

## All content provided by Intentwise.

Intentwise is an ad optimization platform that offers recommendations, automation and analytics. Intentwise's platform empowers professional advertisers, large-scale aggregators and high-volume agencies with recommendations, automation, competitive intelligence and data infrastructure for Walmart. Intentwise helps ambitious brands, sellers and agencies scale on Walmart. The platform gives your team access to advanced campaign management capabilities, performance diagnostics and analytics.

### Services

- Managed Service
- Self-serve

### Products supported

- Sponsored Products
- Sponsored Brands

### Cost structures

Flat fee plus percentage of media spend

### Minimums

Minimum monthly spend – \$5K

### Customer types

Agencies, brands and aggregators

### Regions supported\*

U.S.

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

### Offices

San Diego, CA; Seattle, WA; Bangalore, IND

### Contact

[hello@intentwise.com](mailto:hello@intentwise.com)



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