

Native Ads

What is it?

- › A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed

How does it work?

- › High -impact placements that integrate into the native shopping experience and assimilate products / brands to maximize conversion
- › Native advertising requires creative management to best serve the shopper experience based on what Walmart.com knows their shoppers are looking for

Brand benefits

- › Optimize brand perception with native placements unique to Walmart.com driving conscious awareness and subconscious brand reinforcement
- › New and relevant content for an innovative media strategy
- › POVs, Flyouts and Mini Stories are WMX-tracked for impressions and clicks

Walmart.com

