

Walmart Connect Summer Deals Event Insights

March 2024



Overall Walmart

Retailer Deal Events are important moments for our Walmart customers

Surveyed
customers say
they will search
more for deals &
sales this year

70%

Of Walmart customers
surveyed said that the **savings
from retailer deal events
are extremely/very
important to them**
considering the current
economic situation and
concerns around inflation

Surveyed
customers hope
to buy items
they've delayed
purchasing

65%

Of surveyed
customers say they
will spend more
time comparing
prices across
retailers

Source: Walmart First Party Data, "Retailer Deal Events Awareness & Perception", Walmart Customer Spark Community, provided by Walmart Luminate; survey conducted by the Walmart Connect Media Insights Survey team, March 2024

Customers see deal events as an opportunity to get the best deals for the items on their shopping list as well as a chance to splurge

Walmart customers surveyed use retailer deal events to:



When shopping during retail deal events in the past, customers surveyed said **they were intentional with their decisions** but **stayed open to making unplanned purchases** when they find a great deal

42%

Pre-selected items that they wanted to find deals for during deal events

60%

Searched multiple retailers to compare the deals/events they offered

41%

Made unplanned or impulse purchases because of good deals during events

Source: Walmart First Party Data, "Retailer Deal Events Awareness & Perception", Walmart Customer Spark Community, provided by Walmart Luminate; survey conducted by the Walmart Connect Media Insights Survey team, March 2024

Many surveyed Walmart customers use retailer deal events to buy key items they've been putting off purchasing¹



Home

+8%

Uptick in
Units Sold
Online²



Electronics

+69%

Uptick in
Units Sold
Online²



Apparel

+9%

Uptick in
Units Sold
Online²



Toys

+38%

Uptick in
Units Sold
Online²

During Walmart's July 2023 Deals Event vs. Total Q2 Daily Average

Source: ¹Walmart First Party Data, Retailer Deal Events Awareness & Perception, Walmart Customer Spark Community, provided by Walmart Luminate; survey conducted by the Walmart Connect Media Insights Survey team, March 2024. ²Walmart first party data, Mar 2024. Reflecting Jul 10 – 13, 2023. "Walmart July 2023 Deal Event" dates were July 10 – 13, 2023. Q2 dates were May 1 – Jul 31, 2023.

While other surveyed customers keep an eye out for **deals to stock up on everyday essentials**¹

Food



+8%

Uptick in
Online
Visits²

Beverage



+5%

Uptick in
Online
Visits²

Personal Care



+6%

Uptick in
Online
Visits²



During Walmart's July 2023 Deals Event vs. Total Q2 Daily Average

Source: ¹Walmart First Party Data, Retailer Deal Events Awareness & Perception, Walmart Customer Spark Community, provided by Walmart Luminate; survey conducted by the Walmart Connect Media Insights Survey team, March 2024. ²Walmart first party data, Mar 2024. Reflecting Jul 10 – 13, 2023. "Walmart July 2023 Deal Event" dates were July 10 – 13, 2023. Q2 dates were May 1 – Jul 31, 2023.

The most important factors surveyed Walmart shoppers consider when deciding which retailer's deal event to shop:

Offers the best value & has the lowest prices

And even as shoppers look for deals and price compare across retailers –

Customers continue to choose Walmart

because they know they can find **low prices and a one-stop shop** to fulfill all of their shopping needs



With a broad and growing audience, Walmart.com reaches customers who cannot be found on other shopping platforms during July savings events

12MM

Customers who
visited Walmart.com
in July and did not
visit Amazon.com

83MM

Customers who
visited Walmart.com
in July and did not
visit Target.com

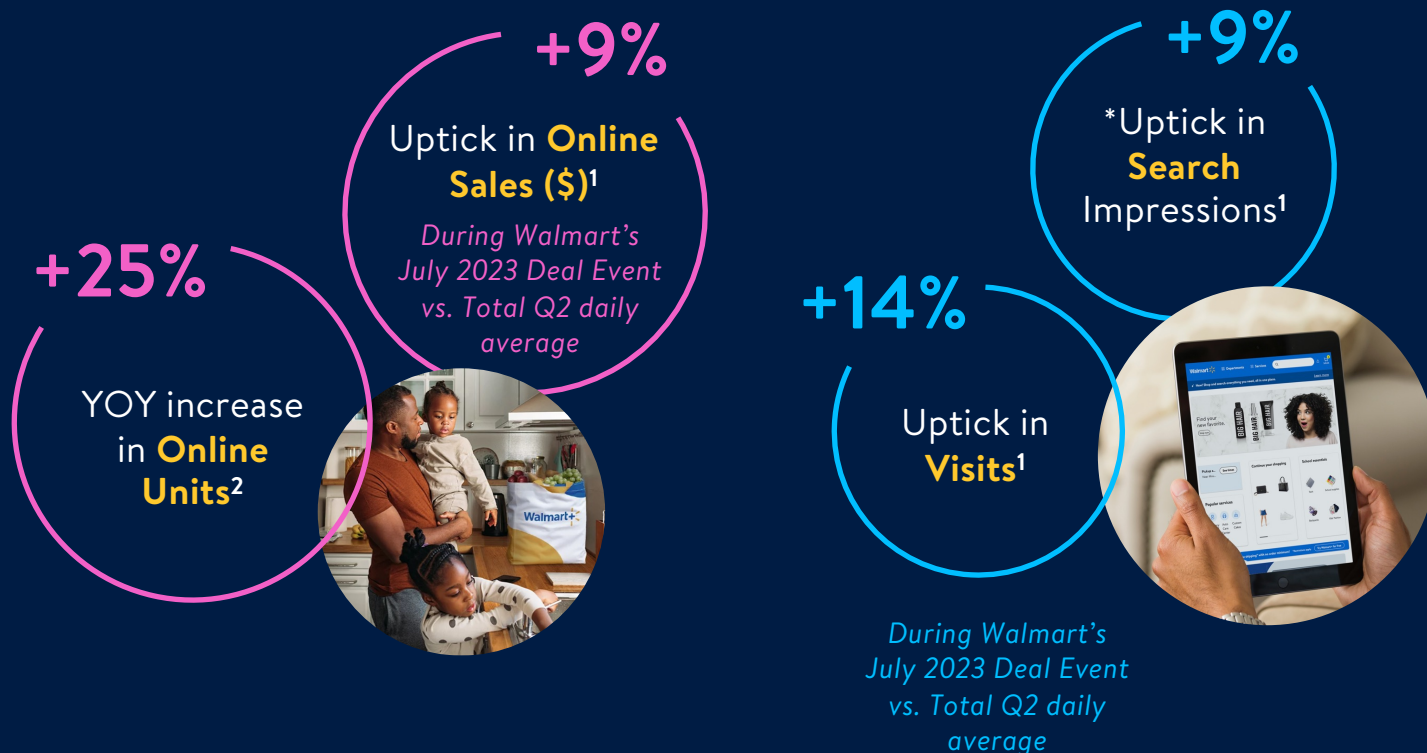
104MM

Customers who
visited Walmart.com
in July and did not
visit BestBuy.com



Visits to Walmart.com spiked during the July deals event, resulting in a 9% increase in online sales compared to the rest of the quarter¹

Across channels, Walmart sold more items during the July event¹ than the entire population of Europe³!



The July Deals Event fueled Back-to-School and Back-to-College Shopping!

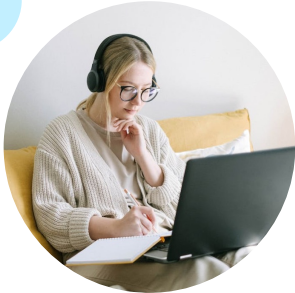
Uptick in Online Units Sold During Walmart's July 2023 Deal Event vs. Q2 average¹

+120%	Stationery
+34%	Furniture
+19%	Home Management

While food drove conversions, Walmart shoppers researched cooling appliances and electronics during the event

99%

of the top searched keywords were **non-branded** during the week of the July 2023 Deal Event



WEEK OF JULY 8, 2023

Awareness

Top keywords by Search Item Impressions

1. Bread
2. Milk
3. Chips
4. Water
5. Eggs
6. Ice Cream
7. Snacks
8. Cheese
9. Cereal
10. Toilet Paper
11. Butter
12. Paper Towels
13. Chicken
14. Bacon
15. School Supplies
16. Ground Beef
17. Yogurt
18. Potatoes
19. Sour Cream
20. Cream Cheese

Consideration

Top keywords by Click-Through-Rate

1. Air Conditioners
2. Tires
3. Baby Wipes
4. Cat Litter
5. Dog Food
6. Fan
7. Taco Seasoning
8. TV
9. Cat Food
10. Smart TV
11. Toys
12. Pasta
13. Mayonnaise
14. Wipes
15. Macaroni and Cheese
16. Bananas
17. Laundry Detergent
18. Toothpaste
19. Popsicles
20. Coffee

Purchase

Top keywords by Conversion Rate

1. Bananas
2. Hot Dog Buns
3. Sour Cream
4. Taco Seasoning
5. Strawberries
6. Lettuce
7. Avocado
8. Bagels
9. Coke
10. Grapes
11. Shredded Cheese
12. Hamburger Buns
13. Apples
14. Juice
15. Parmesan Cheese
16. Frozen Vegetables
17. Carrots
18. Almond Milk
19. Cheese Slices
20. Orange Juice

While food drove conversions, Walmart shoppers researched cooling appliances and electronics during the event

99%

of the top searched keywords were **non-branded** during the week of the July 2023 Deal Event



WEEK OF JULY 8, 2023

Awareness

Top non-branded keywords by Search Item Impressions

1. Bread
2. Milk
3. Chips
4. Water
5. Eggs
6. Ice Cream
7. Snacks
8. Cheese
9. Cereal
10. Toilet Paper
11. Butter
12. Paper Towels
13. Chicken
14. Bacon
15. School Supplies
16. Ground Beef
17. Yogurt
18. Potatoes
19. Sour Cream
20. Cream Cheese

Consideration

Top non-branded keywords by Click-Through-Rate

1. Air Conditioners
2. Tires
3. Baby Wipes
4. Cat Litter
5. Dog Food
6. Fan
7. Taco Seasoning
8. TV
9. Cat Food
10. Smart TV
11. Toys
12. Pasta
13. Mayonnaise
14. Wipes
15. Macaroni and Cheese
16. Bananas
17. Laundry Detergent
18. Toothpaste
19. Popsicles
20. Coffee

Purchase

Top non-branded keywords by Conversion Rate

1. Bananas
2. Hot Dog Buns
3. Sour Cream
4. Taco Seasoning
5. Strawberries
6. Lettuce
7. Avocado
8. Bagels
9. Grapes
10. Shredded Cheese
11. Hamburger Buns
12. Apples
13. Juice
14. Parmesan Cheese
15. Frozen Vegetables
16. Carrots
17. Almond Milk
18. Cheese Slices
19. Orange Juice
20. Eggs

Leverage the scale of Walmart and the power of Walmart Connect to reach a large audience during a key customer moment

1 | Reach active shoppers

Walmart sees approximately 144MM customers online and in-store each week¹. Ensure you are showing up during retailer deal events to capture their attention and drive conversion

2 | Show up online with Walmart

Millions of shoppers only visit Walmart.com each month. Show up on Walmart.com where they are looking for deals and savings before purchasing online or in-store

3 | Drive unplanned purchases

Customers are open to making impulse purchases and trying new brands when they see a good deal that offers a great value. Keep your brand front and center during key savings moments to drive consideration and trial



More than media. Meaningful connections.