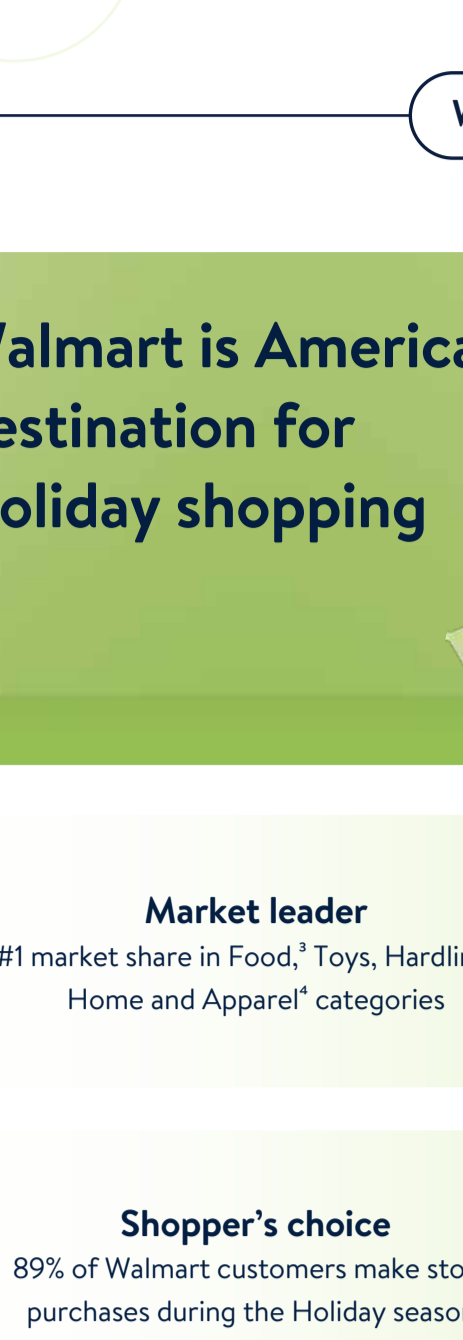


2024 Holiday customer insights with Walmart Connect

Retail media guide to help advertisers spark joy for Walmart customers this season

Did you know?

Holiday retail spending is forecasted to reach \$1.37 trillion in this year*



For more than a decade, Holiday sales have steadily grown each year.² While we're still speculating on 2024 retail spending, one thing is clear: brands will lean into advertising strategies as they compete for a larger slice of the seasonal market.

Walmart Connect can help your brand stand out and capture the attention of Walmart customers during this time of celebrating with family and friends. Whether it's for gifting or entertaining, brands can reach and engage with customers as they discover products and find inspiration across Walmart's omnichannel platforms.

Want to ensure your campaigns are primed to spread holiday cheer while helping you achieve your business goals? Use these latest insights, product tips and creative ideas to put a bow on your holiday strategy this year.

Walmart for the holidays

Walmart is America's destination for Holiday shopping

Walmart remains at the heart of Holiday shopping for many Americans. Whether prepping for a festive gathering or wrapping the perfect gift for loved ones, many turn to Walmart to help make their holidays full of cheer.

Market leader

#1 market share in Food,¹ Toys, Hardlines, Home and Apparel² categories

Growing audience

There was a 25% increase in online sales growth YOY and a 2% increase in store sales growth YOY during the Holiday season³

Shopper's choice

89% of Walmart customers make store purchases during the Holiday season⁴

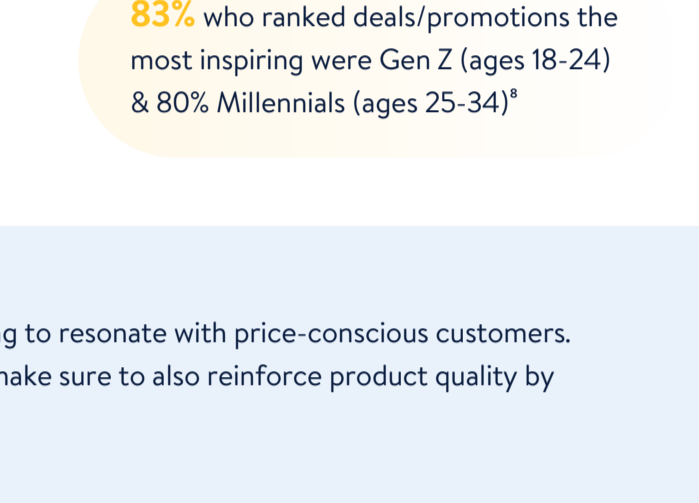
Loyal customers

6% YOY increase in repeat online shoppers during the Holiday season⁵

Key Holiday audiences

Meet the unique preferences of Walmart customers with a tailored approach

With Walmart playing a key role in many customers' holiday shopping plans, adapting your strategy throughout key seasonal moments can help you engage different audiences as they tackle shopping lists.



Planners

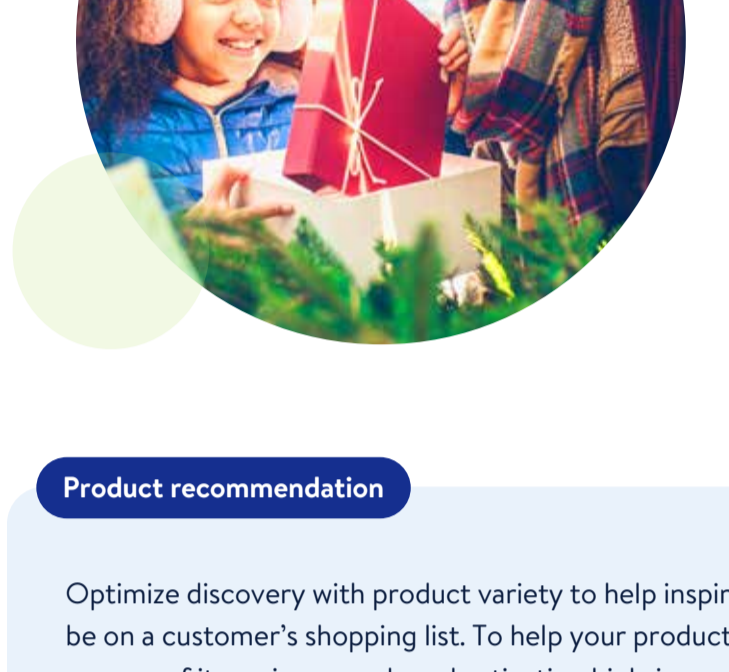
Surveys Walmart customers said they research gifts as early as October, and nearly half say they start gift shopping at the same time or earlier.⁶

61% Stick to a premade shopping list for their gift buying

27% Use saved "wish lists" as the #1 source of gift shopping inspiration

Product recommendation

Consider launching new items in an automatic campaign around early September to help your ads build relevancy and historical performance. Running upper-funnel campaign types such as Sponsored Videos and Sponsored Brands at the same time can help build brand awareness. If not yet opted into Out-of-budget notifications, enable them before the Holiday season begins.



Deal seekers

Customers we surveyed said they are using Walmart deal events to grab gifts at discounted prices.⁷



76% of Walmart customers surveyed said deals and promotions are the most inspiring element of CTV ads, motivating them to purchase the products and brands featured⁸

83% who ranked deals/promotions the most inspiring were Gen Z (ages 18-24) & 80% Millennials (ages 25-34)⁹

Product recommendation

Creative Tip: Underscore affordability in your ad messaging to resonate with price-conscious customers. Keep in mind that value isn't always about price alone, so make sure to also reinforce product quality by touting benefits and featuring clear product shots.

Inspiration shoppers

Of the Walmart customers we surveyed, many said inspiration strikes them during the shopping journey.¹⁰

47% Made impulse purchases

20% Advertisements inspired more purchases

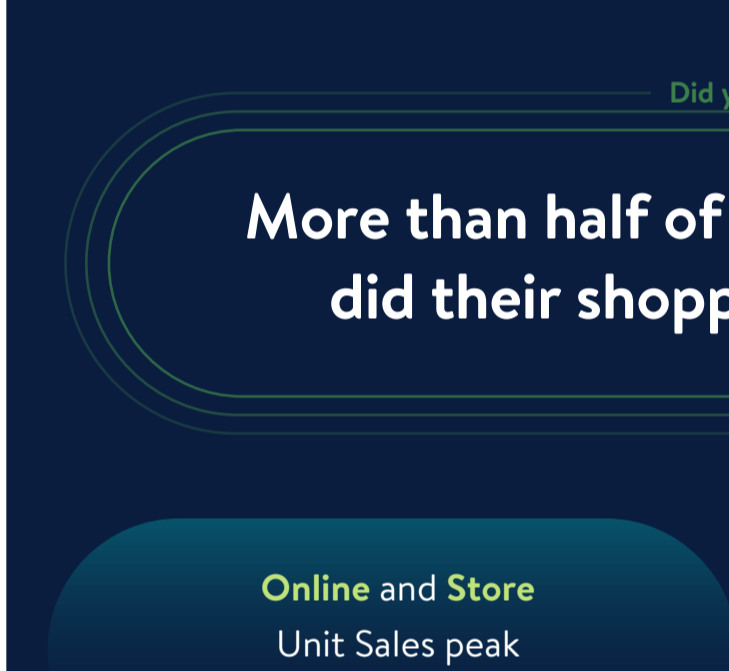
16% Visual trends inspired more purchases

Product recommendation

Optimize discovery with product variety to help inspire holiday purchases, even for items that may not be on a customer's shopping list. To help your products stand out to this audience, consider showcasing a range of items in your ads and activating high-impact ad formats such as Sponsored Videos, Homepage Feature and Category Takeover.

Capture your audience with non-branded, phrase and broad-match keywords. Help increase your brand's discoverability with variant bidding and promoting popular items, including size and color variations. Variant bidding is currently enabled on Sponsored Products only.

Key Holiday moments



Mark your calendar with the season's most celebrated moments

The Holiday season provides brands multiple opportunities to forge deeper connections with broader audiences at Walmart. Strategically align your marketing campaigns with these Key Holiday moments to help engage a diverse customer base and enhance loyalty.

Holiday moments to celebrate

Thanksgiving (November 28)	Hannukah (December 25 - January 2)	Christmas (December 25)	Kwanzaa (December 26 - January 1)
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Holiday shopping starts as early as October and goes through the end of the season

Almost half of Walmart customers start planning their gift shopping in October or earlier

Almost a quarter start shopping in October to take advantage of Deal Events

Did you know?

More than half of Walmart customers did their shopping in November

Online and Store Unit Sales peak mid-December³

Nearly 1/5 of Walmart customers wait until December to start shopping

October	November	December
24%	30%	12%
45%	32%	17%
22%	30%	8%
October	Through Thanksgiving	Black Friday
		Cyber Monday
		Through Christmas Eve

— Start researching & entertaining gift shopping*
— Start planning & researching purchases*
— Actually begin shopping*

Product recommendation

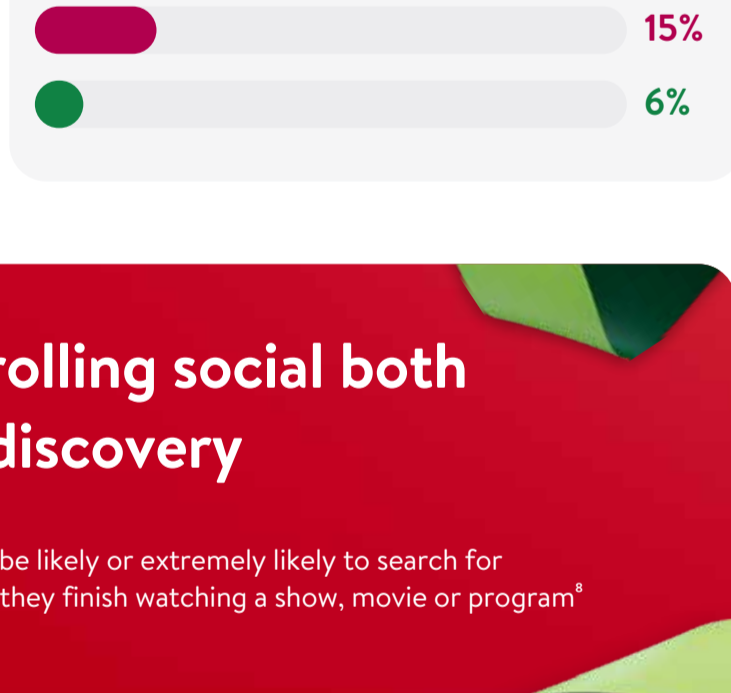
Maintain an always-on or for long-term seasonal activations to complement seasonal activities. This will help your brand share of voice or for long-term seasonal activations that prime an audience to consider your brand and products. Key metrics include click-through rate, ROAS and sales lift (for eligible campaigns).

Use broader targeting tactics early in the season for your display campaigns to optimize them for awareness. This will help you build an audience pool that can later be driven down with brand targeting with consideration and conversion tactics. For example, consider category, contextual, persona, keyword and Run of Site targeting to reach holiday shoppers at scale and begin building new prospects and connecting with existing customers.

Omnichannel shopping journey

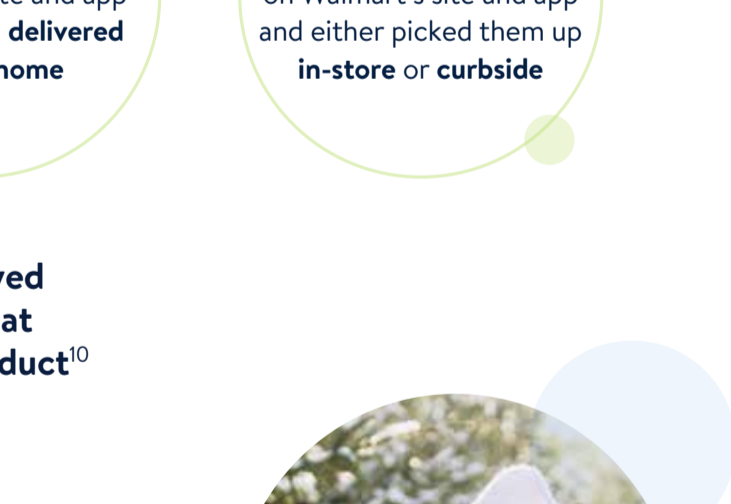
Inspiration, discovery and purchase occurs wherever Walmart customers are shopping

The Walmart customer shopping experience now spans multiple platforms, both online and in-store. Advertisers can use a combination of integrated touchpoints to interact with these customers and help influence purchase decisions with the right message on the right channel at the right time.



The research and purchase behaviors of the Walmart customers we surveyed happen fluidly across physical and digital platforms⁶

- Researched online and purchased in-store
- Researched online and purchased online
- Researched in-store and purchased in-store
- Researched in-store and purchased online



Streaming content and scrolling social both play a key role in product discovery

54% of surveyed Walmart customers said that they would be likely or extremely likely to search for products they'd seen in CTV ads on a website or app after they finish watching a show, movie or program¹¹

Where Walmart customers purchased products that they viewed on CTV ads⁸

57% at a Walmart store

49% on Walmart site and app and had them delivered to their home

41% on Walmart's site and app and either picked them up in-store or curbside

After seeing an ad on social media, 54% of surveyed Walmart customers said they are very or somewhat likely to look for more information about the product¹⁰

Walmart customers surveyed also said that viewing social media always or frequently led to...

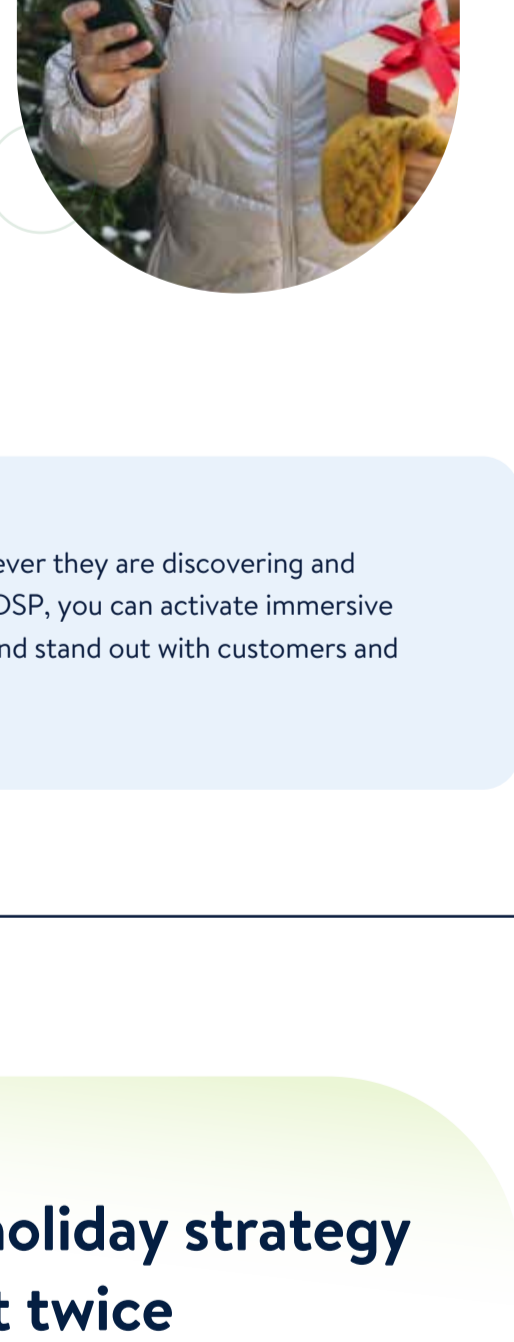
76% Inspired online purchases at Walmart

70% Help me find products I was searching for

66% Help me find deals that save money

64% Increase my interest in a product/brand

51% Introduce new brands and products



Product recommendation

Tap into omnichannel media planning to help connect with customers wherever they are discovering and purchasing products, both on and off Walmart's properties. Using Walmart DSP, you can activate immersive video creative on streaming platforms and social media ads to help your brand stand out with customers and educate them about your products and offers.

Full-funnel approach

Build your holiday strategy and check it twice

Engage with Walmart customers throughout every stage of their shopping journey to help your brand boost sales and build loyalty during the Holiday season...and beyond.

Research and discover

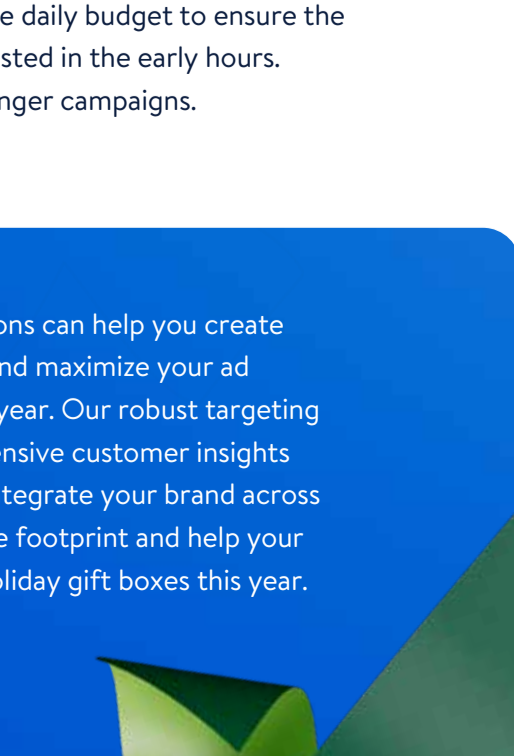
Early in the season, reach a wide audience and stay top of mind with customers as they begin researching new products and gearing up for holiday shopping.

- Focus on broader audiences like **category, contextual and predictive propensity** shoppers. Use expanded data targeting to target customers who have purchased, searched or browsed any brand in Walmart's catalog, including competitors.
- Build awareness with Sponsored Search campaigns by **promoting all products** and using **long-tail** and **high-impresion keywords**. Proactively increase daily budgets to help grow market share and discoverability as the marketplace becomes more competitive.
- Customize your Brand Shop presence to be holiday-themed, **showcasing relevant products**.

Build baskets

Brands of all sizes can use our solutions to create consideration campaigns that help expand their customer base, educate potential customers on the value of their products and grow their business.

- Walmart Onsite Display ads meet customers on our site and app wherever they are in their holiday shopping journey, whether **searching, comparing or browsing products** for inspiration. Walmart Onsite Display ad creative allows for visuals and taglines which can help you tell your product story more effectively.
- Use Sponsored Videos to complement Sponsored Brands and Sponsored Products by **educating customers about item benefits** at the consideration point of their Walmart shopping journey.
- Brand term targeting in Sponsored Search can help **convert new customers, enables customers to discover new brands** and products, while **protecting and maintaining share of voice**.



Complete purchase

Activate lower-funnel Walmart Onsite Display and Sponsored Search conversion tactics in November and December as customers prepare to buy, focusing on in-market and brand shopper audiences.

- Use display targeting that focuses on in-market customers, such as keyword targeting, brand purchasers, brand affinity and lapsed buyers.
- Reconnect with customers in their discovery and consideration phase using offsite retargeting.
- For Sponsored Search, convert your strategy to optimize for ROAS by focusing on high-ROAS keywords, branded keywords, and seasonal and growth items.
- Monitor cap-out trends for campaigns running out of budget. Increase the daily budget to ensure the campaign is not exhausted in the early hours. Boost visibility with longer campaigns.

Add a little festivity to your Holiday strategy

Walmart Connect's solutions can help you create meaningful connections and maximize your ad spend during this time of year. Our robust targeting capabilities and comprehensive customer insights can help you seamlessly integrate your brand across Walmart's digital and store footprint and help your products make it inside holiday gift boxes this year.

Get started

