



# 2023

## Holiday Guide for Marketplace Sellers





The holiday shopping season is an exciting time of year, especially at Walmart. For Marketplace sellers, Walmart Connect has the tools and solutions to help your products shine brightly. During last year's holiday season, Sponsored Search advertising outperformed all previous years, with a **40%** year-over-year increase in average ROAS and a **28%** increase in average conversions across all advertisers.<sup>1</sup>

We're unwrapping the latest customer insights and seller tips to unlock success this holiday season. From getting your product pages retail-ready to optimizing your Sponsored Search strategy, Walmart Connect can help you achieve success during the most wonderful time of the year.

Sleigh your sales goals this holiday season with the latest insights and best practices from Walmart Connect.

### Walmart.com is a major destination for holiday shoppers

On average, Walmart.com reaches **50%** of the U.S. digital audience each month from October through December.<sup>4</sup> With increased daily digital traffic during the holiday season comes an increase in opportunity for advertisers to reach more audiences ready to discover new products.

**135MM**

Average visitors to Walmart.com each month between October and December<sup>2</sup>

**13%**

Increase in average monthly visitors in Q4 compared to the prior quarter<sup>4</sup>

**31%**

Increase in Search Item Impressions during November and December compared to the rest of the year<sup>3</sup>

# Walmart is a discovery destination for holiday shoppers



Walmart customers are flocking online (.com and app) for their holiday shopping<sup>5</sup>

**75%**

Of surveyed Walmart customers said they plan to use Walmart.com and Walmart app to shop for the holiday season



Walmart.com



Walmart App

Walmart drives discovery online for customers<sup>6</sup>

**81%**

Of surveyed Walmart customers said they plan to visit Walmart online first for shopping ideas and inspiration

**61%**

Of Walmart app shoppers say the Walmart app provides them with helpful ideas and suggestions on what to buy<sup>7</sup>

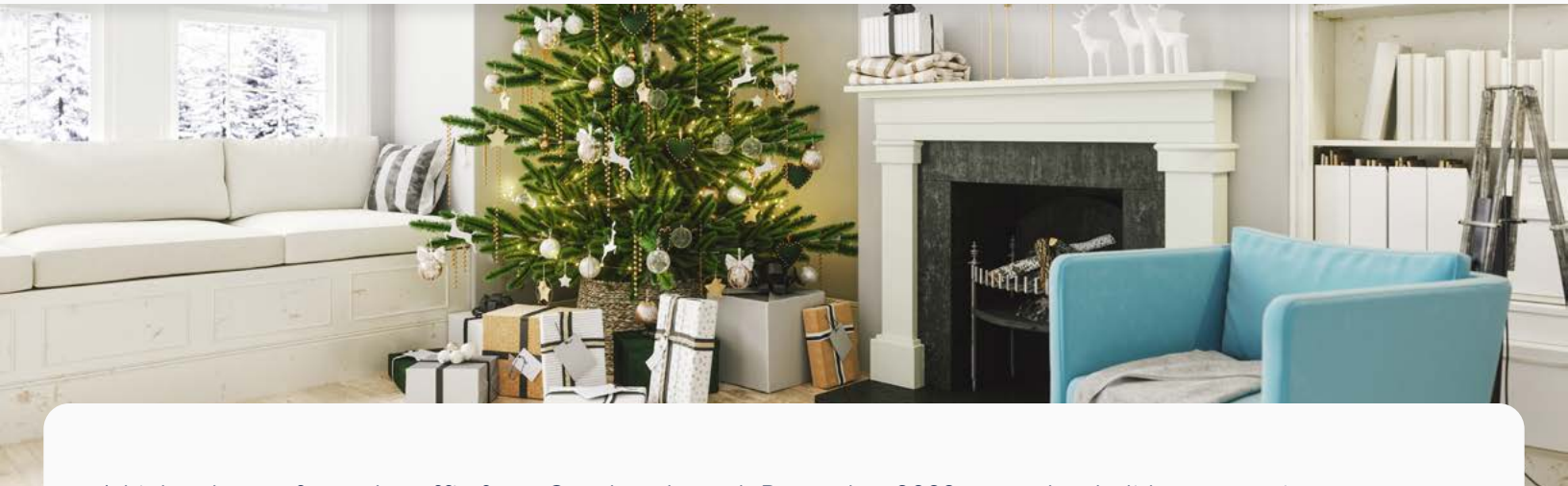
Walmart customers are open to brand and product recommendations<sup>5</sup>

**72%**

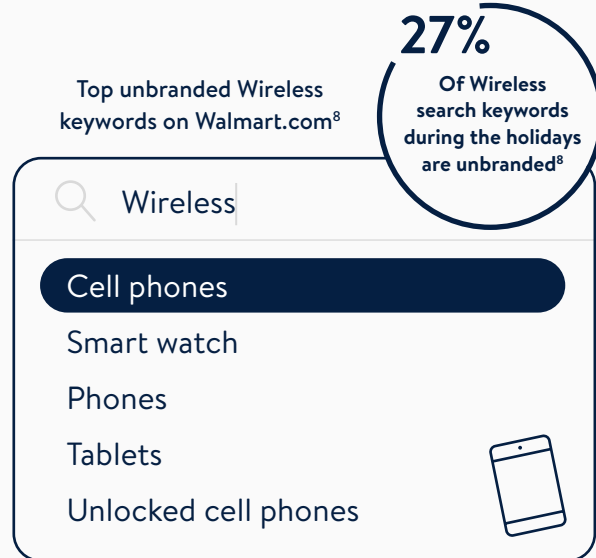
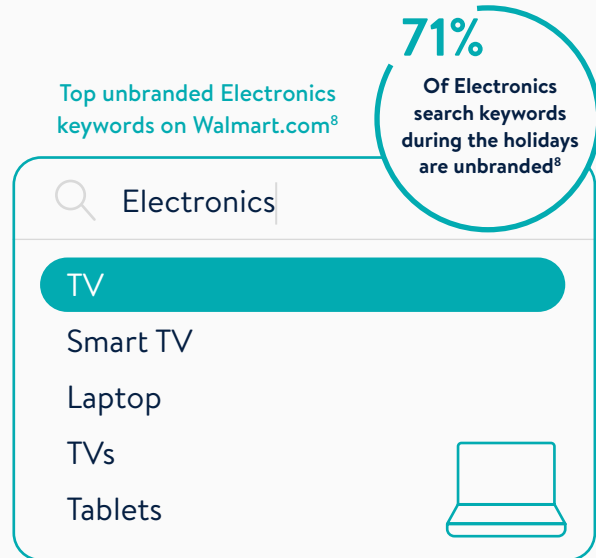
Of Walmart customers said they are likely to consider buying new / unfamiliar brands this holiday season

**60%**

Of surveyed Walmart customers said sales / promotions / discounts provided by third-party sellers would inspire them to purchase products on Walmart Marketplace<sup>5</sup>



A high volume of search traffic from October through December 2022 across key holiday categories was unbranded, indicating Walmart customers visited Walmart.com looking for purchase inspiration and ideas





## Get discovered this holiday season

### Search

- Improve your ad strategy by getting more of your products discovered with **variant bidding**. Promote popular items, including size and color variations, to increase discoverability for your brand.
- If you're launching a new or seasonal product, **Sponsored Brands** can help you get discovered. The keyword or category-targeted placement can help products that may not yet have high organic search rankings.
- Create a powerful holiday keyword strategy with keyword recommendations. Determine successful keywords that align with your holiday item sets and use them consistently across Black Friday/Cyber Monday and the rest of the holiday season. Learn more [here](#).



# Walmart customers will be very thoughtful with their purchase decisions



## Inflation concerns among Walmart holiday customers<sup>5</sup>

92%

Expressed some level of concern about inflation

67%

Extremely concerned or very concerned

## How Walmart holiday customers plan to save<sup>5</sup>

59%

Will spend more time looking for savings / discounts while holiday shopping

51%

Will seek lower cost alternatives

55%

Plan to be more cost-conscious, spending less on non-essential items during the holiday season

## Reviews and ratings really matter<sup>5</sup>

61%



Of surveyed Walmart customers said consumer reviews and ratings will be a top influence for holiday purchases this season

## Product differentiation is key<sup>6</sup>

33%



Of Walmart online customers spend over 20 minutes comparing products before checking out



Nearly **50%** of Walmart customers surveyed said positive third-party seller consumer reviews would inspire them to purchase products on Walmart Marketplace<sup>5</sup>



## Drive your holiday strategy

### Search

- Improve your ad strategy with **Flash Deals Sponsored Brand Ads**. Increase sales and visibility for your seasonal holiday items with Flash Deals, which deeply discounts your items listed on a dedicated page for a limited time.
- Create a powerful holiday keyword strategy with the **suggested keywords** feature. Determine the most successful keywords from last year's holiday campaign data and apply these terms consistently across Black Friday / Cyber Monday and the rest of the holiday season.
- Maintain an “always-on” campaign during the holidays with **automated rules**. Holiday ad spend is rarely even-paced, and going dark during peak season can be a huge miss.



# How Walmart customers plan to shop for the holidays



Walmart will be a top destination for holiday grocery shopping<sup>5</sup>



84%

Of surveyed Walmart customers plan to buy food and beverage products during the holiday season

69%

Of these food and beverage customers will buy snacks and candy

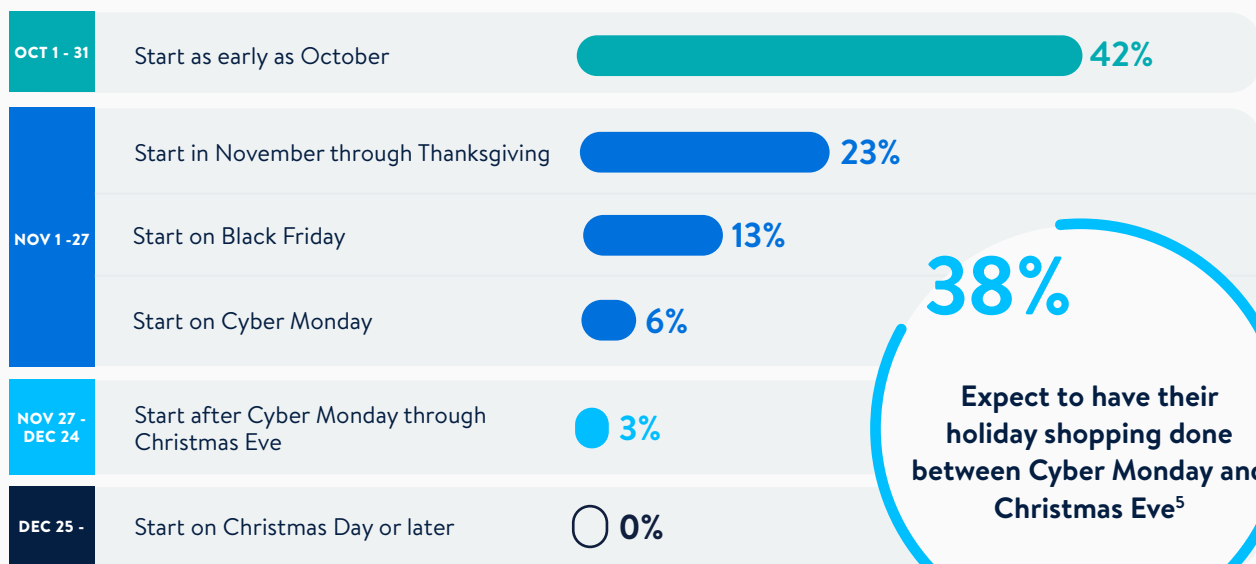






This year, nearly half of customers plan to start their holiday shopping in October, making it key to start your holiday campaigns sooner

When Walmart customers plan to start their holiday shopping<sup>5</sup>



**38%**  
Expect to have their holiday shopping done between Cyber Monday and Christmas Eve<sup>5</sup>



## Become top of mind for holiday shoppers

### Search

- Uplevel your visibility as soon as customers begin their shopping journey with the **suggested keywords feature**. Uncover brand new keywords daily and use them to help show up in relevant search results early on and throughout the holiday season.
- Create a competitive bidding strategy with **bid multipliers** and suggested bids. Bid multipliers allow you to gain more control over ad spend and where ads appear to influence your holiday campaign performance. Suggested bids increase the probability of your items winning the auction during the peak holiday period. of the holiday season.

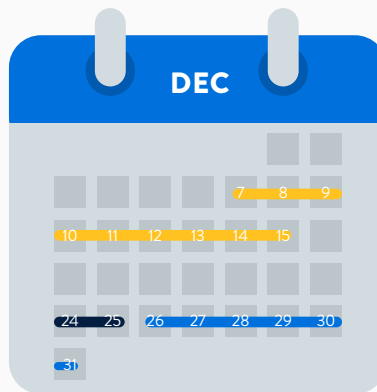
# Get ahead of the holidays with the key holidays calendar



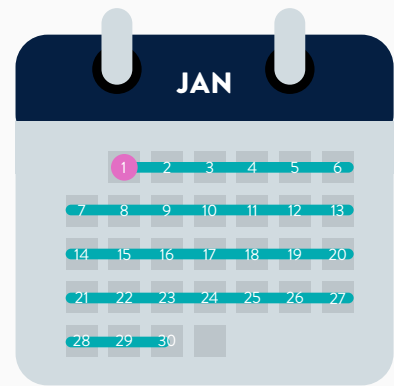
With the holidays fast approaching, planning starts early for the season. We've put together a calendar for you to get a head start on your planning and to help your campaigns find success from awareness to conversion



- Thanksgiving
- Black Friday
- Small Business Saturday
- Cyber Monday



- Hanukkah
- Christmas Eve and Christmas Day
- Postseason Sales and Gift Card Shopping



- New Year's Day
- New Year's Sales and Resolutions

## Tis the season for retail readiness

Be sure to deck the halls of your virtual shelves in advance of the season's early shoppers. Leverage Sponsored Search strategies to help ensure more customers engage with your products when they are actively searching on Walmart's site or the app—the more, the merrier!



## Stand out from competitors

### Search


- Build quality content on Sponsored Products to help improve your relevancy and influence your ranking. The right content can help your items gain more visibility in browse and search results, driving more traffic to your listings. High-quality content helps shoppers feel confident in their purchase decisions. Here's how to get started with creating an effective item listing:
  - Select the right category for the ideal product taxonomy.
  - Regularly optimize product titles, descriptions, images and key features.
  - Weave important and relevant keywords into your product descriptions.
  - Have at least five ratings and reviews as it gives shoppers insights into your products and earns their trust.
  - Offer competitive pricing with other listings to drive a positive customer experience and help you win the Buy Box.

We made a list. Check it twice to ensure your holiday campaigns deliver big results:

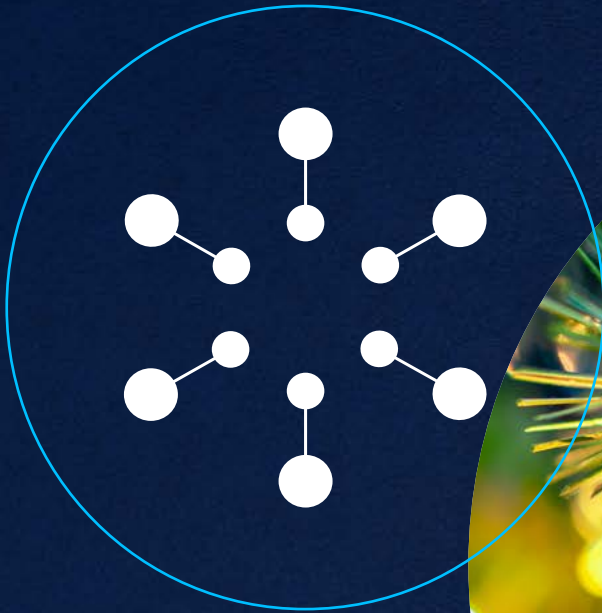
- Maintain an **"always-on"** campaign will help you make the most of peak traffic periods during the holidays, so you are not missing out on potential sales.
- Run a test campaign** early on before peak holiday periods to understand shopper behaviors, items performance, keywords and optimization tactics; especially as customers adjust to inflation.
- Keep the content fresh with new images and creative messaging.
- Ensure your campaign **qualifies for the ad auction** by meeting baseline item health quality standards e.g, winning the Buy Box, correct taxonomy.
- Establish a **competitive bid strategy** starting from BFCM through the end of January in anticipation of the potential rise in avg CPCs across products.
- Update your product detail page** with new creative and descriptions.
- Review campaign performance at least once every week.

Help your item pages qualify for the ad auction

- **Offer Listing Score:** 60% or better
- **Product title:** Clean and concise
- **Features:** Highlight key benefits and features in the product description
- **Keywords:** Ensure relevant keywords are woven into your description
- **Images:** Include high-quality images of your products and variations
- **Pricing:** Offer competitive price points
- **In stock:** Your ads will not be eligible if they are out of stock
- **Shipping:** Offer free and 2-day shipping



For more tips on how you can make this holiday season a success, visit:



## SOURCES

<sup>1</sup>Source: Walmart First-Party Data, March 2023. Reflecting Oct. 1, 2020–Dec. 31, 2022 data.

<sup>2</sup>Source: Comscore Media Metrix Multi-Platform, Total Audience, Oct. 2022 – Dec. 2022.

<sup>3</sup>Source: Walmart First-Party Data, June 2023. Reflecting Oct. 29 – Dec. 31, 2022, compared to Jan. 29 – Oct. 28, 2022 data.

<sup>4</sup>Source: Comscore Media Metrix Multi-Platform, Total Audience, July 2022– Sept. 2022 vs Oct. 2022 – Dec. 2022.

<sup>5</sup>Source: Walmart First-Party Data, May 2023, “Holidays 2023 Seasonal Survey,” Walmart Customer Spark Community, provided by Walmart Luminat.

<sup>6</sup>Source: Walmart First-Party Data, July 2023, “Walmart E-Commerce Claims Custom Survey,” Walmart Customer Spark Community, provided by Walmart Luminat.

<sup>7</sup>Source: Walmart Spark Panel, March 2022. Data was collected through an online survey distributed to customer panel members. Managed by conversationally, a Data Strategy & Insights team, part of Walmart Global Tech.

<sup>8</sup>Source: Walmart First-Party Data, July 2023. Reflecting Oct. 29 – Dec. 31, 2022 data.

NO ENDORSEMENT OF 3RD PARTY DATA SOURCES