



All content provided by Trellis.

Trellis offers an all-inclusive and intelligent eCommerce advertising solution that continuously learns from historical performance data to deliver the most relevant, high-converting campaigns. Trellis helps brands boost business efficiency, optimize bids and grow their product sales with a fully automated demand-generation platform that delivers integrated campaign management from keyword harvesting to smart budgeting on the Walmart marketplace.

Trellis is a comprehensive merchandising platform that allows brands to automate advertising and pricing across marketplaces, plus:

- Leverages advances in AI and machine learning to automate manual tasks of keyword research, PPC bid optimization and budget management
- Offers proprietary demand-elasticity models that allow brands to price their products for growth
- Delivers marketplace and digital-shelf intelligence that provides industry-leading automation of merchandising tasks and enables brands to build and implement strategic merchandising plans

Services

- Managed Service
- Self-serve

Products supported

- Sponsored Products
- Sponsored Brands

Cost structures

- Monthly fee

Minimums

Yes

Customer types

Trellis’s product is category agnostic and current customers, both 1P vendors and 3P sellers, operate in a variety of categories ranging from sporting goods, housewares, camping supplies, hardware, furniture, rugs, home décor, beauty and cosmetics, herbal teas and coffee, outdoor décor, clothing, vehicle accessories and many more.

Regions supported*

U.S., Canada, India, UK, EU, Australia, Singapore, UA Emirates

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

Offices

Ottawa, Ontario, Canada

Contact

Support@GoTrellis.com



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