



All content provided by SparkX.

**SparkX is a next-generation MarTech company committed to implementing their diversified data, marketing insights and global expertise to deliver tailored marketing solutions that help empower brands to develop globally.** Through its intelligent ads optimization platform Xmars, SparkX provides closed-loop marketing analytics and solutions that help their clients efficiently deploy digital marketing tactics, which can enable long term business growth. Key intelligence related features include:

- Smart campaign creation that helps customers create campaigns based on business goals
- AI management that helps customers optimize campaigns toward set goals
- Intelligence dashboard that shows how AI is performing in a structured and clear way
- Product center that provides competitive product information based on SparkX crawler data and AI algorithms

### Services

- Managed Service
- Self-serve

### Products supported

- Sponsored Products
- Sponsored Brands

### Cost structures

- Flat fee
- Percentage of media spend

### Minimums

Yes

### Customer types

Brands (direct advertisers) across all categories.

### Regions supported\*

U.S., China

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

### Offices

New York, Singapore, Seoul, Ho Chi Minh City, Shanghai, Shenzhen, Hong Kong, Beijing, Wuhan

### Contact

[inquiries@sparkxmarketing.com](mailto:inquiries@sparkxmarketing.com)

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