

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

Almost **20%** of all online household shoppers²

Walmart.com Shopper Profile²

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

Median HH income:
\$75,450

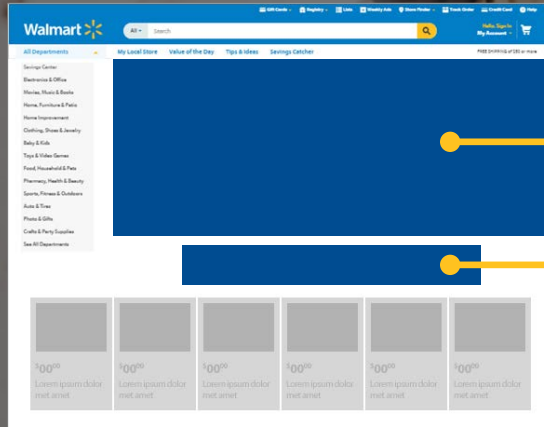
Median age:
47

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.

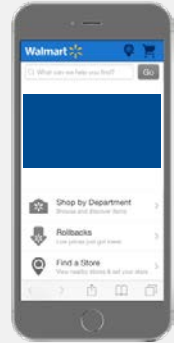
Display Ad Features

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 household shoppers visited Walmart.com using a mobile device

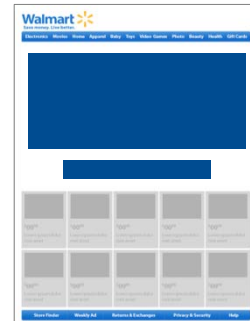


Email

Email Type
Postcard
POV

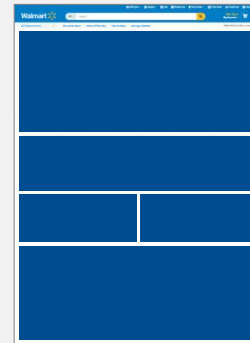
Email Options
Full Distribution:
21MM+

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



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.



Walmart.com reaches **1 in 5 online household product buyers**⁴

Walmart.com reaches **51% more recent cleaning product shoppers** than Target⁴

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. Household product buyers are adults who have purchased cleaning products, paper towels, garbage bags or similar online/offline in the past six months. ³Adobe Analytics, Device Type Report, Nov 2014 - May 2015 (*Other includes game consoles, media players, set top box and e-readers). ⁴comScore Plan Metrix, February 2015. Household product buyers are adults who have purchased cleaning products, paper towels, garbage bags or similar online/offline in the past six months.