

MAKCLAN DIGITAL

Digital Brand Health Insights

How Periodic Brand Health Checkups on E-Commerce
Platforms Protect Revenue, Trust, and Market Position

A Case Study by Makclan Digital on a global food manufacturing brand selling on leading US marketplaces.

The Problem

Brands are losing millions due to marketplace listing errors they don't even know about.

Image Mismatch

Product images don't match actual items, descriptions, or packaging shown on marketplace listings.

Data Errors

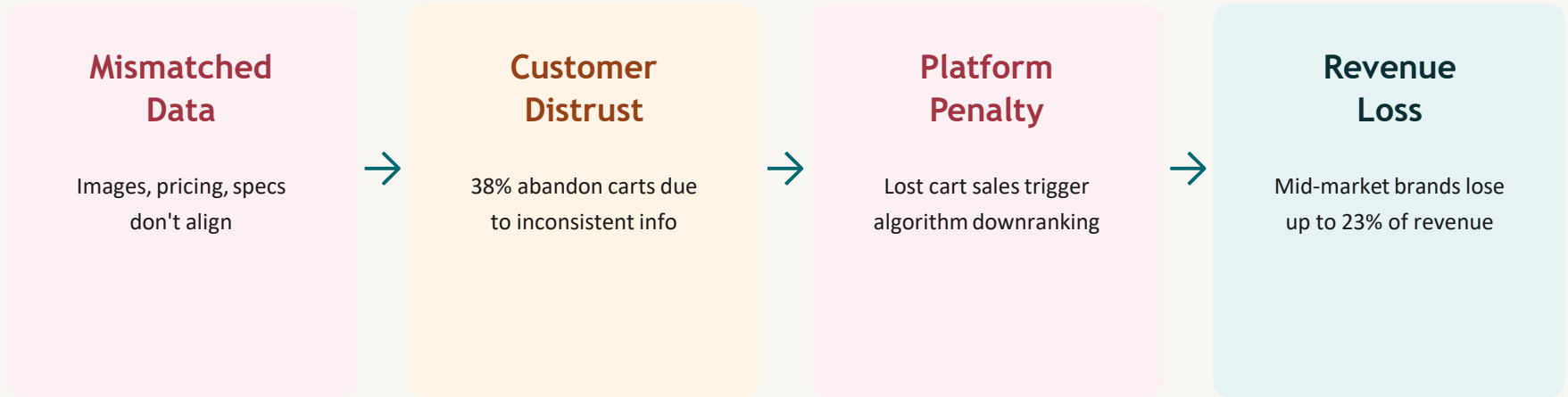
Wrong pricing, incorrect specs, missing attributes, and outdated content confuse buyers.

Content Gaps

Incomplete titles, bullet points, and A+ content cause algorithms to downrank listings.

\$18B lost annually to cart abandonment from poor product data | 40% of consumers return items due to incorrect details

The Ripple Effect of Listing Errors



86% of consumers say they won't shop again with retailers who provide inaccurate product data.

Case Study: Global Food Brand on Amazon & Walmart in US

How mismatched content led to \$1.5M in lost sales — and how periodic audits fixed it.

Before Makclan

- Product images mismatched with descriptions
- Nutrition data showing 0% across all values
- Incorrect manufacturer and pricing info
- Out-of-stock flags on available products
- 6% misrepresentation rate across listings

After Makclan

- Bi-weekly audits across all marketplace platforms
- Misrepresentation brought down from 6% to 1%
- Saved \$1.5M in avoided lost sales
- Optimized marketing budgets with data insights
- Restored brand trust and platform standing

What Marketplaces Penalize

E-commerce platforms actively downrank and suppress brands with data quality issues.

Lost Cart Sales

Abandoned carts from data mismatch trigger penalty scoring. Platforms prioritize sellers with lower abandonment rates.

Listing Suppression

Incorrect or missing attributes cause automatic suppression — your product becomes invisible to shoppers.

Search Rank Drop

Algorithms like Amazon's A9 penalize incomplete listings. Moving from page 1 to page 3 cuts traffic by 90%.

Seller Score Damage

High return rates from wrong products damage seller ratings, reducing BuyBox eligibility and platform trust.

Makclan Solution: Periodic Brand Health Checkups

A systematic, process-driven approach to ensure your brand is seen by consumers exactly the way it was designed to be - error-free and optimized.

01

Audit

Complete listing review across Amazon, Walmart, Target - images, content, pricing, and attributes.

02

Track

Monitor brand and competitor rankings on targeted keywords. Capture anomalies in real time.

03

Report

Deliver actionable insights to business teams with clear corrective steps. Weekly or bi-weekly.

What We Check Across Platforms

Parameter	What We Verify	Impact If Wrong
Product Images	Correct association, high resolution, compliant backgrounds	Listing rejection, customer confusion
Titles & Descriptions	Keyword optimization, accuracy, brand guidelines	Poor search visibility, low CTR
Pricing & Offers	Correct MRP, promotions, competitor alignment	Margin loss, customer distrust
Product Attributes	Size, color, weight, UPC, category placement	Filter failures, wrong search results
Inventory Status	Stock availability, fulfillment readiness	Lost sales, suppressed listings
A+ / Rich Content	Brand story, enhanced images, comparison charts	Lower conversion, weaker positioning
Reviews & Ratings	Sentiment tracking, response management	Reputation damage, reduced trust

Industry Best Practices

Insights from leading digital health and e-commerce marketing experts.

Full-Funnel Approach

Connect with customers at every step - from search discovery to post-purchase. Pair optimized listings with responsive, scalable product pages.

[Cardinal](#)

Data-Driven Personalization

Use buyer psychology and cutting-edge intelligence to influence purchase decisions. Every insight pressure-tested against real customer logic.

[Insivia](#)

Listing Optimization at Scale

Manage listings, images, content, and merchandising with expert e-commerce support across Amazon, Walmart, and Target for 300+ health brands.

[McKesson Consumer Markets](#)

Retention-First Strategy

Tie performance to revenue, customer LTV, and ROI. Build brand loyalty through consistent, accurate product presentation across all channels.

[Forge](#)

The Makclan Impact

6% → 1%

Misrepresentation
Reduced

\$1.5M

Saved in
Lost Sales

Bi-Weekly

Audit
Cadence

100%

Actionable
Reporting

Key Outcomes for Brands

- Timely corrective actions prevent platform penalties and listing suppression.
- Optimized marketing budgets by eliminating spend on misrepresented listings.
- Stronger customer connect through accurate, trustworthy product representation.
- Competitive edge with keyword tracking and market ranking insights.

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Your Brand Deserves to Be Seen the Right Way

Don't let data entry errors, image mismatches, and content gaps cost you sales. Let Makclan Digital run periodic brand health checkups so your team can focus on growth - while we ensure every listing works as hard as your product does.

Get in touch: accounts@makclan.com | www.makclandigital.com