



# 'Tis the season to shop at Walmart: Holiday 2020 insights for advertisers



Though the pandemic will undoubtedly affect how and where customers shop for the holidays this year, one thing is certain: They still plan to shop Walmart. Use these omnichannel insights from Walmart's most recent customer survey to optimize your holiday advertising strategy.

INSIGHT  
**#1**

## Walmart customers plan to take advantage of our omnichannel shopping platforms during the holidays



**73%** of customers are **more likely (slightly to extremely)** to buy gifts at Walmart stores or on Walmart's site or app this year than they were in past holiday seasons.



**52%** are **more likely (very to extremely)** this year to buy gifts on Walmart.com than they were in past holiday seasons.



**61%** are **more likely (slightly to extremely)** to research products during the holidays on Walmart's site or app before shopping at a Walmart store.

### Walmart Media Group recommendation:

It's more critical than ever this year to think "bricks and clicks" when planning your holiday media investment. Digital ads on Walmart can connect your brand and products with Walmart customers and inspire purchase no matter how or where they choose to shop with us.



INSIGHT  
**#2**

## Customers look to Walmart for holiday inspiration



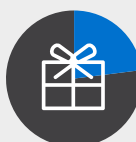
**58%** of Walmart customers said they are **likely (very to extremely)** to pay more attention to ads during the holiday season than they do the rest of the year.



**42%** are **likely (very to extremely)** to look for shopping ideas and inspiration on Walmart's site or app.



**46%** are **open (very to extremely)** to discovering new brands and products during their holiday shopping.



**23%** have **often (very to extremely)** purchased gifts from a new brand they discovered during past holiday seasons.

Among Walmart customers, those who use the Walmart app are the most interested in discovering new brands and trends.

### Walmart Media Group recommendation:

Take advantage of our precision targeting to tailor your ads to your preferred customers' based on their shopping preferences, accelerating product discovery and brand awareness.



INSIGHT  
**#3**

## Value shopping is on the rise again



**85%** of Walmart customers are **likely** to research prices before making any purchase.



**79%** are **interested** in learning about deals through ads.



**68%** are **likely** to check to see what's on sale.

### Walmart Media Group recommendation:

Customers trust Walmart to deliver on our Everyday Low Prices promise during the holidays. Partner with Walmart for Holiday 2020 to maintain price leadership and gain customer trust.

