

Why customers choose Walmart & how they shop with us





Why customers choose Walmart: Ease of use (and great deals, too!)



88%

of Walmart customers feel that **navigating on Walmart.com is easy**

79%

Shopping on Walmart's digital channels **saves them time**

75%

Prefer to shop at a business that **aligns with their values**

72%

They feel they're getting **the best deals possible**

62%

Walmart.com and/or the Walmart app provides **helpful recommendations**

Source: Walmart Spark Panel, April 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-554). Managed by Customer Spark and Research Platform team (Global Data)]



Customers report they buy products at Walmart because:

83% Best prices / low cost



81% Convenience



70% Variety of selection



When customers use our shopping channels, they say they are looking for:

- Lowest prices
- Convenience
- Product assortment

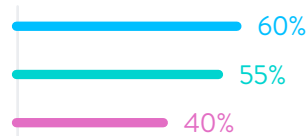
Walmart stores



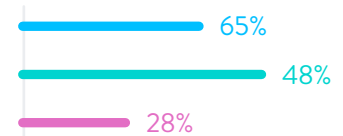
Walmart.com



Walmart app



Pickup & delivery



Source: Walmart Spark Panel, April 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-554). Managed by Customer Spark and Research Platform team (Global Data)]



Shopping at Walmart leads to discovery for customers

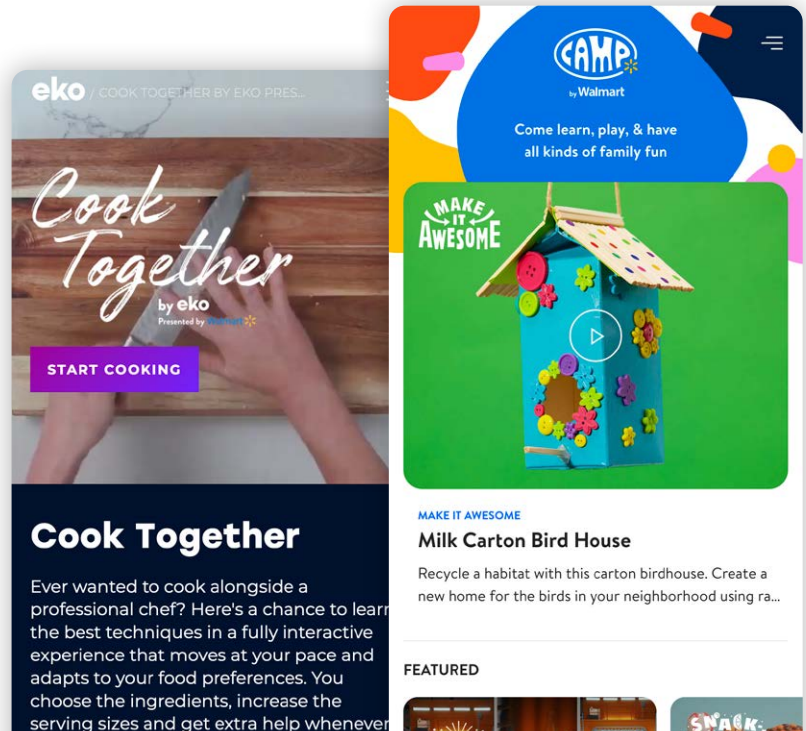
86%

of Walmart customers have found a great new product/deal/experience at Walmart and have recommended it to friends

44%

discovered new brands or products from Walmart CAMP, Walmart Cook Together or Walmart's Interactive Tasty videos

Source: Walmart Spark Panel, April 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-554). Managed by Customer Spark and Research Platform team (Global Data)]



Why create a campaign with Walmart Connect?

Because customers trust our platforms to help them find great prices and products. Start by contacting us today.