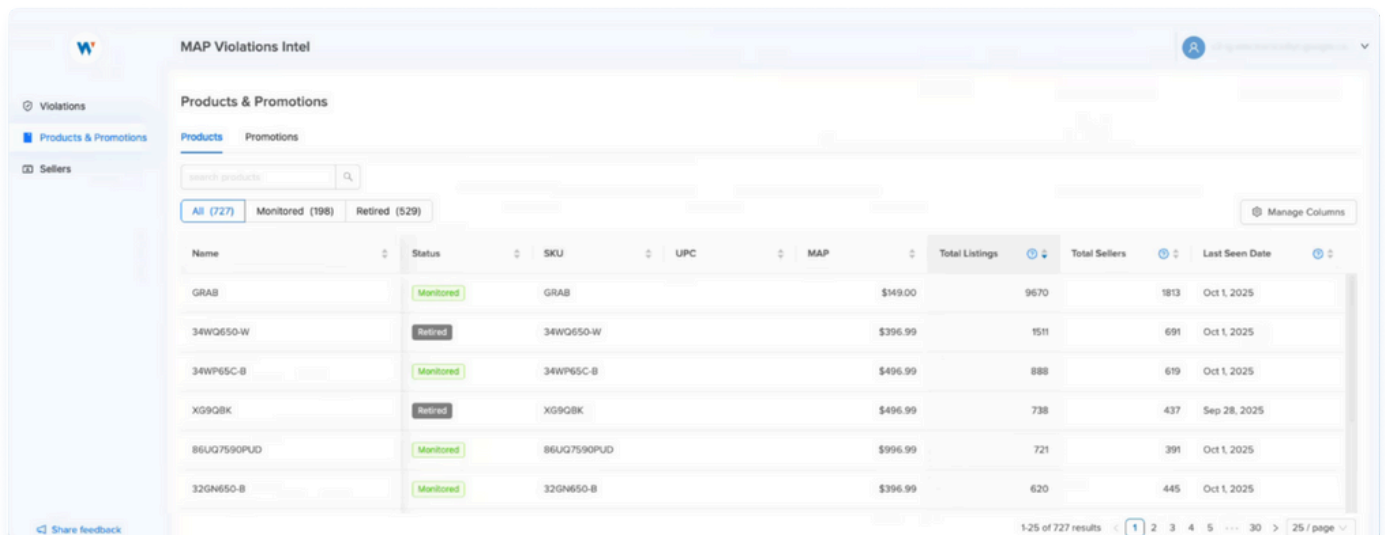
Seller Name	Seller Status	Total Listings	Total Violations	New Violations	Compliance Rate
BestBuy	Unauthorized	80	29	11	64%
Beach Camera	Unauthorized	91	22	6	76%
Electronic Express	Unauthorized	76	36	3	53%
Amazon	Unauthorized	83	34	2	59%
BrandsMart U.S.A.	Authorized	23	10	1	57%
BrandsMartUSA	Authorized	13	5	1	62%
Jetson	Unauthorized	32	24	0	25%
LG	Authorized	60	19	0	68%

Products & Promotions

The Products & Promotions tab brings product-level monitoring and promotional activity together.

Products

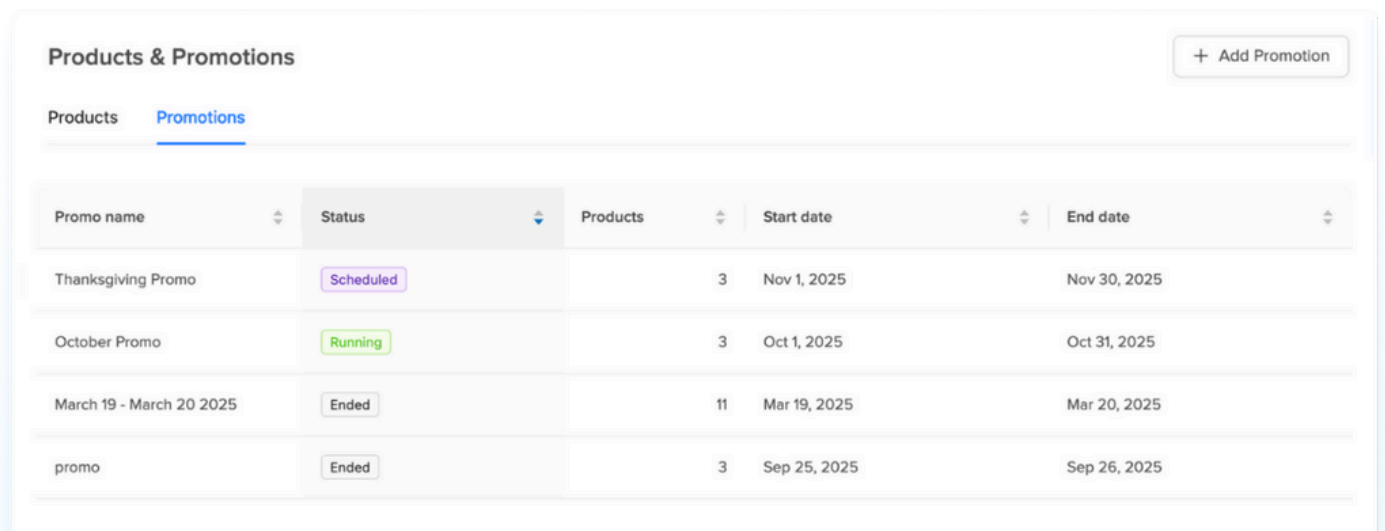
- In the Products section, you can see how compliance looks across the SKUs included in your contract. This helps you spot trends in problem categories or products.



Name	Status	SKU	UPC	MAP	Total Listings	Total Sellers	Last Seen Date
GRAB	Monitored	GRAB		\$149.00	9670	1813	Oct 1, 2025
34WQ650-W	Retired	34WQ650-W		\$396.99	1511	691	Oct 1, 2025
34WP65C-B	Monitored	34WP65C-B		\$496.99	888	619	Oct 1, 2025
XG9GBK	Retired	XG9GBK		\$496.99	738	437	Sep 28, 2025
86UQ7590PUD	Monitored	86UQ7590PUD		\$996.99	721	391	Oct 1, 2025
32GN650-B	Monitored	32GN650-B		\$396.99	620	445	Oct 1, 2025

Promotions

- In the Promotions section, you can upload a promo MAP file using the provided spreadsheet template.
- The system will validate your file, flag any conflicts, and let you track promotions through their lifecycle from scheduled to running to ended. This ensures temporary exceptions are managed clearly and consistently.

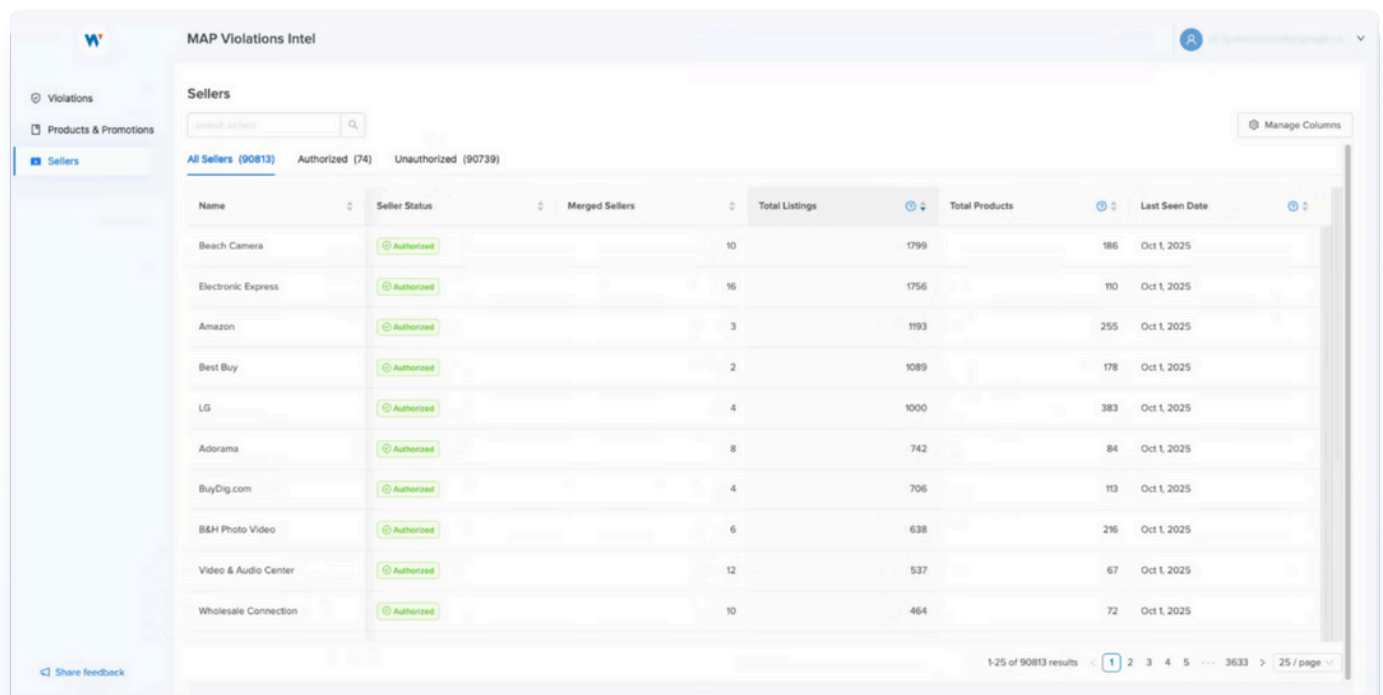


Promo name	Status	Products	Start date	End date
Thanksgiving Promo	Scheduled	3	Nov 1, 2025	Nov 30, 2025
October Promo	Running	3	Oct 1, 2025	Oct 31, 2025
March 19 - March 20 2025	Ended	11	Mar 19, 2025	Mar 20, 2025
promo	Ended	3	Sep 25, 2025	Sep 26, 2025

Sellers

The Sellers tab gives you a complete view of who is selling your products.

- It shows both **authorized** and **unauthorized sellers**, with parent and child sellers grouped under a primary name when needed.
- This view makes it easy to see which sellers are consistently compliant and which ones require closer attention.
- Combined with the ability to export and schedule reports, the Sellers tab helps you align follow-ups with the right partners and internal teams.



The screenshot displays the 'Sellers' tab in the MAP Intelligence interface. The interface includes a search bar, filters for 'All Sellers (90813)', 'Authorized (74)', and 'Unauthorized (90739)', and a table of seller data. The table columns are Name, Seller Status, Merged Sellers, Total Listings, Total Products, and Last Seen Date. The data is sorted by Total Listings in descending order.

Name	Seller Status	Merged Sellers	Total Listings	Total Products	Last Seen Date
Beach Camera	Authorized		10	1799	186 Oct 1, 2025
Electronic Express	Authorized		16	1756	110 Oct 1, 2025
Amazon	Authorized		3	1193	255 Oct 1, 2025
Best Buy	Authorized		2	1089	178 Oct 1, 2025
LG	Authorized		4	1000	383 Oct 1, 2025
Adorama	Authorized		8	742	84 Oct 1, 2025
BuyDig.com	Authorized		4	706	113 Oct 1, 2025
B&H Photo Video	Authorized		6	638	216 Oct 1, 2025
Video & Audio Center	Authorized		12	537	67 Oct 1, 2025
Wholesale Connection	Authorized		10	464	72 Oct 1, 2025

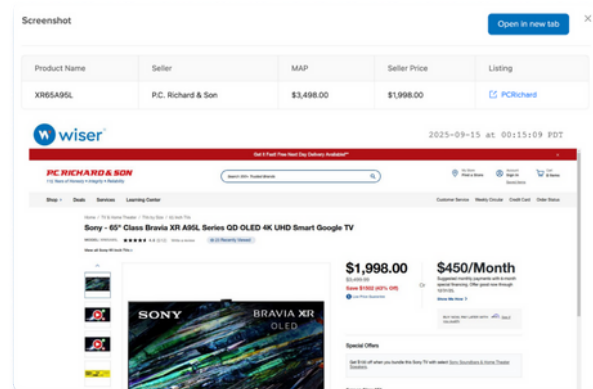
Considerations Going Forward

As you begin using MAP Intelligence, remember that you do not need to learn everything at once. Start by exploring each tab and noticing how they fit together.

Here are a few practices that can help you get the most out of your first sessions:

TRUST THE PROOF

- Violations are backed by a screenshot and timestamp, so you can rely on the evidence without doing extra validation yourself.
- This allows you to move faster when reviewing violations and builds confidence when sharing findings with others.



PAY ATTENTION TO "NEW" VERSUS "EXISTING" VIOLATIONS

- Use new violations to focus on the most recent activity, while keeping active violations in mind for persistent problems.
- This balance helps you prioritize what to act on immediately versus what requires longer-term follow-up.

The screenshot shows a table of violations for product XR75Z9K. The table has columns for Seller, Violation, Status, Date, and Days. The violations are listed as follows:

Seller	Violation	Status	Date	Days
Amazon	65" Ultra HD TV 23K Series BRAVIA XR BK Mini LED Smart Google TV with Dolby Vision HDR and Exclusive...	SURE	Sep 1, 2025	30 days
Orson Furnishings	65" Ultra HD TV 23K Series BRAVIA XR BK Mini LED Google TV XR75Z9K	SURE	Sep 1, 2025	24 days
ETHAS-47	with smartTV (Q522 Model) Bundle with Deco Home	SURE	Sep 1, 2025	24 days
Amazon	65" Ultra HD TV 23K Series BRAVIA XR BK Mini LED Smart Google TV with Dolby Vision HDR and Exclusive...	SURE	Sep 14, 2025	3 days
DealStation	65" BRAVIA XR 23K Mini-LED BK Smart Google TV (Q522)	SURE	Sep 25, 2025	9 days
LIDMUP	65" BRAVIA XR 23K Mini-LED BK Smart Google TV (Q522)	SURE	Sep 25, 2025	7 days
BestBuy	65" BRAVIA XR 23K Mini-LED BK Smart Google TV (Q522)	SURE	Sep 27, 2025	9 days
DealStation Computer Video	75 inch BRAVIA XR 23K BK HDR Mini LED TV with Smart Google TV Bundle with Premium 2 VR OPS Enh...	SURE	Oct 3, 2025	1 day

Considerations Going Forward

USE FILTERS AND COLUMNS TO MAKE THE DASHBOARD YOUR OWN

- Customize your view early so it matches your role.
- Filters let you zero in on the sellers, categories, or domains that matter most.
- Your column and filter choices are saved for your user profile, so each time you return you will see the layout you prefer.

<input checked="" type="checkbox"/>	Violation Proof	⋮
<input checked="" type="checkbox"/>	Live Link	⋮
<input checked="" type="checkbox"/>	Violation Date	⋮
<input type="checkbox"/>	ASIN	🔒
<input type="checkbox"/>	Availability	🔒
<input type="checkbox"/>	Brand	🔒

AUTOMATE DISTRIBUTION

- Scheduled exports save time and reduce manual effort.
- Set up daily or weekly reports with the right filters and recipients so your team gets the information they need automatically.
- This is especially helpful when different teammates own different sellers or categories.

Schedule ⓘ

Does not repeat ▾

- Does not repeat
- Daily
- Weekly

Data

Violating listings All listings

By starting with these practices, you will get comfortable with the rhythm of the product and build confidence in how the data supports your MAP strategy.

Your Customer Success Manager will walk you through training and deeper features, but by reading this guide and exploring the dashboard you will already have the context to get started with confidence.

Conclusion

MAP Intelligence is designed to make MAP monitoring clear, reliable, and actionable from the start.

With your product catalog in place, your sellers defined, and data collection underway, you will quickly **gain visibility into violations and trends** that matter to your business.

Your Customer Success Manager and Engagement Manager are here to support you at every step, whether that is refining your scope, validating updates, or answering questions as you explore the platform. By using the practices in this guide and spending time in the dashboard, you will build confidence in the data and see how MAP Intelligence helps you protect your brand and maintain strong relationships across your channels.

We're excited to support your
MAP compliance strategy every step of the way.

Filters	Seller	Status	Total Listings	Total Violations
Seller Type: Authorized	Seller1	UNAUTHORIZED	5	3
Seller Type: Unauthorized	Seller2	UNAUTHORIZED	19	3
Country: +	Seller3	UNAUTHORIZED	77	19
Brand: +	Seller4	UNAUTHORIZED	7	3
Category: +				
Domain: +				



Vendor	Type	Communication Thread
Vendor 1	Email	[Thread]
Vendor 2	Email	[Thread]
Vendor 3	Call	[Thread]
Vendor 4	Email	[Thread]

Seller	Status	Total Listings	Total Violations	Compliance Rate
Seller1	UNAUTHORIZED	5	3	40%
Seller2	AUTHORIZED	19	3	84%
Seller3	AUTHORIZED	77	19	75%
Seller4	UNAUTHORIZED	7	3	57%

Listing	Status	List Price	MAP Price	Deviation % (N)	Source
Fridge	RESOLVED	\$189.99	\$199.99	\$10.00 (5.2%)	Retailer X
Microwave	OPEN	\$49.99	\$69.99	\$20.00 (40%)	Retailer Z
Bottle	OPEN	\$19.99	\$19.99	\$0.00 (0%)	Retailer Y
Vacuum	PENDING	\$199.99	\$99.99	\$100.00 (50%)	Retailer Y

Templates Creation

Email Draft

Dear [Vendor],

Let me reiterate our [Company] Minimum Advertised Price (MAP) Policy. The purpose of this communication is to notify you that your company is in violation of [Company] MAP Policy. The [Company] MAP violations list below.

Since this is your company's third violation of the Policy, your company will be given an opportunity to remedy the violation before its status as an Authorized Reseller of [Company] will be affected.

Thank you for your attention to the matter.

Sincerely,



Thank You

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