

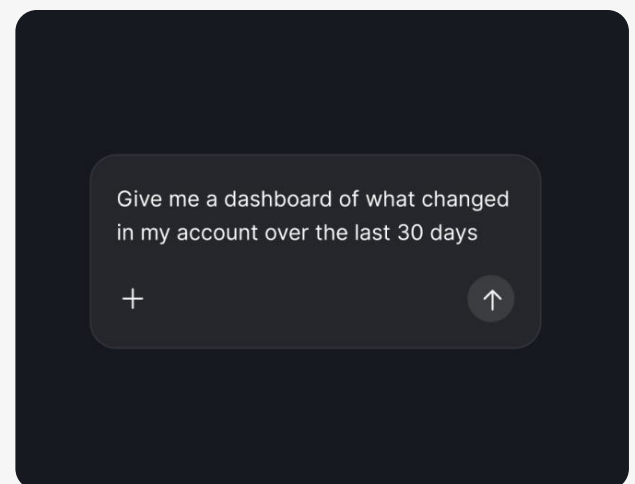
Smarter Walmart analytics and ad optimization, powered by AI-ready data foundation

Fueled by our marketplace-centric data foundation, Intentwise levels up your Walmart analytics and ads execution. Our foundation serves as a knowledge layer, enabling teams and AI to deliver expert analytics, ad optimization, and reporting.

Eliminate blind spots and take strategic actions

Enriched Walmart data for wherever you work

- ✓ **Unify ads, retail, in-store, and cross-channel** data in our AI-ready foundation, enriched with a proprietary data model and knowledge graph
- ✓ **Bring data** from Walmart and your other channels into Claude or Copilot or to your BI platform via MCP
- ✓ **Ensure your AI agent** reasons through complex questions and gives answers in self-improving loop with our intent-based query engine



Unlock growth from ads with precise execution

- ✓ **Leverage flexible AI- and rules-based bidding** across Sponsored Search and DSP, plus automatically harvest high-performing keywords
- ✓ **Rely on daily recommendations** to surface ad or product targets across Walmart Sponsored Search and DSP
- ✓ **Eliminate blind spots** with unified diagnostics, dashboards, anomaly detection, and AI analyst agent

