

Programmatic

What is it?

- › The practice of automating the buying and selling of online ads by using machines to drive optimal yield

How does it work?

- › Private Marketplace: Gain access to first-party shopping insights, custom audience segments and content
- › Ad Exchange: Access to Level 1 and 2 category targeting

Brand benefits

- › Gain exclusive access to WMX — Walmart's first-party audience data
- › Reach Walmart.com shoppers actively shopping select departments
- › Ease of execution, allowing quick-turn campaigns

Walmart.com

