

Tax Time Customer Insights 2022

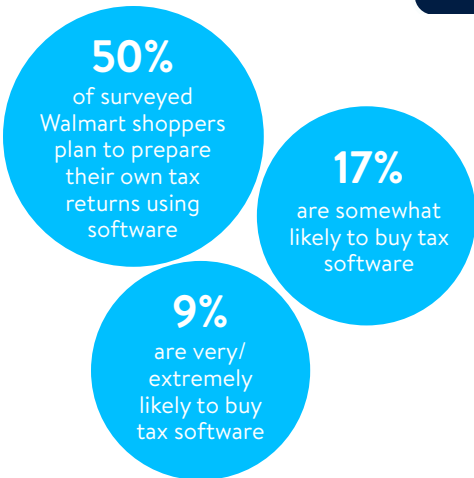
90%
of America shops
with Walmart. See
how they plan to
shop during
tax season.



We asked our community of Walmart customers how they plan on approaching Tax season 2022. Then, we compared that to last year's sales to get insights on what to expect of this year's Tax Time Shopping Season.



Nearly half of Walmart customers surveyed begin shopping with their tax refund in April or later

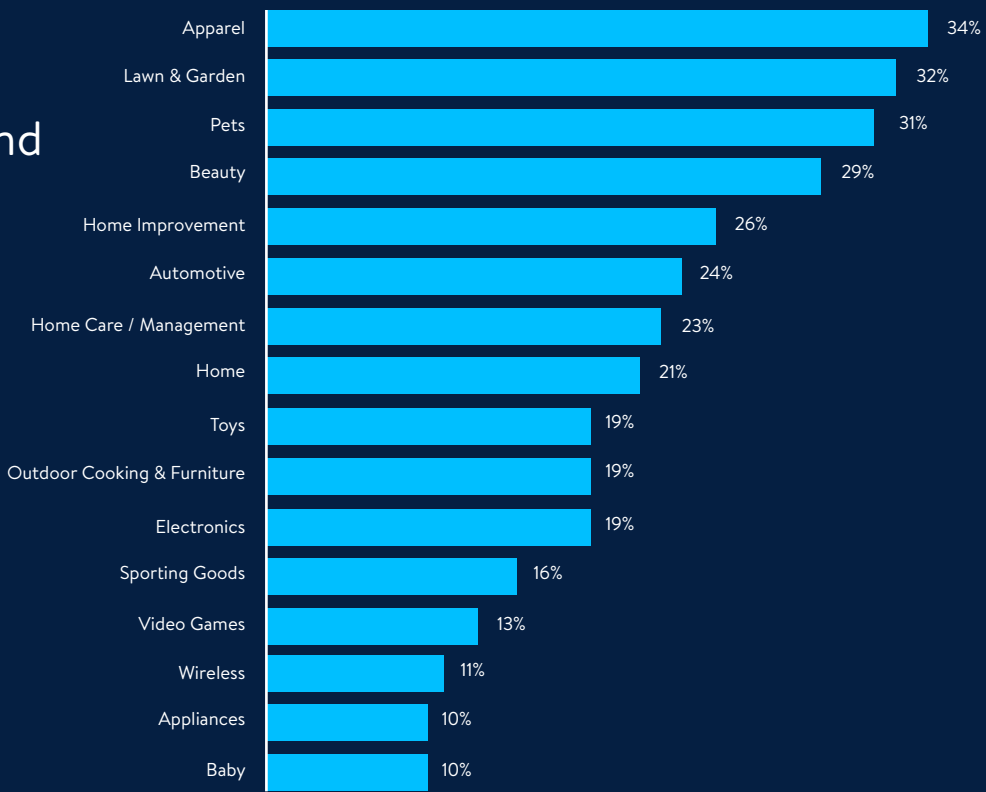


Categories that are top-of-mind for Walmart shoppers at Tax Time can expect to see significant sales growth both in store and online. During Tax Time in 2021, omni sales of these categories grew **14% YoY**

Source: Spark Panel, Sep 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Source: Walmart First Party Data, November 2021, Feb 2020 – Apr 2020 vs Feb 2021 – Apr 2021. Categories Featured: Automotive, Baby Consumables, Beauty, Electronics, Furniture, Hardware, Home Management, Lawn and Garden, Media & Gaming, Men Apparel, Pets and Supplies, Sporting Goods, Toys, Wireless, Womens Apparel

Apparel, Lawn & Garden, and Pets are top-of-mind when shopping with refund money at Walmart



Source: Spark Panel, Sep 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].



Customers flock to Walmart to score deals they've been eyeing during Tax Time

From February until the end of March, Walmart's full funnel marketing campaign and Tax Time experience help customers get the most out of their tax refund and score major savings on the hottest in tech, home, tires and more. Promotions will appear in radio, audio, paid social, branded content, influencers, display, and search.



Source: Spark Panel, Sep 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].



Source: Spark Panel, Sep 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Make sure you have a strong omni strategy to capture customers wherever they choose to shop, such as on-site campaigns to drive in-store decision making.

More than 3 in 5 Walmart shoppers are online while in Walmart stores to inform their purchase decisions

Online activations allow suppliers to remain top-of-mind as Walmart shoppers search online



Source: QT WMTUS-Omnibus: Monday Week 38 FY22, Nov 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].



2 in 5 Walmart shoppers plan to purchase Apparel from Walmart with their tax refund this year

Mens:

Top items sold every week during Tax Time (Mens):

1. Sportswear
2. Activewear
3. Underwear

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Top keyword searches on Walmart.com (Mens)

February	March	April
1. Mens Jeans	1. Mens Jeans	1. Mens Shorts
2. Mens Underwear	2. Mens Underwear	2. Mens Jeans
3. Mens Socks	3. Mens Socks	3. Mens Underwear
4. Mens Sweatpants	4. Mens Shorts	4. Mens Socks
5. Mens Boxers	5. Mens Shirts	5. Mens Tshirts
6. Mens Graphic Tees	6. Mens Graphic Tees	6. Mens Shirts
7. Mens Shorts	7. Mens Tshirts	7. Graphic Tees
8. Socks	8. Mens Sweatpants	8. Mens Boxers
9. Hanes Mens Underwear	9. Mens Boxers	9. Wrangler Relaxed Fit Jeans for Men
10. Graphic Tees	10. Dickies Work Pants	10. Hanes Mens Underwear

● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Womens:

Top items sold every week during Tax Time (Womens):

1. Womens Clothing
2. Young Adult Womens Clothing
3. Activewear

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Top keyword searches on Walmart.com (Womens)

February	March	April
1. Time and Tru Womens Clothing	1. Time and Tru Womens Clothing	1. Time and Tru Womens Clothing
2. Womens Jeans	2. Swimsuits for Women	2. Womens Shorts
3. Womens Sweatpants	3. Womens Shorts	3. Swimsuits for Women
4. Swimsuits for Women	4. Free Assembly Women	4. Womens Tops
5. Free Assembly Women	5. Terra and Skai Plus Size	5. Bathing Suits for Women
6. Terra and Sky Plus Size	6. Plus Size Tops	6. Free Assembly Women
7. Athletic Works Women	7. Womens Jeans	7. Dresses for Women
8. No Boundaries Tops	8. Womens Tops	8. Plus Size Tops
9. Jeans for Women	9. Bathing Suits for Women	9. Tank Tops for Women
10. Womens Tops	10. Dresses for Women	10. Terra and Sky Plus Size

● Seasonal Apparel ● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Search volumes for mens and womens apparel peaked from the end of March to early April in 2021. Search keywords were primarily nonbranded for men, while seasonal and branded keyword searches were popular for womens apparel.

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.



Automotive

24% of Walmart shoppers plan to purchase Automotive items at Walmart with their tax refund this year

Top items sold every week during Tax Time:

1. Motor Oil and Filters
2. Care Care Wipers and Maintenance
3. Automotive Accessories

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Shoppers are searching for a range of automotive products – and nonbranded keywords continue to play an important role in search.

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Top keyword searches on Walmart.com

February	March	April
1. Tires	1. Tires	1. Tires
2. Car Batteries	2. Car Batteries	2. Car Batteries
3. Car Battery	3. Car Stereo	3. Cat Stereo
4. Wiper Blades	4. Oil Filter	4. Oil Filter
5. Oil Filter	5. Car Accessories	5. Pressure Washer
6. Auto Battery	6. Pressure Washer	6. Car Accessories
7. Windshield Wipers	7. Wiper Blades	7. Wiper Blades
8. Car Stereo	8. Car Radio	8. Motor Oil
9. Air Compressor	9. Car Battery	9. Car Radio
10. Car Accessories	10. Motor Oil	10. Car Battery

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Baby

Walmart continues to be a shopper’s destination for everyday essentials like Baby, especially during Tax Time

Top items sold every week during Tax Time:

1. Infant Nutrition
2. Diapers and Wipes
3. Feeding and Nursing

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Suppliers have an increased opportunity to reach baby consumables shoppers during Tax Time through a display and search campaign, as traffic outperforms average category performance.

Source: Walmart First Party Data, November 2021. Reflecting Aug 2020 – Jul 2021 data.

Top keyword searches on Walmart.com

February	March	April
1. Baby Wipes	1. Baby Wipes	1. Baby Wipes
2. Baby Food	2. Car Seat	2. Baby Food
3. Car Seat	3. Baby Food	3. Car Seat
4. Diapers	4. Diapers	4. Diapers
5. Toddler Bed	5. Toddler Bed	5. Baby Swing
6. Baby Swing	6. Baby Swing	6. Toddler Bed
7. Baby Bottles	7. Stroller	7. Stroller
8. Wipes	8. Baby Bottles	8. Baby Bottles
9. High Chair	9. High Chair	9. Baby Gate
10. Crib	10. Baby Gate	10. Wipes

● Small Gear ● Large Gear

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.



Beauty

2 in 5 Walmart shoppers plan to purchase Beauty products at Walmart with their tax refund

Source: Spark Panel, Sep 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Top items sold every week during Tax Time:

1. Haircare
2. Cosmetics
3. Specialty Hair

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

In 2021, online traffic and sales peaked from mid- to late-March. Activate on-site and off-site campaigns to reach intentional Walmart beauty shoppers.

Source: Walmart First Party Data, November 2021. Reflecting Aug 2020 – Jul 2021 data.

Top keyword searches on Walmart.com

February	March	April
1. Shampoo and Conditioner	1. Shampoo and Conditioner	1. Shampoo and Conditioner
2. Shampoo	2. Shampoo	2. Shampoo
3. Conditioner	3. Conditioner	3. Conditioner
4. Hair Dye	4. Nail Polish	4. Nail Polish
5. Mascara	5. Hair Dye	5. Hair Dye
6. Cerave	6. Mascara	6. Mascara
7. Nail Polish	7. Makeup	7. Cerave
8. Maybelline Sky High Mascara	8. Cerave	8. Wet N Wild Spongebob
9. Face Wash	9. Face Wash	9. Makeup
10. Makeup	10. Hair Color	10. Dry Shampoo

● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Electronics

1 in 4 shoppers are planning to buy Electronics with their tax refund at Walmart

Source: Spark Panel, Sep 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Top items sold every week during Tax Time:

1. TV Accessories
2. Printing
3. Audio

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Tax Time is the first seasonal moment after the holidays when shoppers invest most in electronics – especially in March.

Source: Walmart First Party Data, November 2021. Reflecting Aug 2020 – Jul 2021 data.

Top keyword searches on Walmart.com

February	March	April
1. TV	1. TV	1. TV
2. Laptop	2. Laptop	2. Laptop
3. Printer	3. Printer	3. Smart TV
4. Smart TV	4. Smart TV	4. Printer
5. Roku TV	5. Roku TV	5. Roku TV
6. TVs on Sale	6. Gaming PC	6. Gaming PC
7. Gaming PC	7. Laptops	7. Laptops
8. Laptops	8. TVs on Sale	8. Bluetooth Speaker
9. iPad	9. iPad	9. AirPods Pro Apple New
10. Roku	10. Bluetooth Speaker	10. TVs on Sale

● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.



Furniture

Shoppers turn to Walmart for their Furniture needs during Tax Time

Top items sold every week during Tax Time:

1. Home Office
2. Folding Furniture
3. Living Room Furniture

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Walmart’s online traffic for furniture outperformed the category average during Tax Time last year. Suppliers can seize the opportunity to build shopper awareness and consideration through a display and search campaign.

Source: Walmart First Party Data, November 2021. Reflecting Aug 2020 – Jul 2021 data.

Top keyword searches on Walmart.com

February	March	April
1. Desk	1. TV Stand	1. TV Stand
2. TV Stand	2. Desk	2. Desk
3. Dresser	3. Dresser	3. Dressers for Bedroom
4. Computer Desk	4. Futon	4. Futon
5. Futon	5. Computer Desk	5. Computer Desk
6. Office Chair	6. Coffee Table	6. Dresser
7. Coffee Table	7. Dressers for Bedroom	7. Coffee Table
8. Bookshelf	8. Bookshelf	8. Office Chair
9. Nightstand	9. Office Chair	9. Mattress
10. Dressers for Bedroom	10. Nightstand	10. Twin Mattress

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Hardware & Tools

1 in 4 Walmart shoppers plan to purchase home improvement items at Walmart with their tax refund

Source: Spark Panel, Sep 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Top items sold every week during Tax Time:

1. Lighting and Fasteners
2. Tools
3. Air & Water

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Hardware sees a bump in site traffic followed by sales lift during Tax Time.¹ Hardware shoppers search for cooling products towards the end of Tax Time as the weather changes across the U.S.²

(1) Source: Walmart First Party Data, November 2021. Reflecting Aug 2020 – Jul 2021 data.

(2) Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Top keyword searches on Walmart.com

February	March	April
1. Heater	1. Light Bulbs	1. Fan
2. Space Heater	2. Fan	2. Air Conditioners
3. Light Bulbs	3. Shelves	3. Light Bulbs
4. Generator	4. Air Conditioners	4. Portable Air Conditioner
5. Humidifier	5. Hart Tools	5. Fans
6. Electric Heater	6. Air Purifier	6. Shelves
7. Kerosene Heater	7. Ceiling Fan with Light	7. Window Air Conditioner
8. Shelves	8. Fans	8. Hart Tools
9. Heaters	9. Extension Cord	9. Ceiling Fan with Light
10. Heaters for Inside	10. Shelf	10. Extension Cord

● Cooling Products ● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.



Home Management

23% of Walmart shoppers plan to purchase their Home Management needs at Walmart with their tax refund

Source: Omnibus Spark Survey, Feb 2022 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Top items sold every week during Tax Time:

1. Home Storage
2. Waste, Hampers and Hangers
3. Food Storage

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Spring is a big moment after the holidays when shoppers stock up on Home Management needs. Search remained steady throughout last year’s season – find search campaign tips at the end of this guide.

Source: Walmart First Party Data, November 2021. Reflecting Aug 2020 – Jul 2021 data.

Top keyword searches on Walmart.com

February	March	April
1. Vacuum	1. Vacuum	1. Mini Fridge
2. Storage Bins	2. Storage Bins	2. Vacuum
3. Mini Fridge	3. Storage Containers	3. Storage Containers
4. Storage Containers	4. Mini Fridge	4. Storage Bins
5. Vacuum Cleaner	5. Vacuum Cleaner	5. Vacuum Cleaner
6. Laundry Basket	6. Laundry Basket	6. Pioneer Woman
7. Pioneer Woman	7. Deep Freezer	7. Laundry Basket
8. Shoe Rack	8. Shoe Rack	8. Luggage
9. Trash Can	9. Pioneer Woman	9. Shoe Rack
10. Food Storage Containers	10. Luggage	10. Deep Freezer

● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Lawn & Garden

32% of Walmart shoppers plan to buy Lawn & Garden products at Walmart with their tax refunds

Source: Omnibus Spark Survey, Feb 2022 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Top items sold every week during Tax Time:

1. Bird & Planters
2. Lawn & Garden Chemicals
3. Grill Accessories

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Last year, shoppers turned to Walmart for their lawn and garden needs throughout March and April, when searches and sales peaked and outperformed the category average.

Walmart First Party Data, November 2021. Reflecting Aug 2020 – Jul 2021 data.

Top keyword searches on Walmart.com

February	March	April
1. Snow Shovel	1. Patio Furniture	1. Outdoor Furniture Sets
2. Patio Furniture	2. Grill	2. Grill
3. Outdoor Furniture on Clearance	3. Outdoor Furniture on Clearance	3. Blackstone Griddle
4. Ice Melt	4. Blackstone Griddle	4. Patio Furniture
5. Snow Blower	5. Outdoor Pillows	5. Lawn Mower
6. Grill	6. Outdoor Furniture Sets	6. Patio Chairs
7. Blackstone Griddle	7. Patio Chairs	7. Outdoor Pillows
8. Propane Tank	8. Lawn Mower	8. Outdoor Cushions
9. Plants	9. Egg Chair	9. Potting Soil
10. Blackstone	10. Outdoor Cushions	10. Outdoor Rugs

● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.



Pets & Supplies

2 in 5 Walmart shoppers plan to purchase Pet products at Walmart with their tax refund

Source: Omnibus Spark Survey, Feb 2022 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Top items sold every week during Tax Time:

1. Cat Food
2. Dog Food
3. Pet Health

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Traffic for Pets & Supplies outperforms the category average during Tax Time. Suppliers have increased opportunities to introduce products through a display and search campaign to build awareness and consideration.

Source: Walmart First Party Data, November 2021. Reflecting Aug 2020 – Jul 2021 data.

Top keyword searches on Walmart.com

February	March	April
1. Dog Food	1. Dog Food	1. Dog Food
2. Cat Food	2. Cat Food	2. Cat Food
3. Dog Treats	3. Dog Treats	3. Dog Treats
4. Cat Litter	4. Cat Litter	4. Cat Litter
5. Wet Cat Food	5. Wet Cat Food	5. Wet Cat Food
6. Cat Treats	6. Cat Treats	6. Cat Treats
7. Dry Cat Food	7. Dry Cat Food	7. Dry Cat Food
8. Dog Toys	8. Dog Toys	8. Dog Toys
9. Wet Dog Food	9. Wet Dog Food	9. Wet Dog Food
10. Fancy Feast Canned Cat Food	10. Dog Toys	10. Friskies Canned Cat Food

● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Sporting Goods

16% of Walmart shoppers are planning to use their tax refund at Walmart to purchase Sporting Goods

Source: Omnibus Spark Survey, Feb 2022 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Top items sold every week during Tax Time:

1. Fishing
2. Camping
3. Sports

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Walmart online traffic and search begins to climb as shoppers receive their tax refunds and prepare for spring sports and activities.

Source: Walmart First Party Data, November 2021. Reflecting Aug 2020 – Jul 2021 data.

Top keyword searches on Walmart.com

February	March	April
1. Treadmill	1. Trampoline	1. Trampoline
2. Weights	2. Ping Clothes	2. Kayak
3. Tent	3. Treadmill	3. Tent
4. Trampoline	4. Kayak	4. Cooler
5. Dumbbells	5. Tent	5. Camping Accessories
6. Camping Accessories	6. Camping Accessories	6. Treadmill
7. Exercise Bike	7. Cooler	7. Weights Camping
8. Kayak	8. Weights	8. Fishing Rod and Reel Combo
9. Air mattress with Built-in-Pump	9. Basketball Hoop	9. Basketball Hoop
10. Exercise equipment	10. Dumbbells	10. Camping Chairs

● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.



Toys & Video Games

19% of Walmart shoppers plan to purchase Toys & Video Games at Walmart with their tax refund

Source: Omnibus Spark Survey, Feb 2022 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Toys:

Top items sold every week during Tax Time (Toys):

1. Summer Toys
2. Children's Activities
3. Vehicles

Source: Walmart First Party Data, November 2021. Reflecting Feb - Apr 2021 data.

Top keyword searches on Walmart.com (Toys)

February	March	April
1. Squishmallows	1. Squishmallows	1. Pool
2. Lego	2. Bikes	2. Squishmallows
3. Squishmallows	3. Swimming Pools	3. Bikes
4. Sled	4. Swing Sets	4. Swimming Pools
5. Barbie	5. Pool	5. Pools
6. Toys	6. Pools	6. Swing Sets
7. Bikes	7. Lego	7. Squishmallows
8. Snow Sled	8. Squishmallows	8. Bike
9. Lol Surprise Dolls	9. Toys	9. Toys
10. Legos	10. Barbie	10. Above Ground Swimming Pool

● Summer Outdoor Toys ● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb - Apr 2021 data.

Media & Gaming:

Top items sold every week during Tax Time (Media & Gaming):

1. Movies
2. Software
3. Video Game Software & Accessories

Source: QT WMTUS-Omnibus: Monday Week 38 FY22, Nov 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Top keyword searches on Walmart.com (Media & Gaming)

February	March	April
1. PS5	1. PS5	1. PS5
2. Xbox Series X	2. Xbox Series X	2. Xbox Series X
3. PS5 Console	3. PlayStation 5	3. Nintendo Switch
4. PlayStation 5	4. Nintendo Switch	4. PlayStation 5
5. PlayStation 5 Console	5. PS5 Console	5. PS4 Controller
6. Nintendo Switch	6. Xbox Series S	6. Xbox Series S
7. Nintendo Switch Games	7. Nintendo Switch Games	7. Xbox
8. PS4	8. PS4 Controller	8. PS4
9. Funko Pop	9. PS4	9. Nintendo Switch Games
10. PS4 Controller	10. Xbox Series S	10. Funko Pop

● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb - Apr 2021 data.

Tax Time is the next seasonal moment after the holidays when sales surge as shoppers invest in toy products, and media and gaming.

Source: Walmart First Party Data, November 2021. Reflecting Aug 2020 - Jul 2021 data.



Wireless

11% of Walmart shoppers are very likely to buy Wireless products at Walmart with their tax refunds

Source: Spark Panel, Sep 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

Top items sold every week during Tax Time:

1. Wireless Accessories
2. Prepaid Wireless
3. Postpaid Wireless

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Customers begin to purchase wireless products at Tax Time, making it the next seasonal sales surge after the holidays.

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.
Source: Walmart First Party Data, Aug 2020 – Jul 2021

Top keyword searches on Walmart.com

February	March	April
1. Straight Talk Phones	1. Straight Talk Phones	1. Straight Talk Phone
2. iPhone	2. iPhone	2. Apple Watch Series 3 GPS
3. iPhone XR Unlocked	3. Apple Watch	3. iPhone
4. Apple Watch	4. iPhone XR Unlocked	4. Cell Phones
5. Apple Watch Series 3 GPS	5. Apple Watch Series 3 GPS	5. Apple Watch
6. iPhone 12 Pro Max Case	6. Cell Phones	6. iPhone 12 Pro Max Case
7. Cell Phones	7. iPhone 12 Pro Max Case	7. iPhone XR Unlocked
8. Phones	8. Phones	8. Apple Watch Series 6 44M
9. Samsung Cell Phone	9. iPhone 8 Plus Unlocked	9. iPhone 8 Plus Unlocked
10. iPhone 11 Case	10. iPhone 11 Unlocked	10. iPhone 11 Unlocked

● Branded

Source: Walmart First Party Data, November 2021. Reflecting Feb – Apr 2021 data.

Tax Time Tips

Try these everyday best practices and seasonal recommendations to get the most out of this shopping moment.

Display Campaign Fundamentals

- ❑ **Align Display campaign strategies with overall targeting tactics.** For example: To drive reach and awareness, leverage historical shopping segments. Or to drive conversions, leverage predictive targeting.

Search Campaign Fundamentals

- ❑ Be **“Always On”** by running the campaign throughout the year to maximize product visibility.
- ❑ Continuously **optimize your product pages** by including keywords that convert well within your Manual campaigns.
- ❑ Be ready for last-minute shoppers by **adding bid multipliers on mobile** to capture these customers. Reference the placement report to identify which placements are showing stronger performance.



- ❑ Bid strategically and reference the **Item Performance Report** to bid for items driving sales.
- ❑ Identify new keywords using the **Item Keyword Report** and bid on them within your Manual campaigns.
- ❑ Regularly check the **Item Health Report** to ensure items are in stock, published and win the Buy Box.
- ❑ 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. Use alerts to identify potential threats to your campaign. For example:
 - Spend dropping to \$0 DoD – this signals a campaign issue
 - CTR decreasing 40% WoW – this signals competition
 - ROAS decreasing 40% WoW - this signals inefficiency

Get the Most out of Tax Time

- ❑ **Display campaigns:**
 - Expand reach of contextual targeting tactics with macro contextual targeting to reach shoppers who are browsing similar shopping categories.
 - Align creative activations with different seasonal moments, like making sure images have seasonal relevance.
 - Select flight dates to match seasonal beats.
- ❑ **Search targeting:** Make sure your targeting allows for the increased traffic the season brings.
Tips:
 - If you're only running exact match types, try phrase or broad during this timeframe to capture more searches.
 - If you're only running Manual, try enabling auto during this timeframe.
 - Try enabling items that don't typically sell during this timeframe.
 - If you've paused underperforming but high-volume keywords, resume them during this timeframe – they're more likely to convert during this peak season.
- ❑ **Layer in seasonal SKUs and top-performing SKUs to always-on campaigns** to account for holiday traffic spikes.
- ❑ **Consider higher daily budgets**, like increasing by 10-15% during peak periods, to keep your ads available all day long to capture the highest volume of customers shopping onsite for Tax Time.
- ❑ **Bid competitively** with a higher-than-average budget to support the increase in click activity.
Tip: Use the new Suggested CPC feature for competitive bidding guidance.
- ❑ **Tips for keyword selection:** Use “Suggested Keywords” to optimize keyword term selections. Expand your reach, if your item qualifies, by adding relevant keywords you would normally use in campaigns plus top trending keywords for Tax Time categories. Find them in this guide.