



Mother's Day 2021

This one's
for you, mom



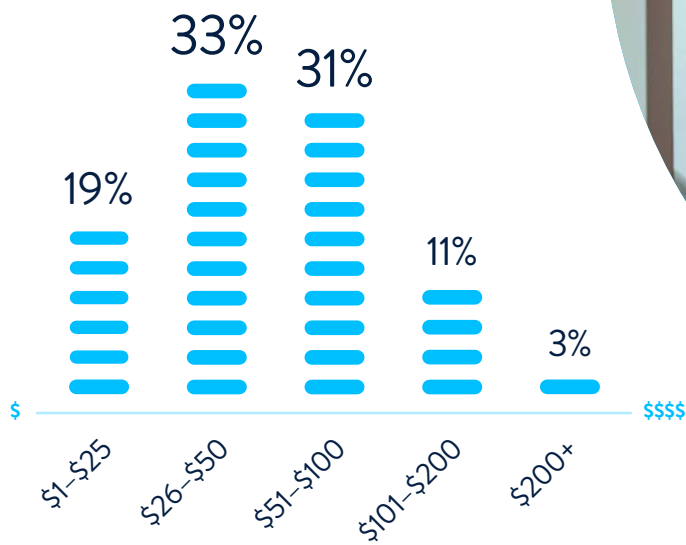


81%

of Walmart customers are committed to celebrating Mother's Day, regardless of whether it will be in-person or a virtual celebration

64%

of customers plan to spend between \$26-100 on gifts and celebrations for Mother's Day



Source: Walmart Spark Panel, October 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N= 513) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



Sales and promotions are top of mind for Mother's Day customers

What inspires customers to shop?

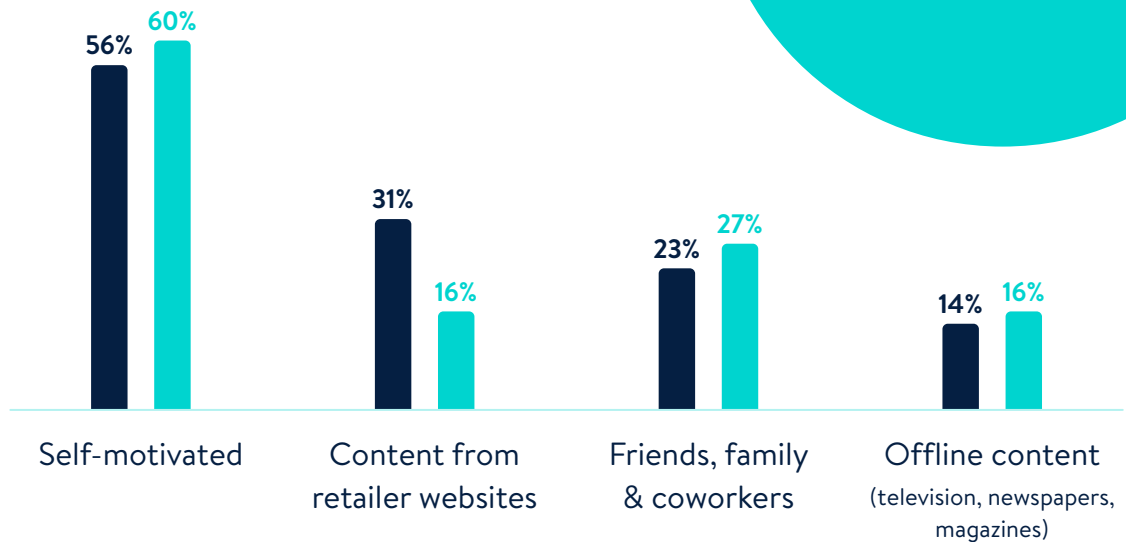


- 1 in 3 Walmart customers
- are likely to be looking for shopping ideas
- and inspiration on Walmart.com²

Mom's the word in most households with the majority of customers being self-motivated

Shopping motivation

- Online
- Offline



Source: Walmart Spark Panel, October 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-537) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech], (N-601)²



46%

of Walmart customers are open to purchasing a brand or product **after seeing an ad** related to what they're shopping for during the Mother's Day shopping season



Which ads are these customers most likely to click on?

Walmart.com

- #1 Women's apparel
- #2 Flowers and plants
- #3 Chocolate
- #4 Greeting cards and stationery
- #5 Electronics

Walmart app

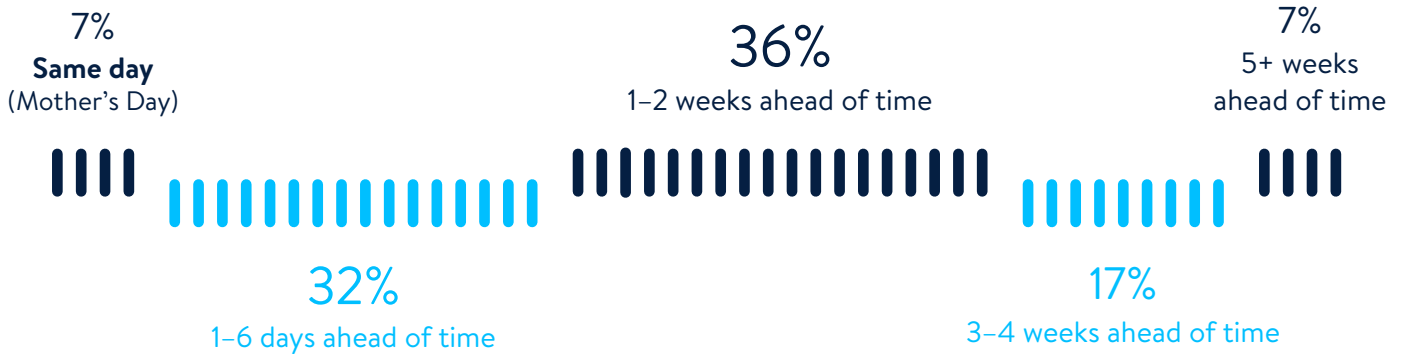
- #1 Flowers and plants
- #2 Women's apparel
- #3 Chocolate
- #4 Electronics
- #5 Greeting cards and stationery / Kitchen appliances and accessories



Source: Walmart Spark Panel, October 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N- 601) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



More than 1 in 3 customers plan to shop 1-2 weeks in advance



Shopping for more than just their own mom:²

- 69% Other family members
- 19% Myself
- 18% Significant other/spouse
- 11% Other
- 8% Friends



Start planning your Mother's Day campaign with Walmart Connect today.

Source: Walmart Spark Panel, October 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N- 649) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech], (N-513)²