

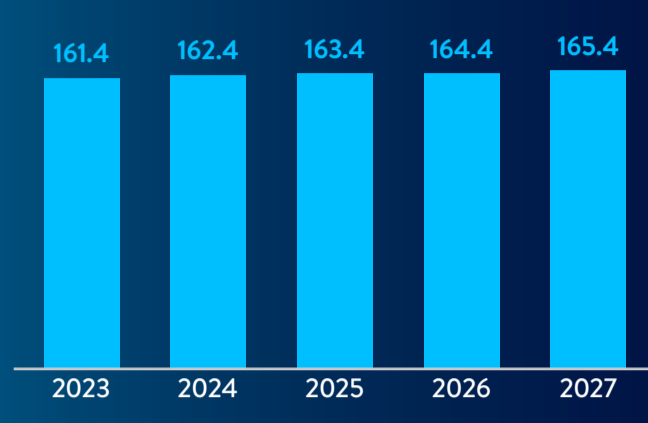
Helping Advertisers Play to Win



Nothing beats the joy & thrill of your favorite team making the game-winning play. Between the cheers & high-fives, Walmart Connect wants to help you reach the 79% of surveyed Walmart customers who say they feel a sense of excitement when they watch sporting events.¹ From legendary tailgates to watch party traditions, live sporting events unlock game-changing opportunities for advertisers to connect with customers across omnichannel touchpoints.

Get a head start on your Walmart Connect game plan to win with sports enthusiasts.

The number of U.S. viewers watching live sports is expected to grow slightly each year²

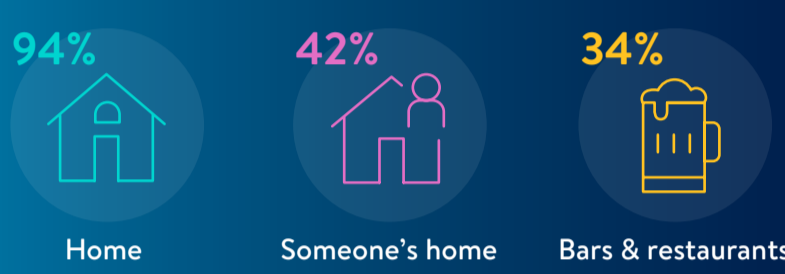


Most Walmart customers are avid sports fans. Which live sporting events do surveyed customers watch regularly?³

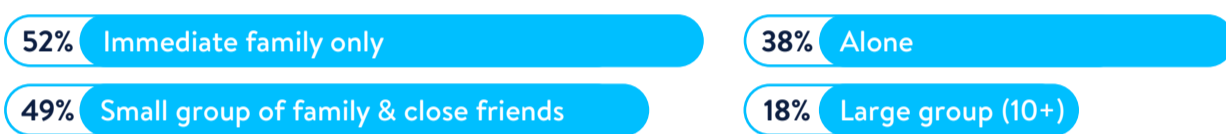


TIP Sporting events create connection & community with friends & family. Leverage Walmart Connect's tools to build omnichannel full-funnel opportunities that reach Walmart's sports-focused audiences across multiple customer touchpoints.

Where do surveyed Walmart customers prefer to watch sporting events?¹



Who do surveyed Walmart customers enjoy watching sports with?¹



The top beverages were the same across all live sporting events¹

1. Carbonated soda
2. Alcohol
3. Water

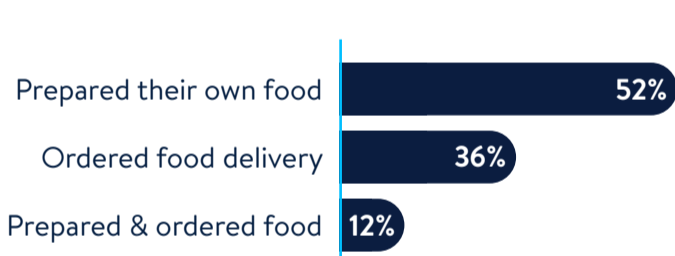
Top snacks surveyed Walmart customers enjoy when watching sports¹

March Tournament	Professional Baseball	Professional Basketball	Professional Football
1. Salty snacks 2. Dips 3. Healthy snacks, meat & cheese	1. Salty snacks 2. Dips 3. Healthy snacks (e.g., fruits, vegetables)	1. Salty snacks 2. Dips 3. Healthy snacks, (e.g., fruits, vegetables)	1. Salty snacks 2. Dips 3. Meat & cheese (e.g. charcuterie board)

TIP Capture the attention of sports enthusiasts who are ready to watch the game with Sponsored Videos. This new, enriched format provides movement & sound to highlight your products directly within search results.

1 in 3 Walmart customers surveyed said that the snacks & beverages served at a watch party greatly enhance the experience¹

How do surveyed Walmart customers enhance their game-day experience with food?¹



Due to inflation, 44% of surveyed Walmart customers said they will likely prepare more foods & snacks at home¹

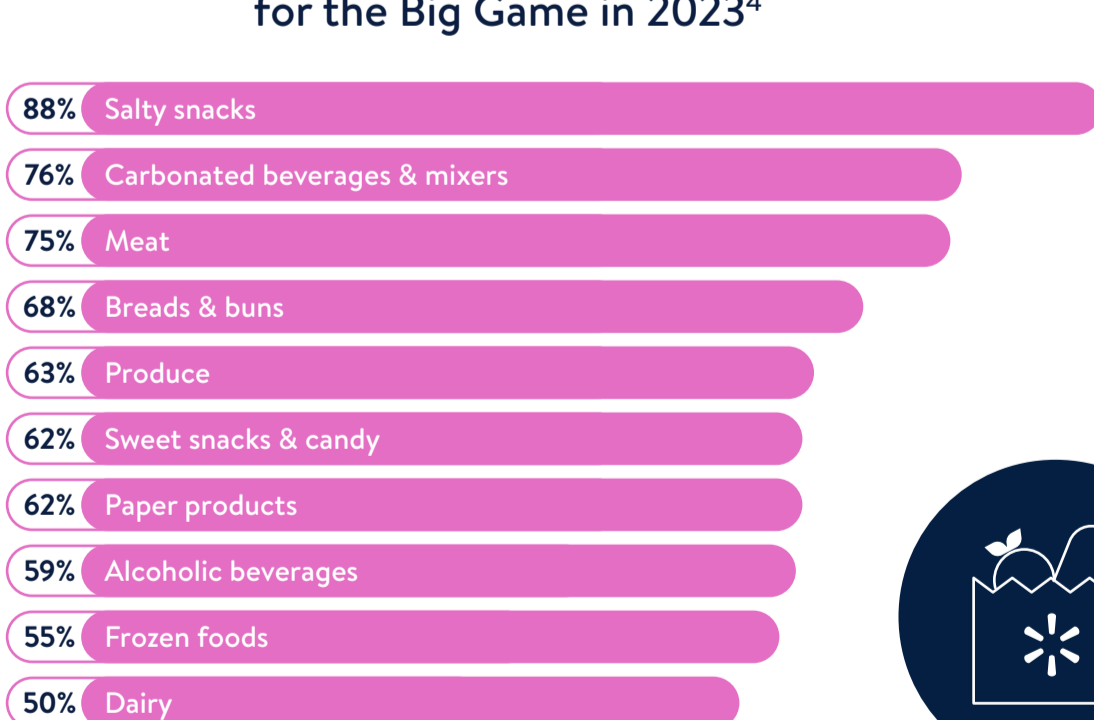


TIP Lean into cross-category opportunities that incorporate must-have items to reach customers as they purchase an assortment of food items for their sports watch parties.



80% of Big Game shoppers report shopping at Walmart (in-store or online) for Big Game items in 2023⁴

What products did surveyed Walmart customers purchase for the Big Game in 2023⁴



What inspired surveyed Walmart customers to make 2023 Big Game purchase decisions when looking for party-themed recipes & drink ideas?⁴



TIP Complement your display efforts with consistent messaging & creative across your in-store screens to drive brand recall for shoppers when they come to Walmart stores to do their sports watching shopping.

The ball is in your court. Contact our team today to start planning your campaigns before tip-off with Walmart Connect.

[CONTACT US](#)

Sources

¹Source: Walmart First-Party Data, August 2022, Walmart Customer Spark Community Survey, provided by Walmart Luminize.
²Source: Insider Intelligence eMarketer, March 2023.
³Source: MRI-Simmons, 2022, Spring Doublebase USA Adults 18+.
⁴Source: Walmart First-Party Data, March 2023, Big Game Lookback Study FY23, Walmart Customer Spark Community Survey, provided by Walmart Luminize.