

Marketplace Intelligence

How Sigil Reclaimed Revenue and Scaled Brand Protection—Without Building a Scraper

Business Impact



Helped a single customer **recover \$4M** in lost Amazon revenue.



Saved the cost of **2+ engineers** by offloading data collection.



Expanded to the major marketplaces without rethinking infrastructure.



Differentiated by shipping enforcement features—not scraping tech.



Continues to scale without compromising speed or focus.

The Challenge

For growing eCommerce brands, unauthorized sellers aren't just a nuisance—they're a revenue leak, a threat to brand trust, and a source of constant pain for internal teams.

Cliff Stene, CTO and Co-Founder of Sigil, had seen this firsthand. His mission: build a solution that helped brands protect themselves from unauthorized sellers on marketplaces like Amazon and Walmart.

The biggest blocker? Data.



We didn't have the resources to focus on anything other than enforcement, and collecting that kind of data wasn't something we wanted to build internally.

— **Cliff Stene**, *Chief Technology Officer & Co-Founder*

Why Traject Data

Sigil knew that building a stable, scalable scraping infrastructure would be expensive, time-consuming, and a distraction from what actually mattered: enforcement workflows. They explored other providers, but most lacked the reliability, structure, or platform readiness needed to support production use.

Then they found **Traject Data**—a platform built not just to scrape, but to **scale**.

With ready-made collectors, structured seller and offer data, anti-bot defenses, and a usable UI, Traject Data let Sigil skip the hardest part of marketplace monitoring—and go straight to building.

The Results

Sigil launched faster, saved engineering headcount, and focused entirely on what differentiates them: enforcement.

Their team now operates across the major marketplaces, relying on Traject Data as the data foundation. With the infrastructure off their plate, Sigil has helped brands remove hundreds of unauthorized sellers—and in one case, recover \$4 million in lost Amazon revenue.

And their platform continues to evolve. Instead of maintaining brittle scraping pipelines, Sigil's engineering team spends zero time on scraping or data ingestion. Instead, they're fully focused on building enforcement capabilities and features that directly serve their customers.

“

Every competitor we come across is still building their own infrastructure—and they move slower because of it. With Traject Data, we got to skip that step entirely.

— **Ashley Craig**,
Chief Product Officer & Co-Founder

“

Traject Data is more than just a scraping company. They're delivering structured data, seller intelligence, and proprietary insights that we couldn't get anywhere else.

— **Cliff Stene**, *Chief Technology Officer & Co-Founder*

Looking Ahead

As Sigil looks to expand enforcement into marketplaces like Google Shopping, TikTok, and Facebook, they're not worried about infrastructure. With Traject Data as a foundation, they can scale confidently—without slowing down.

If Traject Data continues innovating like they have, we'll never have to worry about the data layer again—we can just build on top of it.

— **Ashley Craig,**
Chief Product Officer & Co-Founder

Ready to Skip the Scraper and Scale Like Sigil?

Traject Data helps teams move faster, focus smarter, and deliver more value—without building the infrastructure that slows everyone else down.

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