

Let's grow together!

Walmart Connect helps level the playing field for businesses of all sizes while driving performance in today's dynamic retail media landscape.

With Walmart eCommerce sales growing 23% in FY24, surpassing \$100 billion for the year, now is the time to start advertising to help you reach more customers faster and grow with us.²

Three out of four

top Marketplace sellers have used Walmart Connect advertising in the past six months¹

Why partner with Walmart Connect?

Scale that gets you in front of millions of customers

As the fastest growing eCommerce platform in the U.S.,³ Walmart offers exceptional visibility to:

~145 million

customers shopping with us online and in stores weekly in the U.S.⁴

53%

of online customers say they are **extremely or very interested** in new brands/products that are sold at Walmart (either in-store or online)⁵



Bookmark the [Walmart Connect Small Business Resource Hub](#) for more tips and tools.

Sources: ¹Walmart first-party data, January - June 2024. Includes sellers with ad spend during this time period. Top sellers are classified based on several factors including GMV and listing quality score. ²Walmart Q4 FY24 earnings release, Feb. 20, 2024. ³eMarketer, April 2024. ⁴Walmart annual report workpapers, January 2024. ⁵Walmart Fast Facts 2024 survey, first-party data, Walmart Customer Spark Community, provided by Walmart Luminare, March 2024.

PROPRIETARY & CONFIDENTIAL

These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.

Easy and cost-effective solutions that can help drive performance

We're simplifying how you can reach millions of customers with an easy-to-use platform that can help save you time and money.

[Sponsored Products](#) are a great place to start. You only pay when someone clicks your ad and there are **no monthly fees!**

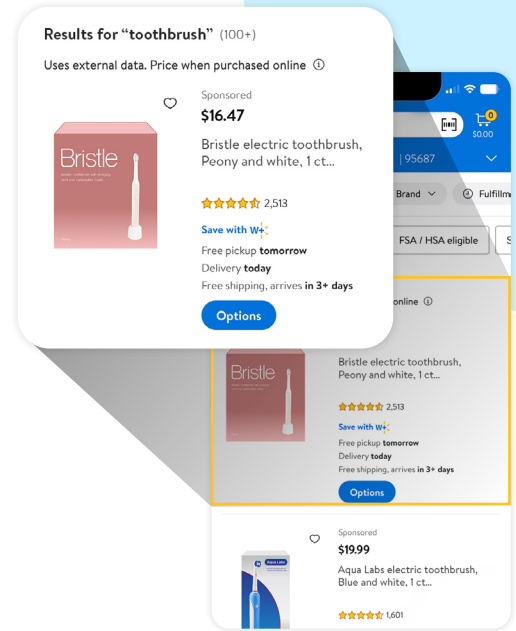
We provide automation, which reduces guesswork, for faster setup and easier campaign management.

[Learn more about automated rules](#)

Closed-loop Measurement helps maximize results

Our rich, first-party customer data can help you make smart marketing decisions, reach new customers, maximize your budget and increase campaign performance.

[Check out reporting](#)



Sponsored Products are helping businesses like Best Naturals grow

Watch the video to find out how our solutions helped this brand increase their ad-attributed sales by 556%.⁶

[Watch the video](#)



There's never been a better time to work with Walmart Connect.

[Get started today](#)

Source: "Walmart first-party data; December 26, 2021-March 14, 2022, vs. December 26, 2022-March 14, 2023.