

Build better connections with Walmart customers

79%

of customers said **Walmart ads** help them choose what to purchase

The present shopper journey resembles a complex treasure hunt, as customers jump between online and offline worlds. Today, success means reaching customers at the right time and place delivering highly relevant content to enhance their shopper journey. In a Walmart first-party survey conducted in May 2020, 79% of customers said Walmart ads help them choose what to purchase. Get to know your Walmart customers better and what propels them to shop in-store and online based on this latest survey.

⊕ Walmart customers take time to **research products** before buying.

⊕ Among Walmart.com **customers**:



62%
visit to **compare products**



41%
spend **more than 20 minutes** building their **baskets**

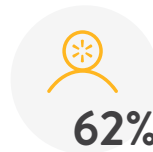


36%
visit to learn about **specific products**



52%
say Walmart ads **positively affect** their shopping experience by helping them **discover deals**

▶ What **brands** need to know:



62% of Walmart customers say their **ad experiences** on Walmart's site or app **influences their in-store experience**.



Advertisers should **highlight key benefits** of their products and messaging that differentiates them to stay ahead of their competition.

Source: Walmart Spark Panel, May 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N= 1812) managed by Customer Spark and Research Platform team (Global Data)]


⊕ Walmart's digital properties are a **brand-discovery destination**.

⊕ Among Walmart.com **customers**:

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50%
of Walmart.com customers visit with a **Discovery/Inspiration mindset**
- 

74%
of Walmart store customers visit with a **Replenishment mindset**
- 

48%
visit to **browse and search for new products**
- 

51%
say **Walmart's digital ads** help them **discover interesting new products**

▶ What **brands** need to know:


Walmart's **omnichannel ecosystem** offers destinations for customers **seeking inspiration** and for customers **replenishing daily essentials**.




Brand storytelling is key to connecting with both kinds of customers.

⊕ As the pandemic continues, **Walmart customers are buying essentials** — and so much more.

⊕ Among Walmart.com **customers**:

- 

52%
purchase **everyday items**
- 

44%
purchase **nonessential items** such as electronics, mattresses and patio furniture

▶ What **brands** need to know:

At Walmart, there's **growth potential in all product categories** — not just “essentials.”



Brands should **showcase the breadth of their product portfolio** wherever possible.

Source: Walmart Spark Panel, May 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N= 1812) managed by Customer Spark and Research Platform team (Global Data)]