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Sellozo’s Walmart ad automation tool helps you get more out of your ad spend. Their A.I.-driven advertising growth suite is engineered to increase sales, lower investment costs and increase profits through automation. Sellozo’s tool allows advertisers to automatically set up complex campaign structures and keyword rules to maximize sales and increase profitability. Sellozo’s keyword discovery ensures your products are in front of the right customers. Set different times for different days to optimize every advertising dollar. Easily monitor and track fees and financial details. Sellozo’s experts will manage your strategy and partner with our creative team to build ads.



Services

- Managed Service
- Self-serve

Products supported

- Sponsored Products
- Sponsored Search

Cost structures

Flat fee

Minimums

No

Customer types

Brands, agencies, small–medium businesses

Regions supported*

U.S.; Canada; Mexico; China; UK; India

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

Offices

Kansas City, MO; Vancouver, WA; Hebron, KY

Contact information

info@sellozo.com

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