

Walmart.com reaches nearly **36.6MM food shoppers**¹

Almost **47%** purchased food within the past 30 days

Walmart.com Shopper Profile²

Female 63% | **Male 37%**

Median HH income: \$75,450

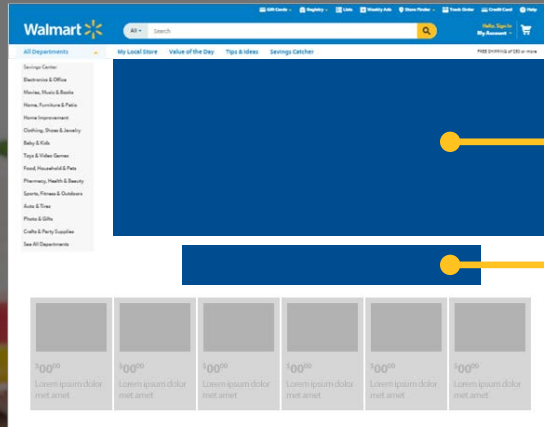
Median age: 47

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.

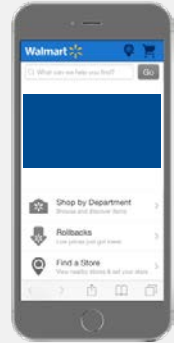
Display Ad Features

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

Mobile³

18.2% of food shoppers visited Walmart.com using a mobile device

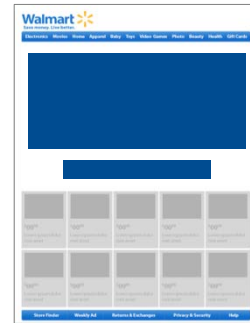


Email

Email Type Postcard POV

Email Options Full Distribution: 21MM+

Targeted Emails to Food: 1.5MM+

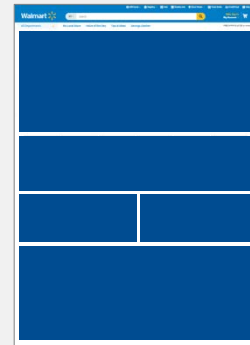


More than **1 in 4 Food visitors return to Walmart.com** in less than a day, and **56% returned** in less than a week⁴

Food shoppers **spend an average of 15 minutes a month on Walmart.com**⁵

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: ¹WMX Purchase-Based Segments, June 2015. Shoppers buying consumable household essentials (paper products or chemicals) 1x in past 3 months. ²comScore, Plan Metrix, February 2015. ³eMarketer, July 2014. ⁴Adobe Analytics, Device Type Report, Nov 2014 - May 2015 (*Other includes game consoles, media players, set top box and eReaders) ⁵Adobe Analytics, Return Frequency Report, 2014. ⁶comScore, Plan Metrix, February 2015 (primary grocery shoppers defined as "myself" or "dual").