

Skai's Omnichannel Platform

Our platform is packaged based on your program’s media scale. For one low price, you'll have access to valuable Skai capabilities according to tier. This document provides our standard inclusions by tier. For our largest customers, we curate what is included above and beyond the Enterprise Premier tier. Note that your specific inclusions may be different according to your final agreement. See something you’d like to learn more about? Reach out to your sales representative today!

STANDARD	ADVANCED	ENTERPRISE	ENTERPRISE PREMIER	ENTERPRISE PREMIER+
For programs of up to \$4M in scale	For programs of up to \$10M in scale	For programs of up to \$20M in scale	For programs of up to \$35M in scale	For programs above \$35M in scale*

Skai Platform Packaging

*All packages supporting programs greater than \$35M in media scale are specially curated and not denoted in this document

STANDARD	ADVANCED	ENTERPRISE	ENTERPRISE PREMIER
For programs of up to \$4M in Media Spend Tier	For programs of up to \$10M in Media Spend Tier	For programs of up to \$20M in Media Spend Tier	For programs of up to \$35M in Media Spend Tier

Publisher integrations		Full suite of support for these publishers going above and beyond native publisher capabilities			
Search	Google	✓	✓	✓	✓
	Bing	✓	✓	✓	✓
Social	Meta (Facebook & Instagram)	✓	✓	✓	✓
	Pinterest	✓	✓	✓	✓
	TikTok	✓	✓	✓	✓
	Snapchat	✓	✓	✓	✓
	LinkedIn	✓	✓	✓	✓

Publisher integrations

Full suite of support for these publishers going above and beyond native publisher capabilities

Retail Media	Amazon Ads	✓	✓	✓	✓
	Amazon DSP (Integration required for AMC capability)	✓	✓	✓	✓
	Walmart Connect	✓	✓	✓	✓
	Criteo	✓	✓	✓	✓
	CitrusAd	✓	✓	✓	✓
	PromoteIQ	✓	✓	✓	✓
	Instacart	✓	✓	✓	✓
	Sam's Club	✓	✓	✓	✓
Apps	Apple Search Ads	✓	✓	✓	✓

Skai platform

Foundational capabilities focused on improving the program's impact to the organization (effectiveness, efficiency, connectivity)

Global marketplace support (Where available)	✓	✓	✓	✓
Budget Navigator	✓	✓	✓	✓
Algorithmic optimization	✓	✓	✓	✓
Rule-based optimization	✓	✓	✓	✓

Skai platform Foundational capabilities focused on improving the program's impact to the organization (effectiveness, efficiency, connectivity)

Dayparting	✓	✓	✓	✓
Smart Tags	✓	✓	✓	✓
Campaign mirroring	✓	✓	✓	✓
Keyword harvesting	✓	✓	✓	✓
Analysis Grid 'Group By'	✓	✓	✓	✓
Bulk actions	✓	✓	✓	✓
Signals enhancement	✓	✓	✓	✓
Automated actions & alerts	✓	✓	✓	✓
Unified metrics & KPI translation across channels	✓	✓	✓	✓
Flexible dashboards	✓	✓	✓	✓
Custom Metrics	✓	✓	✓	✓
Automated & scheduled reports and alerts	✓	✓	✓	✓
Experiments	✓	✓	✓	✓
Dimensions & Categories	✓	✓	✓	✓

Intelligence centers

Unique and powerful capabilities focused on delivering valuable insights and program activation

Commerce Intelligence	Competitive Insights (Amazon, Walmart, Target)	\$, UP TO 100 KEYWORDS	✓ INCLUDED, UP TO 100 KEYWORDS	✓ INCLUDED, UP TO 1,000 KEYWORDS	✓ INCLUDED, UP TO 5,000 KEYWORDS
	Competitive Insights (Additional Retailer Integrations)	\$	\$	\$	\$
	Competitive Insights Additional keywords, (packages of 100, 500, and 1,000)	\$	\$	\$	\$
	Trending Products	✓ INCLUDED, LIMITED TO 10 PRODUCTS	✓ INCLUDED, LIMITED TO 10 PRODUCTS	✓ INCLUDED, LIMITED TO 10 PRODUCTS	✓ INCLUDED, LIMITED TO 10 PRODUCTS
	Amazon DSP Read-Only / Managed Service Accounts (US only)	\$	\$	\$	\$
	AMC (Requires DSP)	\$	\$	\$	\$
	Amazon Attribution	✓	✓	✓	✓
	Profitero data integration	CONTACT SALES	CONTACT SALES	CONTACT SALES	CONTACT SALES
	Analytic Index integration	CONTACT SALES	CONTACT SALES	CONTACT SALES	CONTACT SALES

Intelligence centers (cont.)

Unique and powerful capabilities focused on delivering valuable insights and program activation

Customer Journey Intelligence	Search Term Analysis		\$		✓		✓		✓
	Intent Driven Messaging		\$		\$		✓		✓
	Destination Optimization		\$		\$		✓		✓
Audiences	Audience manager		✓		✓		✓		✓
	Cross-channel audience creation		✓		✓		✓		✓
	TV signals		\$		\$		\$		\$
	Weather signals		✓		✓		✓		✓
	Third-party audience integration Standard		10% OF MEDIA		10% OF MEDIA		10% OF MEDIA		10% OF MEDIA
	Third-party audience integration Premier		15% OF MEDIA		15% OF MEDIA		15% OF MEDIA		15% OF MEDIA

Intelligence centers (cont.)

Unique and powerful capabilities focused on delivering valuable insights and program activation

Creative Center	Creative Center	✓	✓	✓	✓
	Creative manager	✓	✓	✓	✓
	Ad fatigue detection	✓	✓	✓	✓
	Creative sentiment	✓	✓	✓	✓
	Dynamic Commerce Ads	✓	✓	✓	✓
	Creative AI	✓	✓	✓	✓
Media Orchestration	Skai Decision Pro Add On	\$	\$	\$	\$
	Skai HQ	✓	✓	✓	✓
	Pacing Monitor	✓	✓	✓	✓
	Automated alerts	✓	✓	✓	✓
	Audits	\$	\$	✓	✓
Advanced Measurement & Planning	Incrementality testing	\$	\$	\$	✓ 2 INCLUDED, \$ UNLIMITED

Additional publishers

'Read-only' publisher integrations that are available through custom integration support.

Social	Twitter	\$	\$	✓ 2 INCLUDED	✓
	Reddit	\$	\$	✓ 2 INCLUDED	✓
	YouTube	\$	\$	✓ 2 INCLUDED	✓
Retail Media	The Trade Desk	\$	\$	✓ 2 INCLUDED	✓

Data connectivity, tracking, and security

Single sign-on	\$	\$	✓	✓
Server integrations	\$	\$	✓	✓
File-based integrations	\$	\$	✓	✓
Self-serve integrations	✓	✓	✓	✓
Conversion tracking	✓	✓	✓	✓
API accessibility	✓	✓	✓	✓

Service and support

Ways to amplify and accelerate building Skai experts at your organization

Client Success	Help Center (On-demand technical support)	✓	✓	✓	✓
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STANDARD

ADVANCED

ENTERPRISE

ENTERPRISE
PREMIER

Service and support (cont.)

Ways to amplify and accelerate building Skai experts at your organization

Client Success	Platform support 24x7	✓	✓	✓	✓ PRIORITY
	Live chat	✓	✓	✓	✓ PRIORITY
	Skai University (Online education content)	✓	✓	✓	✓
	Platform implementation	✓	✓	✓	✓ WHITE GLOVE
	Named CS rep	X	✓	✓	✓
	Ongoing office hours	✓ PUBLIC, MONTHLY	✓ MONTHLY	✓ WEEKLY	✓ WEEKLY
	Business reviews	X	✓ ANNUAL	✓ QUARTERLY	✓ QUARTERLY
	On-site visits	X	X	✓	✓
	Customized quarterly trends & insights	X	X	✓	✓
Professional Enablement & Training Services	Managed onboarding	\$	\$	\$	\$
	Skai Decision Pro onboarding	\$	\$	\$	\$
	TikTok & Snap Program Managed onboarding	\$	\$	\$	\$

Service and support (cont.)

Ways to amplify and accelerate building Skai experts at your organization

Professional Enablement & Training Services	Enablement & training services	SCOPED SEPARATELY	SCOPED SEPARATELY	SCOPED SEPARATELY	SCOPED SEPARATELY
	Dedicated new client training	X	X	X	✓
Professional Services & Customization	Strategic services	SCOPED SEPARATELY	SCOPED SEPARATELY	SCOPED SEPARATELY	SCOPED SEPARATELY
	AMC Audit, Consultation, and/or Activation	\$	\$	\$	\$
	Expert managed services & white labeled services	SCOPED SEPARATELY	SCOPED SEPARATELY	SCOPED SEPARATELY	SCOPED SEPARATELY
	Custom solution development	\$	\$	\$	✓ 5 DAYS FREE
Product Roadmap Influence & Visibility	Product release access	✓ ONLINE RESOURCES	✓ ONLINE RESOURCES	✓ CUSTOM TRAINING & DEMO BY CS TEAM	✓ CUSTOM TRAINING & DEMO BY CS TEAM
	Closed alpha/beta support	BY PRODUCT INVITE ONLY	BY PRODUCT INVITE ONLY	✓ EARLY ACCESS	✓ PRIORITY ACCESS
	Direct product team sessions	X	X	✓	✓