

# MarketView

## Control product risk before it reaches your customers

Screen new and modified listings as they enter your marketplace, then block, flag, or route risky listings before exposure spreads.

New and modified listings create constant product risk. Sellers can change descriptions, images, claims, and product details faster than you can review them.

Without controls at the point of listing, risky products can go live, reappear, or reach customers before you have time to act.

**MarketView** is the only fully automated, AI-native solution that scans new and modified product listings at the point of entry, so you can stop illegal and policy-violating products from entering your marketplace.

**AI-native classification and your policy rules evaluate listings at creation or update**, giving you clear reasons to block, flag, route, or approve with confidence.

### MarketView in action



#### Screen new and modified listings

Listing data submitted through API or CSV



#### Evaluate product risk

AI-native classification evaluates risk categories and policy rules



#### Route for action

Block, flag, route, or approve listings

# 30M+

listings scanned daily

Built for  
marketplace scale

### Key Outcomes

- ✓ Control risky listings before they reach customers
- ✓ Detect policy-violating products at creation or update
- ✓ Apply consistent controls across high-volume listing activity
- ✓ Reduce review burden so you can focus on higher-risk listings
- ✓ Remove confirmed violations through automation or one-click review
- ✓ Use clear decision evidence to support enforcement, audit, and internal review

# Why MarketView matters

## As your marketplace grows, so does your risk

Marketplace growth depends on more sellers, more products, and constant listing updates. But every new or modified listing can introduce product risk before you have time to catch it. When review can't keep up, enforcement becomes reactive, repeat violations reappear, and review queues slow the business down.

## Turn listing review into controlled decisioning

MarketView gives you a structured way to evaluate product risk as listings are created or updated. Instead of relying on broad manual review, you can apply configured rules, risk thresholds, and workflow decisions based on your policies, categories, and risk tolerance. Where Smart Scan surfaces recurring product risk, MarketView acts on those patterns at the point of entry.

### Point-of-entry screening

Screen new and modified listings when they are submitted, so illegal and policy-violating products don't go live in your marketplace.

### Consistent policy application

Apply your rules, thresholds, and risk tolerance across categories and volume, routing higher-risk listings for review and letting the rest through.

### Decision transparency

Get clear reasons behind every flagged, routed, approved, or blocked listing to support seller appeals, card brand questions, and internal audits.

### Integrated removal options

Remove confirmed violative products immediately through API-enabled automation or one-click analyst workflows.

### Flexible enforcement workflows

Adjust thresholds, workflows, and automation levels as marketplace risk changes. MarketView works with file submissions or API integration, so you can choose the setup that fits how you operate.

### What MarketView changes

- ✓ Risk decided at entry, not after exposure
- ✓ Every listing checked at entry, not caught later
- ✓ One consistent policy, applied at volume
- ✓ Violations removed in one step
- ✓ Repeat patterns stopped from re-entering

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