



Walmart
Connect



Hats off to the class of 2021

The latest insights on
how Walmart customers
plan to celebrate and shop
for the Graduation Season



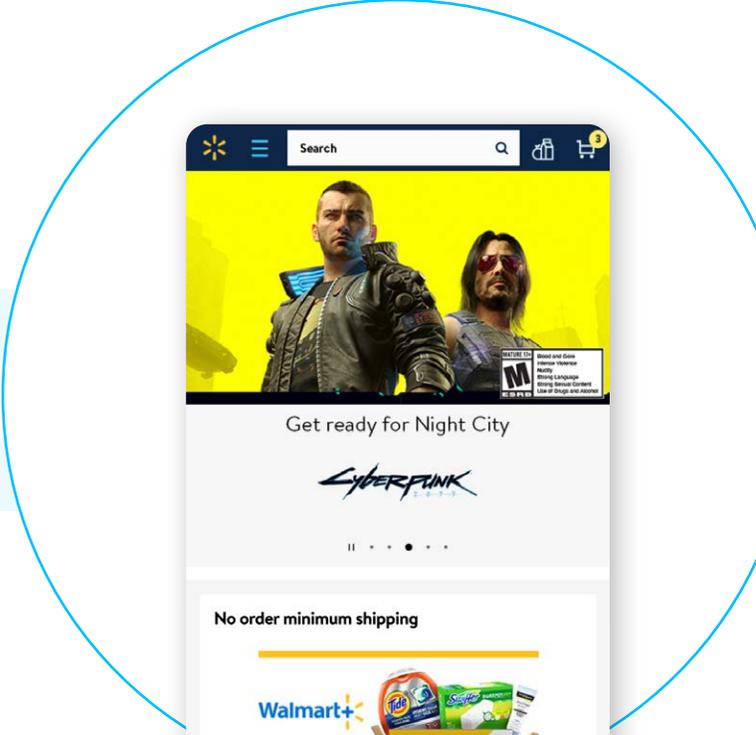
Nearly 40%
of Walmart customers plan to
have virtual celebrations for
Graduation Day



When researching online for graduation day, customers are focused on:

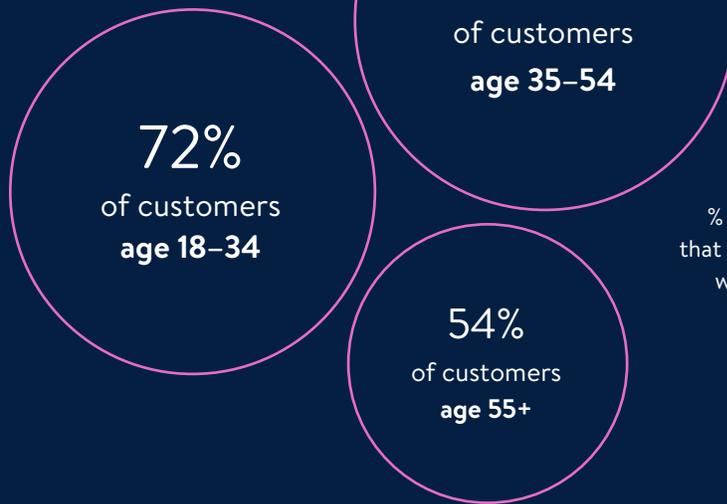
- 78% Prices
- 68% Product availability
- 65% What's on sale
- 38% New brands / products
- 35% What's trending

Source: Walmart Spark Panel, November 2020. [Data was collected through an online survey distributed to Walmart Customer Sparkpanel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]





Walmart customers of all age groups care about sales and promotions.

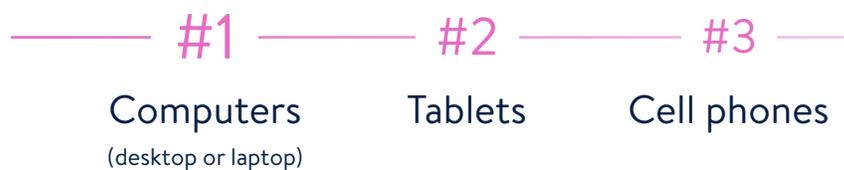


% of customers that plan to research what's on sale

Customers report more interest in purchasing the following items than in 2020



The top electronics picks for graduation:



Source: Walmart Spark Panel, November 2020. [Data was collected through an online survey distributed to Walmart Customer Sparkpanel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



Graduation shopping is an omnichannel experience



52%

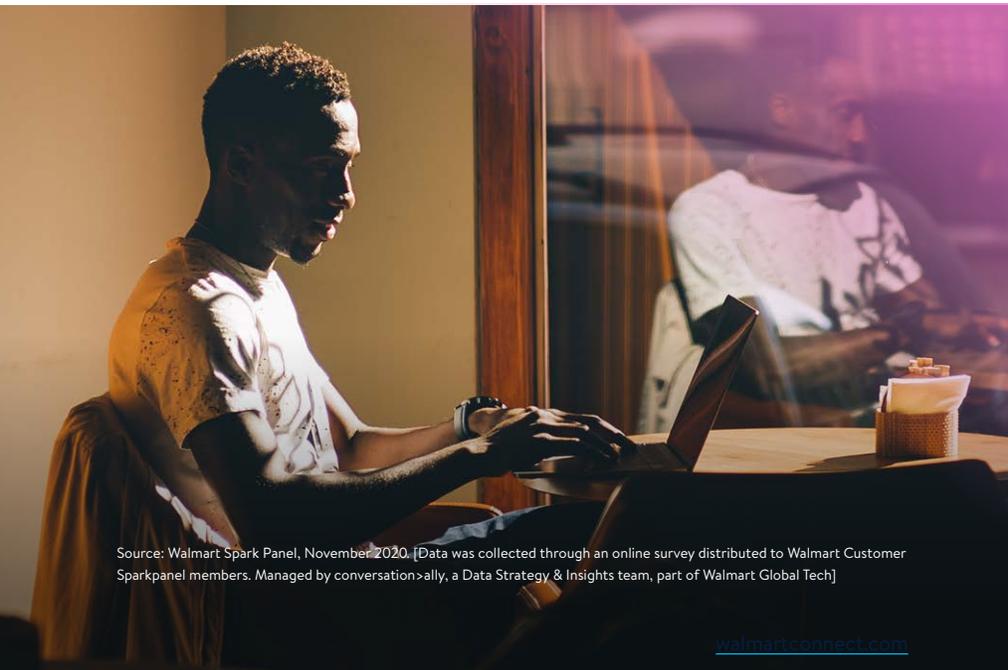
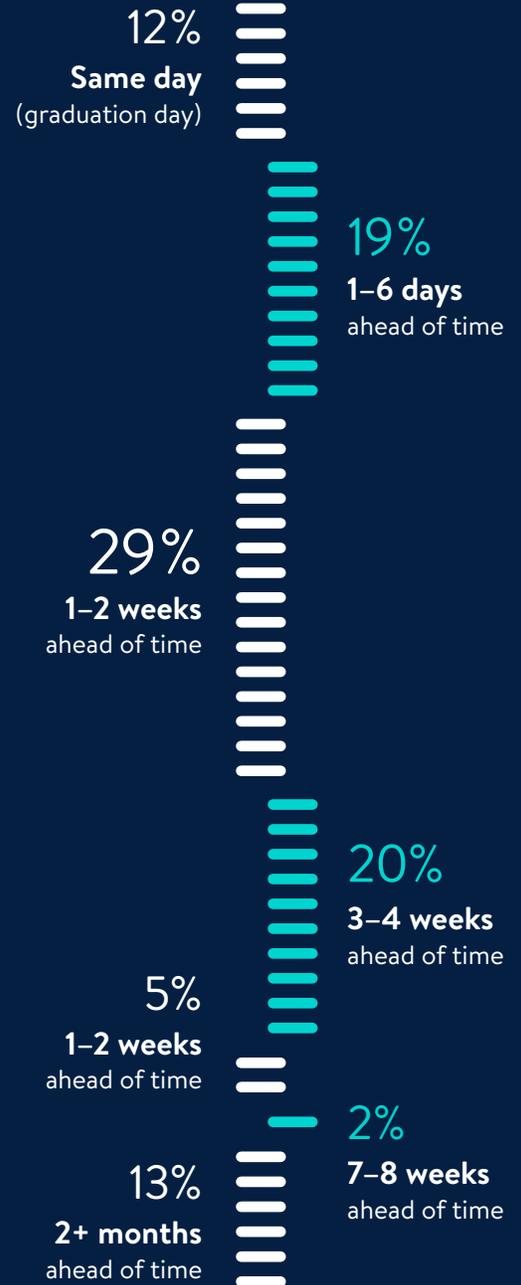
of customers plan to **research online** prior to shopping in-store for Graduation Day

- Walmart customers reported they're planning on shopping more on their phone this Graduation Season compared to last year



78%

of customers say they will start their Graduation Season shopping in 2021 at the same time they did last year.



Source: Walmart Spark Panel, November 2020. [Data was collected through an online survey distributed to Walmart Customer Sparkpanel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



Two in five

Walmart customers are open to consider a brand/product after seeing an ad related to what they're shopping for during Graduation Day season.



Graduation customers report being extremely or very likely to click an ad on Walmart.com for:

#1



Food

#2



Snacks

#3



Party supplies

#4



Electronics

#5



Greeting cards & stationery

Source: Walmart Spark Panel, November 2020. [Data was collected through an online survey distributed to Walmart Customer Sparkpanel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]

Partner with Walmart Connect to reach our Graduation Season customers across our omnichannel platforms.