

Easter & Passover Customer Insights 2022





See how customers plan to shop with Walmart this holiday

Walmart is a destination for shoppers looking for today's hottest Easter and Passover items – from Easter baskets and candy, to fresh ingredients and decor to host gatherings. We provide brands with the ability to reach millions of customers during this crucial season, and the solutions to ensure your message resonates with a highly engaged audience in moments of inspiration and discovery.



U.S. shoppers went big for the spring holidays in 2021

In 2021, we saw a larger-than-ever Easter/Passover celebration with people celebrating in ways they missed due to the COVID-19 outbreak in Spring 2020.¹

189%

In 2021, Walmart saw Easter shopping begin in March with a +189% YoY Sales Lift²

(1) Source: NRF's Annual 2021 Easter Spending Survey, conducted by Prosper Insights & Analytics.(2) Source: Walmart Spark Panel, September 2020. Data was collected through an online survey distributed to Walmart Customer Spark panel members (N= 585) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech



What can you expect from shoppers this spring holiday season?

We asked our community of Walmart customers how they plan to celebrate and shop for the Easter and Passover holidays this year. Use the customer insights in this guide to meet customers where they're shopping, to raise awareness and drive purchases as they discover and shop. You'll also find best practices and tips for maximizing the Easter/Passover shopping season.



More than half of Walmart customers surveyed plan to celebrate in 2022. Of those not celebrating, more than half still plan to take advantage of exciting holiday deals.¹

52%

said they do not expect a change in Easter/Passover plans, despite ongoing outbreaks and concerns with COVID-19¹

57%

said they are planning small or casual celebrations for Easter/Passover¹

>50%

who don't plan to celebrate, still plan to take advantage of the deals²

Walmart's digital properties experienced significant traffic increases in the weeks leading up to Easter 2021

+13%
YoY increase in weekly visits³

“ I am excited to make traditional meals and snacks and see my family that did not get together last year. I am also excited to have and attend smaller celebrations with friends and family with snacks and small gifts.”

- Customer description of their best version of this year's holiday

(1) Source: Walmart Spark Panel, November 2021. Data was collected through an online survey distributed to customer panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech.
(2) Source: Source: NRF's Annual 2021 Easter Spending Survey, conducted by Prosper Insights & Analytics; February 2021
(3) Walmart's First Party Data. Reflecting data March 6, 2021 – April 3, 2021



How Walmart customers are preparing for Easter/Passover

65% of the shoppers surveyed, will shop for Easter/Passover items for a child¹

51% said they will shop for items for themselves/their home¹

45% said they will shop for items for their relatives/family members¹

When customers will start shopping for Easter/Passover¹

56% of shoppers surveyed plan to begin Easter/Passover shopping within 2 weeks of the holidays¹



TIP:
Consider higher daily budgets, like increasing by 10-15% during the peak periods we've identified. This will keep your ads available onsite all day long to capture the highest volume of customers shopping for the season.

Where are they shopping?

Of the shoppers we surveyed, Walmart stores remain the most popular destination for Easter/Passover shopping, while online is also highly used.¹



What are they searching for?

In the week leading up to the 2021 holidays, we saw shoppers searching for a variety of items to celebrate Easter.²

- 1 Easter Candy
- 2 Easter Basket
- 3 Easter
- 4 Candy
- 5 Easter Eggs

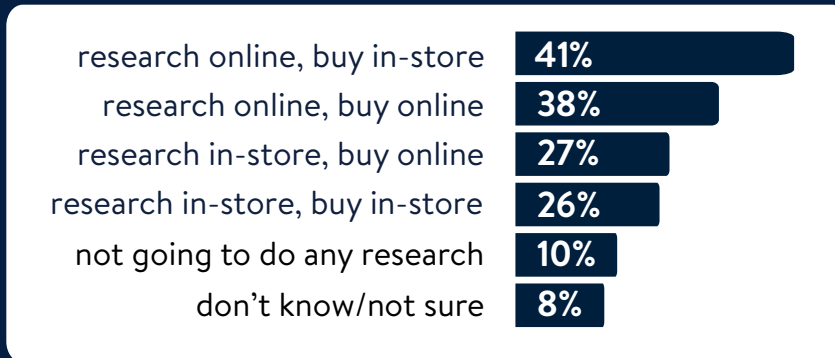


(1) Source: Walmart Spark Panel, November 2021. Data was collected through an online survey distributed to customer panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech.
(2) Walmart's First Party Data. Reflecting data March 6, 2021 – April 3, 2021



79% of customers will research Easter/Passover items online before purchasing them (online or in stores)¹

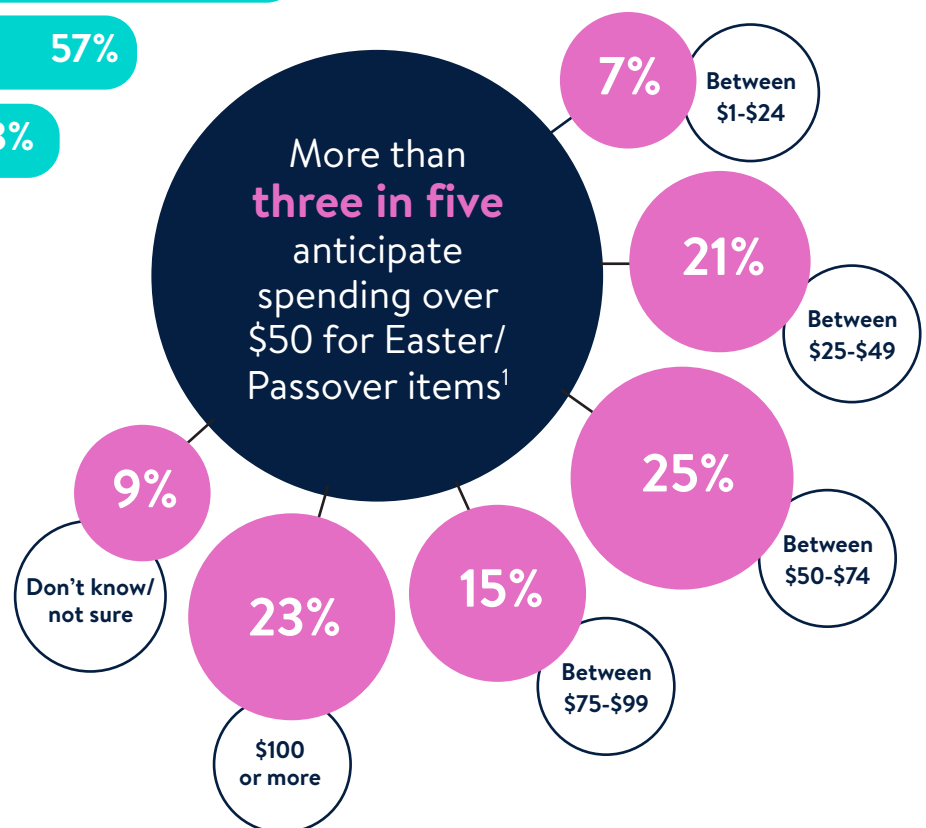
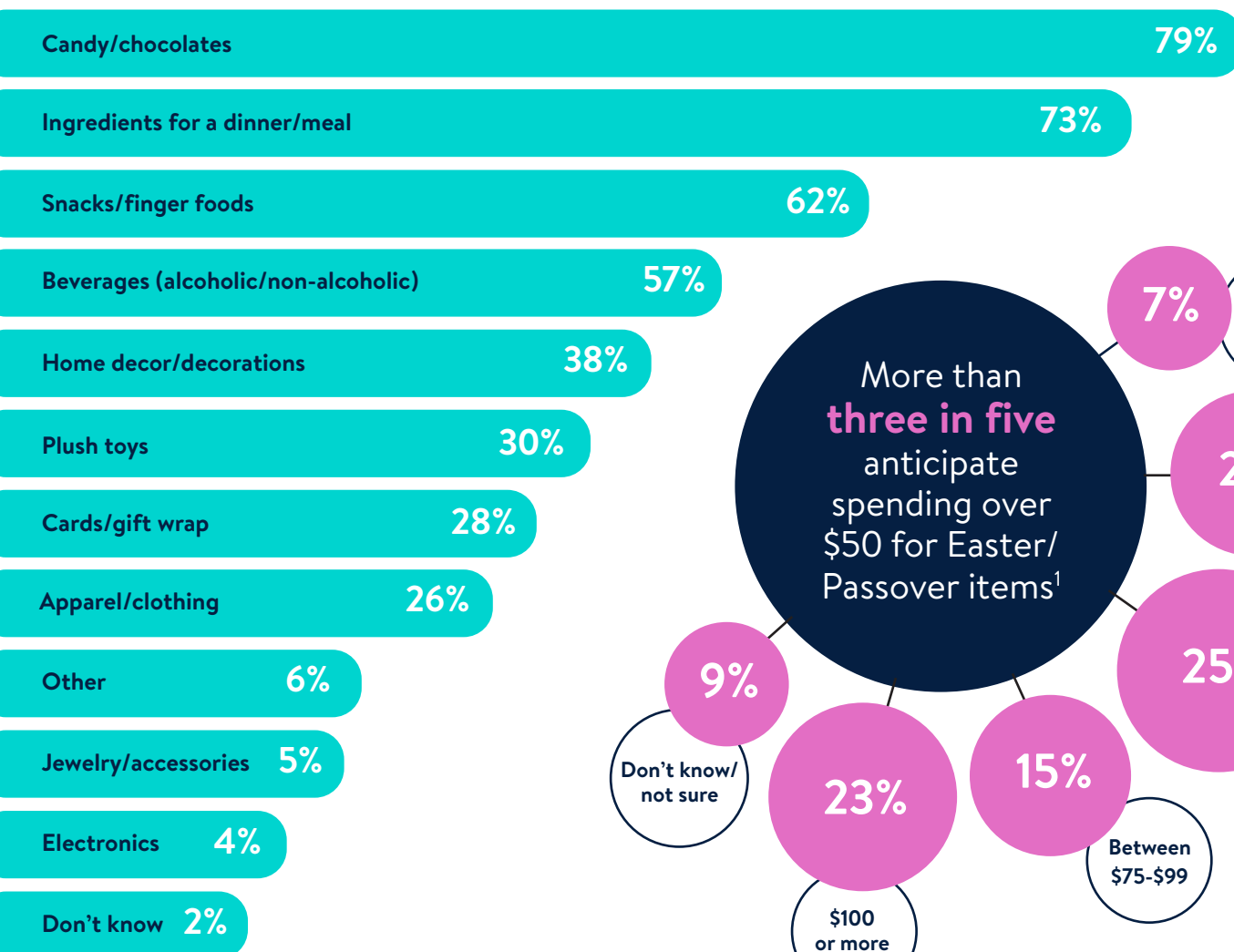
Ways they plan to research and buy



TIP:
Consider an omni strategy to capture customers wherever they choose to shop. Drive awareness and discovery during moments of inspiration through an integrated campaign leveraging onsite, offsite as well as in-store activation.

Items customers plan to purchase for Easter/Passover

Food and beverages are at the top of the shopping list



(1) Source: Walmart Spark Panel, November 2021. Data was collected through an online survey distributed to customer panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech.



Walmart is a top destination for food supplies for Easter/Passover

Food & Beverages Seasonal Performance (YoY)¹

Online
+239%

In-Store
+10%

Top Food & Beverage items sold every week during Easter/Passover 2021¹

1

Food & Beverages

2

Grocery Dry Goods

3

Snacks & Beverages

Search on Walmart online helps shoppers get ready for Easter¹

There were a significant number of last-minute searches on Easter Candy, Eggs, and Baskets

64%

uplift of Candy search the week before Easter on **Walmart.com**¹

43%

of Candy search activity occurred on the **Walmart App**¹

The average spend for Candy was **\$25.20** and **\$11.90** for Decorations²

Search activity for Candy peaks the week before Easter. However, customers tend to search for Easter Candy throughout the month.

Top Candy Search Terms on Walmart Online 2021 ¹			
March 13	March 20	March 27	April 03
1. Easter Candy	1. Easter Candy	1. Easter Candy	1. Candy
2. Candy	2. Candy	2. Candy	2. Easter Candy
3. Easter	3. Easter	3. Easter	3. Easter
4. Chocolate	4. Jelly Beans	4. Easter Eggs	4. Easter Eggs
5. Jelly Beans	5. Chocolate	5. Jelly Beans	5. Chocolate
6. Reese's Peanut Butter Cups	6. Reese's Peanut Butter Cups	6. Chocolate Bunny	6. Snickers
7. Gum	7. Cadbury Eggs	7. Chocolate	7. Gum
8. Cadbury Eggs	8. Chocolate Bunny	8. Cadbury Eggs	8. Reese's Peanut Butter Cups
9. Easter Eggs	9. Gum	9. Reese's Peanut Butter Cups	9. Sugar-Free Candy
10. Peeps	10. Peeps	10. Peeps	10. Cadbury Eggs

 Easter-related keywords

(1) Source: Walmart First Party Data, November 2021. Reflecting Mar 6 – Apr 24, 2021 data. Walmart ecommerce includes Walmart.com and pickup & delivery
(2) Source: NRF's Annual 2021 Valentine's Day Spending Survey, conducted by Prosper Insights & Analytics

Category breakout: Baby & Toddler and Girls' Apparel



At Walmart, the average spend on Baby & Toddler and Girls' Apparel during the spring holiday period has increased significantly since 2019 – both in-store and online¹

Easter 2021: Baby & Toddler Apparel Sales²

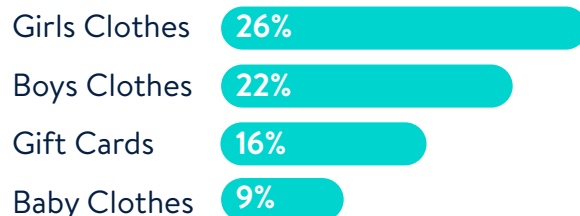


Easter 2021: Girls' Apparel Sales²

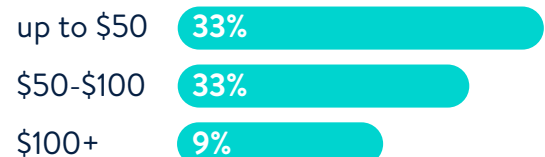


In the weeks leading up to Easter 2021, 250+ Baby & Toddler clothes were shopped each minute at Walmart, with parents & grandparents as primary purchasers³

They were looking for³



They planned to spend³



Top Search Terms Leading up to Easter 2021 on Walmart.com³

March 7-14	March 14-21	March 21-28	March 28-April 4
BABY & TODDLER	BABY & TODDLER	BABY & TODDLER	BABY & TODDLER
1. Garanimals Toddler Girl Clothes	1. Garanimals Toddler Girl Clothes	1. Garanimals Toddler Girl Clothes	1. Garanimals Toddler Girl Clothes
2. Baby Clothes For Boys	2. Baby Clothes For Boys	2. Baby Boy	2. Baby Clothes For Boys
3. Clearance	3. Baby Boy	3. Baby Clothes For Boys	3. Toddler Girl Clothes
4. Toddler Girl Clothes	4. Toddler Girl Clothes	4. Toddler Girl Clothes	4. Clearance
5. Baby Clothes	5. Baby Clothes	5. Baby Clothes	5. Baby Clothes
GIRLS APPAREL	GIRLS APPAREL	GIRLS APPAREL	GIRLS APPAREL
1. Girls Clothes	1. Girls Clothes	1. Girls Clothes	1. Girls Swimsuits 4-16
2. Clearance	2. Clearance	2. Girls Swimsuits 4-16	2. Girls Clothes
3. Wonder Nation Girls Clothes	3. Clearance Under \$5	3. Wonder Nation Girls Clothes	3. Girls Shorts
4. Clearance Under \$5	4. Girls Shorts	4. Clearance	4. Girls Dresses
5. Girls Shorts	5. Puffer Jacket	5. Girls Shorts	5. Clearance

TIP:

Use "Suggested Keywords" to optimize keyword term selections. Expand your reach, if your item qualifies, by adding relevant keywords you would normally use in campaigns plus top trending keywords for Baby & Toddler and Girls' Apparel.

(1) Source: Walmart first-party data, November 2021. Reflecting 3/7/21 - 4/4/21 vs. 3/24/19 - 4/21/19
 (2) Source: Walmart first-party data, November 2021. "Easter" = Reflecting 3/7/21 - 4/4/21 vs. 3/15/20 - 4/12/20
 (3) Source: Walmart first-party data, QT WMTUS-Omnibus: Thursday week 38 FY22



Easter/Passover Tips:

Get the most out of Easter/Passover

Display Campaign Fundamentals

- ☐ Align Display campaign strategies with overall targeting tactics. For example: To drive reach and awareness, leverage historical shopping segments. To drive conversions, leverage predictive targeting.

Search Campaign Fundamentals

- ☐ Be “Always On” by running the campaign throughout the year to maximize product visibility.
- ☐ Continuously optimize your product pages by including keywords that convert well within your Manual campaigns.
- ☐ Be ready for last-minute shoppers by adding bid multipliers on mobile to capture these customers. Reference the placement report to identify which placements are showing stronger performance.
- ☐ Bid strategically and reference the Item Performance report to bid for items driving sales.
- ☐ Identify new keywords using the Item Keyword Report and bid on them within your Manual campaigns.
- ☐ Regularly check the Item Health Report to ensure items are in stock, published and win the Buy Box.
- ☐ Use automated rules to give you the ability to set rules to trigger campaign notifications for budget adjustments and to alert when your campaign budgets have capped out. Use alerts to identify potential threats to your campaign. For example:
 - Spend dropping to \$0 DoD – this signals a campaign issue
 - CTR decreasing 40% WoW – this signals competition
 - ROAS decreasing 40% WoW - this signals inefficiency



Get the most out of the Easter/Passover holiday

- ☐ Display campaigns: Expand reach of contextual targeted tactics with macro contextual targeting to reach shoppers who are browsing similar shopping categories.
- ☐ Search targeting: Make sure your targeting allows for the increased traffic the season brings.
Tips:
 - If you're only running exact match types, try phrase or broad during this timeframe to capture more searches.
 - If you're only running manual, try enabling auto during this timeframe.
 - Try enabling items that don't typically sell during this timeframe.
 - If you've paused underperforming but high-volume keywords, resume them during this timeframe, they're more likely to convert during this peak season.
- ☐ Layer in seasonal SKUs and top-performing SKUs to always-on campaigns to account for holiday traffic spikes.
- ☐ Consider higher daily budgets, like increasing by 10-15% during the peak periods we've identified, to keep your ads available onsite all day long to capture the highest volume of customers shopping for the season.
- ☐ Take advantage of the growing Easter interest leading up to the holiday by bidding competitively with a higher-than-average budget to support the increase in click activity. Tip: Use the new Suggested CPC feature for competitive bidding guidance.
- ☐ Tips for keyword selection: Use "Suggested Keywords" to optimize keyword term selections. Expand your reach, if your item qualifies, by adding in relevant keywords you would normally use in campaigns plus top trending keywords for Easter/Passover. Find these by category in this guide.

Guidance for Advertisers using API Partners

- ☐ Include top selling, promotional, or high AUR items in your Manual ad groups. Bid higher on keywords to show your best products first and move inventory quicker in this high visibility and strong performing placement.
- ☐ Some API partners have item audit features, to ensure quality is 100% for peak moments. QA your campaign structure to ensure you're set up for success before the season's peak period.
- ☐ Some API partners have automated alerts and actions – utilize automated rules and actions to optimize your bids at scale, such as automated alerts to stay on top of significant changes in your performance.
- ☐ Schedule your optimizations with your API partner's automated tools. Some API partners can identify ranking, utilize ranking metrics to identify product page optimizations to help dominate the search engine results page.