



**Customer Insights  
& Search Guide  
for Walmart  
Marketplace Sellers**

**'Tis the Season  
to Thrive**

It's **the most wonderful time of year** at America's largest retailer, and Walmart Connect is here to help you make meaningful connections with customers this holiday season. We surveyed Walmart customers on how they plan to celebrate and shop for the holidays this year. Use this guide to find insights and tips to help you plan your holiday campaigns.



## Walmart is here to make the holiday spirit extra special

While economic concerns are top of mind for many of the customers we surveyed, Walmart is preparing to help customers thrive during the most important season of year

**71%**

are feeling optimistic about the holidays; it will be a time to celebrate

**69%**

are looking forward to the holidays, but have economic concerns



"I plan to celebrate Christmas Eve with family and, hopefully, friends. We will have lots of food and snacks, but gift-giving will be limited if the economy stays like it is or gets worse."

- Walmart customer

"I plan to spend the holiday with family members at both mine and my wife's family Christmas. We usually all bring food, as well as do a gift exchange. Depending on inflation, we may do less than in previous years."

- Walmart customer

"I hope to celebrate in much the same way as we've celebrated in the past. By the kids waking us up early to run downstairs and see their presents. After opening gifts, we eat breakfast together. Then later that day, we visit grandparents. Inflation and gas prices do give an uncertain feel to the future, though."

- Walmart customer

Source: Walmart First-Party Data, March and May 2022, Walmart Customer Spark Community, provided by Walmart Luminate.





# Making Spirits Bright

Amidst economic uncertainties, Walmart wants customers to thrive by adding extra sparkle to every moment with low-priced meals and deals on gifts and festive touches



Among surveyed customers who plan to shop at Walmart this holiday season:

81%

said low price/cost is the top reason they plan to shop at Walmart this holiday season

78%

say inflation will have some or a great deal of impact on their holiday shopping

Walmart customers are looking for ways to make their dollar stretch further:

67%

will spend more time looking for a discount

35%

will buy in bulk to save money

35%

will stock up when items are on sale and before prices start to rise

Not surprisingly, surveyed customers anticipate sales or promotions will be top influencers for their holiday purchases this season:

79%

sales or promotions

50%

recommendations from friends/family

35%

store displays or decorations

76%

of surveyed customers prefer special sales/deals to be spread out over the holiday shopping season as opposed to just one moment



Source: Walmart First-Party Data, March, April, May 2022, Walmart Customer Spark Community, provided by Walmart Luminata.

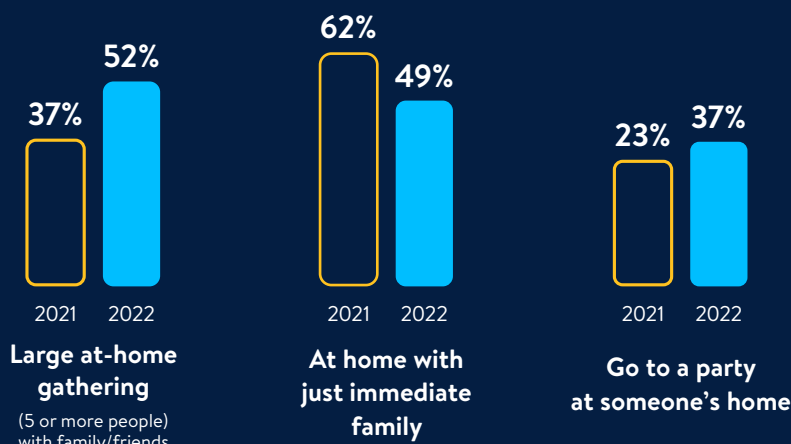


## How Walmart is driving a very merry holiday, both online and in-store

Walmart's holiday experience will help customers thrive at the most important time of the year and show how our commitment to low prices helps to add that extra sparkle to every moment. Our full-funnel campaign will demonstrate how meaningful celebrations are always within reach at Walmart – from low-priced meals to savings on festive touches and deals on gifts. Promotions will appear on radio, audio, paid social, branded content, display and search, and more.

## How Walmart customers plan to celebrate in 2022

Bigger celebrations with friends and family are expected this year compared to 2021



Source: Walmart First-Party Data, March 2022, Walmart Customer Spark Community, provided by Walmart Luminate.



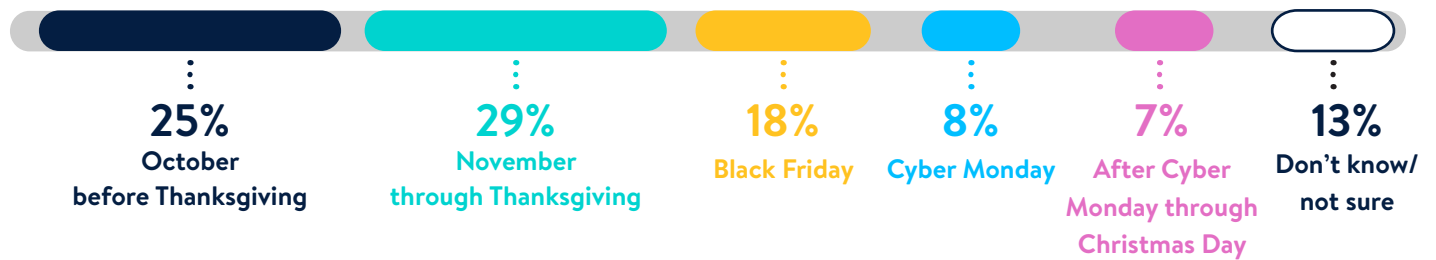
## When Walmart customers will start researching and planning for holiday shopping

Most customers typically start their research well ahead of the holidays, with more than half planning to begin in October. But most plan to complete their holiday-related purchases in December.

Source: Walmart First-Party Data, March 2022, Walmart Customer Spark Community, provided by Walmart Luminate.



## When Walmart customers plan to start their holiday shopping:



Most customers surveyed are willing to try a new brand this holiday as well as purchase from those they're familiar with:



**Get discovered.**  
Try using a combination of Walmart search and display advertising. Find best practices at the end of this guide.



## Where customers are shopping

Of the customers we surveyed, Walmart stores and Walmart.com remain the most popular of our destinations for their holiday shopping – while nearly half plan to use the Walmart app, and pickup and delivery.



**82%**  
In-Store



**70%**  
Walmart.com



**43%**  
Walmart App

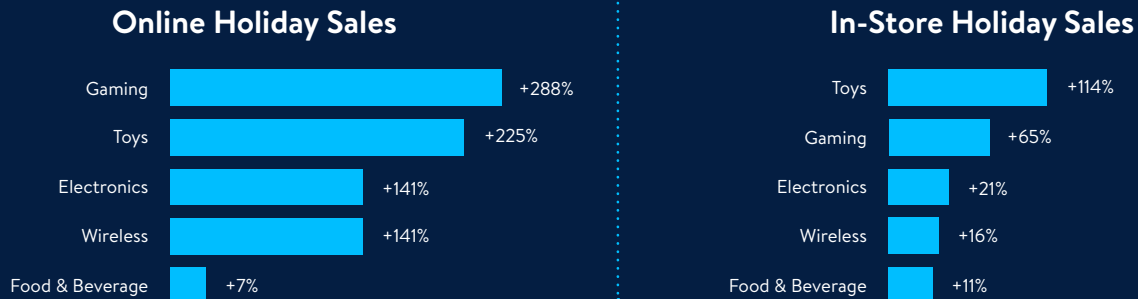


**43%**  
Pickup & Delivery

Source: Walmart First-Party Data, March 2022, Walmart Customer Spark Community, provided by Walmart Luminato.



**Triple-digit holiday sales upticks are another reason to celebrate**  
 During the 2021 holiday shopping season, we saw a triple-digit uptick in online sales growth for electronics, gaming and wireless compared to the rest of the year. Toys experienced triple-digit sales growth both online and in-store during the holiday season compared vs. the rest of the year.



All percentages are compared to rest of 2021 average.  
 Source: Walmart First-Party Data, April 2022. Reflecting Oct. 16 - Dec. 25, 2021 data. Walmart First-Party Data, March 2022. Reflecting Nov. 1 - Dec. 31, 2021 data.

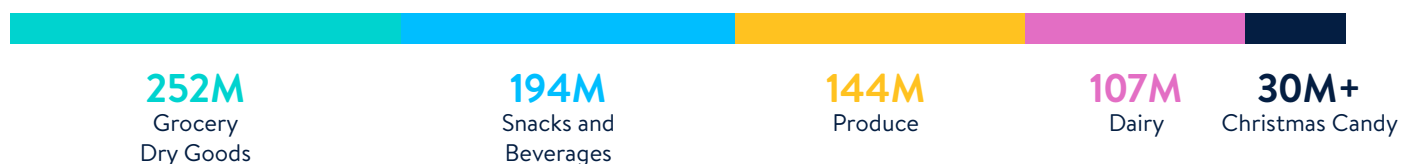
## Food & Beverage

**Surveyed customers planning festive meals expect to fill their carts this year with items like more meat and alcoholic beverages**  
 This holiday, surveyed customers plan to buy more:



Source: Walmart First-Party Data, March 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

**During an average week of the 2021 holiday season, customers purchased:**



Source: Walmart First-Party Data, March 2022. Reflecting Nov. 1 - Dec. 31, 2021 data.



# 2021 Holiday Basket Analysis

## How food & beverage baskets stacked up online vs. in-store



Online customers tended to have more categories outside of food in their baskets than in-store



### Walmart.com

Walmart customers shopping for Christmas candy online also purchased:

1. Chocolate
2. Baking Ingredients
3. Lunch Combos
4. Chilled Baking
5. Baking
6. Cookies
7. Baking Mixes
8. Snack Meats
9. Non-Chocolate Candy
10. Christmas Trim

Source: Walmart First-Party Data, Reflecting Nov. 1 – Dec. 31, 2021 data.

### In-Store

Walmart customers shopping for Christmas candy in-store also purchased:

1. Christmas Trim
2. Chocolate
3. Holiday Personal Care
4. Baking
5. Throws
6. Holiday Wellness
7. Kids Impulse
8. Non-Chocolate Candy
9. Baking Mixes
10. Christmas Tree Skirts & Stockings

### Top Holiday-Related Food & Beverage Search Terms



on Walmart.com in 2021

- ☒ Christmas Candy
- ☒ Snacks
- ☒ Chips
- ☒ Cereal
- ☒ Bread
- ☒ Milk
- ☒ Cheese
- ☒ Cookies
- ☒ Juice

Source: Walmart First-Party Data, March 2022, Reflecting Nov. 1 – Dec. 31, 2021 data.



### Tip:

Weave high-performing and relevant keywords into your product's description. Use the Keyword Performance and Item Keyword Performance Reports as your guide.



While the majority of customers we surveyed plan to spend as much or more on toys this holiday as they did last season, more than **two-thirds** plan to spend additional time searching for deals

56%

anticipate spending the same or more on toys this holiday than in 2021

71%

plan to spend more time looking for a discount when shopping for toys

Source: Walmart First-Party Data, May 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

## 2021 Toy Basket Analysis

### How toys baskets stacked up online vs. in-store

#### Walmart.com

Walmart customers shopping for toys online also purchased:

1. Activity Stationery Supplies
2. Kids Crafts & Jewelry Making
3. Kids Textiles & Décor
4. Baby & Toddler Sleepwear
5. Boys & Girls Clothing
6. Toddlers Clothing
7. Boys & First Shoes
8. Boys & Girls Sleepwear
9. Boys & Girls Underwear
10. Boys Activewear

#### In-Store

Walmart customers shopping for toys in-store also purchased:

1. Activity Stationery Supplies
2. Kids Crafts & Jewelry Making
3. Books & Magazines
4. Boys & Girls Clothing
5. Kids Textiles & Décor
6. Toddlers Clothing
7. General Sports
8. Boys & Girls Sleepwear
9. Boys & Girls Shoes
10. Seasonal Beauty

Toys customers heavily cross-shop kids' crafting supplies and kids' apparel during holiday

Source: Walmart First-Party Data, April 2022. Reflecting Dec. 2021 data.

#### Tip:

Capture additional search traffic by using the Item Keyword Report to harvest new keywords that aren't already live in your campaigns.

#### Top Toys Search Terms on Walmart.com in November & December 2021



- |                         |                                     |                                    |
|-------------------------|-------------------------------------|------------------------------------|
| 1. <i>Barbie</i>        | 6. <i>Kids Toys</i>                 | 11. <i>Toddler Toys</i>            |
| 2. <i>Toys</i>          | 7. <i>Lol Surprise Dolls</i>        | 12. <i>Cocomelon</i>               |
| 3. <i>Lego</i>          | 8. <i>Paw Patrol Toys</i>           | 13. <i>Toys for Boys 3-6 Years</i> |
| 4. <i>Squishmallows</i> | 9. <i>Toys Under \$5</i>            | 14. <i>Girl Toys</i>               |
| 5. <i>Board Games</i>   | 10. <i>Toys for Girls 3-6 Years</i> | 15. <i>Hot Wheels</i>              |

• *Branded*

Source: Walmart First-Party Data, April 2022. Reflecting Oct. - Dec. 2021 data.





## Nearly 40% of U.S. consumers made at least one electronics purchase at Walmart last holiday season

Source: The NPD Group: Checkout Buyer Essentials, April 2022. Reflecting Oct - Dec 2021. No endorsement of third-party data sources.

**72%** of surveyed Walmart customers say they'll be influenced by sales or promotions when purchasing electronics this holiday season

**54%** of those surveyed plan to spend the same or more on electronics this holiday as in 2021

Source: Walmart First-Party Data, May 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

## 2021 Holiday Basket Analysis

### How electronics baskets stacked up online vs. in-store

#### Walmart.com

Walmart customers shopping for electronics online also purchased:

1. Wireless Accessories
2. Activity Stationery Supplies
3. Lighting & Fastener Hardware
4. Office Supplies
5. Art & Adult Crafts
6. Adult Beading
7. Writing Office Boards
8. Bath Accessories
9. Tools
10. Lamps & Lighting

#### In-Store

Customers shopping for electronics in-store also purchased:

1. Office Supplies
2. Lighting & Fastener Hardware
3. Batteries
4. Wireless Accessories
5. Activity Stationery Supplies
6. Prepaid Gift Cards
7. Art & Adult Crafts
8. Books & Magazines
9. Tools
10. Movies

Source: Walmart First-Party Data, April 2022. Reflecting Dec. 2021 data.

#### Tip:

Start planning search campaigns at least four weeks in advance to test bid ranges and daily budget caps, harvest keywords and ensure page content is retail-ready.

**Electronic customers heavily cross-shop practical gifts and home needs during the holiday**



Only 28% of the top 100 most-searched electronics keywords last holiday were branded

#### Top Electronics Search Terms on Walmart.com in November & December 2021

- |                          |                       |                 |
|--------------------------|-----------------------|-----------------|
| 1. TV                    | 6. Chromebook         | 11. 70-Inch TV  |
| 2. Laptop                | 7. Printer            | 12. Roku        |
| 3. Smart TV              | 8. Headphones         | 13. Electronics |
| 4. Black Friday TV Deals | 9. Gaming PC          | 14. Roku TV     |
| 5. Tablets               | 10. Bluetooth Speaker | 15. TVs         |
|                          |                       | • Branded       |

Source: Walmart First-Party Data, April 2022. Reflecting Oct. - Dec. 2021 data.



## Gaming customers start their research early for the holidays

64%

of surveyed Walmart gaming customers said they plan to research video game shopping in October or earlier

Source: Walmart First-Party Data, May 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

## Last holiday season, Walmart was the leading retailer for gamers

25%

market share in October through December

Source: The NPD Group: Checkout Industry Summary, April 2022. Reflecting Oct. - Dec. 2021 data. No endorsement of third-party data sources.

### Tip:

Use Item and Keyword Performance Reports for your search campaigns to identify top-performing items and keywords.



Gaming customers heavily cross-shop toys, kids crafts, and electronics during the holidays

## 2021 Holiday Basket Analysis

### How gaming baskets stacked up online vs. in-store

#### Walmart.com

Walmart customers shopping wireless online also purchased:

1. Girls Toys
2. Preschool Toys
3. Boys Toys
4. Toy Vehicles
5. Games & Electronics Toys
6. Books & Magazines
7. Wireless Accessories
8. Computer Accessories
9. Kids Crafts & Jewelry Making
10. Audio & Video Accessories

Source: Walmart First-Party Data, April 2022. Reflecting Dec. 2021 data.

#### In-Store

Walmart customers shopping wireless in-store also purchased:

1. Candy
2. Girls Toys
3. Games & Electronics Toys
4. Boys Toys
5. Toy Vehicles
6. Art & Adult Crafts
7. Prepaid Gift Cards
8. Kids Crafts & Jewelry Making
9. Books & Magazines
10. Planners, Calendars & Flags

90% of the top 100 most-searched gaming keywords last holiday were branded

### Top Gaming Search Terms on Walmart.com November & December 2021



- |                                 |                         |                          |                                 |                           |
|---------------------------------|-------------------------|--------------------------|---------------------------------|---------------------------|
| 1. <i>Nintendo Switch</i>       | 4. <i>Xbox Series X</i> | 7. <i>Funko Pop</i>      | 10. <i>PS4</i>                  | 13. <i>Oculus Quest 2</i> |
| 2. <i>PlayStation 5</i>         | 5. <i>PS5 Console</i>   | 8. <i>Switch Games</i>   | 11. <i>Xbox</i>                 | 14. <i>Xbox Series S</i>  |
| 3. <i>Nintendo Switch Games</i> | 6. <i>PS4 Games</i>     | 9. <i>PS4 Controller</i> | 12. <i>Nintendo Switch Lite</i> |                           |

• Branded

Source: Walmart First-Party Data, April 2022. Reflecting Oct. - Dec. 2021 data.



Nearly **two-thirds** of surveyed Walmart wireless customers plan to make purchases on Walmart.com or the Walmart app this holiday

35%

Walmart.com

27%

Walmart App  
(excluding Pickup & Delivery)

Source: Walmart First-Party Data, May 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

## 2021 Holiday Basket Analysis

### How wireless baskets stacked up online vs. in-store

#### Walmart.com

Walmart customers shopping wireless online also purchased:

1. Audio
2. Tablets
3. Software
4. Beauty Accessories
5. Computer Accessories
6. Networking & Connectivity
7. Writing Office Boards
8. Audio & Video Accessories
9. Computing
10. Fashion & Bridge Jewelry

#### In-Store

Walmart customers shopping wireless in-store also purchased:

1. Lighting & Fastener Hardware
2. Art & Adult Crafts
3. Auto Batteries & Electrical
4. Writing Office Boards
5. Tools
6. Books & Magazines
7. Movies
8. Audio
9. Audio & Video Accessories
10. Power Hardware

Source: Walmart First-Party Data, April 2022. Reflecting Dec. 2021 data.

Wireless customers heavily cross-shop electronics during the holidays



#### Tip:

Enable all ad placements on your keyword search campaigns to capture all traffic sources. By default, only the in-grid ad placement is enabled while other placements are disabled, which can lead to lower impressions.

81% of the top 100 most-searched wireless keywords last holiday were branded



#### Top Wireless Search Terms on Walmart.com November & December 2021



- |                                    |                                   |                                 |
|------------------------------------|-----------------------------------|---------------------------------|
| 1. <i>Apple Watch</i>              | 6. <i>iPhone 13 Case</i>          | 11. <i>iPhone Charger</i>       |
| 2. <i>Straight Talk Phones</i>     | 7. <i>Cell Phones</i>             | 12. <i>Unlocked Cell Phones</i> |
| 3. <i>iPhone 13 Pro Max Case</i>   | 8. <i>Tablets</i>                 | 13. <i>iPhone 11 Unlocked</i>   |
| 4. <i>Apple Watch Series 3 GPS</i> | 9. <i>iPhone 11 Case</i>          | 14. <i>iPhone XR Case</i>       |
| 5. <i>Phones</i>                   | 10. <i>iPhone 12 Pro Max Case</i> | 15. <i>Fitbit™</i>              |

• Branded

Source: Walmart First-Party Data, April 2022. Reflecting Oct. - Dec. 2021 data.





# New Under the Tree: Expanded Search Advertising Solutions

Thanks to new offerings and enhancements, Walmart's search advertising stocking is even bigger this year. Tapping into these new capabilities will give some extra jingle to your 2022 holiday campaigns.

## Search Relevancy Enhancements

We've made it easier to get discovered. More ads can now qualify to appear in relevant in-grid results on search and browse pages.

## Advanced Second-price Auction

Combined with search-relevancy enhancements, our new advanced second-price auction helps reduce your risk of overpaying for cost-per-click bids. In this model, the most relevant product — combined with the best bid — wins the auction.

## More Sponsored Products Placements

Increase your bids and budgets to take advantage of these new ad placements, especially during peak shopping periods.

## Suggested Bids

Stay competitive during peak days by using this feature to help increase the probability of your items winning the auction.

## Automated Rules

Make immediate budget and bid adjustments to help prevent you from going offline — especially since shopping behaviors shift during the holiday season.

## Item Recommendations

This tool scans for high-quality items that are not live in an in-flight campaign, but are eligible to be advertised and have been previously purchased.

## Suggested Keywords

Selecting the right keywords can be crucial for your holiday strategy. We enhanced this feature to use ad group performance history and organic click data to help you identify high-performing keywords.



## Additional Tools Available Only Through Walmart Platform Partners

### Keyword Recommendations

Automatically identify new keywords with the potential to enhance item visibility and boost sales.

### Top Search Trends

Understanding search trends on Walmart is key to competing and winning on the most popular searched keywords this season.

### Put Your Item Pages on the Nice List

Regularly optimize product titles, descriptions, images, and key features

Double-check taxonomy — this helps determine how your items are categorized and where they serve, including organic results



## Getting ready for Holiday

To help maximize your holiday search campaign, we encourage you to review and optimize the content on your item pages. This is the most important piece of your Walmart Search strategy because the Sponsored Products algorithm evaluates all eligible item pages before serving the ad to the customer who is most likely to purchase your product.

### To ensure your item pages are retail-ready, check this list twice:

- ☐ Provide a clean and concise product title
- ☐ Highlight the key benefits and features in the product description
- ☐ Ensure relevant keywords are woven into your product's description
- ☐ Include high quality images of your products and variations
- ☐ Offer competitive price points
- ☐ Maintain proper stock availability; your ads will not be eligible if they are out of stock
- ☐ Offer free and 2-day shipping
- ☐ Deliver your product on time or earlier

### Reach audiences as they shop for deals

Reaching the right customer will be more crucial than ever this year as customers are looking for the lowest price and discounts amidst economic uncertainties. To help promote your products, we recommend bidding more than the suggested bid amount. Competitive bidding can help elevate your products to more premium visibility against competitors within your categories.

**TIP: Be more strategic this year and allocate more of your budget to Manual campaigns.**

Refer to Walmart Connect's [Best Practices guide](#) for specifics.

**Manual campaign** — Keyword targeting can help present your products to the most relevant customer searching for your items. The match type can help you capture the right set of eyes that would be most likely to lead to a sale.

- **Broad-match** captures the widest traffic exposure; serves your ads when a customer searches a variation of your keyword.
- **Phrase-match** serves your ad when a customer searches a variation of your bidded keywords.
- **Exact-match** only serves your ad when a customer searches your exact term. This can result in less visibility if your customer's searches tend to be broader. However, it can sometimes result in stronger ROAS or sales because you are presenting the customer with the most relevant item related to their search.

**TIP: A mix of these bid match types is the best approach for helping driving maximum sales.**

**Reports available for optimizing Manual campaigns include:**

- Keyword Performance
- Keyword Recommendations
- Suggested Keywords
- Item Keyword Performance

**Automatic campaign** — This is your always-on tactic that promotes your products' visibility using both a human touch and algorithmic element. The Walmart algorithm will populate ads when they are more likely to lead to a sale, however, optimizations must be made to influence the frequency of your ads populating. Increase the bid to serve the ad more frequently (increasing visibility) or decrease the bid to suppress the ad from showing as frequently as it has been (less competitive). Assuming your **item pages are optimized for relevancy, the higher your bids, the more competitive your ad will be during auction.**

**Reports available for optimizing Automatic campaigns include:**

- Item Performance
- Suggested bids
- Placement Performance — data sourced here can help advise which placements or devices to apply your bid multipliers to for increased bidding priority
- Automated rules
- Budget notifications



# Walmart Holiday timelines & best practices to follow

## September–October

This is the time to acquaint yourself with Walmart's customer click activity, learn which items drive conversions, and practice optimizing for the holiday timeframe. Establish a holiday investment that will help you stay visible all day long and during peak hours. Your usual budget will cap out earlier in the day during Holiday's high demand times. Identify keywords that performed well last year.

## Wednesday, November 9– Wednesday, November 23

Holiday deals and shopping begin earlier every year. Plus, Walmart's customers will be building their grocery baskets leading up to Thanksgiving. These two weeks are important to learn how your ads are responding to the customers.

Building awareness during this time will help these items resurface in the following weeks as the items will serve against customers that have previously seen the item.

## Thursday, November 24

Site traffic and sales tend to happen later in the day and kick off the Big Five shopping weekend. It is important to make sure your campaigns are structured and set up effectively, with budget notification rules implemented to alert you when campaigns hit their daily budgets.

## Friday, November 25

Black Friday

This is the biggest day for sales with sitewide deals all day long.

## Monday, November 28

Cyber Monday

Consider higher-than-average daily budgets this week to capture last minute gift-buyers and deal-seekers.

## Thursday, December 22

Last chance for customers to order within the 2-day shipping window before Christmas Day.

## Monday, December 26–January 31

The first two weeks post-holiday are heavily active! Customers come to Walmart.com to spend holiday gift cards and process returns and exchanges. Continue to advertise your products as a second-chance purchase throughout this month.



[Contact us to get started](#)