

# Walmart.com reaches nearly 36.6MM electronics shoppers<sup>1</sup>

**13%**  
more likely  
to be on  
Walmart.com

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

**Female 63%** | **Male 37%**

**Median HH income: \$75,450**

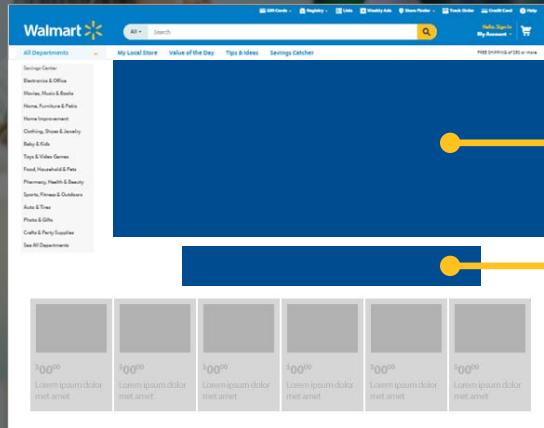
**Median age: 47**

**Have kids: 59%**

**Hispanic shoppers: 2.1MM**

**Millennials: 4.9MM**

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

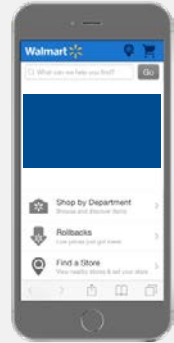
Leverage multiple targeting tactics and gain access to all shoppers' eyes by owning 100% Share of Voice on banner placements

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

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

**18.2%**

of electronics shoppers visited Walmart.com using a mobile device

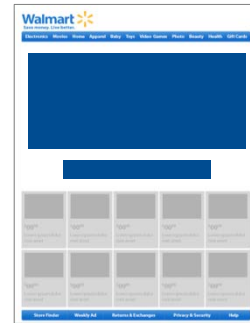


### Email

**Email Type Postcard POV**

**Email Options Full Distribution: 21MM+**

**Targeted Emails to Electronics: 1.5MM+**

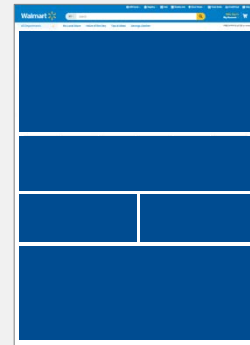


**1.1MM is the average number of orders placed by electronics shoppers on Walmart.com<sup>4</sup>**

**Electronics shoppers spent an average of 15.7 minutes on-site<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. Shoppers buying consumable household essentials (paper products or chemicals) 1x in past 3 months. <sup>2</sup>comScore Plan Metrix, February 2015. Note: CE buyers defined as users who purchased consumer electronics offline or online in the last 6 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>Adobe Analytics, Key Metrics Report, 2014. Note: Electronics shoppers defined as those who visited the Electronics department pages, including category, subcategory, feature and product pages. <sup>5</sup>comScore Plan Metrix, February 2015. Adobe Analytics, Search Term Report, 2014. Note: CE searchers defined as users who searched for consumer electronics online in the last 6 months.