



**All content provided by ChannelAdvisor.**

**ChannelAdvisor is a comprehensive eCommerce platform and Managed Serve partner that helps automate key actions and optimize performance on Walmart.** ChannelAdvisor’s full support – across the shopping journey for Walmart Marketplace listings, fulfillment and Walmart Connect – uniquely positions ChannelAdvisor to support brands and retailers by ensuring that their advertising strategy aligns with their business goals.

ChannelAdvisor supports the full scope of activities between the seller and buyer on Walmart, from advertising to listing optimization and fulfillment. Product specialties include inbound for fulfillment and visibility of current fulfillment status and quantities; Walmart algorithmic re-pricer; massive-scale SKU catalog support and promotional pricing automation.

**Services**

- Managed Service
- Self-serve

**Products supported**

- Sponsored Products
- Sponsored Brands

**Cost structures**

- Monthly management fee + percentage of ad spend
- Self-service included with Commerce Core contract for marketplace management

**Minimums**

Yes

**Customer types**

Brands and retailers of all sizes in either a Managed Service or Self-serve capacity.

**Regions supported\***

U.S.

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

**Offices**

Research Triangle, North Carolina; Denver, Colorado; Berlin, Delaware; Limerick, IE; London, UK.

**Contact**

[info@channeladvisor.com](mailto:info@channeladvisor.com)

Sponsored Search platform features	Walmart Ad Center	ChannelAdvisor
<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 ChannelAdvisor. Contact ChannelAdvisor for complete feature information.