

# Display Media

## What is it?

- › Offers brands premium and high-impact media inventory to reach shoppers throughout their path to purchase in a brand-safe retail environment

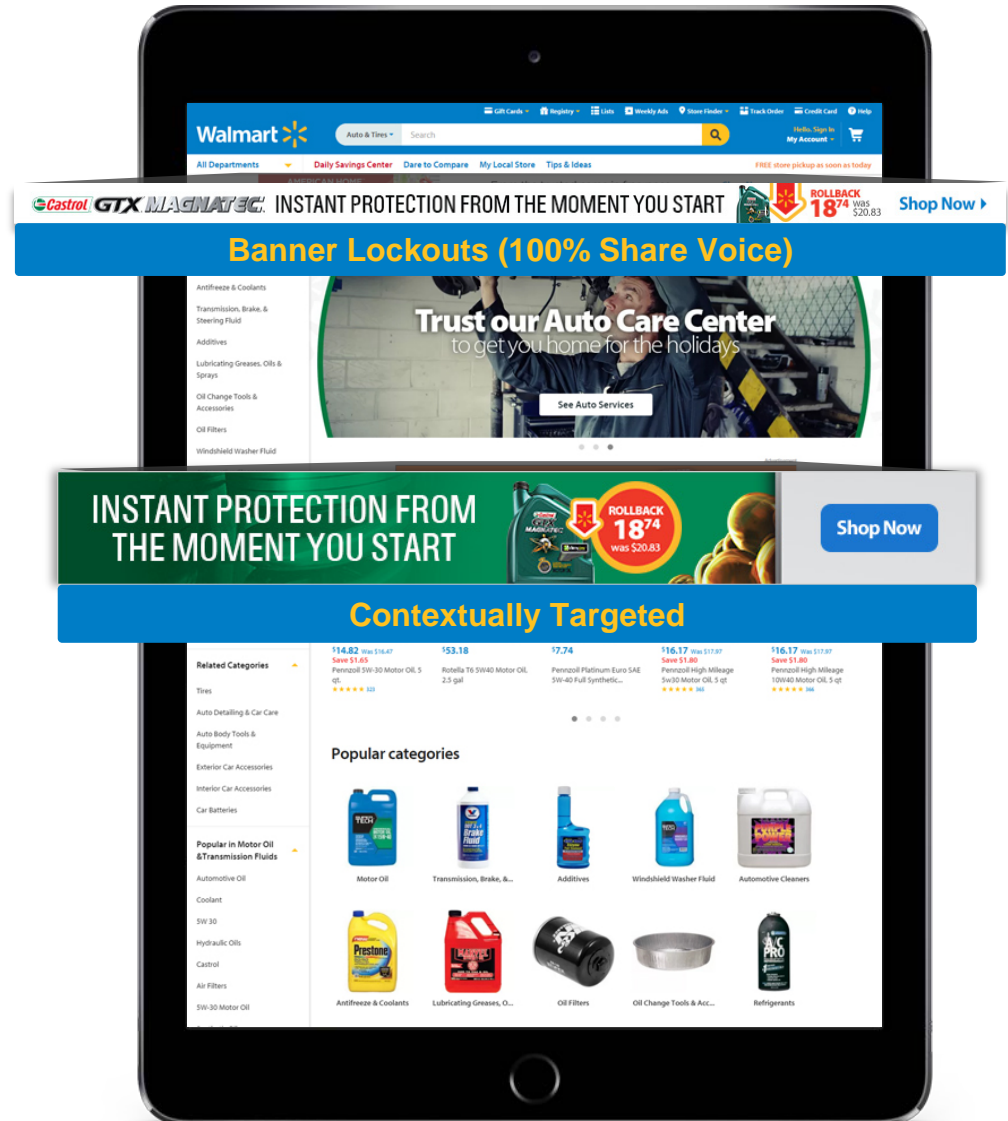
## How does it work?

- › Media targeting solutions provide brands with the right media mix to reach and convert shoppers
- › New targeting capabilities based upon Walmart first-party data

## Brand benefits

- › Reach shoppers across desktop and mobile who are actively shopping and browsing on Walmart.com and closest to the point of purchase
- › Efficient and effective media spending
- › Customized targeting based on your brand's key performance

# Walmart.com



The image shows a smartphone displaying the Walmart.com mobile website. The site features a navigation bar with the Walmart logo, search bar, and account options. Below the navigation bar, there are several promotional banners and product listings.

**Banner Lockouts (100% Share Voice)**

**Contextually Targeted**

**Popular categories**

Product	Price	Original Price	Savings
Castrol GTX MAGNATEC	114.82	116.47	Save \$1.65
Fenncoil SW-30 Motor Oil, 5 qt.	153.18	153.18	
Fenncoil High Mileage SW-40 Full Synthetic...	17.74	17.74	
Fenncoil High Mileage SW-30 Motor Oil, 5 qt.	116.17	117.97	Save \$1.80
Fenncoil High Mileage 10W40 Motor Oil, 5 qt.	116.17	117.97	Save \$1.80

Other categories shown include: Motor Oil, Transmission, Brake, &... Additives, Windshield Washer Fluid, Automotive Cleaners, Antifreeze & Coolants, Lubricating Greases, Oils, Oil Filters, Oil Change Tools & Acc..., and Refrigerants.