

Walmart.com reaches nearly **26.3MM** pet shoppers¹

Reach over
1 in 5
online²

Walmart.com Shopper Profile²

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

Median HH income: **\$67,500**

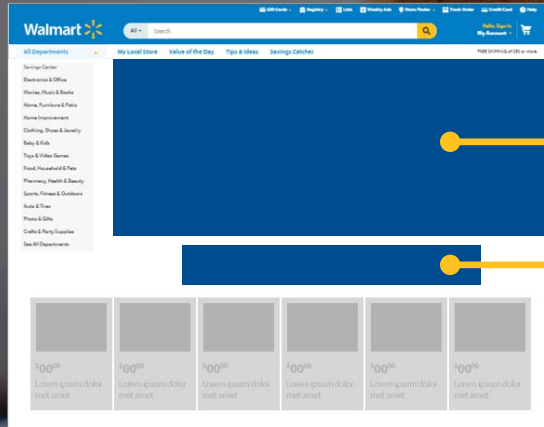
Median age: **50**

Have kids: **49%**

Hispanic shoppers: **2.5MM**

Millennials: **6.2MM**

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.

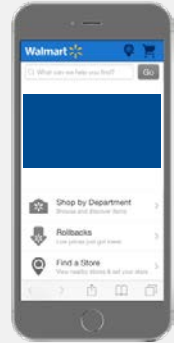
Display Ad Features

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

22.5% of pet shoppers visited Walmart.com using a mobile device

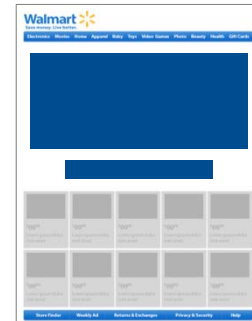


Email

Email Type
Postcard
POV

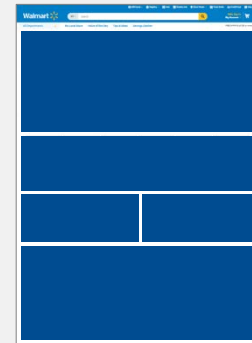
Email Options
Full Distribution: **21MM+**

Targeted Email
Dogs: **2MM+**
Cats: **1MM+**



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.



The Pets category has an **average of 1.2MM visits per month**⁴

Walmart.com reaches nearly **1 in 5 consumers who recently purchased pet supplies**⁵

Source: ¹WMX Purchase-Based Segments, June 2015. Consumers that have purchased their pet food, pet care items (treats, flea & tick medicine) and accessories (leashes, collars) 1+ times in the past 6 months. ²comScore, Plan Metrix, February 2015 (purchased pet supplies offline or online in the last 6 months). ³Adobe Analytics, Device Type Report, Nov 2014 - May 2015 (*Other includes game consoles, media players, set top box and eReaders) ⁴Adobe Analytics, Key Metrics Report, 2014. ⁵comScore Plan Metrix, February 2015 (purchased online or offline within the past 6 months).