



**All content provided by Tinuiti.**

**Tinuiti has designed its offering to meet the mounting demands of retail media in multichannel management.**

Tinuiti’s proprietary and powerful A.I.-enabled eCommerce activation toolset MobiusX uses product data as the foundation on which media, bid and feed strategies are optimized across campaigns and channels for maximum profitability. As an early adopter of new and emerging solutions coming out of Walmart Connect, Tinuiti can manage all search efforts through MobiusX and all Display Self-serve efforts through Walmart Ad Center and The Trade Desk.



**Services**

Managed Service

**Products supported**

- Sponsored Products
- Sponsored Brands
- Display Self-serve
- Walmart DSP

**Cost structures**

Tinuiti cost structure varies, depending on seller needs, reach and priorities. Typically, flat fee + percentage of media spend

**Minimums**

Yes

**Customer types**

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

**Regions supported\***

U.S.

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

**Offices**

San Diego, CA; New York, NY; Philadelphia, PA; Atlanta, GA; Fort Lauderdale, FL; Santa Monica, CA

**Contact**

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