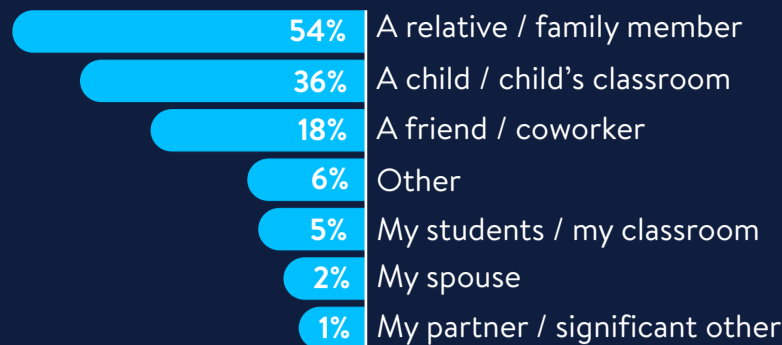
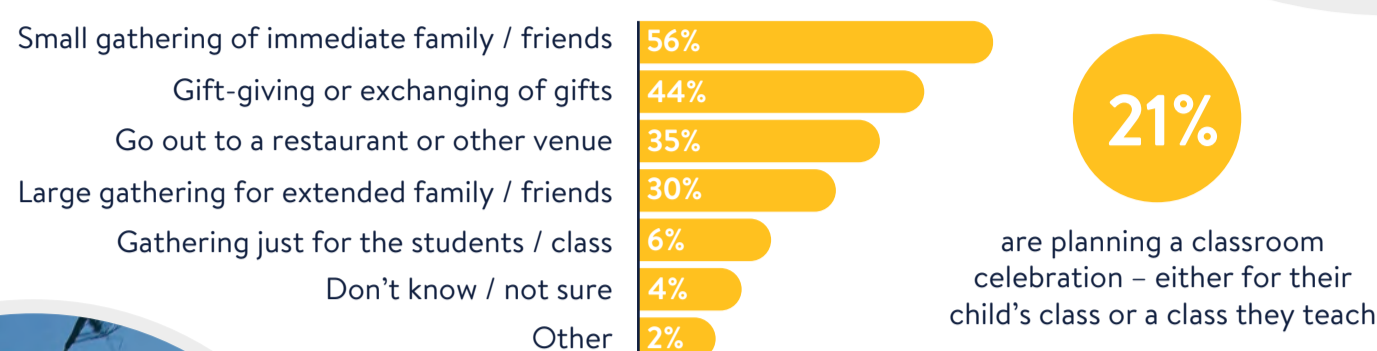


We surveyed Walmart customers to ask how they're celebrating graduates this spring. Learn how they're planning to shop for gifts and gatherings.

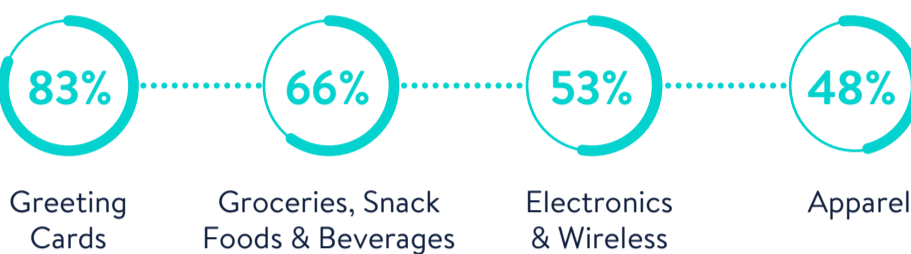
Who's the graduate on Walmart customers' lists?



How customers plan to celebrate Graduation Day



How customers plan to gift and celebrate graduates



Most popular search keywords for the Celebration category

(May-June 2021)

Category includes Greeting Cards

- Sprinkles
- Gift Bag
- Graduation Decoration
- Gift Card

"Graduation gift" is the most popular search term for graduation

Popular electronics gifts

For fun:		For educational or business purposes:	
55%	Earbuds / headsets	61%	Computers-laptops / tablets
47%	Games / gaming accessories	47%	Computer accessories

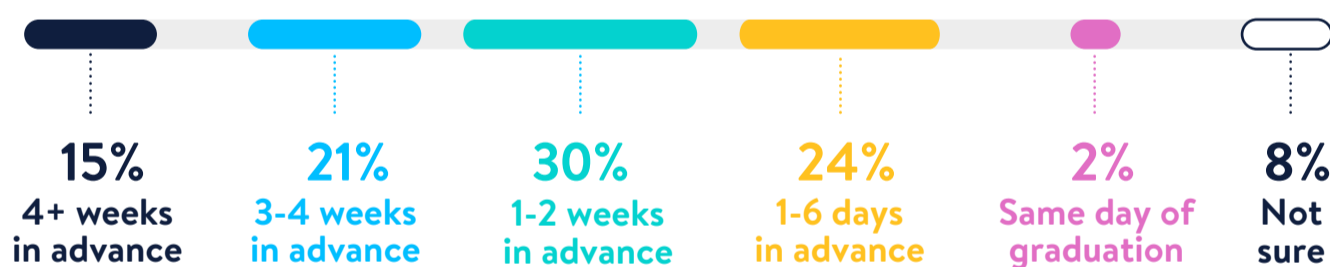
Top 10 search terms in electronics (May-June 2021)

- TV
- Laptop
- Smart TV
- Printer
- Roku TV
- Bluetooth Speaker
- Gaming PC
- iPad
- Laptops
- Headphones

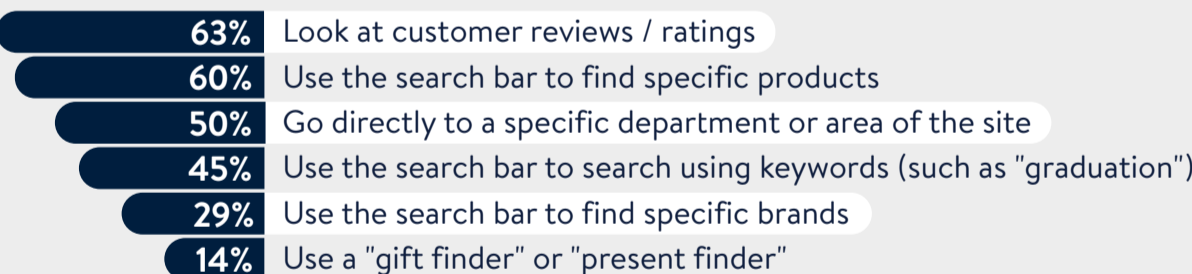
Where Walmart customers plan to shop for grads



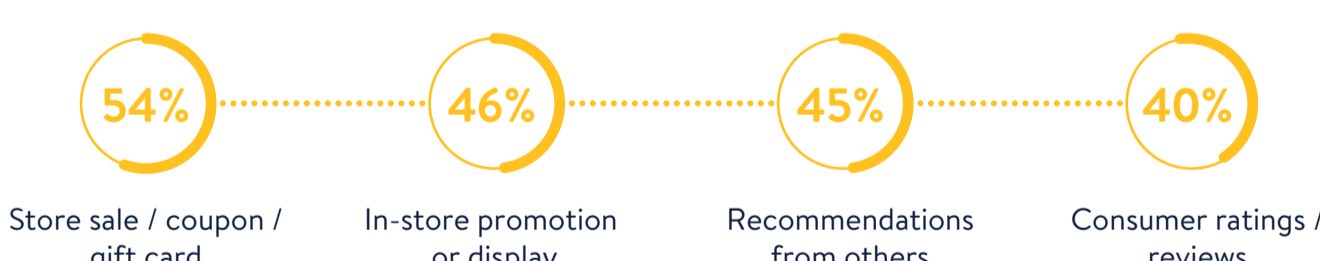
When customers start shopping for graduation



How customers browse for graduation



Sources for graduation shopping inspiration



Seasonal tips & everyday best practices

Display campaigns

- Seasonal tip:** Make sure your creative speaks to the moment. Select flight dates to match key moments during the season.
- Best practice:** Match your targeting tactics to campaign objectives. For example, use historical shopping segments to drive reach and awareness. Or try predictive targeting to drive conversions.

Search campaigns

- Seasonal tip:** Use the Item Keyword Report to search harvest keywords. Expand your reach – if your item qualifies – by using relevant, seasonal keywords and top-trending keywords.
- Best practice:**
 - Keep your ads available all day long with higher daily budgets, like for customers researching online prior to making their purchases. Use automated rules to trigger notifications for budget adjustments and when campaign budgets have capped out.
 - Use the Suggested CPC feature for competitive bidding guidance.

Guidance for advertisers using API partners

- Include top-selling, promotional, or high AUR items in your manual ad groups.
- QA your campaign structure to ensure you're set up for success before peak periods.
- Use your partner's automated tools to optimize your campaigns and bids at scale.

Start planning your campaign with Walmart Connect today