

All content provided by Stackline.

Stackline activates data from millions of marketplace data points — such as competitive spend and digital shelf analytics — and executes thousands of real time micro-optimizations for every campaign.

Brands can also access every optimization along with the algorithm's computations behind them.

Proprietary Stackline metrics such as incrementality and targeting recommendations, give brands more visibility into the impact of advertising investment on the incremental growth of the business. These proprietary metrics allow for the creation of more robust strategies to help drive continued growth in category sales and traffic share.

### Services

- Managed Service
- Self-serve

### Products supported

- Sponsored Products
- Sponsored Brands

### Cost structures

Tiered percentage based on media spend

### Minimums

No

### Customer types

Sellers of all types and sizes: first-party vendors, first-party drop shippers, third-party sellers

### Regions supported\*

U.S., Canada

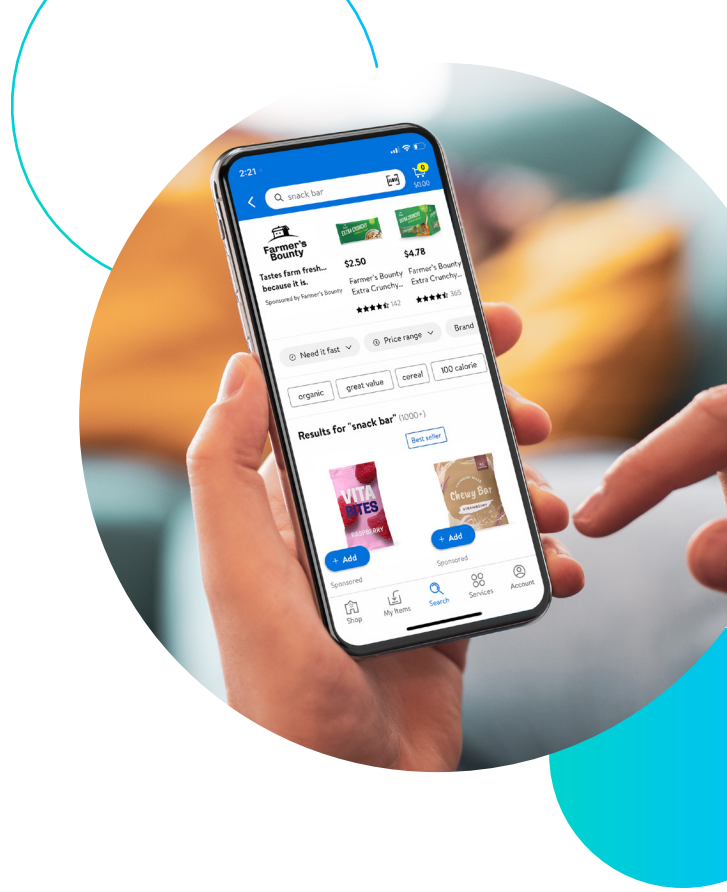
*\*Walmart Connect offers ad inventory for US only*

### Offices

Seattle, WA; Minneapolis, MN; London, UK; Salt Lake City, UT; New York, NY

### Contact

[connect@stackline.com](mailto:connect@stackline.com)



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