

## Designing for discovery

With a well-earned reputation for value, Walmart also offers customers a place for discovery in any economic climate. We're primed to keep inspiring customers going forward.

90% of American households shop on Walmart<sup>1</sup> and they are continuing to adapt to the uncertain economy. We continue to double down on convenience, value, and experience to show up for our customers.

### Walmart customers are in a discovery mindset

They seek inspiration.

48%

of Walmart customers are "significantly" likely to seek shopping **ideas and inspiration** in a Walmart store or Walmart online.<sup>2</sup>

They're savvy researchers.

59%

of Walmart customers surveyed will **spend more time** looking for a discount.<sup>3</sup>

They're open-minded

94%

of Walmart customers are **open to trying new brands** across food and beverage, apparel, household cleaning items and personal care products.<sup>2</sup>

### Great prices pull them in, but there's more to the story

When customers decide to try a new product or brand, it's because of these factors:

35%

Customers reviews or ratings<sup>2</sup>

34%

Advertised sales or discounts<sup>2</sup>

21%

Brand recognition<sup>2</sup>

# How discovery happens today

Even with financial uncertainty, our optimistic customers are eager for discovery.

## Discovery happens everywhere

The old buyer journey has been turned upside down. Today's omnichannel customers are engaging with brands and shopping in entirely new ways. Whether online, in-store, mobile, social media or live streaming, brands must cater to the omnichannel customer.



83%

### Social

of Walmart customers are open to using social media platforms for shopping in the future.<sup>1</sup>

56%

### Search

of online customers **discover new products** through online search.<sup>2</sup>

27%

### Search & in-store

of Walmart store customers visit Walmart online channels within 7 days before they purchase in-store.<sup>5</sup>

56%

### In-store

of Walmart customers **learn about new products** or brands by shopping in person.<sup>2</sup>

1/4

### Sponsored Products

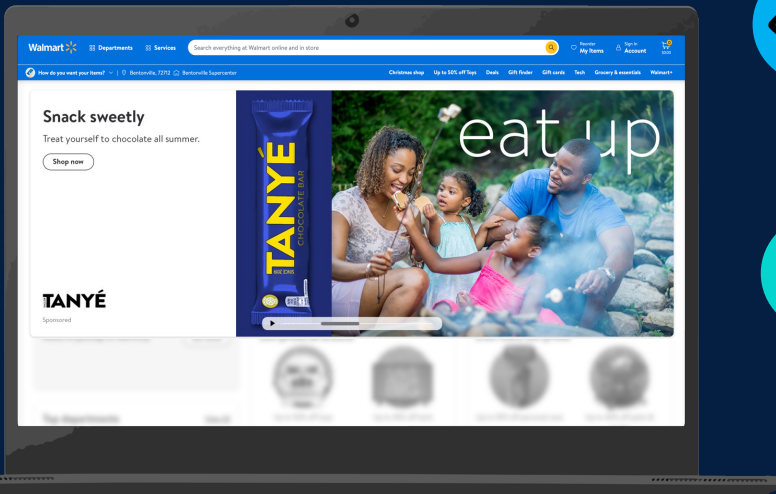
of Walmart customers are likely to discover new products and brands through **Sponsored Products**.<sup>3</sup>

In FY23, we saw **88% of** Walmart customers make a purchase in-store and **42%** make a purchase online.<sup>3</sup>

That is a **16%** YOY increase in omni customers.<sup>3</sup>

# Discover. Design. Deliver.

## Creative tips to maximize discovery



### Make discovery eye-catching

77% of people click on an ad that looks exciting.<sup>1</sup> Put your best brand forward by incorporating visuals that pull people in instantly.



### Relevancy rules

Nearly 40% of Walmart customers agree that they click on ad if it's relatable.<sup>1</sup> When we think of relevancy, we often think of search results, but it goes beyond that. Ads with seasonal moments and products highly influence the purchase decision.



### Boost your benefits

Be loud about your product or brand benefits. While searching for a specific product, 50% of Walmart customers look at 2-3 pages and 30% look at 3-5 pages, which creates opportunity to influence the purchase decision.<sup>2</sup>



### Engage emotions

With shortened attention spans and access to everything a tap away, you still need to create ads that connect on an emotional level. People feel most connected with ads that feature life events, families with pets, and heritage traditions.<sup>1</sup>



### Balance customer needs

Walmart customers are price conscious and expect a great deal, but that's not the only factor that matters to them. In addition to price, building engaging attributes within the visual content paired with relevant headlines can draw the customer in. When making a purchase decision, different attributes are top of mind depending on the category.

