



Trellis Competitor Analysis

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

Features	Trellis	Teikametrics
Placement: Advertising		
Self-Serve Ads Automation	✓	✓
Budget Optimization	✓	✗
Video Editor	✓	✗
Product Categorization	✓	✗
SB/SD Custom Creatives	✓	✗
SB Store Spotlight	✓	✗
Product Performance Notifications	✓	✗
Bid Boost	✓	✗
Seasonality	✓	✓
Day Parting	✓	✓
Week Day Parting	✓	✓
Scheduled Bid & Budget Boost	✓	✗
Weekly Digest Reports	In Progress	✗
Placement: Market Intelligence & Search Analytics		
Above The Fold Analytics	✓	✗
Amazon Marketing Cloud	✓	Unknown
Pricing		
Inventory Projections	✓	✗
Price Profiling	✓	✗
Dynamic Pricing	✓	✗
Competitor Tracking And Rule Set	✓	✓
Buy Box Management	✓	✗
Promotions		
Deal Predictions	✓	✗
Deal Performance Monitoring	✓	✗
Deal Uplift Measurements	In Progress	✗
Coupon Generation	In Progress	✗
Product Content		
Content Benchmarks	✓	✗
In-Line Content Optimization	✓	✓
AI Product Content Creation	✓	✗
Product Content SEO	✓	✗
Global Features: Platform Analytics		
Category Level Dashboard	✓	✗
Category Trends	✓	✗
Automatic Product Segmenting	✓	✗