



All content provided by Teikametrics.

Teikametrics helps sellers efficiently grow their businesses on Walmart by working to optimize every ad dollar spent with the most advanced A.I. technology. Teikametrics' optimization platform Flywheel 2.0 manages product-level profitability while using billions of data insights to intelligently optimize full-funnel advertising in near-real time. Flywheel's business intelligence offers access to essential multichannel metrics including product-level sales and advertising and profitability metrics, allowing sellers to slice-and-dice and visualize data to diagnose inefficiencies and find opportunities for growth.

### Services

- Managed Service
- Self-serve

### Products supported

- Sponsored Products
- Sponsored Brands

### Cost structures

- Flexible cost models that can be customized to each advertiser

### Minimums

- Self-serve: < \$10K sales per month free
- Self-serve: > \$10K sales per month 3% ad spend
- Managed Serve: Packages start at \$750/month, plus 3% of monthly ad spend.



### Customer types

Teikametrics supports brand owners, manufacturers, resellers and agencies

### Regions supported\*

U.S.

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

### Offices

Boston, MA; Seattle, WA; Bengaluru, IND;  
Hong Kong, CN

### Contact

[walmartpartners@teikametrics.com](mailto:walmartpartners@teikametrics.com)

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