

# Paid Search

## What is it?

- › Maximize in-store sales by tracing a customer's search to a customer's in-store purchases; Walmart harnesses this data to optimize paid search performance on a daily basis

## How does it work?

- › Walmart's Search Solution allows advertisers to leverage Walmart's massive paid search investment and sales optimization algorithms to drive measurable sales for their brand
- › Co-branded Search allows specific brands to leverage Walmart's sales insights and expertise to drive sales through product listing and text ads on all major search engines

## Brand benefits

- › ROAS reporting based on conversion at Walmart
- › Cross-channel integration puts your brand as a top search result
- › Efficient search investments that are 75% lower than other third-party search costs on similar search terms for premium positions (1-3)
- › Maximize efficiency based upon advertiser product sales

Walmart.com 



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About 300,000,000 results (0.61 seconds)

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Shop for iPods and MP3 players at Walmart.com. Browse through iPods and MP3 players and accessories. Save money. Live better.

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\$195.00  
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