

Looking ahead into omnichannel shopping

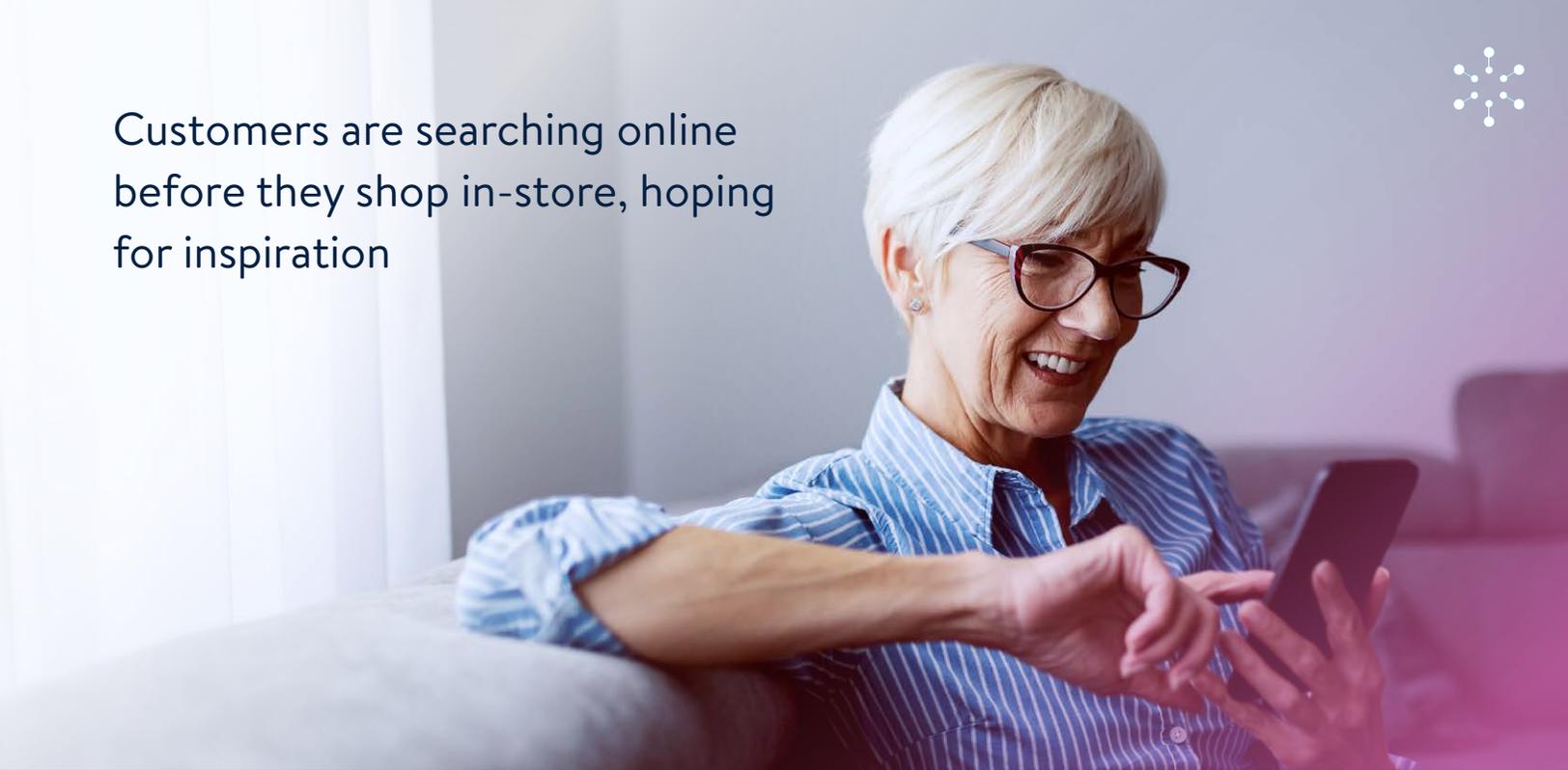


After making
new shopping habits in
2020, customers turn
to online platforms
for inspiration





Customers are searching online before they shop in-store, hoping for inspiration



Nearly 1 in 5 often see ads that are inspirational

(Walmart.com + Walmart app)

72%

plan most of their purchases ahead of their shopping trips, but are open to discovering new products and being inspired

58%

often search online before going into a Walmart store to make a purchase (Walmart.com + Walmart app)

43%

often purchase a product on Walmart.com and or the Walmart app after searching it on Walmart's online channels

40%

sometimes, often or always purchase a product that was recommended to them through a Sponsored Product Ad while shopping on Walmart's online channels



Source: Walmart Spark Panel, April 2021. Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-614) managed by Customer Spark and Research Platform team (Global Data).



39%

often use their phone while shopping in a Walmart store

38%

often have online purchases delivered (Walmart.com and/or the Walmart app)

27%

often make a purchase online and pick it up at a Walmart store (Walmart.com and/or the Walmart app)

27%

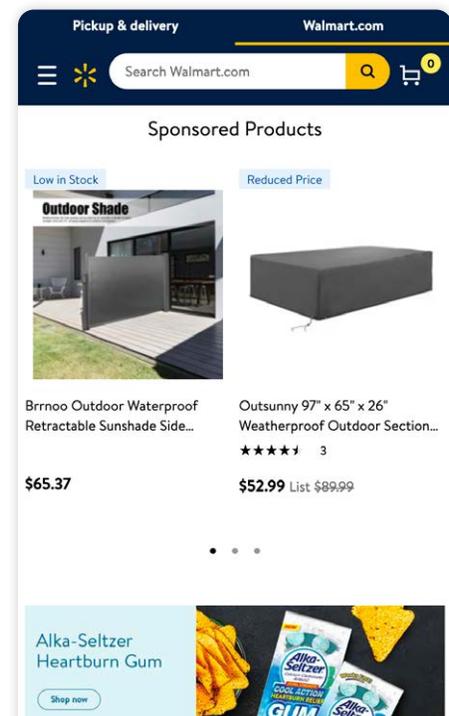
often use their app when shopping in a Walmart store

28%

sometimes, often or always purchase items they've seen in videos from brands, celebrities or influencers

Customers searching for products on Walmart's online channels are:

- 66% conducting price comparisons
- 45% researching
- 40% conducting product comparisons
- 30% browsing and looking to discover



Source: Walmart Spark Panel, April 2021. Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-614) managed by Customer Spark and Research Platform team (Global Data).



Merging the Walmart Online Grocery app with the main Walmart app has positively impacted customers

45%

noticed an improvement
in the overall shopping
experience



**“ I love the combined app,
everything I need is at my
fingertips!”**

**“ I like the app merger because I have
access to all of Walmart on one app
without having to close and open
two apps several times.”**

Walmart customers are looking at their devices,
ready for inspiration. Start your campaign with
Walmart Connect today to reach them.

Source: Walmart Spark Panel, April 2021. Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-614) managed by Customer Spark and Research Platform team (Global Data).