



Let's grow together!

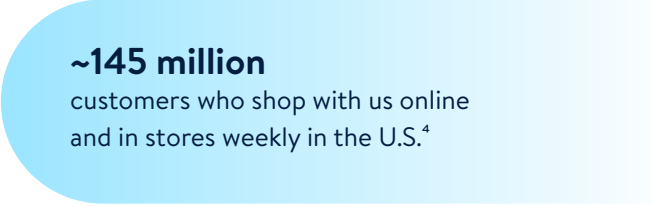
Walmart Connect helps level the playing field for businesses of all sizes, while driving performance in today's dynamic retail media landscape. With Walmart eCommerce sales growing 23% in FY24, surpassing \$100 billion for the year,¹ now is the time to start advertising to help you reach more customers faster and grow with us.



Why advertise with Walmart Connect?

Scale that gets you in front of millions of customers

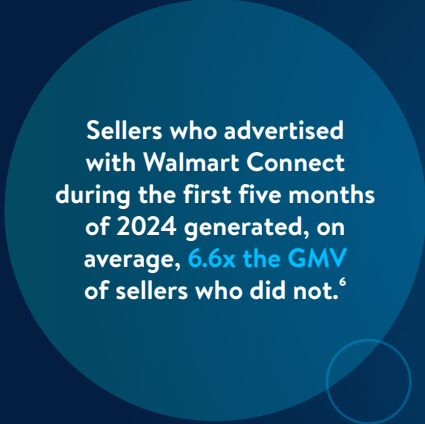
As the **fastest growing eCommerce platform in the U.S.**,³ Walmart offers exceptional visibility to:



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 and optimization.



[Learn more about dynamic bidding](#)

Sources: ¹Walmart Q4 FY24 earnings release, Feb. 20, 2024. ²Walmart 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. ³EMARKETER, April 2024. ⁴Walmart annual report workpapers, January 2024. ⁵Walmart Fast Facts 2024 survey, first-party data, Walmart Customer Spark Community, provided by Walmart Luminati, March 2024. ⁶Walmart first-party data, February–June 2024. Includes sellers with ad spend during this time period.

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.

[Learn more about reporting](#)

How to get started with Sponsored Products

Here are a few **best practices** to help improve your performance as well as your chances of winning the Buy Box (i.e., being the go-to seller for an item the customer is searching for on the Walmart site), which is key to being eligible for advertising with Walmart Connect!

- **Product title**
Descriptive yet concise
- **Product description**
Comprehensive benefits and features
- **Keywords**
Woven into the product description
- **Pricing**
Competitive
- **Images**
High-quality
- **In stock**
Ads not served for items that are out of stock
- **Taxonomy**
Correct product categories
- **Shipping**
Fast & free
- **Ratings & reviews**
Help increase customer trust

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%.⁷



[Watch the video](#)

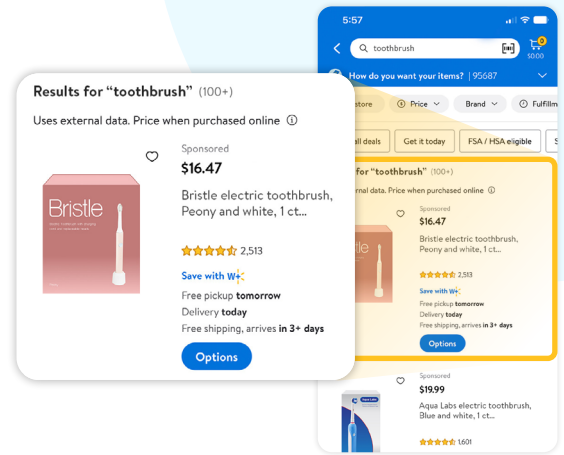
Bookmark the [Walmart Connect Small Business Resource Hub](#) for more tips and tools.

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

[Get started today](#)

We've created quick video tutorials to guide you every step of the way.

[Watch here!](#)



Source: ⁷Walmart first-party data; December 26, 2021-March 14, 2022 vs. December 26, 2022-March 14, 2023.