



# Trellis Competitor Analysis

Disclaimer: This report has been produced based on a review of publicly available information as of September 2023.

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