



SPONSORED PRODUCTS BEST PRACTICES

Best practices for holiday and sales events

At Walmart Connect we want to support advertiser growth and education. Below are some recommended action items to support and guide you through increased traffic during the three key months of the holiday season.

October

Prepare and learn. Test bid ranges, daily budget caps, harvest keywords, ensure item page content quality is retail ready and identify the items that work.

Do holiday research

This is the time to acquaint yourself with Walmart's customer click activity, learn which items drive conversion, and practice optimizing for the holiday timeframe.

Optimize for holiday traffic

Determine the holiday investment that will help you stay visible all day long and during peak shopping hours. Ensure your inventory is stocked and that your items are optimized for relevancy.

November

Build awareness and find that sweet spot for budgets and bids. The weeks between Thanksgiving and Christmas shouldn't be focused on brand awareness, but on driving sales. With search relevancy enhancements and advanced second-price auction, increasing your bids and budgets and selecting the right keywords and items to advertise is going to help you achieve higher visibility, and potentially more sales.

Build awareness

Source: Walmart first-party data. Reflecting Jan 2021 - Dec 2023 averages

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Customers will be building their grocery baskets in the weeks leading up to Thanksgiving. It's important to build awareness during this time and resurface items in the following weeks, as they will serve to customers who have previously seen the item.

Structure your campaign budget and bids effectively

Ensure your campaigns are structured and set up effectively with automated rules set to alert you when you hit your daily budget. Consider higher-than-average daily budgets and bids toward the end of the month to capture last-minute customers.

December

Don't stop advertising. Customers will continue to shop for last-minute holiday needs, and you may be able to fulfill their needs.

Continue to advertise

The first two weeks post-holiday are heavily active. Customers come to Walmart's site and app to spend holiday gift money and gift cards, and process returns and exchanges. Continue to advertise your products as second-chance purchases throughout this month.

Shift gears to other categories in your catalog

As Holiday winds down, the winter season and New Years are in high gear, leading to the highest sales of the year within categories influencing healthier habits during cold, cough and flu season!¹

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