



All content provided by Downstream by Jungle Scout.

Empowering eCommerce businesses to quickly scale growth while improving ROI, ROAS and operational efficiency with state-of-the-art automation and insights for Walmart.

Downstream is an eCommerce-native solution, developed from the ground up to address the unique challenges of driving growth via retail media. Downstream provides a holistic view of customers' eCommerce business with all the retail data they need to best measure, manage, automate and optimize their retail media investments. Downstream provides flat, predictable pricing and aims to keep incentives aligned with customers, rather than tax their ad spend. Downstream is not an agency; they are a software provider.



Services

- Self-serve

Products supported

- Sponsored Products
- Sponsored Brands

Cost structures

Flat rate fee, based on users, integrations and features

Minimums

Yes

Customer types

Downstream is best suited for mid-market to enterprise brands and large sellers, and the agencies that serve them.

Regions supported*

U.S.

*Walmart Connect offers ad inventory in the U.S. only.

Offices

Vancouver, Canada; Austin, TX; Shenzhen, CN

Contact

help@junglescout.com



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Sponsored Search platform features	Walmart Ad Center	Jungle Scout
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 Jungle Scout. Contact Jungle Scout for complete feature information.