

Performance Ads

What is it?

- › Native advertising for e-commerce. Product centric, and performance driven.

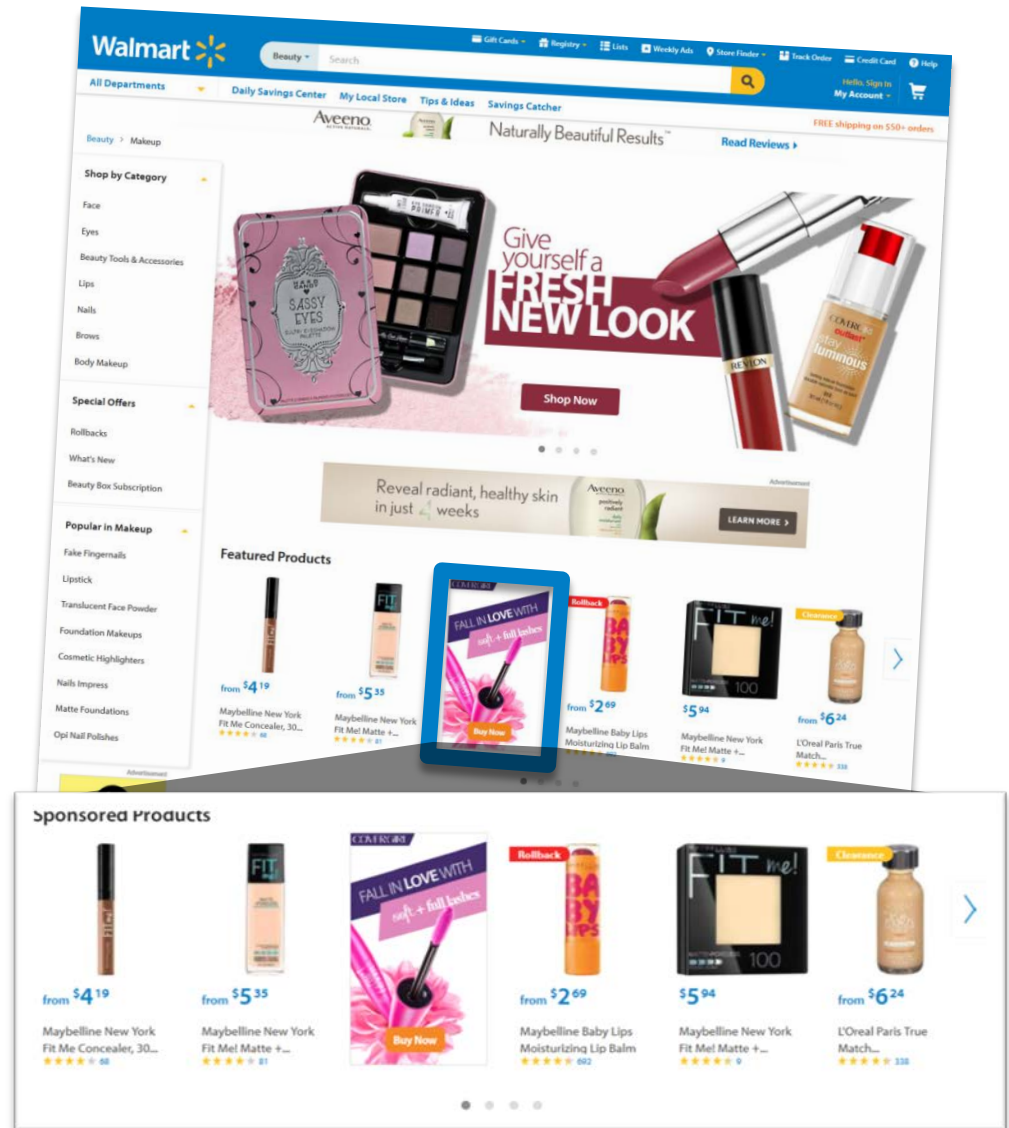
How does it work?

- › Paid product listings targeted each shopper based on their onsite actions: **items viewed, purchased, and searched for**
- › Shoppers are taken to your product page to learn more and add to cart
- › **Omni-channel:** desktop, tablet, mobile web, and in-app*
- › CPC based pricing- only pay when a consumer clicks on your product listing
- › ROAS is determined based on conversion data on Walmart.com

Brand benefits

- › Native and Cross Channel
- › Drives sales, and traffic to your product pages
- › Efficient (including no creative costs)
- › Completes the sales cycle and increases SOV
- › Always on campaigns maximize ROAS across product lines

Walmart.com



*Android version only at this time