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CommercetIQ is a leading retail ecommerce management platform, powering profitability and market share growth for consumer brands across 450 global online retailers in 45 countries. CommercetIQ's all-in-one platform applies machine learning and automation across sales, supply chain, and retail media automations, along with digital shelf analytics, to create a single source of truth that is designed to empower brands to boost share of voice, minimize out of stocks, optimize assortment and inventory, and prevent revenue leakage. More than 2,200 brands globally trust CommercetIQ to manage and grow their retail ecommerce businesses across global retailers.

CommercetIQ Retail Media Management for Walmart provides:

- Retail-aware and share of voice-optimized algorithms that are designed to drive incremental sales and ROI
- Integrated full-funnel optimization to activate customers across their shopping journey
- Strategy-builder to drive automated actions based on business objectives such as awareness, new product launch, media efficiency and conversion
- Self-serve reporting that enables brands to build any custom report within seconds
- Flexible consumption models: Bring-your-own-agency, Managed Service or Self-serve software

Services

- Managed Service
- Self-serve
- Bring-your-own-agency

Products supported

- Sponsored Products
- Sponsored Brands
- Display Self-serve

Cost structures

Percentage of media spend

Minimums

Yes, minimum monthly spend

Customer types

- Brands
- Agencies

Regions supported*

U.S., Canada, UK, India, China and Japan

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

Offices

Palo Alto, California; Seattle, Washington;
Bengaluru, India; London, UK

Contact

team@commerceiq.ai

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

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