



Counterfeits Don't Just Cost You Sales— They Cost You Trust

How CPG Brands Use
Raw Data to Uncover
Counterfeit Listings
Before Customers Do



Counterfeits erode customer trust, cause direct revenue loss, and expose brands to safety and legal risks. Most CPG teams don't recognize these threats until the damage is already done. With raw, structured data, you can detect counterfeit signals early and proactively protect your brand.

The Modern Counterfeit Threat

AA leading personal care brand recently discovered a 30% spike in returns caused by counterfeit listings mimicking their products on Amazon.

Today's counterfeiters operate subtly, hiding in plain sight:



Mimicking product descriptions, packaging, and images



Significantly undercutting prices, often by 50% or more



Winning Buy Boxes and confusing customers

The impact on your brand goes beyond lost revenue:



Damaged brand reputation



Legal exposure and regulatory risks



Increased operational costs due to returns and support demands



Safety hazards due to inferior counterfeit products

Why Reactive Approaches Fall Short

Traditional brand protection methods—manual monitoring, screenshots, slow takedown processes—lack scalability and timeliness. By the time action is taken, damage control is the only option left.

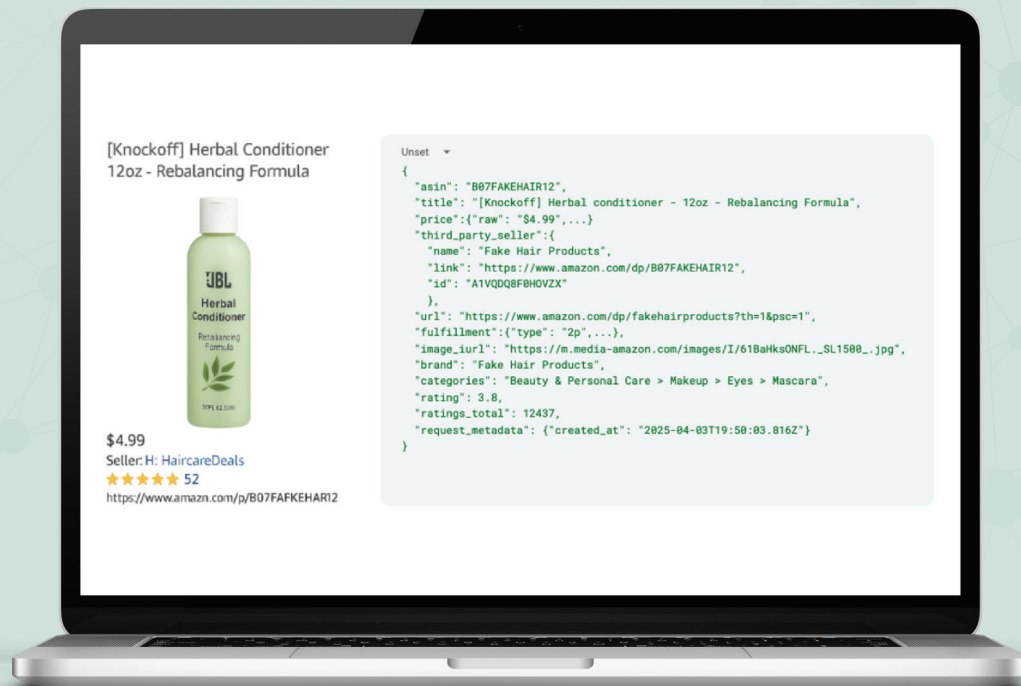
From Reactive to Proactive: The Raw Data Advantage

Imagine being able to pinpoint counterfeit activity the moment it surfaces. Raw, structured data gives you exactly that visibility. At Traject Data, we don't enforce or remove listings—we deliver clear, actionable data your teams can immediately leverage.

Structured raw data allows you to:

- **Rapidly identify unauthorized sellers** and title discrepancies
- **Spot pricing anomalies** indicative of counterfeit product
- **Cross-reference suspicious listings** across multiple marketplaces

Real-Life Example: Listing vs. Raw Data Output



How your team could use this data:



Legal: Automated alerts for unauthorized seller takedowns



Brand Protection:
Immediate identification of counterfeit products



Analytics:
Building dashboards to visualize counterfeit trends and hotspots

Real-World Use Cases to Inspire Your Strategy

CPG brands have creatively leveraged raw data to:

- **Quickly identify and remove** 400+ counterfeit listings within 60 days
- **Proactively identify and address** repeat offenders before critical sales periods
- **Link suspicious seller activities** directly to spikes in consumer complaints and returns



Imagine What's Possible

Could your team improve enforcement speed with immediate access to structured listing data?

Would proactive counterfeit detection improve your customer satisfaction scores?

Can raw data insights help your brand avoid costly legal and regulatory pitfalls?

Take the Next Step

Don't wait for counterfeit products to impact your customers. Discover how raw data can provide the visibility and speed your teams need to protect your brand effectively.

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Protect your brand proactively—starting today.





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