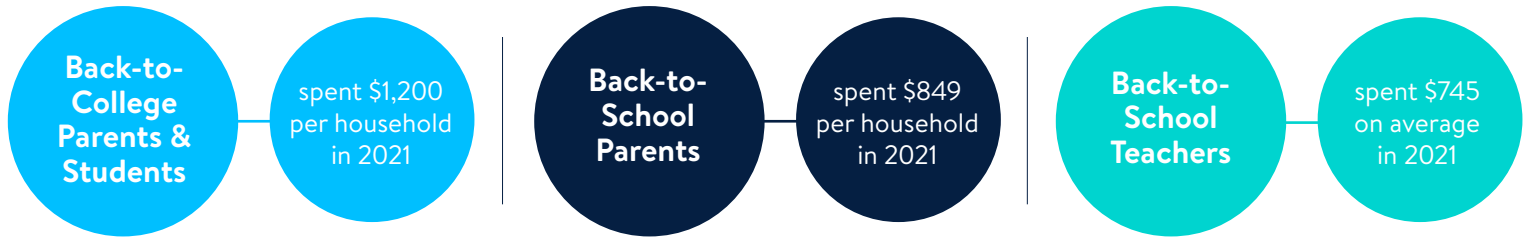


Best in Class

**Back-to-School /
College Insights 2022**



Learn how surveyed Walmart customers plan to set their students up for success



Source: 2021 Deloitte BTC Survey; NRF Back to School 2021.

Customers' top reason to shop at Walmart continues to be Everyday Low Prices for Back-to-School / College shoppers

The majority of Back-to-Class Walmart shoppers surveyed are more concerned about their budgets now than they were a year ago. Inflation and rising prices of products are top of mind this year.



Back-to-Class at Walmart

From July through the beginning of September, Walmart's full-funnel marketing campaign aims to offer customers smart solutions at a price they can afford for their everyday needs during the Back-to-Class shopping season. We're creating inspirational ways for customers to shop and prepare—including a cross-category Back-to-School site experience. Promotions will appear in national media, in-store and online, paid and organic social content, influencers, celebrity ambassadors and parking lot activations.

Source: Walmart Spark Panel, February 2022. Data was collected through an online survey distributed to customer panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech.



How and When Customers Plan to Shop

Walmart shoppers plan to shop both in-store and online during the Back-to-Class season

Back-to-College Shoppers



83%
In-Store



61%
Walmart.com



51%
Walmart App

Back-to-School Shoppers



88%
In-Store



53%
Walmart.com

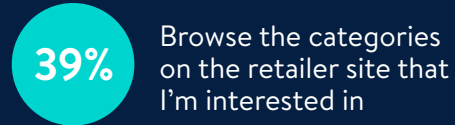
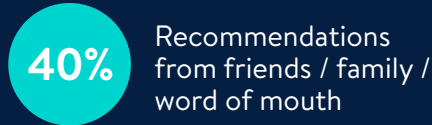


53%
Walmart App



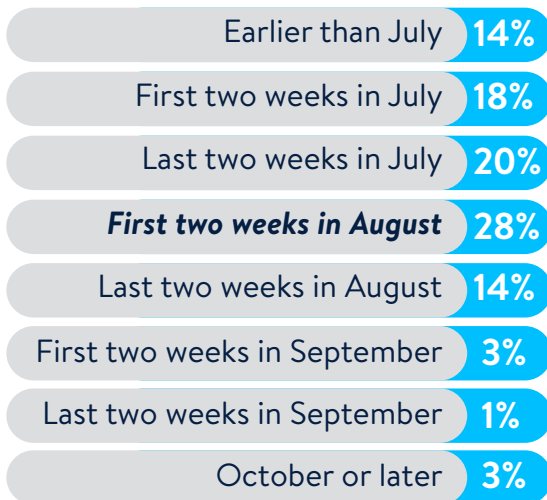
Shoppers plan to browse in-store and online to discover new products for the school season

Most common ways to find new products:

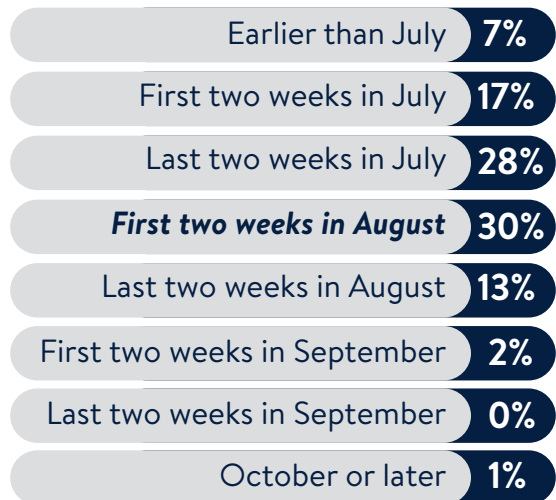


The Back-to-Class shopping season kicks off in July and runs to October, with peak shopping occurring the first two weeks in August

Back-to-College Shoppers



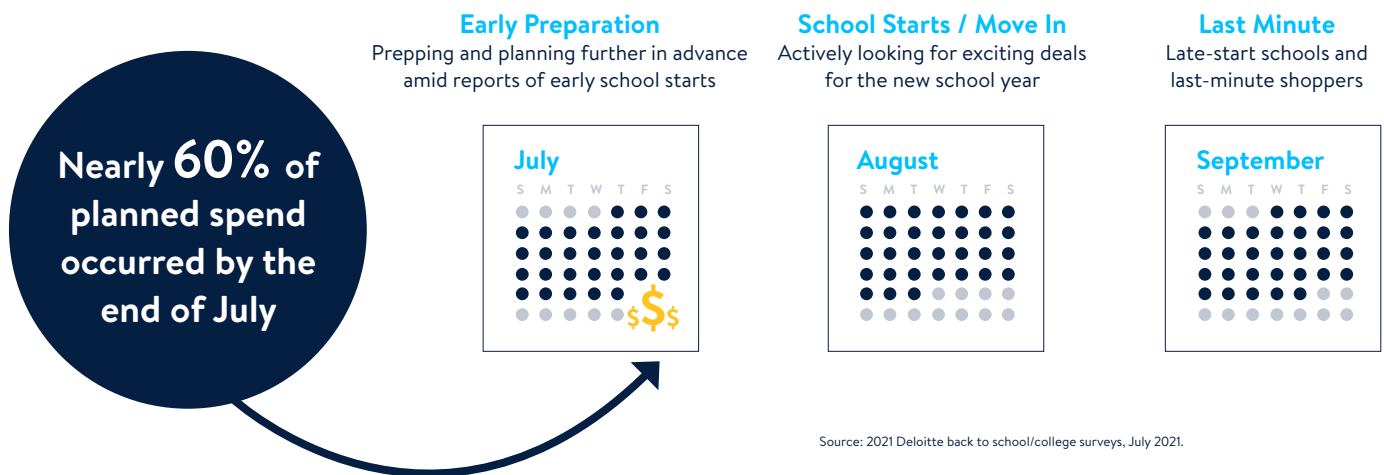
Back-to-School Shoppers



Source: Walmart Spark Panel, February 2022. Data was collected through an online survey distributed to customer panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech.



During the 2021 Back-to-School / College season, shoppers concerned with low inventory spent earlier

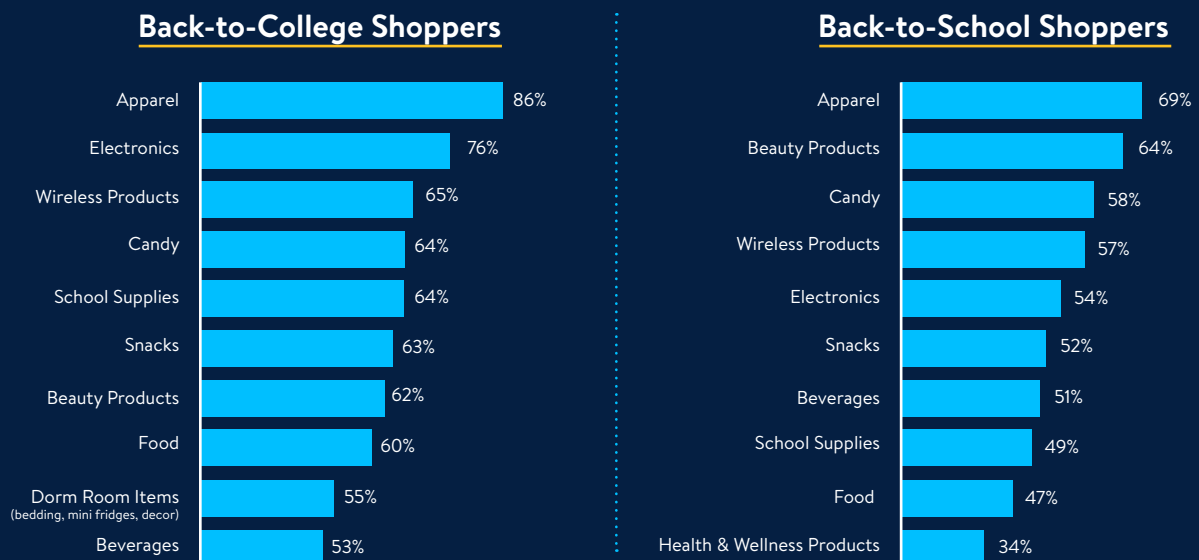


What Back-to-School / College Customers Shop for Most

Top 5 products planned to purchase for Back-to-Class



The Top 10 items students are involved in when doing shopping for their return to the classroom



Source: Walmart Spark Panel, February 2022. Data was collected through an online survey distributed to customer panel members. Managed by conversationally, a Data Strategy & Insights team, part of Walmart Global Tech.



Sales and promotions are the top source of information for all Back-to-Class shoppers, followed by student recommendations for Back-to-College shoppers and school lists for Back-to-School shoppers

Back-to-College Shoppers

Sales or promotions **64%**

Recommendations / suggestions from child **49%**

Customer reviews and ratings **49%**

Information provided by the school **43%**

Store displays and decorations **36%**

Back-to-School Shoppers

Sales or promotions **63%**

Information provided by the school **54%**

Recommendations / suggestions from child **44%**

Customer reviews and ratings **42%**

Store displays and decorations **40%**

Source: Walmart Spark Panel, February 2022. Data was collected through an online survey distributed to customer panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech.

Food and Beverage

Snack and food are among the top items on Back-to-Class shoppers' lists

Food supplies on both Walmart in-store and online experienced growth during the last Back-to-School / College season:

Seasonal Performance (YoY)

In-Store Sales: +9%

Walmart Online: +12%

Top Food and Beverage search terms on Walmart.com

- Bread
- Milk
- Chips
- Eggs
- Cereal
- Ice Cream
- Water
- Cheese
- Butter
- Bacon
- Yogurt
- Chicken
- Snacks
- Apples
- Tomatoes
- Cream Cheese
- Sour Cream

Food and Beverage search activity was high from June to August of 2021

Source: Walmart First Party Data, February 2022. Reflecting August - September 2021 data.

Source: Walmart First Party Data, February 2022. Reflecting June 6 - September 19, 2020 data.

Stationery



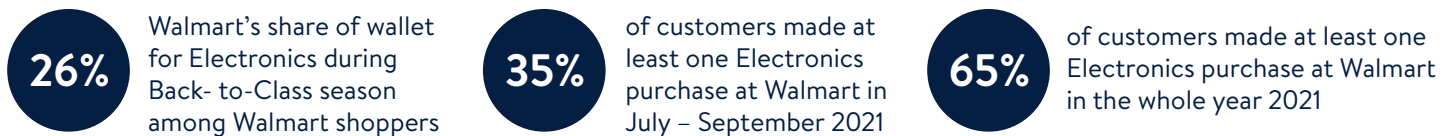
Stationery-related School Supplies is the top item on Back-to-Class shoppers' lists
 In 2021, we saw Stationery omnichannel dollar sales grow 25% from 2020

Top Stationery search terms on Walmart.com		
July (June 27 - July 25)	August (August 1 - 29)	September (September 5 - 26)
School Supplies	School Supplies	School Supplies
Pens	Pencil Box	Pens
School Supplies under \$1	School Supplies under \$1	Dry Erase Board
Pencils	Pencils	Pencil Box
Composition Notebooks	Pens	Notebooks
Pencil Pouch	Composition Notebooks	School Supplies under \$1
Notebook	Notebooks	Printer Paper
Notebooks	Pencil Pouch	Pencils
Printer Paper	Colored Pencils	White Board
Markers	Dry Erase Board	Desk Organizer

Source: Walmart First Party Data FY21 w/o 06.27.20 through w/o 09.26.2020.

Electronics

Walmart remains a trusted resource for Back-to-Class shoppers when it comes to Electronics purchases



Source: The NPD Group: Checkout Buyer Snapshot, April 2022. Reflecting Oct - Dec 2021. The NPD Group: Checkout Buyer Essentials, April 2022. Reflecting Oct - Dec 2021.

Shoppers come to Walmart.com looking for inspiration and suggestions for Back-to-Class

Top Electronics search terms on Walmart.com for Back-to-School		
Laptop	Headphones	TVs
TV	Smart TV	Printers
Chromebook	HP Laptop	Desktop Computers
Printer	iPad	TV Wall Mount
Laptops	Roku TV	Webcam
Laptop Computers	Computer	Tablets
		Bluetooth Speaker



● Branded items

Source: Walmart First Party Data, March 2022. Reflecting Jun 6 - Sep 19, 2020 data.



Display Campaign

- Seasonal tips:** Make sure your creative speaks to the season and align flight dates with key moments.
- Best practices:** Match your targeting tactics to campaign objectives. For example, use historical shopping segments to drive reach and awareness. Or try predictive targeting to drive conversions.

Search Campaign

- Seasonal tips:** Use the Item Keyword Report to search harvest keywords. Expand your reach, if your item qualifies, by using relevant, seasonal keywords and top-trending keywords.
- Best practices:**
 - Relevant, complete item pages assist the algorithm in finding your products and help improve visibility and sales. Regularly optimize product titles, descriptions, images and key features.
 - Keep your ads available all day long with higher daily budgets for customers researching online prior to making their purchases. Use automated rules to trigger notifications for budget adjustments and when campaign budgets have capped out.
 - Use the Suggested CPC feature for competitive bidding guidance.
 - Tier your bids by match type. Bid lower on broad-match, higher on exact-match, and in the middle on phrase-match. Then, adjust your bids as necessary based on performance. This strategy can help create efficiencies and minimize waste.
 - Enable item page placements for new products. These placements are less competitive than in-grid placements and can help products gain maximum visibility.
 - Bid high to increase the likelihood that you will secure top-of-search placements. For each placement, the auction winner pays only the amount necessary to win based on competing bids, which may be less than the winner's maximum bid. Bid heavier on high-traffic keywords.
 - Use bid multipliers to increase your chances for top-performing placements and platforms.
 - Focus your highest bids on keywords and items you want to defend and win the most searches on, as this will protect your share and continue driving sales.

Guidance for Advertisers using API Partners

- Include top-selling, promotional, or high AUR items in your Manual ad groups.
- QA your campaign structure to ensure you're set up for success before peak periods.
- Use your partner's automated tool to optimize your campaigns and bids at scale.