



Marketplace Seller Insights Guide





Every year, **90% of American households rely on Walmart** for a range of must-buy products from a variety of brands, both large and small. In fact, Walmart has grown to become the second-largest ecommerce platform in the U.S.

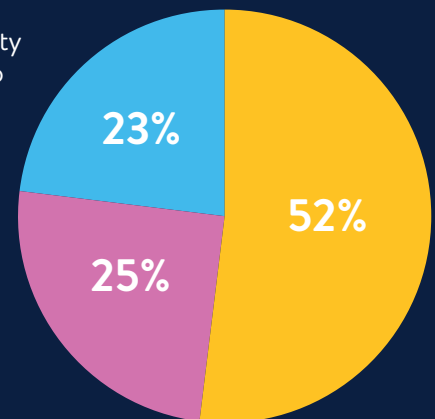
Walmart Marketplace unlocks the opportunity for a community of professional sellers to reach millions of Walmart customers – as well as tap into our omnichannel seller solutions, from Walmart Fulfillment Services to advertising through Walmart Connect.

We surveyed Walmart customers to learn more about how and when they purchase from third-party sellers on Walmart.com and the Walmart app. Use the customer insights in this guide to learn how your business can cut through the noise to connect with Walmart customers.

Most of the Walmart customers we surveyed know how to recognize a Marketplace seller – and the majority are purchasing from them

76% of surveyed customers look at product information to determine if a product is sold directly by Walmart vs. a third-party seller

- Have purchased from a third-party seller on Walmart.com or the app in the past six months
- Have not purchased from a third-party seller over the same time period
- Aren't sure if they have purchased from a third-party seller in the past six months



Yet, as more customers turn to Marketplace, comfort levels still vary

This is particularly true among customers who have not purchased from a third-party seller (40%), compared to those who have (12%). Reasons for not being comfortable with third-party sellers include lack of trust, poor customer service / communication and difficulty with returns.



Source: Walmart First-Party Data, July 2022. Walmart Customer Spark Community, provided by Walmart Luminata.



More Walmart customers are willing to purchase from a Marketplace seller. To increase their potential customer base, sellers have a continued opportunity to **instill confidence**. Here's what shoppers had to say:

"I've had poor service. It's hard to follow up with the seller."

- Walmart customer

"I just feel more comfortable buying from Walmart because it's easier if you need to do a return."

- Walmart customer

"I don't like their high shipping costs."

- Walmart customer

"I have a hard time trusting it'll come in a timely manner."

- Walmart customer

"I don't know if the product is quality."

- Walmart customer

How to build customer confidence

- Optimize your Product Listings according to Walmart's guidelines. Use concise product titles, detailed product descriptions and multiple product images to garner positive reviews for all your listings. Take the guesswork out of optimizing using our free [Listing Quality Dashboard](#).
- Define the quality and availability of these products.
- Help grow sales by leveraging [Walmart Fulfillment Service's \(WFS\)](#) world-class supply chain capabilities:
 - Offer fulfillment to customer orders within two days anywhere in the contiguous United States*.
 - Average 50% sales growth with customer-trusted "Fulfilled by Walmart" tag and two-day delivery tag.
 - Win new, repeat, loyal Walmart.com shoppers with WFS items in Walmart+ memberships.

Source: Walmart First-Party Data, July 2022. Walmart Customer Spark Community, provided by Walmart Luminat.

*Non-peak. Only standard shipping is available in non-contiguous states of Alaska and Hawaii.



Among Walmart customers who have already purchased from a third-party seller, **satisfaction was high** for the product(s) they received



- 81%** Overall product quality and the accuracy of information received the highest ratings
- 77%** More than three-quarters were satisfied with the speed of delivery
- 63%** Nearly two in three were pleased with the information they received about the third-party seller
- Overall speed of delivery and information provided by the third-party seller received the lowest rating**

Walmart customers are purchasing from Marketplace sellers across a variety of categories

Most purchased items from third-party sellers on Marketplace in the past six months:



Apparel, clothing, jewelry



Vitamins, household items



Electronics, games, outdoor items



Other items like food / groceries, personal care and toys

Walmart Search Advertising makes it easier for sellers to get discovered when customers are searching for the right product



Source: Walmart First-Party Data, July 2022. Walmart Customer Spark Community, provided by Walmart Luminate.



Customer reviews and pricing are top influencers for Walmart customers, and how they consider purchasing from Marketplace sellers

54% of Walmart shoppers say reviews significantly impact their purchase decision(s) on Walmart.com or the app.

Types of research done prior to purchasing a product:

- 81% Compare prices across different retailer websites
- 77% Read consumer product / brand reviews
- 62% Compare brands / products available across different retailer websites

Get discovered with Walmart Search Advertising

Walmart Search Advertising can help sellers get discovered. But optimizing your products' pricing and reviews is what will help you win the Walmart buy box.

Sellers should first solidify a winning price strategy and product review program to drive purchases, then use Sponsored Products to get discovered.

By a significant margin, price is the most important factor that influences purchases on Walmart.com or the app

Most influential factors for Walmart customers buying online:



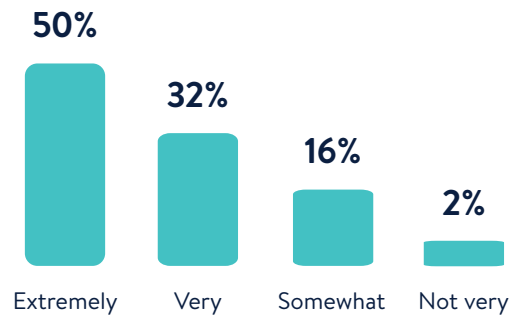
Source: Walmart First-Party Data, July 2022. Walmart Customer Spark Community, provided by Walmart Luminat.



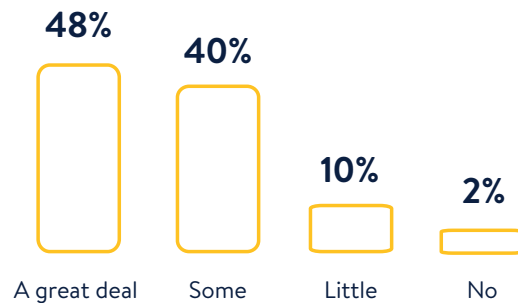
In inflationary environments, shoppers turn to Walmart for Everyday Low Prices

When asked if inflation would increase the likelihood of shopping at Walmart (in-store or online), 43% of customers surveyed said yes.

Walmart customers are concerned about inflation:



Most anticipate the economy/ inflation will impact their weekly shopping and spending:



And they change the way they shop

90%

Are more conscious, spending less on non-essential items

77%

Are spending more time looking for savings

64%

Are eating more meals at home

32%

Will consider switching brands to save

At a time when customers are even more price conscious, sellers have an opportunity to get in front of new customer types searching for deals and open to new brands

Walmart Search Advertising is designed to help level the playing field for brands large and small. Marketplace sellers are uniquely positioned to swiftly meet customers' shifting needs – optimize for them!

Source: Walmart First-Party Data, April 2022, Walmart Customer Spark Community, provided by Walmart



Where to get discovered

Walmart customers are looking at multiple pages on-site before making their decision to buy:



- 46% Almost half look at 2-3 pages
- 30% 4-5 pages
- 20% 6 or more pages

Source: Walmart First-Party Data, July 2022. Walmart Customer Spark Community, provided by Walmart Luminata.



Show customers their search is over

- Walmart customers are willing to do their research to find the right deal. Optimize your product listings with competitive pricing, thorough product information and reviews from happy customers.

Search helps you get discovered

- Once you've optimized your product listings, use a one-two punch of organic search and Sponsored ads to get discovered.

Enhance ad performance

- Increase your bids / budgets to help secure top-of-search placements that can lead to boosts in your ad's overall performance. For example, In-grid ads have a 32x higher click-through rate (CTR) than Carousels.
- Return on Ad Spend (RoAS) on In-grid ads is 60% higher than Carousel ads.

Source: Walmart First-Party Data, Marketplace Seller Insights on Sponsored Products, 02/01/2022 - 6/22/2022.

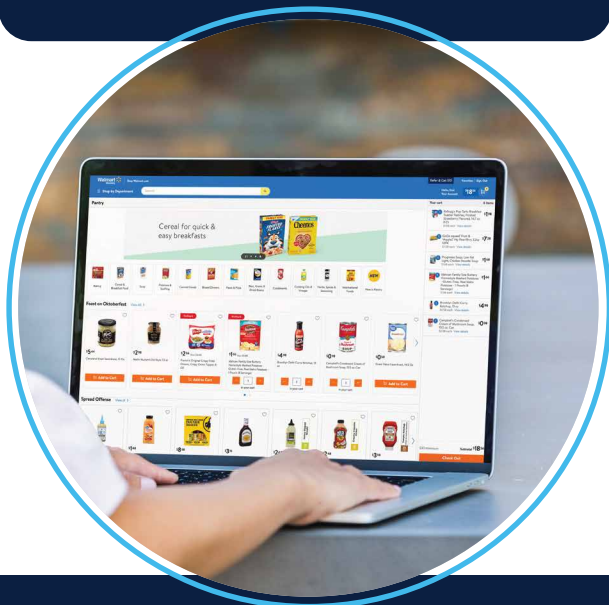


Top tips for Marketplace sellers

We continue to deliver new search advertising tools to make it easier for you to reach the right customers when they are searching for products. Use these best practices to make sure you are retail-ready from discovery to conversion.

Appeal to the Walmart customer by optimizing the item's details to inspire interest and confidence

- ✓ Offer competitive price points
- ✓ Provide a clean, concise product title
- ✓ Include meaningful and descriptive content, highlighting key benefits and features
- ✓ Include high-quality images of products and variations
- ✓ Maintain proper stock availability – your ads will not be eligible if they are out of stock
- ✓ Have at least five positive reviews
- ✓ Offer free and 2-day shipping, and deliver your product on time or earlier



Get the most out of Sponsored Products by following these tips

Review and optimize the content on your item listing pages, leveraging keywords – the Sponsored Products are evaluated and prioritized by relevancy. Learn more about our search relevancy enhancements [here](#).

Leverage competitive bidding to elevate your products.

Allocate more of your budget to manual campaigns, leveraging a mix of match types.

Broad Match will capture the widest traffic exposure and serve your ads to shoppers who typed a variation of your keyword.

- Phrase Match will serve your ad when a shopper searches a variation of your bid keywords.
- Exact Match will serve your ad on a search for your exact item, resulting in less visibility when shopper search is broad, but may result in a stronger (RoAS) by enhancing search relevance.

Go always-on with Automatic ads.

- The Walmart algorithm will populate ads when they are more likely to lead to a sale, but you can optimize to influence the frequency of your ads populating by increasing the bid.

Take advantage of Search Brand Amplifier.

- Search Brand Amplifier sends your brand – and up to four of your products – to the top of search results.
- This is especially beneficial for smaller brands, new brands and brands with products that may not have high organic search rankings at Walmart. Search Brand Amplifier is available to Marketplace brand owners who are registered with [Walmart's Brand Portal](#).