

Competitor Battle Cards

February 2023

I'm also looking at Bluewheel as a software option. Why should I choose Teikametrics over Bluewheel?

Key Features

Bluewheel describes itself as an Advanced Amazon Advertising Agency with in-house technology. Bluewheel services include full management of all Amazon ad types, including DSP. In terms of Bluewheel technology, they have bidding capabilities at the keyword level as well as keyword harvesting capabilities.

Strengths

- Managed Services
- Search Term Isolation bidding philosophy
- Marketing & Creative Services

Weaknesses

- Pricing Model
- Marketing/
Creative +
Advertising

Pricing Comparison

Bluewheel prices its product on a percentage of sales model. While this model is enticing and popular, when working on a percentage of ad sales pricing model, it can be extremely easy for a partner or agency to over-invest in a company's branded terms and, in turn, inflate ad sales while keeping ACoS looking strong.

How We Win

Leveraging our AI-powered technology allows you to leverage automation and data modeling to understand the true value per click you should be paying for every bid opportunity. This ensures you drive the maximum value of every dollar spent on advertising which in turn allows you to forecast better the percentage of marketing dollars you should be allocating on each channel. Teikametrics' pricing structure aligns with our methodology to drive incremental revenue.

I'm also looking at Flywheel Digital as a software option. Why should I choose Teikametrics over Flywheel Digital?

Key Features

Flywheel Digital is known as an early leader in the Amazon advertising space. Their software aids sellers on Amazon (Search & DSP), Walmart, Instacart, Kroger, The Home Depot, Criteo, and CitrusAd. Other major features include; Catalog Management and Digital Planograms.

Strengths

- Managed Services
- Goal-based bidding
- Full-service agency

Weaknesses

- No Self Service
- High account-to-manager ratio
- Managed Services dependent on tier

Pricing Comparison

Flywheel Digital is not transparent regarding its pricing on the website. However, we know that if you're not a top seller on any of the marketplaces, you're likely overpaying and not getting the attention you need. FWD's fees are generally >\$10,000 per month.

How We Win

We frequently see that agencies in the industry use another company's software for their customers. Flywheel Digital does not share with clients, prospects, or the industry who they use.

Pricing is important when it comes to agencies. With Flywheel Digital, there's a much higher required spend (and therefore fees) threshold for it to make sense for an agency model to work for a brand.

You're almost paying for all the extra components/services that go with it.

I'm also looking at Jungle Scout as a software option. Why should I choose Teikametrics over Jungle Scout?

Key Features

To the untrained eye, Jungle Scout has it all. Their tools include; Product Research Tool, Keyword Research Tool, Listing Optimization, Category Trends/Insights, and many browser extension tools.

Strengths

- Robust Seller Academy
- One-stop shop
- Creative Services

Weaknesses

- Amazon only
- No Managed Services
 - ◆ Investment based support
- Pricing model

Pricing Comparison

Jungle Scout has a tiered pricing model based on how many tools a seller wants access to. The pricing package that gives them access to extensive advertising tools is the suite package which starts at \$49/month.

How We Win

Like many other companies, Jungle Scout does not have the tech to match our bidding capabilities. Advertising optimization is a full-time job and requires constant maintenance.

Rather than spending our time on many components, we found better success by focusing solely on advertising, the most critical component of your success. Thus creating one strong piece of software to focus on advertising optimization for your business.

I'm also looking at PacVue as a software option. Why should I choose Teikametrics over PacVue?

Key Features

PacVue has a long-standing presence in the industry. They create products incredibly quickly and are the go-to software for most agencies in the space. Their software currently supports Amazon, Walmart, Instacart, eBay, and more.

Strengths

- Integration with Helium10
- Includes full commerce suite (i.e., inventory) with logic applicable to advertising
- Support DSP reporting and optimization in-app
- Access to Amazon Marketing Stream (i.e. dayparting and intraday bidding)
- Full integration of Amazon Marketing Cloud
- Better inventory control
 - ◆ Allows for pausing search and DSP when losing the buy box
- 1P support

Pricing Comparison

Pacvue's pricing model is very similar to Teikametrics because it follows a percentage of ad spend as the business scales. However, while Teikametrics pricing starts at \$59/mo, PacVue's begins at \$500.

Weaknesses

- Rules-based bidding
- SaaS only model

How We Win

PacVue offers a very strong piece of software. However, most of their services are offered in a SaaS-only model. To win on marketplaces such as Amazon and Walmart, you want that expert guidance to work alongside access to proprietary technology built to support the nuances that come along with marketplaces. As your business grows and new marketplaces emerge, leveraging the Teikametrics experts will allow you to save time and maximize the return on every dollar spend across platforms.

I'm also looking at Perpetua as a software option. Why should I choose Teikametrics over Perpetua?

Key Features

Perpetua identifies itself as the platform that provides everything a seller needs to drive profitable market share growth. This includes ad optimization, display advertising, video advertising, and market intelligence reporting. Other features include dayparting, Amazon Editorial ads, video ad creation, and hourly share-of-voice reporting. Perpetua helps with Amazon (Search & DSP), Instacart, Walmart, and Target advertising.

If an agency hasn't built something in-house (i.e. BetterAMS, Tinuiti, Ad Advance), then Pacvue and Perpetua are the undeniable SaaS leaders.

Strengths

- Pricing Model
- Robust product support, help center, and seller academy
- Access to Amazon Marketing Stream
- Full integration to Amazon Marketing Cloud
- Competitive Agency Model

Weaknesses

- Limited access to Customer Success Representative
- Managed Services for Amazon DSP
- Low pricing due to reduced support
- No scalable recommendations hub

Pricing Comparison

Perpetua utilizes a tiered pricing model ranging from \$250 to \$550. Perpetua will add a percentage of monthly ad spend as the brand grows to the pricing model.

It is worth noting agencies tend to get discounts based on the size of their book since the SaaS fees are ultimately built into the agency's price passed to the client (at least in some capacity).

How We Win

Our tech is AI-driven, so it not only automates, it's implementing the strategy simultaneously. It is always learning your data and making better decisions each day. We then layer on human experts who not only know the tech and how to drive it, they have deep knowledge in advertising and can take into context things like your business and product goals, ancillary context like when you have inventory stuck on a boat, you're developing a new product, your management goals have shifted, etc. It's the full package of tech and human expertise.

Additionally, Perpetua does not have the ability to build off what your business has already built. They require campaigns to be built new in the product.

I'm also looking at Quartile as a software option. Why should I choose Teikametrics over Quartile?

Key Features

Quartile boasts of being the “world’s largest e-commerce cross-channel ad platform.” Other key features include access to Amazon Marketing Stream, a flat-rate pricing model based on ad spend bands, and a software-only solution.

Strengths

- Robust, software-only solution
- Amazon Ads Advanced Partner
- Large Enterprise client base
- Offers flat-rate pricing model based on ad spend
- Access to Amazon Marketing Stream

Weaknesses

- Keyword Isolation
- Automated Platform, clients lose control over decisions
- No Analyst of Account Manager support
- Single ASIN Keyword campaigns

Pricing Comparison

While Teikametrics charges a flat fee plus a small percentage of the client’s ad spend, Quartile focuses on a flat rate pricing model tiered by ad spend. This tiered pricing is very attractive to brands.

How We Win

There are two different ends to the spectrum of service providers. Tech only and agencies sit at opposite ends.

Tech-only represents Quartile. How was that tech built? Is it simply automating processes? Automation is not intelligence. It requires an expert to know and use the tech. That person has to know the ins and outs of advertising and all of these external factors and then direct the tech to make the right decisions. Quartile has great tech. There is no question about that.

Teikametrics is the best of both worlds. Our tech is AI-driven, so it not only automates, it’s implementing the strategy at the same time. It is always learning your data and making better decisions each day. We then layer on human experts who not only know the tech and how to drive it, they have deep knowledge in advertising and can take into context things like your business and product goals, ancillary context like when you have inventory stuck on a boat, you’re developing a new product, your management goals have shifted, etc. It’s the full package of tech + human expertise.

When looking at their tech, they tend to generate very high wasted ad spend because their technology requires campaigns to be configured as Single ASIN Single Keyword campaigns. It “forces” Amazon to generate results for that ASIN + Keyword combination. It’s an incredibly expensive way to test keywords. I’ve seen relatively small catalogs with 1000’s of campaigns.

I'm also looking at Skai as a software option. Why should I choose Teikametrics over Skai?

Key Features

Skai, formerly Kenshoo, advertises itself as the leading omnichannel marketing platform. They cover Amazon (Search & DSP), Walmart, Instacart, Target, Criteo, Bestbuy, eBay, goPuff, Groupon, and Etsy, in addition to the more traditional Search and Display offerings.

Strengths

- Google Optimization
- Two decades of data
- Strategic, Retail Management
- Unmatched Google Optimization
- Self-Service Market Intelligence
- Omnichannel Media Activation

Weaknesses

- Focus on Enterprise-level brands
- Software originally built for Google Optimization
- No Free Trial
- No Managed Services

How We Win

Skai offers a very strong piece of software originally built for Google optimization. However, most of their services are offered in a SaaS-only model.

To win on marketplaces such as Amazon and Walmart, you want that expert guidance to work alongside the access to proprietary technology built to support the nuances that come along with marketplaces.

Pricing Comparison

I'm also looking at Tinuiti as a software option. Why should I choose Teikametrics over Tinuiti?

Key Features

In the industry, Tinuiti is known for being the one-stop shop platform for sellers. They boast expert knowledge in search, social, Amazon & marketplaces, mobile apps, CRM & email marketing, and more. Their total channel management focuses mainly on enterprise-level brands.

Strengths

- One-Stop Shop
- Total Channel Management
- Creative Services
- Focused on Enterprise-level brands
- Estimated \$3 Billion under management

Weaknesses

- Investment based support
- Agency Model versus Technology Model
- Account Managers versus Experienced Analysts
- Wide variety of platforms
- Tend to over-invest in branded performance

Pricing Comparison

While Teikametrics charges a flat fee plus a small percentage of the client's ad spend, Tinuiti's model is slightly different. Tinuiti typically charges a percentage of ad revenue, which leads to them putting too much weight on branded spend and thus not aligning with the client's goals.

How We Win

Tinuiti is a great full-service agency. It is encouraging to hear you are looking for strong platforms in your approach. Tinuiti, like most other companies, does not have the tech to match our bidding capabilities. Advertising optimization is a full-time job and requires constant maintenance.

Rather than spending our time on many components, we found better success by focusing solely on advertising, the most critical component of your success.

Product - Focused Competitor Matrix

Tool Name	Pricing		Market places	Automated Bid Management													Extras		
				Machine Learning AI / Goal Driven				Bulk Optimize			Day Parting			Bulk Campaign Creation			Managed Services	DSP Ads	Walmart Ads
	Min	Max	#	SP	SB, PC	SB Video	SD	SP	SB	SD	SP	SB	SD	SP	SB	SD	Optional		
Pacvue	3%	4%	10	Yes	Yes	Yes	Yes	Super	Super	Super	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes
Perpetua	50	500	11	Yes	Yes	Yes	Yes	Super	No	No	Partial	No	No	Partial	No	No	No	Yes	No
Downstream Impact	0	799	11	Yes	Yes	N/A	No	Super	Super	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Adspert	%	%	11	Yes	Yes	N/A	Partial	No	No	No	Yes	Yes	Partial	Yes	Yes	Partial	Yes	No	No
Intentwise	499	2%	11	Yes	Yes	N/A	No	Yes	Yes	No	Yes	Yes	No	Yes	Yes	No	Yes	No	No
Sellozo	149	399	8	Yes	Yes	N/A	No	Yes	Yes	No	Yes	Yes	No	Yes	No	No	No	No	No
E PWR	499	%	9	Yes	Yes	N/A	No	Yes	Yes	No	Partial	Partial	No	Super	No	No	No	No	No
Kenshoo	.	%	12	Yes	Yes	N/A	No	Yes	Yes	No	Yes	Yes	No	Yes	Yes	No	Yes	Yes	No
BidX	89	249	9	Yes	Yes	N/A	Yes	No	No	No	Yes	No	No	Yes	No	No	Yes	Yes	No
metoda	499	%	6	Yes	Yes	N/A	No	Partial	Partial	No	Partial	Partial	No	Partial	Partial	No	Yes	Partial	No
Teikametrics	59	3%	7	Super	Super	No	Yes	Yes	Yes	No	Yes	Yes	No	Super	No	No	Yes	Yes	Yes
Quartile	895	15000	12	Yes	Yes	N/A	Yes	No	No	No	No	No	No	No	No	No	Yes	Yes	Yes
PPC Entourage	47	247	9	No	No	N/A	No	Yes	Yes	No	Yes	Yes	No	Yes	Yes	No	Yes	No	No
Sellics	47	749	9	Super	No	N/A	No	Yes	No	No	Yes	No	No	Yes	No	No	Partial	No	No
Feedvisor	1500	%	7	Yes	Yes	N/A	Yes	No	No	No	No	No	No	No	No	No	Yes	Yes	No
Adchieve	175	1300	12	Yes	No	N/A	No	No	No	No	No	No	No	Super	No	No	No	No	No
Prestozone	50	5%	12	Yes	Yes	N/A	No	No	No	No	Yes	Yes	No	Yes	Partial	No	Partial	No	No
Zon.Tools	9	5999	11	Yes	No	N/A	No	No	No	No	Yes	No	No	Super	No	No	Yes	No	No