

# Walmart.com reaches nearly 15.3MM baby product shoppers<sup>1</sup>

Reach over **1 in 5** online<sup>2</sup>

## Walmart.com Shopper Profile<sup>2</sup>

**Female** 75% | **Male** 25%

**HH income over \$75K:** 45%

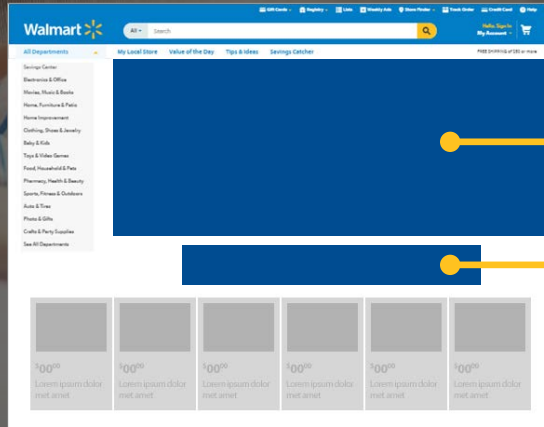
**25-44 years old:** 54%

**Have kids:** 52%

**Hispanic shoppers:** 20%

**Millennials:** 2.8MM

Convert with shoppers by driving traffic to your products or custom brand experience on Walmart.com.



### Native Ad Units

Utilize high-impact WMX tracked placements including POVs, Flyouts and Mini Stories that integrate into the shopping experience.

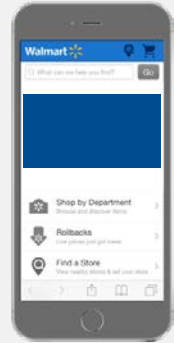
### Display Ad Features

Leverage multiple targeting tactics and gain access to all shoppers' eyes by owning 100% Share of Voice on banner placements

- ✓ IAB Standard placements
- ✓ Banner Lockouts
- ✓ Rich Media
- ✓ Expandable Ad Units

### Mobile<sup>3</sup>

**24.3%** of baby shoppers visited Walmart.com using a mobile device

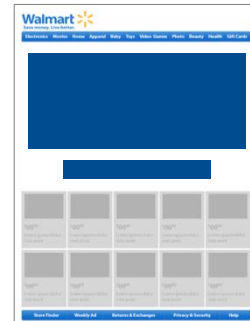


### Email

**Email Type**  
Postcard POV

**Email Options**  
Full Distribution  
21MM+

Targeted Email to Baby: 1MM

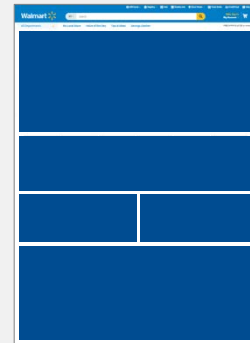


**87%** of Walmart.com baby product shoppers recently bought a product online<sup>4</sup>

Walmart.com reaches **4x more** baby gear shoppers than Disney, Parenting and Babble combined<sup>5</sup>

### Custom Brand Experience

Direct consumers to a fully branded experience where you can educate them about your product offering, and include branded content or custom video.



Source: <sup>1</sup>WMX Purchase-Based Segments, June 2015. Baby product shoppers who have purchased any baby or toddler products - including CPG (food, diapers) home (bedding, furniture), toys and apparel 1+ times in the past 3 months. <sup>2</sup>comScore, Plan Matrix, February 2015. Baby Product Buyers are adults who have purchased diapers or infant formula in the past 30 days or baby gear online/offline in the past six months. <sup>3</sup>Adobe Analytics, Device Type Report, Nov 2014 - May 2015 (Other includes game consoles, media players, set top box and readers). <sup>4</sup>comScore, Plan Matrix, February 2015. Last six months. Baby product buyers are adults who have purchased diapers or infant formula in the past 30 days or baby gear online/offline in the past six months. <sup>5</sup>comScore, Plan Matrix, February 2015. Female parents who have purchased diapers or infant formula in the past 30 days or baby gear online/offline in the past six months.