

Show Some Love at Walmart

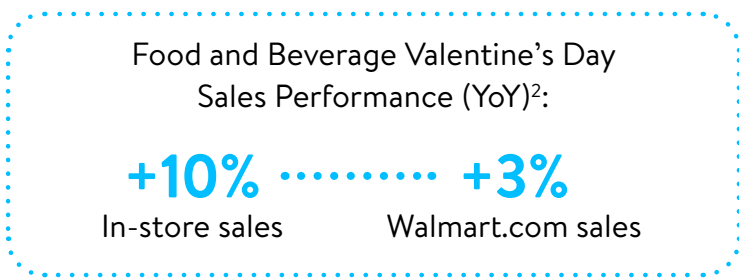
Capture the hearts of Walmart shoppers this Valentine's Day. Walmart Connect's insights and capabilities can help you reach customers with Cupid's arrow precision.

More customers, from secret admirers to soulmates, are turning to Walmart to plan their celebrations for their loved ones, including higher-income customers¹. Use these insights to optimize your Valentine's Day campaigns and spread the love with [Walmart Connect](#).



For customers whose love language is food, Walmart is the destination for any romantic meal plan

With increased shopping volumes in grocery, Walmart continues to make good progress on improving in-stock levels to ensure customers have what they need for their loved ones¹.



Top Valentine's Day-related search terms (January 15 – February 14)³

1. Kids valentines
2. Valentine's Day candy
3. Valentine's Day baking
4. Valentine's cupcake liners
5. Ways to celebrate Valentine's Day
6. Valentine's Day gifts
7. Valentine's Day gifts for teacher
8. Valentine's Day stuffed animals

Tip:

Prioritize keywords that drive clicks and conversions. Use the Keyword and Item Keyword Reports from your Sponsored Search Performance Dashboard to identify the keywords that perform best. Include these keywords throughout your item pages.

Walmart customers plan to shop both in-store and online for Valentine's Day this year⁴



60%
plan to shop in-store



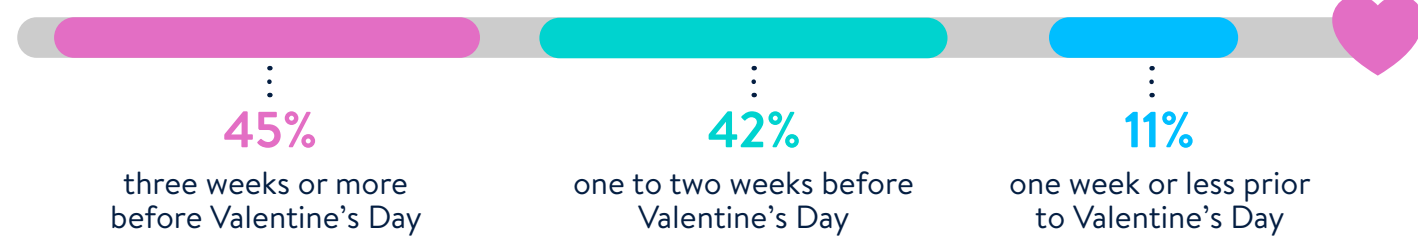
40%
plan to shop online



Tip:

Use Sales Lift Reports to see how your ad campaigns drive sales in-store, online or in-app. Apply insights from the report to inform campaign adjustments throughout the Valentine's Day season.

When Walmart customers shopping for Valentine's Day plan to shop⁵



How Walmart customers plan to spend Valentine's Day⁴



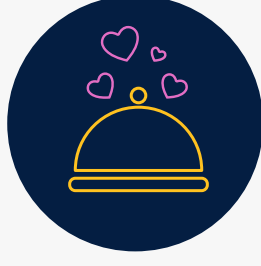
68%
Buy candy



52%
Buy greeting cards



35%
Nice dinner at home



20%
Nice dinner out



Tip:

Start planning search campaigns at least four weeks in advance to test bid ranges and daily budget caps, harvest keywords and ensure page content is retail-ready.

Tip:

Capture additional search traffic by using the Item Keyword Report to harvest new keywords that aren't already live in your campaigns.

Fall in love with Walmart Connect's omni-channel advertising offerings. Here are some resources for your campaign planning heart-to-heart:

- Our [2022 Holiday Guide](#) summarizes the latest products and features for your Valentine's Day campaigns.
- This [article](#) shares customer insights, platform performance insights and campaign tips for taking advantage of deals moments – now and throughout the year.

Contact our team today to start planning your Valentine's Day campaigns with Walmart Connect

¹Source: FY23 Q3 Earnings Statement.
²Source: Walmart First-Party Data, Jan. 1, 2022 – Feb. 18, 2022. Online includes Walmart.com and Pickup and Delivery.
³Source: Walmart First-Party Data: Search Weekly Trends and Insights, Jan. 12, 2022 to Feb. 17, 2022.
⁴Source: Walmart First-Party Data: Walmart Customer Spark Community, provided by Walmart Luminate; Q1 WMTUS-Omnibus: Thursday Week 26 FY23. Online includes Walmart.com and Pickup and Delivery.
⁵Source: "Valentine's Day 2022 Seasonal Survey", Walmart Customer Spark Community, provided by Walmart Luminate; survey conducted by the Walmart Connect Customer Insights & Advanced Analytics Survey Team, November 2021.