

Audience Extension

What is it?

- › Enables brands to reach the right shoppers, at the right time, across any device beyond the borders of Walmart.com to drive awareness, sales and engagement to over 2,000+ segments

How does it work?

- › Shopper visits Walmart.com and purchases or browses
- › Media is targeted to audience off-site
- › Shopper engages with advertising and their purchase decision is influenced

Brand benefits

- › Increase reach and frequency to Walmart shoppers
- › Leverage the power of your brand messaging, driving back to Walmart.com for conversion
- › Tap into high-quality, brand-safe off-site inventory with Walmart's first-party data

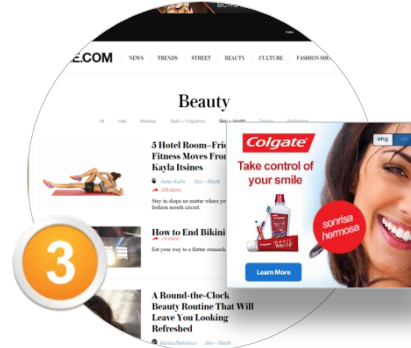
Walmart.com



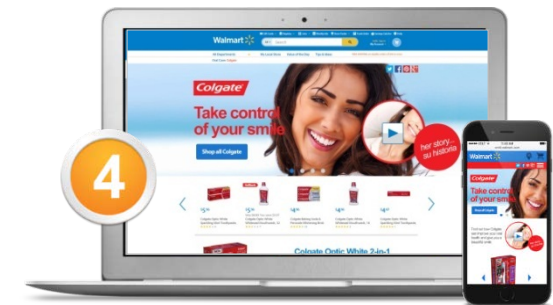
Shoppers visit Walmart.com



They display behaviors that place them in an audience segment



Banners display off Walmart.com to desired audience segment



Viewer taken back to relevant page on Walmart.com