

Trellis Competitor Analysis

 $Disclaimer: this \, report \, has \, been \, produced \, based \, on \, our \, best \, knowledge \, as \, of \, August \, 2023 \, and \, publicly \, available \, information.$

Self-Serve Ads Automation	Features	Trellis	Teikametrics
Budget Optimization Video Editor Video Editor Video Editor Product Categorization SB/SD Custom Creatives VX SB Store Spotlight VX Product Performance Notifications Bid Boost VX Sessonality Day Parting VY VS Sessonality VY VS Sessonality VY VS Scheduled Bid S Budget Boost VX Veekly Digest Reports In Progress X Product Proformance & Search Analytics Above The Fold Analytics Amazon Marketing Cloud VINNow Pricing Inventory Projections VX VS Proce Profiling VX VS Competitor Tracking And Rule Set VY Promotions Deal Predictions VX Promotions Deal Predictions VX Product Content Content Benchmarks In Progress X Product Content Content Benchmarks VX Product Content Content SEO VX Category Level Dashboard VX Category Level Dashboard VX Category Level Dashboard VX Category Irends	Placement: Advertising		
Wideo Editor ✓ X Product Categorization ✓ X SB/SD Custom Creatives ✓ X SB Store Spotlight ✓ X Product Performance Notifications ✓ X Bid Boost ✓ X Seasonality ✓ ✓ Dev Parting ✓ ✓ Week Day Parting ✓ ✓ Scheduled Bid & Budget Boost ✓ X Weekly Digest Reports In Progress X Placements Market Intelligence & Search Analytics ✓ X Above The Fold Analytics ✓ X Amazon Marketing Cloud ✓ Unknown Pricing ✓ X Inventory Projections ✓ X Price Profiting ✓ X Dynamic Pricing ✓ X Competitor Tracking And Rule Set ✓ X Buy Box Management ✓ X Productions ✓ X Deal Preformance Monitoring ✓ X Deal Preformance Monitoring	Self-Serve Ads Automation	✓	✓
Product Categorization SB/SD Custom Creatives \$ X	Budget Optimization	✓	X
SB/SD Custom Creatives SB Store Spotlight Product Performance Notifications Web Spotlight Product Performance Notifications Seasonality Day Parting Week Day Parting Week Day Parting Scheduled Bid & Budget Boost Weekly Digest Reports In Progress X Placement: Market Intelligence & Search Analytics Above The Fold Analytics Above The Fold Analytics Amazon Marketing Cloud Unknown Pricing Inventory Projections Price Profiling X Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management Y X Promotions Deal Predictions Deal Product Content Content Benchmarks In Progress X Product Content Content Benchmarks In Line Content Optimization A Product Content Creation Y X Clobal Features: Platform Analytics Category Level Dashboard X X Z Category Trends	Video Editor	✓	Х
SB Store Spotlight Product Performance Notifications If Id Boost Seasonality Seasonality Week Day Parting Week Day Parting Week Day Parting Week Day Parting Week Day Barting Water Day Barting	Product Categorization	✓	Х
Product Performance Notifications X X	SB/SD Custom Creatives	✓	Χ
Bild Boost Seasonality Day Parting Week Day Parting Week Day Parting Y Week Day Parting Y Scheduled Bild & Budget Boost Weekly Digest Reports In Progress X Placement: Market Intelligence & Search Analytics Above The Fold Analytics Amazon Marketing Cloud V Unknown Pricing Inventory Projections Price Profiling Y X Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management Y X Promotions Deal Predictions Peal Perdictions Peal Perdictions Product Content Content Benchmarks In Progress X Product Content Creation Product Content Creation Product Content SEO Category Level Dashboard V X Category Level Dashboard V X Category Trends	SB Store Spotlight	✓	X
Seasonality Day Parting Week Day Parting Scheduled Bid & Budget Boost Weekly Digest Reports In Progress X Placement: Market Intelligence & Search Analytics Above The Fold Analytics Amazon Marketing Cloud Vunknown Pricing Inventory Projections Price Profiling V X Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management V X Promotions Deal Predictions Deal Predictions Deal Predictions Deal Uplift Measurements In Progress X Product Content Content Benchmarks In-Line Content Optimization Al Product Content Creation Product Content SEO Category Level Dashboard Category Level Dashboard Category Trends V X V V X V X Category Trends	Product Performance Notifications	✓	X
Day Parting Week Day Parting Scheduled Bid & Budget Boost Weekly Digest Reports In Progress X Placement: Market Intelligence & Search Analytics Above The Fold Analytics Amazon Marketing Cloud Vunknown Pricing Inventory Projections Price Profiling VX X Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management Promotions Deal Predictions Deal Predictions Deal Predictions VX Promotions Deal Uplift Measurements In Progress X Product Content Content Benchmarks In-Line Content Optimization Al Product Content SEO VX Category Level Dashboard Category Level Dashboard Category Trends VX VX VX VX VX VX VX VX VX V	Bid Boost	✓	X
Week Day Parting Scheduled Bild & Budget Boost Weekly Digest Reports In Progress X Placement: Market Intelligence & Search Analytics Above The Fold Analytics Amazon Marketing Cloud Vunknown Pricing Inventory Projections Price Profiling VX Competitor Tracking And Rule Set Buy Box Management VX Promotions Deal Predictions Deal Predictions VX Deal Uplift Measurements Coupon Generation In Progress X Product Content Content Benchmarks In-Line Content Optimization Al Product Content SEO VX Category Level Dashboard Category Level Dashboard Category Trends	Seasonality	✓	✓
Scheduled Bid & Budget Boost Weekly Digest Reports Placement: Market Intelligence & Search Analytics Above The Fold Analytics Amazon Marketing Cloud V Unknown Pricing Inventory Projections Price Profiling V X Competitor Tracking And Rule Set Buy Box Management V X Promotions Deal Predictions Deal Performance Monitoring Deal Uplift Measurements Coupon Generation In Progress X Product Content Content Benchmarks In-Line Content Optimization Al Product Content SEO Category Level Dashboard Category Trends V X In Progress X Category Trends X In Progress X X X X X X X X X X X X	Day Parting	✓	✓
Weekly Digest Reports Placement: Market Intelligence & Search Analytics Above The Fold Analytics Amazon Marketing Cloud V Unknown Pricing Inventory Projections Price Profiling V X Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management V X Promotions Deal Predictions Deal Predictions V X Deal Uplift Measurements Coupon Generation In Progress X Product Content Optimization Al Product Content Creation Product Content SEO Category Level Dashboard Category Trends V X X X X X In Progress X Category Trends V X X X X X X X X X X X X X	Week Day Parting	✓	✓
Above The Fold Analytics Amazon Marketing Cloud V Unknown Pricing Inventory Projections Price Profiling Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management Promotions Deal Predictions Deal Preformance Monitoring Deal Uplift Measurements Coupon Generation In Progress X Product Content Content Benchmarks In-Line Content Optimization Al Product Content SEO V X Category Level Dashboard Category Trends V X V X V X V X V X V X V X V	Scheduled Bid & Budget Boost	✓	X
Above The Fold Analytics Amazon Marketing Cloud Pricing Inventory Projections Price Profiling Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management Promotions Deal Predictions Deal Predictions Deal Performance Monitoring V X Coupon Generation In Progress X Product Content Content Benchmarks In-Line Content Optimization Product Content SEO Category Level Dashboard Category Level Dashboard V V Unknown X X V X X In-Line Category Level Dashboard V X Category Trends	Weekly Digest Reports	In Progress	X
Amazon Marketing Cloud ✓ Unknown Pricing ✓ X Inventory Projections ✓ X Price Profiling ✓ X Dynamic Pricing ✓ X Competitor Tracking And Rule Set ✓ ✓ Buy Box Management ✓ X Promotions Deal Predictions ✓ X Deal Performance Monitoring ✓ X Deal Uplift Measurements In Progress X Coupon Generation In Progress X Product Content ✓ X In-Line Content Optimization ✓ X Al Product Content Creation ✓ X Product Content SEO ✓ X Clobal Features: Platform Analytics ✓ X Category Level Dashboard ✓ X Category Trends ✓ X	Placement: Market Intelligence & Search Analytics		
Inventory Projections Price Profiling Price Profiling V X Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management V X Promotions Deal Predictions Deal Performance Monitoring V Deal Uplift Measurements In Progress X Coupon Generation In Progress X In-Line Content Optimization Al Product Content Creation Product Content SEO Category Level Dashboard Category Trends V X X X X X X X X X X X X	Above The Fold Analytics	✓	Х
Inventory Projections Price Profiling V X Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management V X Promotions Deal Predictions Deal Performance Monitoring V X Deal Uplift Measurements In Progress X Coupon Generation In Progress X Product Content Content Benchmarks In-Line Content Optimization Al Product Content Creation Product Content SEO Category Level Dashboard Category Trends X X X X X X X X X X X X X	Amazon Marketing Cloud	✓	Unknown
Price Profiling Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management Promotions Deal Predictions Deal Performance Monitoring V Deal Uplift Measurements In Progress X Product Content Content Benchmarks In-Line Content Optimization Al Product Content Creation Product Content SEO Category Level Dashboard V X X X X X X X X X X X X	Pricing		
Dynamic Pricing Competitor Tracking And Rule Set Buy Box Management ✓ Promotions Deal Predictions Deal Performance Monitoring ✓ X Deal Uplift Measurements In Progress X Coupon Generation In Progress X Product Content Content Benchmarks In-Line Content Optimization Al Product Content Creation Product Content SEO ✓ X Category Level Dashboard ✓ X Category Trends	Inventory Projections	✓	X
Competitor Tracking And Rule Set Buy Box Management Y X Promotions Deal Predictions Deal Performance Monitoring V X Deal Uplift Measurements In Progress X Coupon Generation In Progress X Product Content Content Benchmarks V Al Product Content Optimization Al Product Content Creation Product Content SEO Category Level Dashboard Category Trends	Price Profiling	✓	X
Buy Box Management ✓ X Promotions Deal Predictions ✓ X Deal Performance Monitoring ✓ X Deal Uplift Measurements In Progress X Coupon Generation In Progress X Product Content Content Benchmarks ✓ X In-Line Content Optimization ✓ ✓ X Al Product Content Creation ✓ Y Clobal Features: Platform Analytics Category Level Dashboard ✓ X Category Trends	Dynamic Pricing	✓	X
Promotions Deal Predictions ✓ X Deal Performance Monitoring ✓ X Deal Uplift Measurements In Progress X Coupon Generation In Progress X Product Content Content Benchmarks ✓ X In-Line Content Optimization ✓ ✓ Al Product Content Creation ✓ X Product Content SEO ✓ X Global Features: Platform Analytics ✓ X Category Level Dashboard ✓ X Category Trends ✓ X	Competitor Tracking And Rule Set	✓	✓
Deal Predictions ✓ X Deal Performance Monitoring ✓ X Deal Uplift Measurements In Progress X Coupon Generation In Progress X Product Content Content Benchmarks ✓ X In-Line Content Optimization ✓ ✓ Al Product Content Creation ✓ X Product Content SEO ✓ X Global Features: Platform Analytics ✓ X Category Level Dashboard ✓ X Category Trends ✓ X	Buy Box Management	✓	X
Deal Performance Monitoring ✓ X Deal Uplift Measurements In Progress X Coupon Generation In Progress X Product Content Content Benchmarks ✓ X In-Line Content Optimization ✓ ✓ AI Product Content Creation ✓ X Product Content SEO ✓ X Global Features: Platform Analytics ✓ X Category Level Dashboard ✓ X Category Trends ✓ X	Promotions		
Deal Uplift Measurements In Progress X Coupon Generation In Progress X Product Content Content Benchmarks ✓ X In-Line Content Optimization ✓ ✓ Al Product Content Creation ✓ X Product Content SEO ✓ X Global Features: Platform Analytics ✓ X Category Level Dashboard ✓ X Category Trends ✓ X	Deal Predictions	✓	X
Coupon Generation In Progress X Product Content Content Benchmarks ✓ X In-Line Content Optimization ✓ ✓ Al Product Content Creation ✓ X Product Content SEO ✓ X Global Features: Platform Analytics ✓ X Category Level Dashboard ✓ X Category Trends ✓ X	Deal Performance Monitoring	~	X
Product Content Content Benchmarks ✓ X In-Line Content Optimization ✓ ✓ Al Product Content Creation ✓ X Product Content SEO ✓ X Global Features: Platform Analytics Category Level Dashboard ✓ X Category Trends ✓ X	Deal Uplift Measurements	In Progress	X
Content Benchmarks In-Line Content Optimization Al Product Content Creation Product Content SEO Category Level Dashboard Category Trends X X X X X X X X X X X X X	Coupon Generation	In Progress	X
In-Line Content Optimization Al Product Content Creation Y Product Content SEO Clobal Features: Platform Analytics Category Level Dashboard Category Trends Y X X	Product Content		
Al Product Content Creation Product Content SEO Clobal Features: Platform Analytics Category Level Dashboard Category Trends X X	Content Benchmarks	✓	X
Product Content SEO ✓	In-Line Content Optimization	~	✓
Global Features: Platform Analytics Category Level Dashboard ✓ Category Trends ✓ X	Al Product Content Creation	✓	X
Category Level Dashboard ✓ X Category Trends ✓ X	Product Content SEO	✓	X
Category Trends ✓ X	Global Features: Platform Analytics		
	Category Level Dashboard	✓	X
Automatic Product Segmenting 🗸 💢	Category Trends	✓	X
	Automatic Product Segmenting	✓	X