



All content provided by MarinOne.

MarinOne Software provides a solution for advertisers that helps them analyze, manage and optimize their retail media, search, and social ads in a centralized platform. MarinOne’s comprehensive solution is focused on optimization using AI bidding & budgeting across channels. Using MarinOne to advertise on Walmart alongside your other MarinOne channels can help advertisers get closer to having a one-stop shop for their retail media needs, which helps prevent the need to split their budget and spend across different management platforms.



**Services**

- Managed Service
- Self-serve

**Products supported**

- Sponsored Products
- Sponsored Brands

**Cost structures**

- Percentage of media spend
- Freemium

**Minimums**

Yes

**Customer types**

Enterprise and Mid-Market level advertisers and agencies

**Regions supported\***

U.S., Canada, Europe/the Middle East/ Africa, Asia-Pacific

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

**Offices**

San Francisco, Austin, London, Paris, Dublin, Shanghai

**Contact**

[bizdev@marinsoftware.com](mailto:bizdev@marinsoftware.com)

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