

# Email

## What is it?

- › Customized email messaging that allows shoppers the same viewability from their mobile device, tablet or desktop

## How does it work?

- › Messages are directed to relevant audiences based on purchase or browse behavior
- › Advertising space is dedicated to feature brand messaging within the email template
- › Distributed to over 23MM subscribers

## Brand benefits

- › Target dedicated email placements to custom segments of email subscribers
- › Provides brands customized advertising message to drive awareness and conversion

# Walmart.com

