



2023 Holiday Customer Insights

Create full-funnel
connections and inspire
sales this holiday season



The holidays are one of the most festive times of the year at Walmart. That's why Walmart Connect is helping advertisers tap into the joy of the season and create meaningful connections with customers as they discover gifts for loved ones and stock up on essentials for family celebrations.

Whether you are a new or established advertiser partner, you can use these key trends to help you better understand the mindset and shopping behaviors of Walmart customers throughout the holiday season. We've put together actionable tips to help develop an omnichannel strategy and optimize your campaigns.

Get into the holiday spirit with the latest insights and best practices from Walmart Connect.



Holiday opportunity at Walmart Connect

90% of U.S. households shop at Walmart annually,¹ making it an important holiday destination. With increased daily digital traffic to [Walmart.com](https://www.walmart.com) and in-store shopping integral to shoppers during the holiday season, advertisers can reach more audiences ready to discover new products.

87%

Of Walmart customers made a purchase in-store during last year's holiday season²

13%

Increase in average monthly visitors to Walmart online in Q4 (Oct - Dec) compared to the prior quarter (Jul - Sep)³

31%

Increase in Search Item Impressions during November and December compared to the rest of the year⁴

Walmart is a discovery destination for holiday shoppers

Walmart drives discovery online for customers

81% Of surveyed Walmart customers plan to visit Walmart online first for shopping ideas and inspiration⁵

Walmart customers are open to influence and product recommendations

72% Of Walmart customers are likely to consider buying new / unfamiliar brands this holiday season⁷

A high volume of search traffic from October through December 2022 across key holiday categories was unbranded, indicating Walmart customers visited Walmart.com looking for purchase inspiration and ideas

41% Of Toy search keywords during the holidays are unbranded⁸

Top unbranded Toys keywords on Walmart.com⁸

🔍 Toys

- Toddler toys
- Board games
- Toys for boys 3-6 years
- Kids toys
- Games




71% Of Electronics search keywords during the holidays are unbranded⁸

Top unbranded Electronics keywords on Walmart.com⁸

🔍 Electronics

- TV
- Smart TV
- Laptop
- TVs
- Tablets



92% Of Holiday Decor search keywords during the holidays are unbranded⁸

Top unbranded Holiday Decor keywords on Walmart.com⁸

🔍 Holiday Decor

- Christmas tree
- Christmas decor indoor
- Holiday time
- Christmas ornaments
- Christmas lights




27% Of Wireless search keywords during the holidays are unbranded⁸

Top unbranded Wireless keywords on Walmart.com⁸

🔍 Wireless

- Cell phones
- Smart watch
- Phones
- Tablets
- Unlocked cell phones

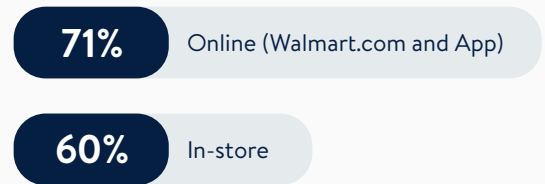


The Walmart customer journey is omnichannel

Surveyed Walmart customers said their shopping journeys happen in-store and online⁵



Where Walmart customers plan to buy products after researching online⁷



Tips for turning insight into action

Search

- Item health is the foundation of discoverability. Regularly review and optimize the content on your item listings. A **quality item listing** can help improve efficiency, increase discoverability, and gain repeat customers.
- If you're launching a new or seasonal product, **Sponsored Brands** can help you get discovered. The keyword or category-targeted placement can help products that may not yet have high organic search rankings.
- Use the **suggested keywords feature** to help identify high-performing keywords to include in your manual campaigns by incorporating insights from last year's holiday ad performance.

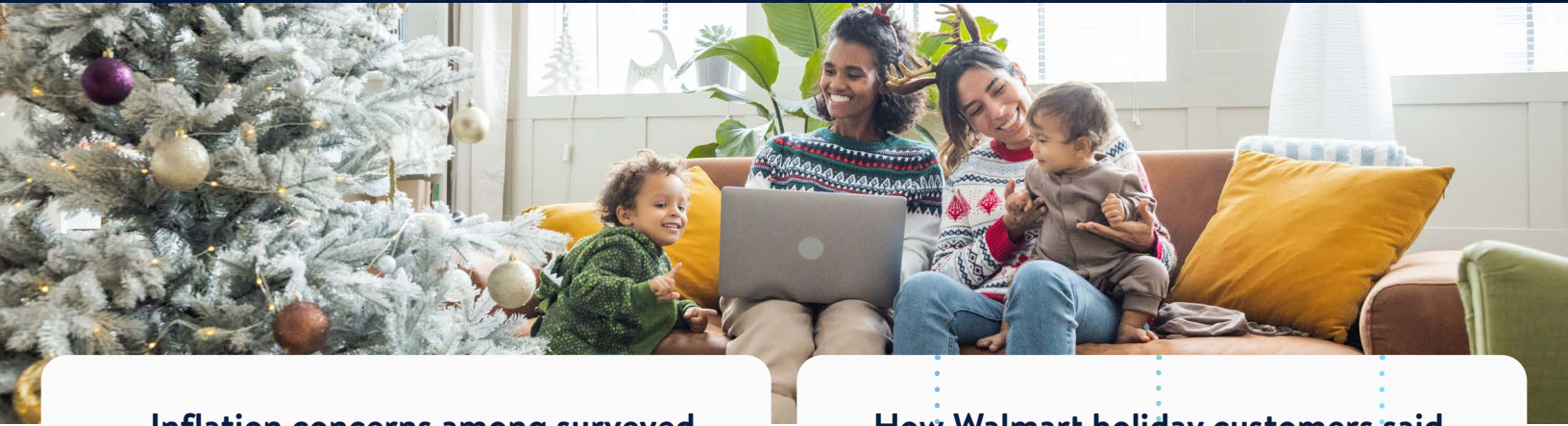
Display

- Lean into expanded targeting options. Utilize **macro-contextual targeting** to reach adjacent category purchasers (e.g. target video game console customers for a headphone brand). Or use **persona audience targeting** to target customers based on their interests or needs.
- Invest in Offsite **Walmart DSP** campaigns to build awareness of your product and association with its availability at Walmart at the very beginning of their shopping journey and drive qualified traffic to your product pages or brand pages / shelves.

In-store

- **71%** of Walmart customers said they would consider buying a product after receiving a **sample bag**.⁶ Surprise and delight **Walmart+** customers with a holiday treat while simultaneously boosting your chances of having a customer try your product while they're in store.

Walmart customers will be very thoughtful with their purchase decisions



Inflation concerns among surveyed Walmart holiday customers⁷



How Walmart holiday customers said they plan to save⁷



Reviews and ratings really matter⁷



Product differentiation is key⁵





Tips for turning insight into action

Search

- Check on your [customer reviews](#), which can provide more descriptive ways to generate positive feedback, helping your listing quality score and builds customer trust. Participation in programs like Walmart's SparkReviewer or syndicated offerings from companies like Bazaarvoice can help garner net new ratings and reviews faster.
- Identify new keywords related to your items' category, brand, etc. that align with your holiday item sets by using [keyword recommendations](#).

Display

- **Showcase competitive pricing for your items**, use the Rollback sticker in your onsite Display creative or add power of price messaging in copy such as "Save up to X%." Nearly 60% of surveyed customers will spend more time looking for savings and discounts while holiday shopping.⁷

- **Complement your Sponsored Search campaigns with Display**. Use [Contextual](#), [Keyword](#) and [Propensity](#) targeting to reach in-market shoppers searching for items and potentially reaching switchers and brand loyalists.

In-store

- Complement your display efforts with consistent messaging and creative across your [in-store screens](#) to drive brand recall for shoppers when they come to Walmart stores to do their holiday shopping.
- Maximize impressions for your next awareness campaign by combining [in-store audio ads](#), [TV Wall](#), and [Self-checkout](#) to raise awareness about your latest holiday products available in Walmart stores.

How Walmart customers plan to shop for the holidays



Of the customers we surveyed, Walmart customers anticipate using both Walmart stores and digital destinations to shop for the holiday season⁷

75% Online (Walmart.com and App)

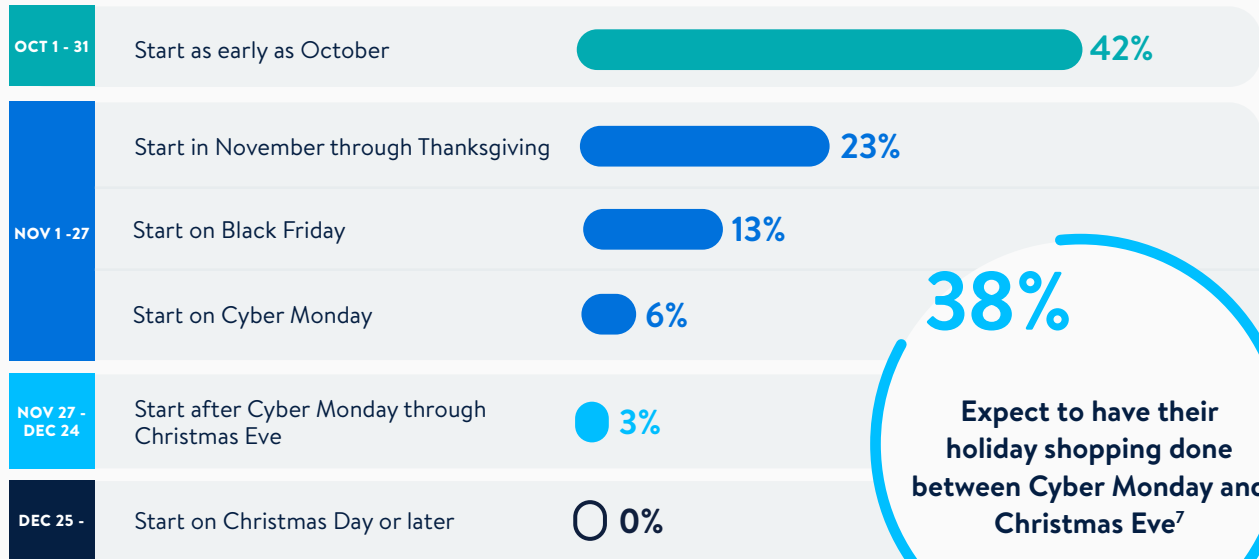
72% In-store

Walmart will be a top destination for holiday grocery shopping⁷



This year, nearly half of customers plan to start their holiday shopping in October, making it key to start your holiday campaigns sooner⁷

When Walmart customers plan to start their holiday shopping⁷



38%
Expect to have their holiday shopping done between Cyber Monday and Christmas Eve⁷



Tips for turning insight into action

Search

- **Maintain an “always-on” campaign during the holidays with automated rules.** Holiday ad spend is rarely even-paced, and going dark during peak season can be a huge miss. Monitor your in-flight campaigns and make immediate budget and bid adjustments to help prevent going offline. Increase the daily budget cap during peak sales periods to help capture more sales during higher site traffic or events. Use the bulk feature to apply these rules to multiple seasonal campaigns easily.
- **With the increase in Holiday traffic, help get your ad seen with Suggested Bids.** Be sure to leverage our Suggested Bids tool to help remove bidding guesswork and ensure you stay on par with the competition.

Display

- Utilize **Display Auction** within Display Self-serve to complement guaranteed Display campaigns, and bid on available Walmart Onsite Display inventory to help increase share of voice and help capture incremental reach and impressions.

In-store

- Leverage **TV Wall** to connect your brand with in-store shoppers and remind and influence holiday customers as they’re actively making purchase decisions.



Tips for turning insight into action

Get the most out of Walmart Connect's advertising solutions by trying these additional strategies to optimize your campaigns.

Search

- **Promote multiple variants, including seasonal items using [variant bidding](#).** Advertise any item beyond the primary variant, including size and color variations, to help increase discoverability and sales. Add seasonal SKUs and top-performing Holiday items.
- Capture the attention of holiday shoppers with **Sponsored Videos**. This new, enriched format provides movement and sound to highlight your products directly within search results.

Display

- Maximize awareness with [Homepage Gallery Takeover](#) to increase your presence.
- Use Display Auction's new [Reach Estimate](#) tool and Bid Performance Report to help optimize your Display Auction campaigns. [Bid Performance Report](#) can provide insight into the overall health of your bidding strategy by exposing key metrics concerning your bid performance in our auction.
- Include a minimum of 25-100 items in your [item set](#). Including more items is best to help ensure you see the full effect of your campaign across your product catalog.
- Use In-Flight Reporting, like [New Buyers](#) metrics, to develop and refine media strategies to attract new customers or maintain brand loyalty with existing customers.

Take advantage of Walmart Connect's newest Targeting capabilities

Lookalike Targeting (Managed Serve and Display Self-serve)

- ✓ Target new audiences with similar demographics and purchase behaviors as existing customers, creating a new audience pool also interested in your items.

Retargeting (Walmart DSP only)

- ✓ Use retargeting to complete the purchase journey based on a customer's search and browse behavior.

Brand Affinity Targeting (Display Self-serve, Walmart DSP)

- ✓ Reach brand loyalists, switchers and prospects for retention, conversion and attracting new buyers.

Item Propensity (Display Self-serve, Walmart DSP)

- ✓ Target high-intent shoppers likely to purchase items in relevant categories during your campaign cycle.

In-store

- Influence in-store point-of-purchase and future decisions. Remind customers of your product with [Self-checkout ads](#). [Closed-loop Measurement](#) can verify when Self-checkout ads influence a later purchase on our digital properties or future in-store visits.
- To help drive discovery and conversion consider **in-store demos** by offering product samples to customers as they walk through the store.

Learn more about Walmart Connect Solutions at



SOURCES

¹Source: Walmart First-Party Data, 2021.

²Source: Walmart First-Party Data, Aug. 2023. Reflecting Nov. 2022 – Jan 2023.

³Source: Comscore Media Metrix Multi-Platform, Total Audience, Jul. 2022 – Sept. 2022 vs Oct. 2022 – Dec. 2022.

⁴Source: Walmart First-Party Data, June 2023. Reflecting Oct. 29 – Dec. 31, 2022 vs Jan. 29 – Oct. 28, 2022.

⁵Source: Walmart First-Party Data, June 2023, “E-Commerce Claims Custom Survey,” Walmart Customer Spark Community, provided by Walmart Luminare.

⁶Source: Walmart OPD Customer Satisfaction Survey data (February – September 2022).

⁷Source: Walmart First-Party Data, May 2023, “Holidays 2023 Seasonal Survey,” Walmart Customer Spark Community, provided by Walmart Luminare.

⁸Source: Walmart First-Party Data, July 2023. Reflecting Oct. 29 – Dec. 31, 2022 data.

NO ENDORSEMENT OF 3RD PARTY DATA SOURCES