

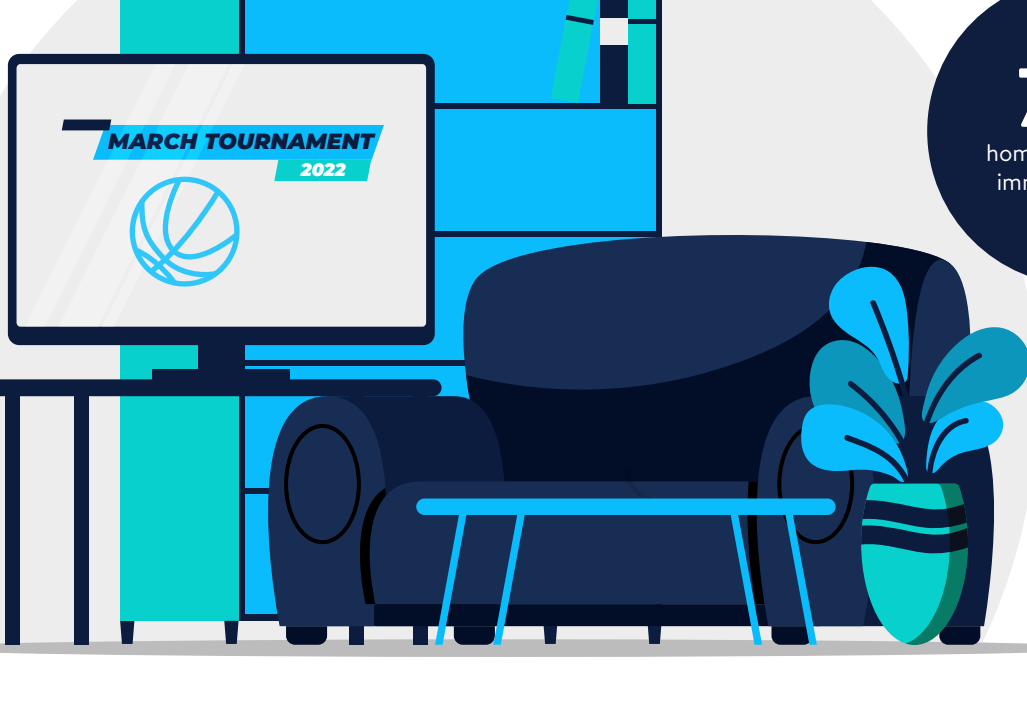
March Tournament Time 2022 Insights



We asked our community of Walmart customers how they plan to prep for the big college basketball tournament season, which tips off March 13 and ends on April 4.

93% of customers surveyed plan to shop at Walmart

Top ways they plan to watch



72% home alone or with immediate family

22% at someone's house

19% at a bar or restaurant

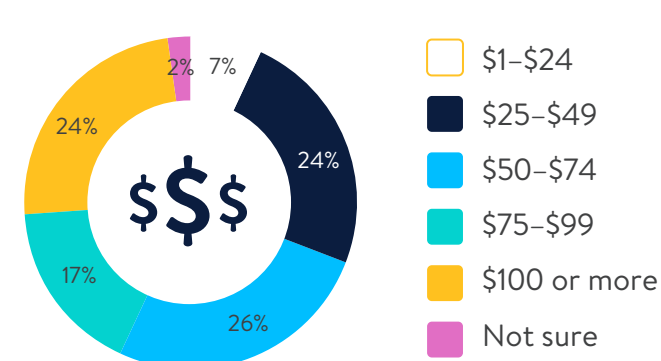
16% hosting a party with a small group

6% outdoor watch party

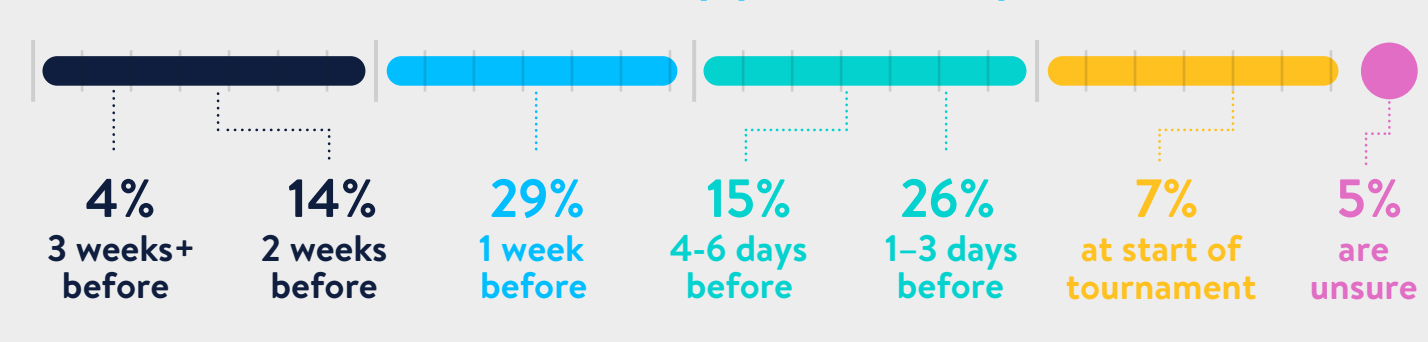
11% hosting a party with a large group

How much do they plan to spend?

Who are they shopping for?

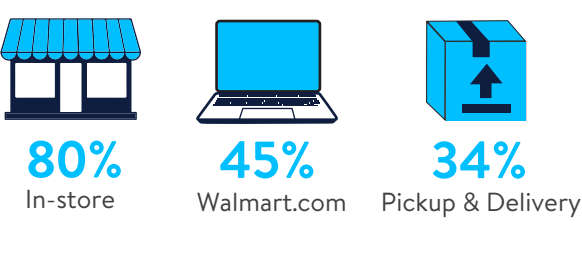


When do they plan to shop?

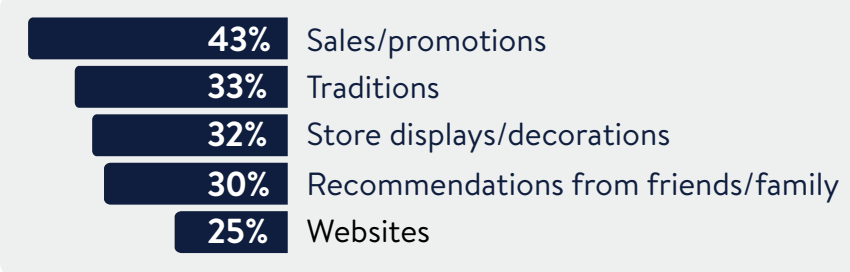


Meet customers where they're shopping for the big tournament

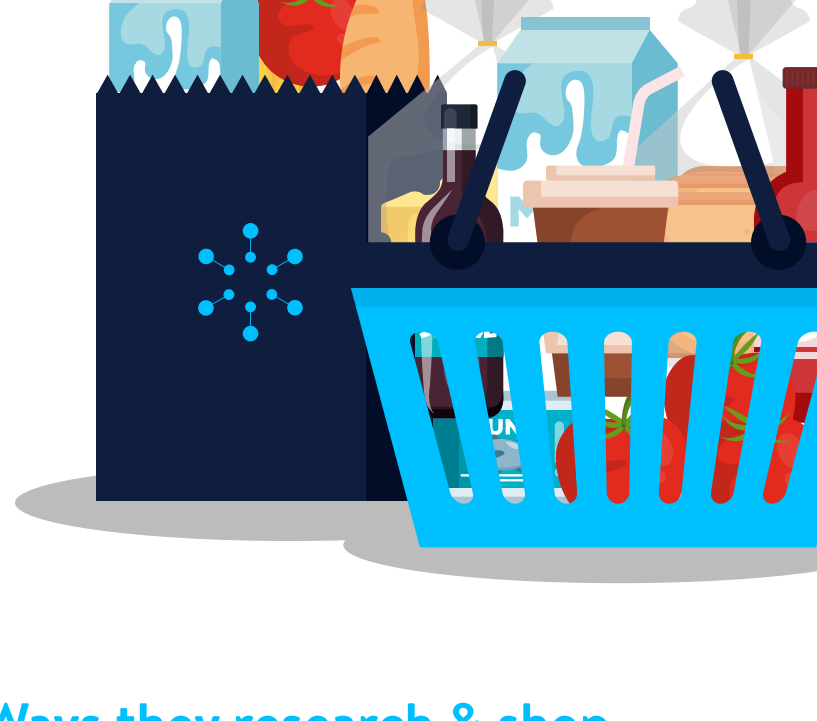
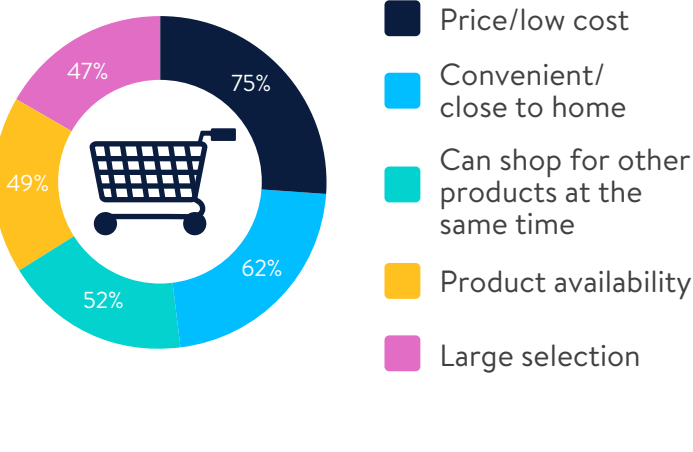
How customers plan to shop



Top inspirations for their tournament shopping



Why they plan to shop at Walmart or Walmart.com



Ways they research & shop

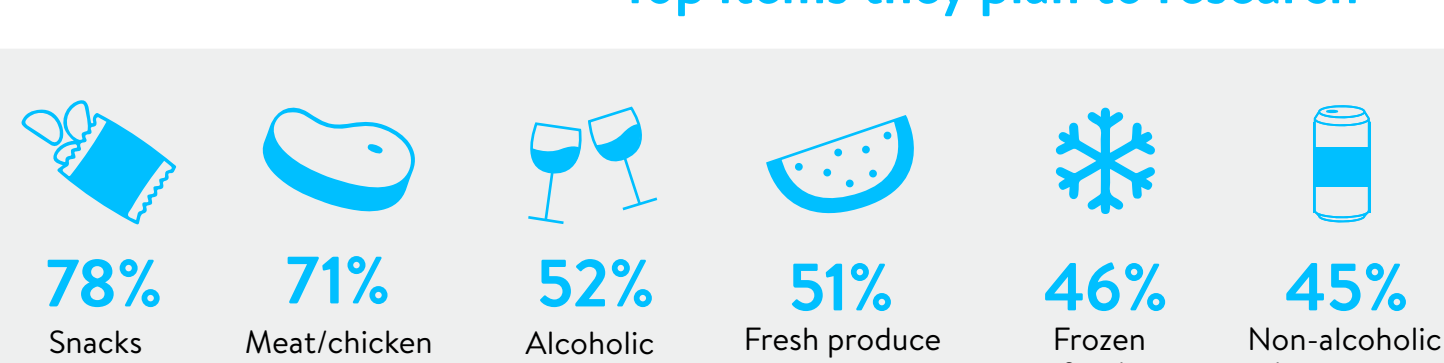
Of the customers that plan to research for their tournament shopping, **86% plan to look online** – however, **more than 1/3 plan to make purchases in store**.



TIPS:

- Consider having a strong omni strategy to capture customers wherever they research and shop.
- Try using onsite campaigns to drive in-store decision making.

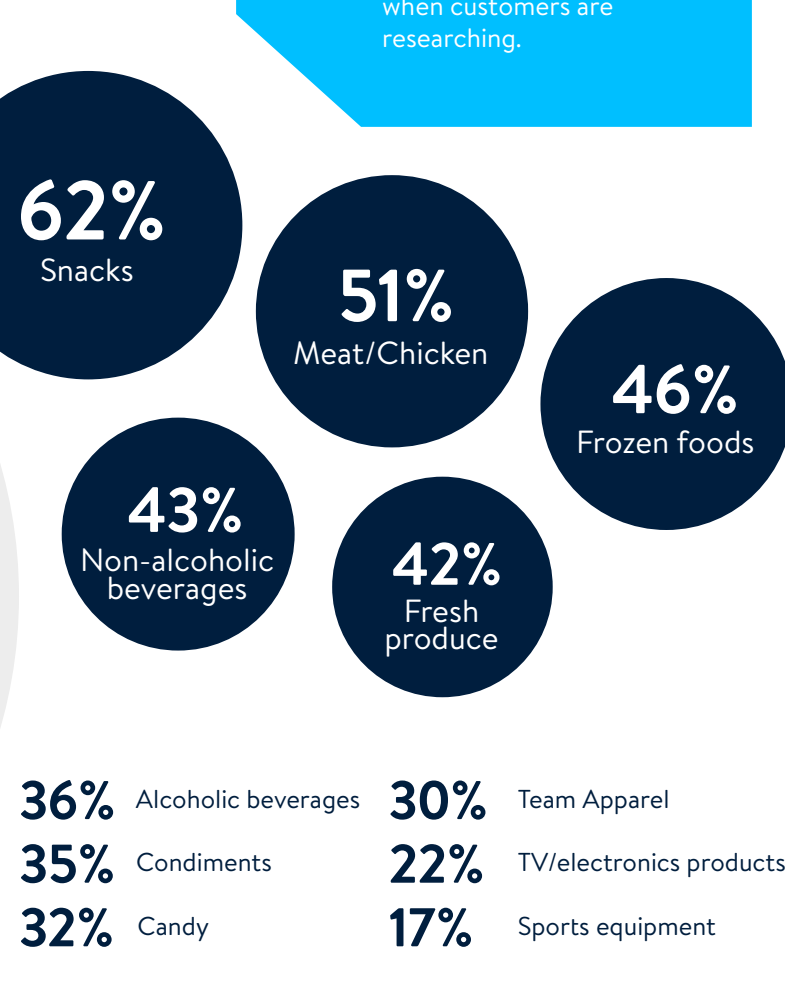
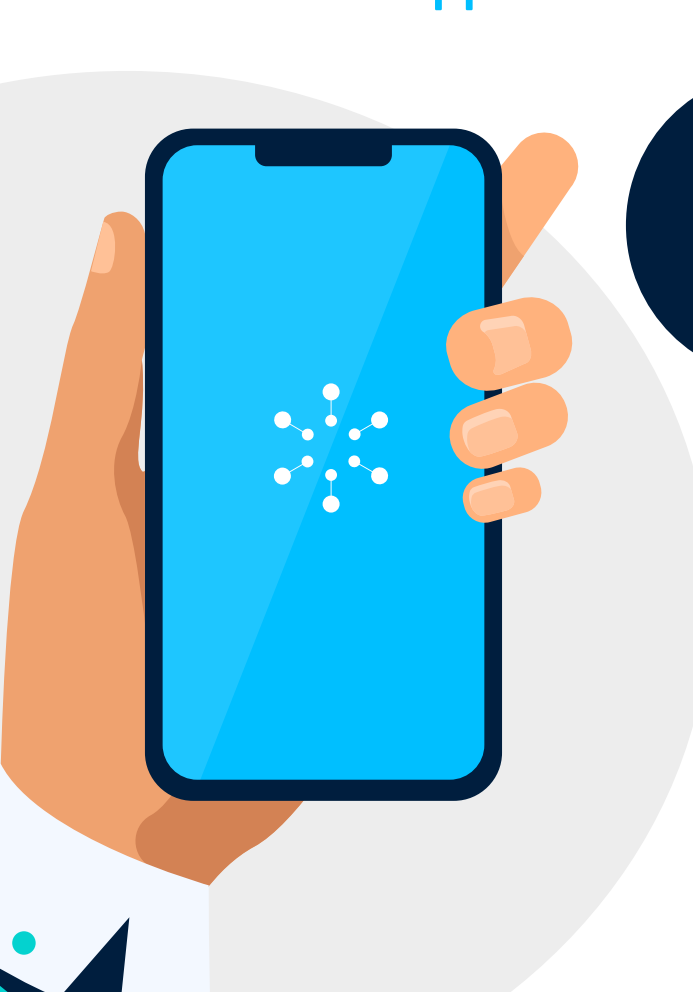
Top items they plan to research



Which ads are customers likely to click on Walmart.com or the Walmart app

TIPS:

- Use Display and Sponsored Product campaigns to build awareness and consideration when customers are researching.



Make your campaign a slam dunk

Display campaigns

- Align creative activations, like images, with the big tournament.
- Select flight dates to match key moments during the tournament.
- Coordinate Display campaign strategies with overall targeting tactics. For example, to drive reach and awareness, leveraging historical shopping segments. Or to drive conversions, leverage predictive targeting.

Search campaigns

- Search harvest keywords using the Item Keyword Report. Expand your reach, if your item qualifies, by adding in relevant keywords and top trending keywords like "tournament," or "college basketball."
- Consider higher daily budgets to keep your ads available all day long, particularly for customers researching online prior to making their purchases. Use Bid Multipliers for mobile and premium placements, like stock up and search in grid.
- Use Automated Rules to give you the ability to set rules to trigger campaign notifications for budget adjustments and to alert when your campaign budgets have capped out.
- Try the new Suggested CPC feature to provide competitive bidding guidance to increase your probability of winning top-of-search placements.

Guidance for advertisers using API partners

- Include top-selling, promotional, or high AUR items in your Manual ad groups. Bid higher on keywords to show your best performing first and move inventory quicker in this highly visible and strong-performing placement.
- Some API partners have item audit features to ensure quality is 100% for peak moments. QA your campaign structure to ensure you're set up for success before the season's peak period.
- Some API partners have automated alerts and actions. Utilize automated rules and actions to optimize your bids at scale, such as automated alerts, to stay on top of significant changes in your performance.
- Schedule your optimizations with your API partner's automated tools. Some API partners can identify product page optimizations to help dominate the search engine results page.

Start planning your campaign with Walmart Connect today