

Walmart.com reaches nearly 1MM wireless product shoppers¹

Reach **32MM** cell phone owners online²

Walmart.com Shopper Profile²

Female 59% | **Male 41%**

\$ HH income over \$75K: 48%

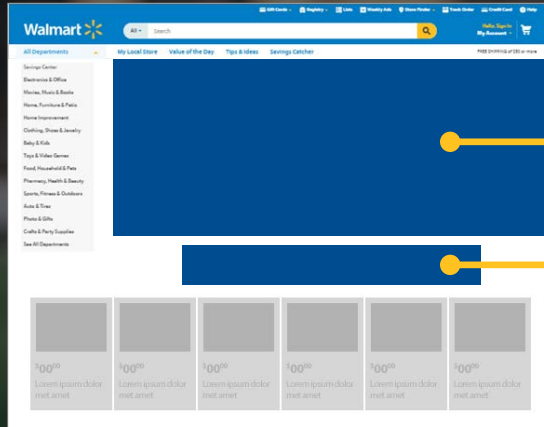
age 25-54 years old: 60%

Have kids: 46%

Hispanic shoppers: 10%

Millennials: 8.6MM

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.

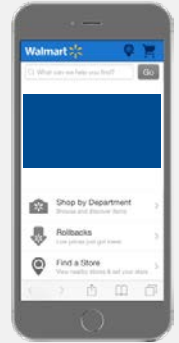
Display Ad Features

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

26.2% of wireless product shoppers visited Walmart.com using a mobile device

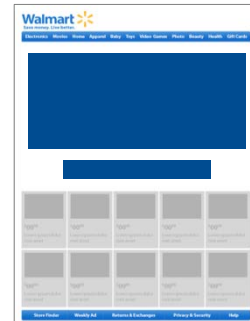


Email

Email Type Postcard POV

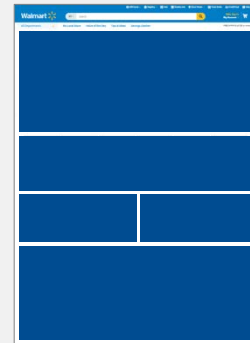
Email Options Full Distribution: 21MM+

Targeted Emails to Wireless: 1.5MM+



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.



On average, **phone owners spent 19 minutes** on Walmart.com⁴

Walmart.com reaches **84% more cell phone owners** than Target⁴

Source: ¹WMX Purchase-Based Segments, June 2015. People who have purchased Wireless Accessories at least once in the past 2 years. ²comScore, Plan Metrix, September 2015; Cell phone owners; Desktop shopper. ³Adobe Analytics, Device Type Report, Jan - October 2015. Mobile includes mobile phone and tablet. ⁴comScore, Plan Metrix, March 2015.