



All content provided by Skai.

Skai (formerly Kenshoo) is a leading omnichannel platform that helps performance marketers plan, activate and measure programs across digital media for informed decisions, high efficiency and optimal return. Scale your Walmart advertising with Skai's powerful features & capabilities.

- **Advanced experimentation:** Cultivate a culture driven by data-led decisions with intuitive testing and learning tools.
- **Intelligence-driven solutions:** Leverage solutions infused with data (i.e., inventory health, SOV, shipping times, ratings and COGS) from the most comprehensive set of sources.
- **Scalability, stability and security:** Trust infrastructure that powers \$7B+ of ad spend, 1M+ campaigns and 3B+ keywords annually.
- **All retailers in one place:** Turn to a truly unified, omnichannel platform with one login and interface.

Services

- Managed Service
- Self-serve
- Display Self-Serve

Products supported

- Sponsored Products
- Sponsored Brands
- Display Self-serve via Managed Service

Cost structures

- SaaS model pricing for brands
- Percentage of media spend for agencies
- Platform-rate pricing

Minimums

No

Customer types

Agencies (holding company, independent, sales & marketing brokers, aggregators) plus brands (direct advertisers) across all verticals.

Regions supported*

U.S., Canada

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

Offices

San Francisco, Chicago, New York, Seattle, Mexico City, Sao Paulo, London, Munich, Tel Aviv, Modi'in, Kinnert, Netanya, Hong Kong, Singapore, Sydney

Contact

contact@skai.io





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