



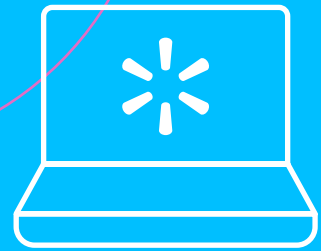
# TV Shopper Consumer Journey



October 2021



# Key findings



01

## TV Purchases involve a thorough research process

Converters will spend at least 16 active days researching TVs and interact with at least 40 touchpoints prior to purchase.

02

## Retail sites are a key source of information

TV buyers rely most on retail sites to gather information on a potential TV purchase, followed by social media and info sites as additional sources of information.

03

## Walmart.com is a preferred destination for research

For TV purchasers contacted through the survey, around half use Walmart.com to learn about TVs.

04

## TV specs matter the most

When making a TV purchase decision, over half of shoppers consider TV-specific attributes to be the most important factors influencing the decision.

05

## Mobile converters are the most thorough researchers

TV purchasers on mobile visit the highest number of touchpoints, spend the most time on touchpoints, and have the largest number of days to conversion and active days on path of any platform.

TV buyers on Mobile convert on Walmart.com more than other platforms.

06

## COVID leads to behavioral shifts

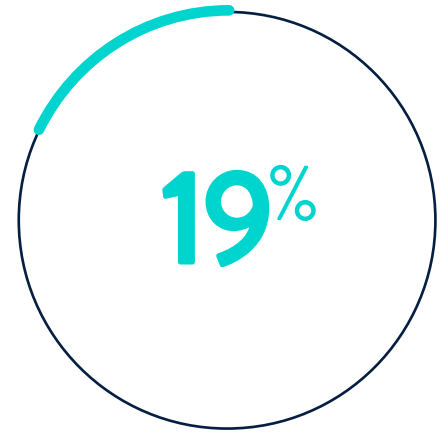
During COVID, the average mobile touchpoint visitation and research time is nearly double that of the “Holiday” period.

During COVID among all platforms, there is a significant jump in Info Site and Search touchpoint reach.

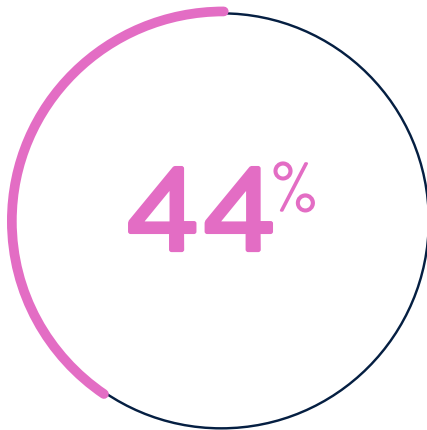


## KEY FINDINGS

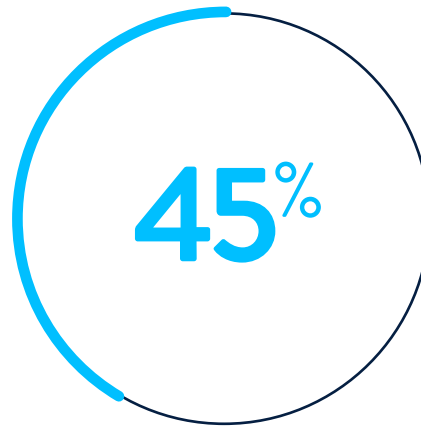
Walmart can reach & influence valuable audiences



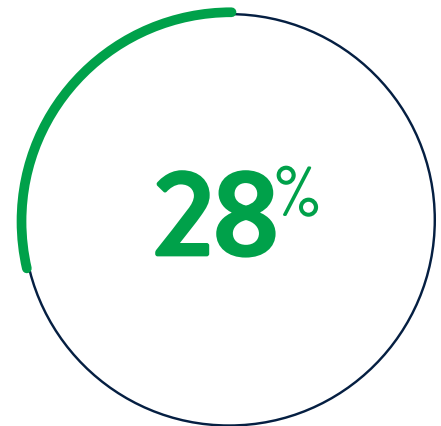
Of TV shoppers used **social** media to learn about TVs prior to purchase, mostly at start of path.



of TV buyers are not certain of **brand** prior to purchase.



of TV **searches** on PC happen in week of purchase.



of Walmart in-store TV purchasers also shopped for Food, Household, or Pet items during same visit.



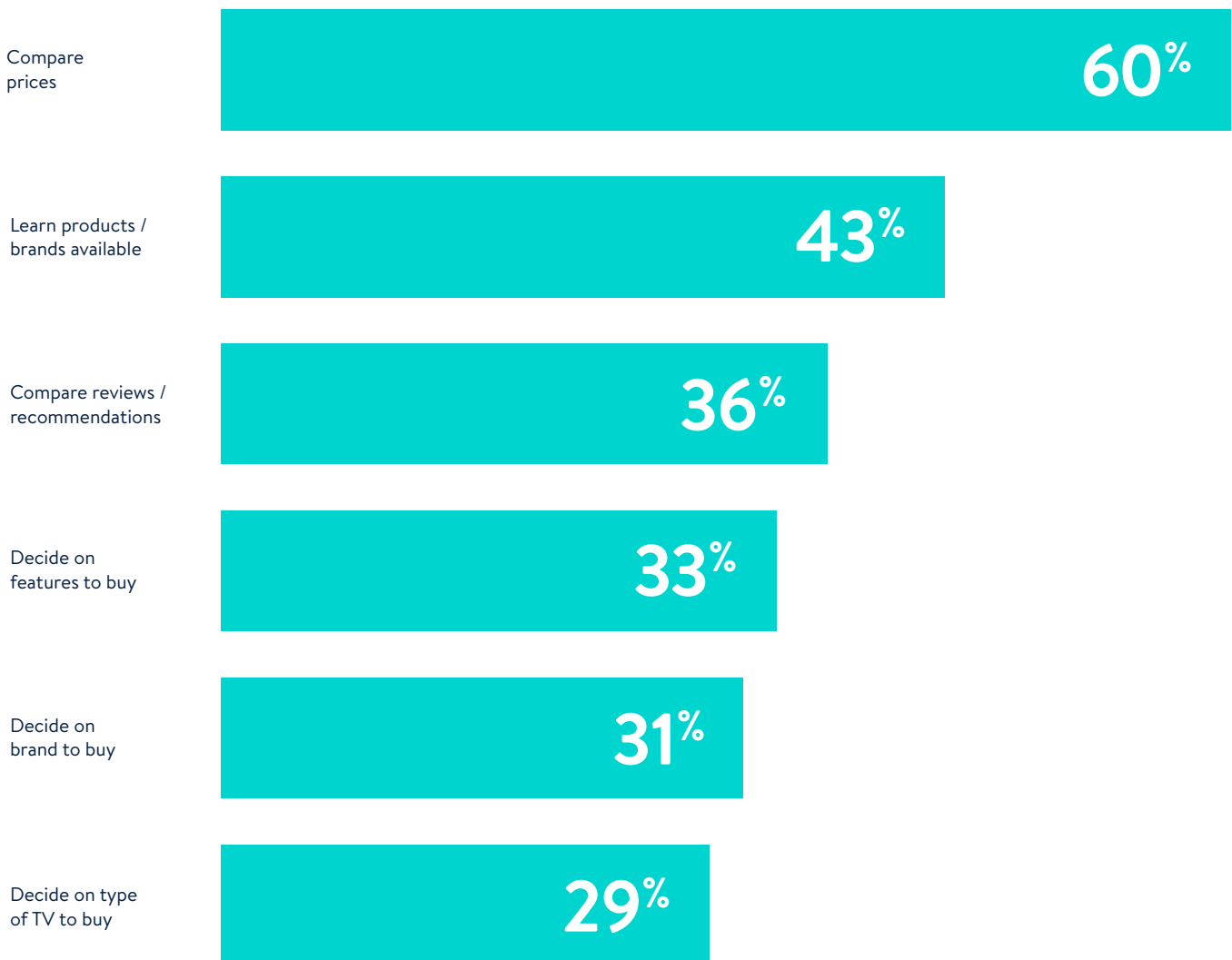


## RECOMMENDATIONS

### More than 6 in 10 TV purchasers use Walmart.com for price comparisons

Promote Walmart's valuable role in the TV shopping journey as a source for product and price comparison; highlight advantages of Walmart (free return to store, lower prices) & integrate ease of Walmart powered price comparisons into the journey to convert shoppers from top competitors before they leave Walmart.

#### Reasons for using Walmart.com while researching TVs



Source: Comscore, June 2021.  
Survey fielded November 14, 2020 and November 23, 2020.



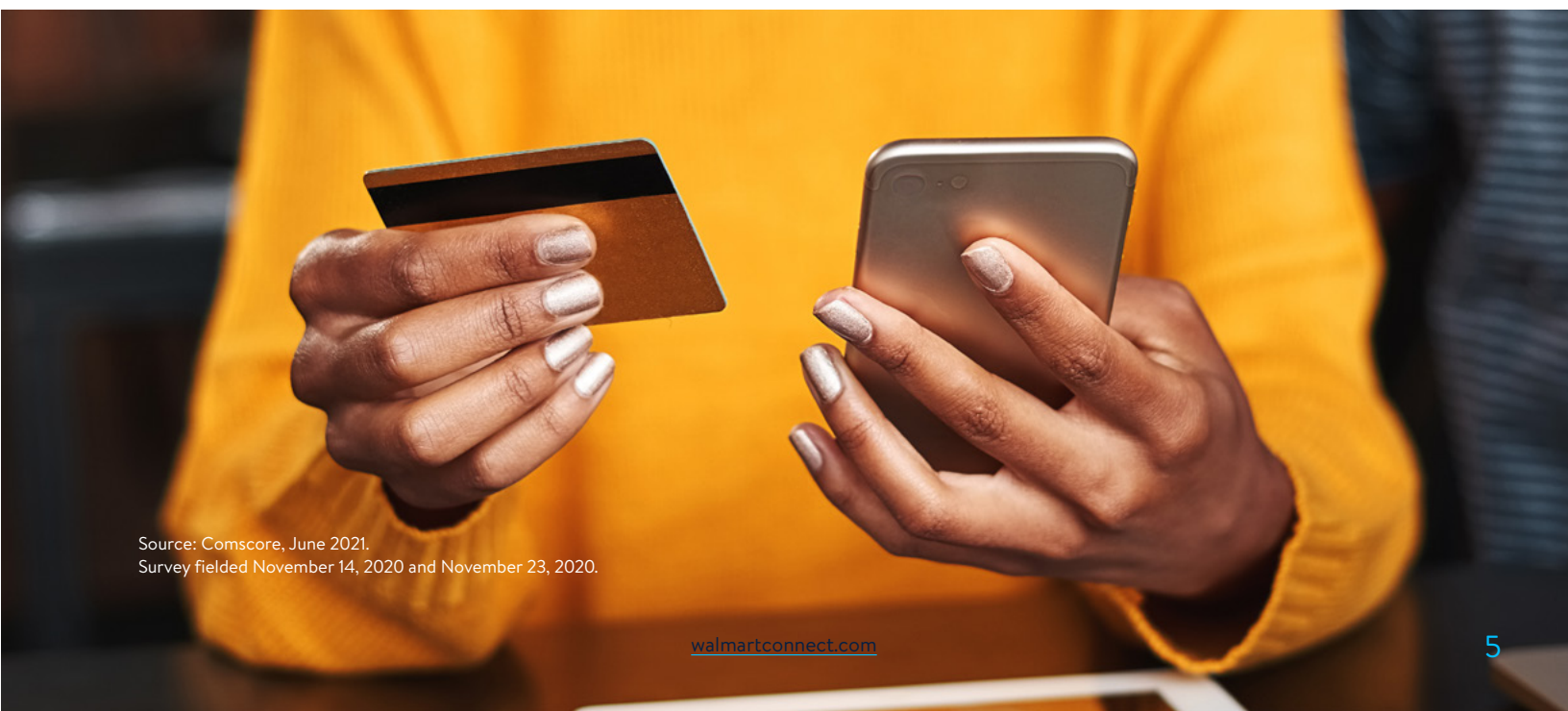
## RECOMMENDATIONS

### Walmart Off-Site Targeting Opportunities

Walmart can reach TV shoppers during online research journey through off-site targeting to connect with more potential customers, focusing paid digital media advertising on sites where TV buyers are most likely to visit.

#### Social & Review sites used 60 days prior to TV purchase

	Social**		Review Sites	
Bought TV on mobile device	Facebook	74%	CNET	21%
	Pinterest	37%	Consumer Reports	7%
	Instagram	34%	Gizmodo	4%
	Snapchat	33%	PC Magazine	3%
Bought TV on PC device	Facebook	56%	CNET	28%
	Pinterest	17%	Consumer Reports	11%
	LinkedIn	16%	PC Magazine	8%
	Twitter	12%	Engadget	3%
Bought TV Offline (+prior research on PC)	Facebook	53%	CNET	32%
	Pinterest	22%	PC Magazine	12%
	LinkedIn	19%	Consumer Reports	11%
	Twitter	16%	Engadget	4%



Source: Comscore, June 2021.  
Survey fielded November 14, 2020 and November 23, 2020.



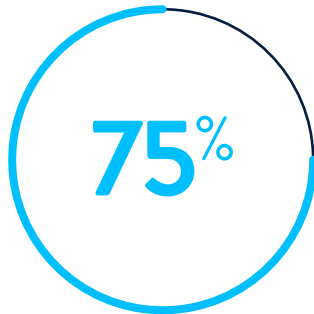
## RECOMMENDATIONS

More than 3 in 4 who bought a TV from another website consider in-store returns important

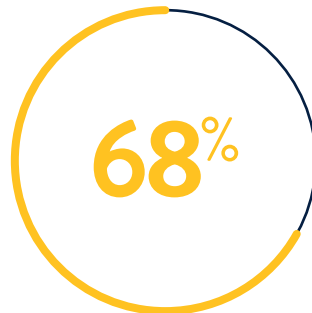
Highlighting Walmart's advantage of in-store return options (combined with large brick & mortar footprint) could convert more TV shoppers from competitors.

### Importance of return options when purchasing a TV

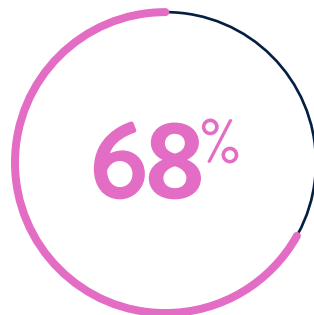
Top 2 box, 5-point scale



Free return to store



Free return Shipping



No restocking fee



Source: Comscore, June 2021.  
Survey fielded November 14, 2020 and November 23, 2020.



## RECOMMENDATIONS

The majority of TV purchasers conduct an online PC search for TV's in the week of purchase

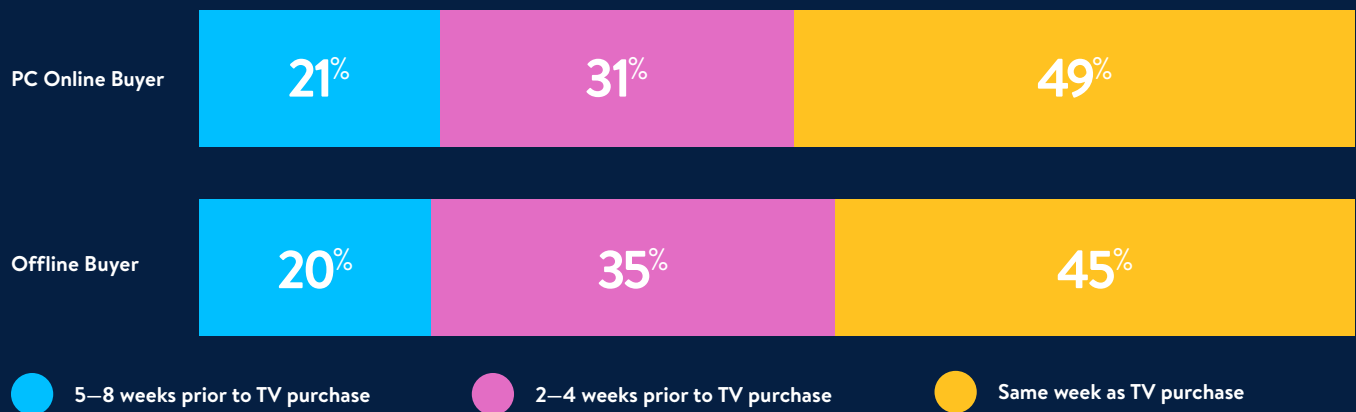
Optimizing paid search for late-stage shoppers just before the TV purchase, with content highlighting Walmart advantages & combining with Walmart price comparison capabilities, as well as Walmart + Free shipping, could increase conversion of TV sales at Walmart.

% TV buyers searched for TV on PC 60 days before conversion:

29%  
PC online buyers

35%  
Offline buyers

Share of TV related searches on PC by time window before conversion



Source: Comscore, June 2021.  
Survey fielded November 14, 2020 and November 23, 2020.

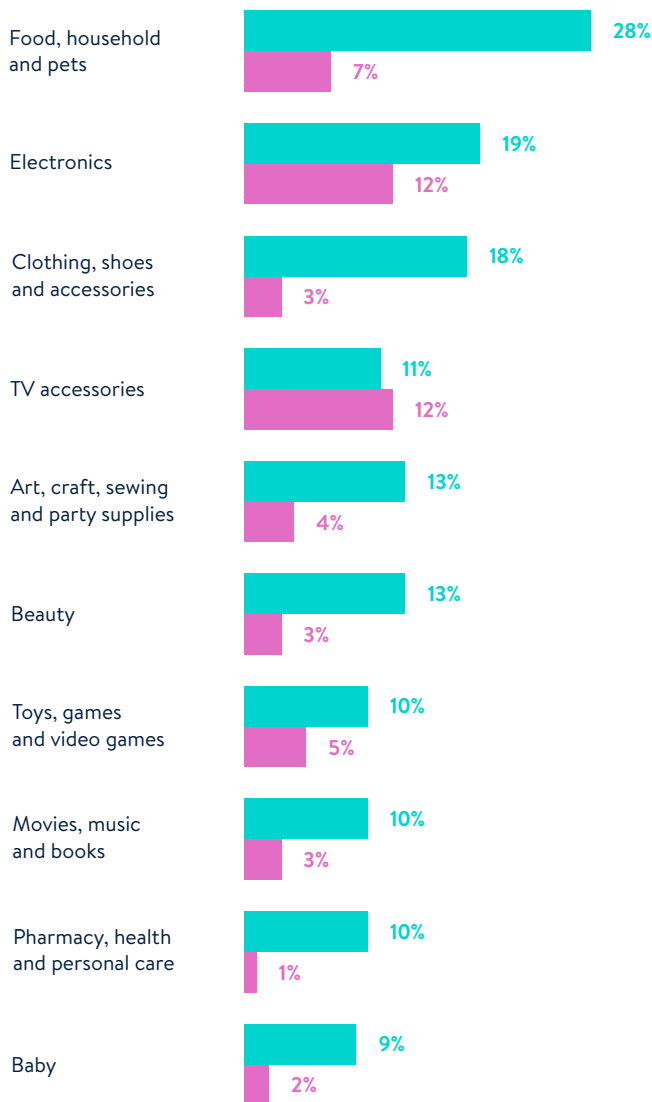


## RECOMMENDATIONS

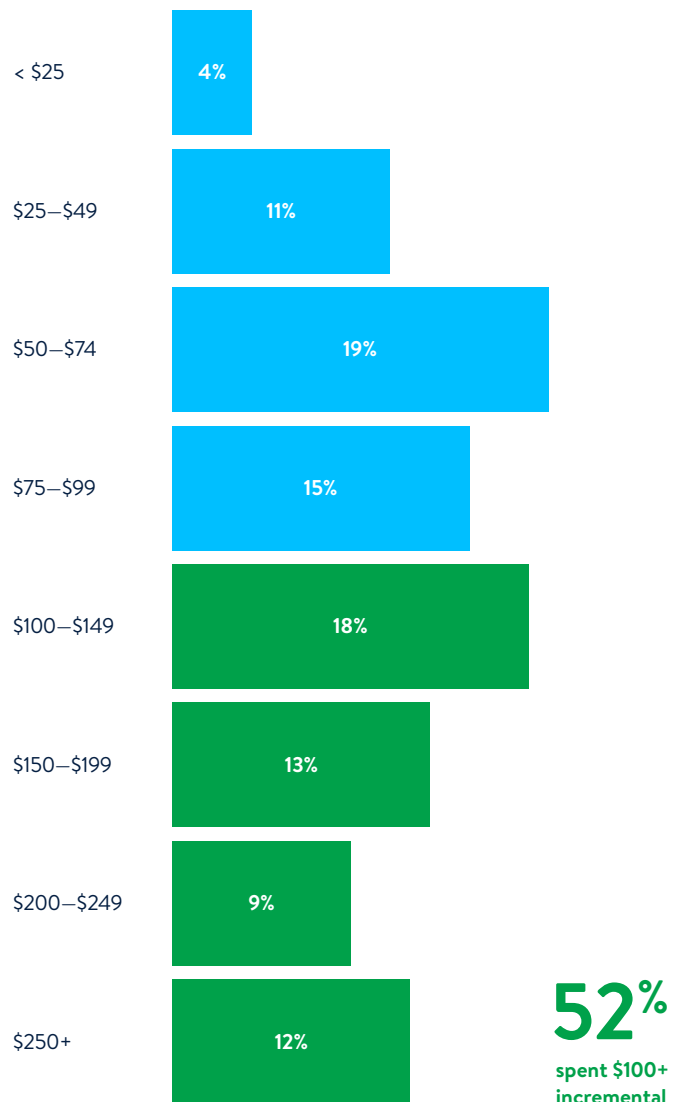
# More than 1 in 4 in-store Walmart TV purchasers also shopped for Food, Household, or Pet items during same visit

TV purchasers provide opportunity for incremental cross category revenue. In-store: activate media for home goods & other products at store TV wall. Online: TV PDPs could suggest goods that TV shoppers would likely also purchase.

### Shopped for other products when purchased TV at Walmart



### Incremental spend per TV buyer at Walmart on cross category purchases



Bought TV at Walmart      Bought TV at Walmart.com

Source: Comscore, June 2021.  
Survey fielded November 14, 2020 and November 23, 2020.





## RECOMMENDATIONS

### Only 56% of TV buyers are certain of brand prior to purchase

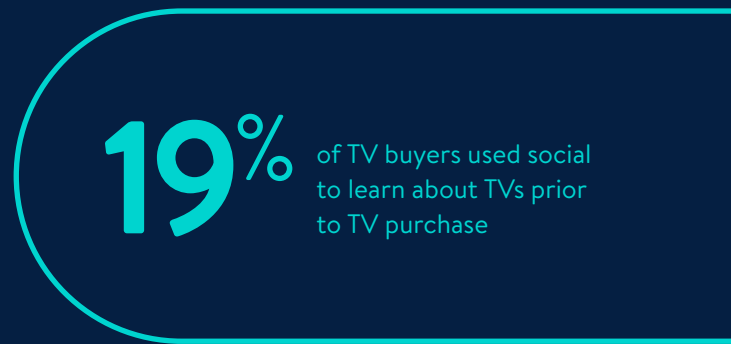
Walmart has opportunity to influence TV brand during path to purchase. Optimize strategy to focus attention towards brands where competitors lead; increase efforts with brands like Samsung and LG on in-store digital activation screens or online advertising, highlight Walmart advantages.

#### Certainty about factors prior to TV purchase

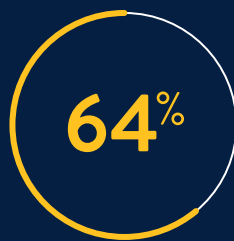


19% of TV shoppers say they used Social media to learn about TVs. Of those, 64% used it when they first started shopping for a TV

Utilize social media during beginning stages of purchase path focusing on top of funnel, opportunity for Walmart to influence on brand. Leverage social channels as an entry point into a shopper's consideration and discovery of TV products, target through Facebook, Pinterest and LinkedIn at least 2 weeks in advance of TV purchase.



#### When was social used in the path to purchase?



When I first started shopping.



When I started narrowing down options.



Right before

Source: Comscore, June 2021. Survey fielded November 14, 2020 and November 23, 2020.



## RECOMMENDATIONS

Distinct shopping patterns of TV purchasers are categorized into “Clusters”, or groups of consumers who behave similarly in the TV shopping process

Target the largest TV shopper clusters through distinct demographic characteristics of each to connect with valuable audiences through onsite digital targeting & offsite ads. Consider exploring how & where Comscore audience activation can be used to target specific demographic groups and effectively activate cross-platform audiences.



Ramp up your sales as Walmart customers search for their next TV. Contact Walmart Connect to begin advertising today.