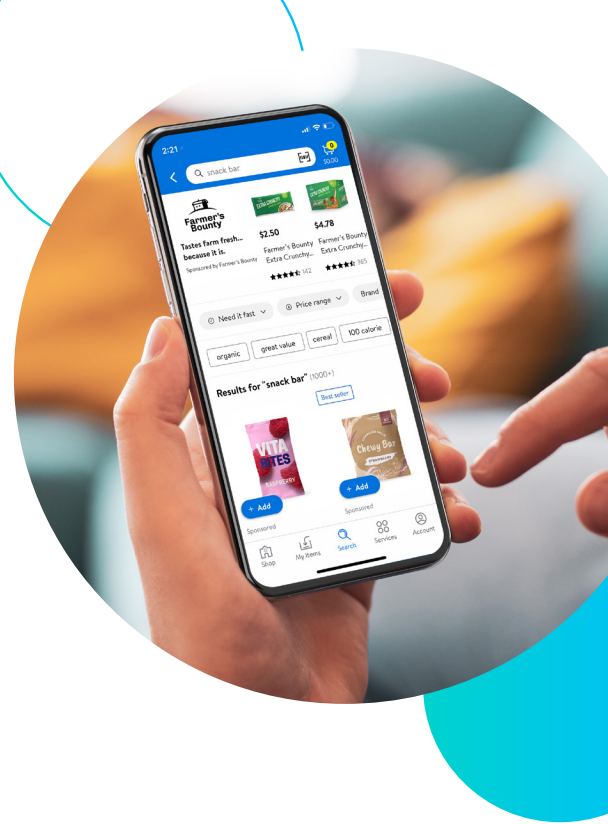




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All content provided by 4KMILES.

**4KMILES uses a global perspective to help enable growth, offering cross-border brands a full spectrum of expertise in digital commerce.**

Founded in 2018, its holistic solution spans data synergy and advertising efficiency to fast innovation and brand transformation. The 4KMILES system integrates with Walmart's official interface to facilitate the operation and management of advertising by sellers, with services including data analysis and strategy optimization.

### Services

- Self-serve

### Products supported

- Sponsored Products
- Sponsored Brands

### Cost structures

- Flat Fee

### Minimums

Yes

### Customer types

Marketplace sellers, suppliers, agencies, brands across all verticals

### Regions supported\*

U.S., China

*\*Walmart Connect offers ad inventory for U.S. only*

### Offices

China: Guangzhou, Shenzhen, Shanghai, Beijing, Hangzhou

### Contact

[service@4kmiles.com](mailto:service@4kmiles.com)



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Sponsored Search platform features	Walmart Ad Center	4Kmiles
<b>Campaign management</b>		
Campaign creation/editing	✓	✓
Rule-based optimization	✓	✓
Dayparting		✓
Budget run-out alert		✓
<b>Reporting</b>		
Dashboard metrics	✓	✓
Share of voice		
Stats (near-real time metrics)	✓	✓
Stats (near-real time daily budget indicator)		
<b>Additional features</b>		
Cross-retailer/publisher keywords		
Suggested bids (ad items)	✓	✓
Suggested bids (keywords)	✓	✓

This table does not represent all the features, tools and services offered by 4KMILES. Contact 4KMILES for complete feature information.