



All content provided by Harvest Group.

Harvest Group is a full-service omnichannel sales agency that offers managed advertising services for their clients.

With their Walmart adtech platform, Harvest Group actively manages and reports both Sponsored Search and Onsite Display campaigns in partnership with their digital content and sales and marketing support teams. Harvest Group's dedicated tech resources fully integrate advertising, content and commerce solutions – helping their clients' sales and marketing teams achieve their business goals with Walmart. Harvest Group offers experienced, hands-on advertising optimization with active campaign management and retail-connected reporting with a focus on delivering meaningful sales.



Services

Managed Service

Products supported

- Sponsored Products
- Sponsored Brands
- Display Self-serve

Cost structures

Flexible cost models that can be customized to each client/advertiser

Minimums

No

Customer types

Typical customers are top global and mid-market clients. Harvest Group typically supports Walmart first-party suppliers & advertisers across the entire site/store.

Regions supported*

U.S.

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

Offices

Rogers, AR; Cincinnati, OH

Contact

hello@harvestgroup.com



Sponsored Search platform features	Walmart Ad Center	Harvest Group
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 Harvest Group. Contact Harvest Group for complete feature information.