



The Ultimate Cyber 5 Recap 2023



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The Ultimate Cyber 5 Recap 2023

Walmart Dataset | Nov 23rd – Nov 27th 2023

Analysis Overview

This in-depth analysis covers all major Walmart departments and provides in-depth information around sales performance, sponsored search, and promotional activity over the Cyber 5 weekend.

- [Top Brands by Share of Sales](#)
- [Badge Breakdown by Type](#)
- [Top-Promoted Brands](#)
- [Sponsorship Activity by Ad Type](#)
- [Sponsorship Activity by Brand](#)
- [Top-Sponsored Keywords](#)
- [Top-Sponsored Items](#)
- [Most Visible Brands](#)
- [Most Visible Keywords](#)

❖ Disclaimer: Analytic Index has no affiliation with Walmart. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.

Definitions

[Top Brands by Share of Sales](#)

Estimated sales share based on the brand's items, their best seller rank, and historical sales.

[Sponsorship Activity by Ad Type](#)

The composition of retail media types observed (does not contain DSP)

[Sponsorship Activity by Brand](#)

The percent share of retailer media observed in search by each brand

[Top-Sponsored Keywords](#)

Keywords ranked by the amount of sponsorship activity on page 1 of search for items in the category

[Badge Breakdown by Type](#)

The composition of retailer events badge types observed

[Top-Promoted Brands](#)

The brands with the most items on promotion in the category

[Most Visible Brands](#)

The percent share of organic search results among the top 10 brands in the department on the first page

[Most Visible Keywords](#)

The most common keywords for department top-selling products

About Analytic Index

Actionable **search, sales, and shelf** insights for all major retail ecommerce platforms.



US, CA, UK, DE, FR, IT, ES



Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY



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Table of Contents

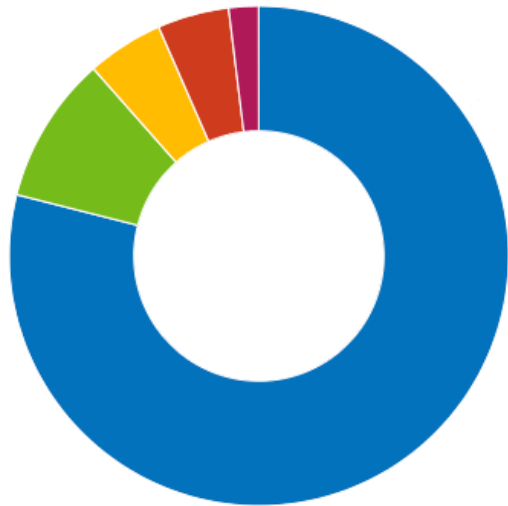
Arts, Crafts, Sewing & Party Supplies.....	1
Auto, Tire & Industrial.....	7
Baby.....	13
Beauty.....	19
Clothing, Shoes & Accessories.....	25
Electronics.....	31
Food & Grocery.....	37
Health.....	43
Home Improvement.....	49
Home, Furniture & Appliances.....	55
Household Essentials.....	61
Office Supplies.....	67
Patio & Garden.....	73
Pets.....	79
Sports & Outdoors.....	85
Toys & Games.....	91
Video Games.....	97



Top Brands by Share of Sales



Badge Breakdown by Type

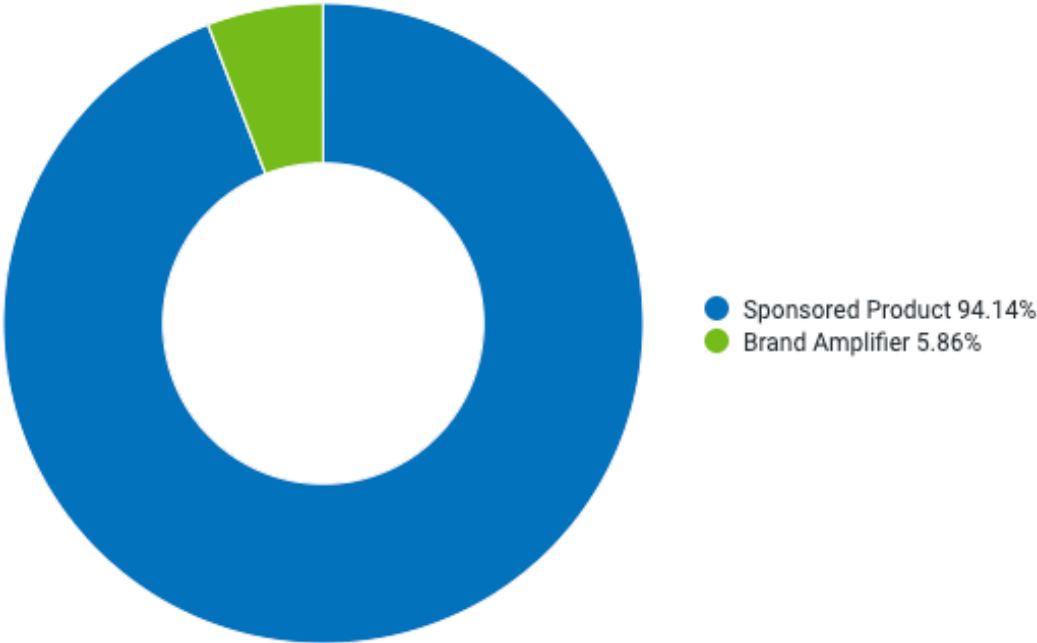


- Clearance 78.96%
- Rollback 9.53%
- Black Friday 4.95%
- Cyber Monday 4.63%
- Other 1.94%

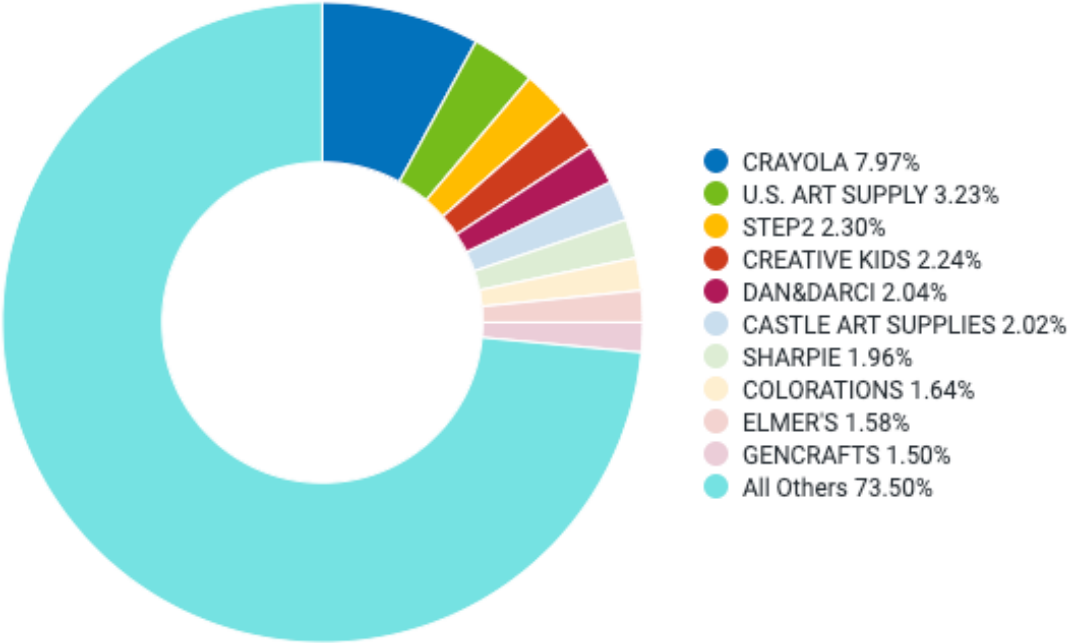
Top-Promoted Brands

Brand	Item Count	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count		Items	Items	Items	Items	Items
CRICUT ...	42		18	0	16	0	24
EEASE ...	32		0	32	0	0	0
WOVILON ...	30		0	30	0	0	0
PINXOR ...	27		0	27	0	0	0
CRAYOLA ...	22		1	3	0	0	18
TISHIRON ...	21		0	21	0	0	0
EQWLJWE ...	21		0	21	0	0	0
SDJMA ...	21		0	21	0	0	0
SOAC ...	20		0	20	0	0	0
VERPETRIDURE...	20		0	20	0	0	0
RNEMITE-AMO ...	20		0	20	0	0	0
TSV ...	19		0	19	0	0	0
STICKO ...	19		0	0	0	0	19
KULUZEGO ...	18		0	18	0	0	0
MOOCORVIC ...	18		0	18	0	0	0
BYDEZCON ...	17		0	17	0	0	0
EEEKIT ...	16		0	16	0	0	0

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Arts, Crafts, Sewing & Party Supplies – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
Keyword			Sponsorship Activity	Sponsorship Activity
fun crafts for kids ...		66	45	21
stickers ...		63	63	0
sewing box ...		57	38	19
outdoor cushions for patio furniture ...		56	40	16
outdoor cushions ...		56	36	20
patio chair cushions ...		55	35	20
received stamp with date ...		55	55	0
cover story yarn ...		53	53	0
seat cushions for kitchen chairs ...		53	37	16
leather craft supplies & tools ...		52	44	8
cushions for outdoor furniture ...		52	32	20
outdoor furniture cushions ...		52	32	20
kids crafts & activities ...		52	32	20
dining room chair cushions ...		52	32	20
craft kits ...		52	32	20
patio cushions ...		51	35	16
sewing basket ...		51	34	17
outdoor chair cushions ...		50	30	20
art set for adults ...		50	43	7
embroidery stand ...		50	44	6

Top-Sponsored Items



+ Add

\$119⁹⁹

Step2 Deluxe Art Master Desk Plastic Kids Activity Center and Table

★★★★☆ 474



+ Add

\$101⁰⁸

Step2 Flip & Doodle Easel Desk with Stool and Plenty of Storage

★★★★☆ 155



+ Add

\$124⁵⁸

Step2 Jumbo Art Easel Double-Sided Plastic Toddler Chalkboard and Whiteboard

★★★★☆ 91



+ Add

Now \$23⁹⁴ \$29.98

Bloomy Unicorn Fairy Garden Kit for Kids, Light Up Fairy Unicorn Terrarium Kit, Science STEM Toys Presents...

★★★★☆ 6



+ Add

Now \$19⁹⁴ \$28.92

Crayola Ultimate Light Board Drawing Tablet Coloring Set, Light-Up Toys for Kids, Beginner Child

★★★★☆ 309



+ Add

\$18⁹⁹

Creative Kids Window Paint Art Stickers Kit for Kids - Children's Make Your Own Fun Suncatchers Set Age 6+

★★★★☆ 153



+ Add

Now \$22⁴⁹ \$25.82

Crayola My First Touch Lights Art Kit, Musical Doodle Board, Light Up Toy, Holiday Toys for Toddlers

★★★★☆ 196



+ Add

Now \$39⁹⁹ \$49.99

Arts and Crafts Vault 1000 Plus Piece Craft Kit Library in a Box for Kids Ages 4 5 6 7 8 9 10 11 & 12 Year Old Girls &...

★★★★☆ 175



+ Add

\$9⁹⁷ \$1.25/ea

Expo Vis-a-Vis Wet Erase Marker Set, Fine Tip, Assorted Colors, 8 Count

★★★★☆ 101



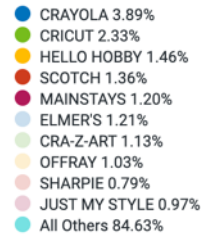
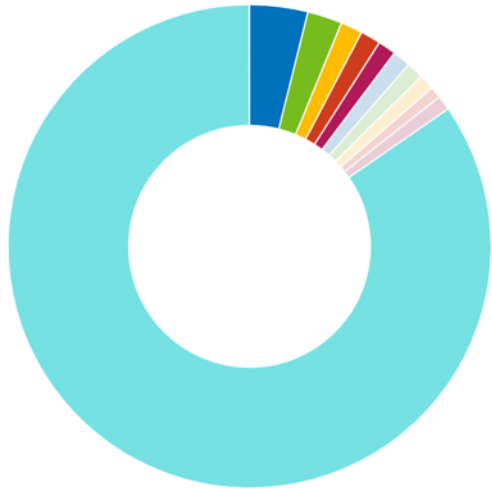
+ Add

\$19⁹²

Crayola Light-Up Tracing Pad, Blue, School Supplies, Art Set, Gifts for Girls & Boys, Beginner Child

★★★★☆ 99

Most-Visible Brands



Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
posca markers set ...	784,102	146,947 ...
colored pencils ...	676,480	193,433 ...
ring ...	636,054	198,912 ...
art supplies ...	628,793	113,259 ...
bracelet making kit ...	539,654	136,162 ...
markers ...	513,739	181,441 ...
stickers ...	494,228	167,085 ...
photo album ...	436,985	100,715 ...
slime ...	409,481	316,780 ...
yarn ...	396,136	84,376 ...
cricut ...	358,413	51,584 ...
paint by numbers kit for adults ...	357,544	85,999 ...
crochet kit for beginners ...	329,669	85,705 ...
diamond painting kits ...	316,925	168,117 ...
scotch tape ...	295,397	114,555 ...
velvet ribbon ...	273,901	119,982 ...
smart sketcher projector ...	252,743	58,033 ...

Top Brands by Share of Sales



Auto, Tire & Industrial – Walmart Cyber 5 Recap

Promotions



Badge Breakdown by Type



- Clearance 42.20%
- Rollback 33.31%
- Cyber Monday 10.47%
- Black Friday 10.26%
- Other 3.76%

Top-Promoted Brands

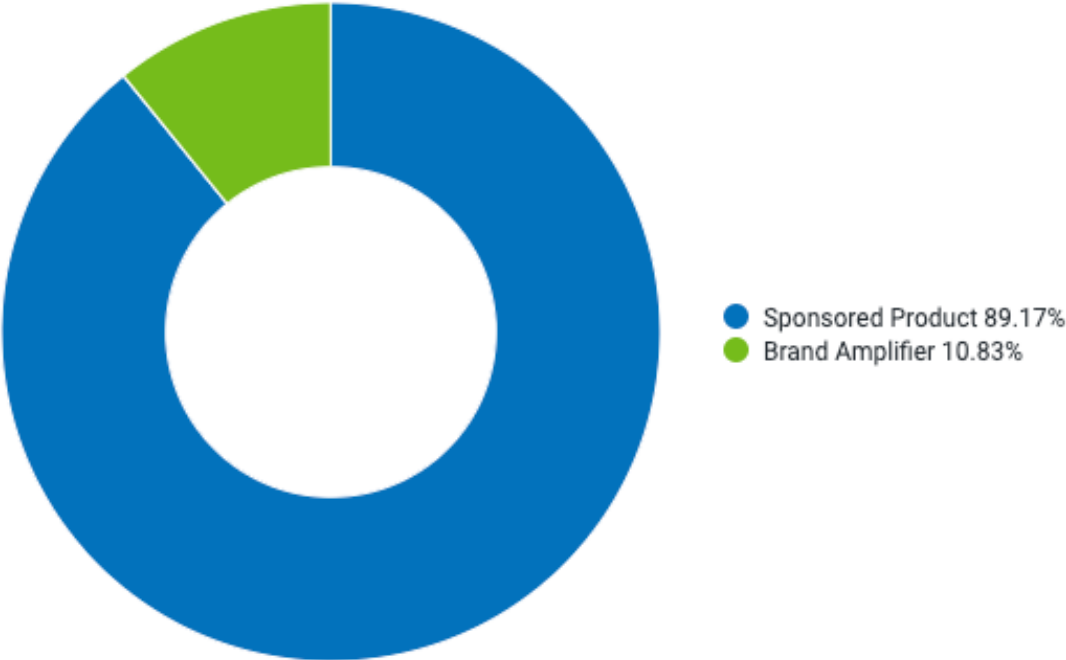
Brand	Badge Type	Rollback	Other	Cyber Mo...	Clearance	Black Friday
Brand	Item Count	Items	Items	Items	Items	Items
REPLACEMENT ...	195	195	0	0	0	0
AUXITO ...	169	0	0	0	169	0
UNIQUE BARGAINS ...	85	0	1	0	84	0
POWER STOP ...	66	66	0	0	0	0
DORMAN ...	62	61	0	1	0	0
GOODYEAR TIRES ...	49	0	0	45	0	49
LEDKINGDOMUS ...	47	47	0	0	0	0
HYPER TOUGH ...	37	33	0	0	4	0
ASTROAI ...	30	1	0	10	16	10
BLACKHAWK ...	30	30	0	0	0	0
NOCO ...	26	0	0	20	0	26
BMZONCC ...	24	0	0	0	24	0
KOOL VUE ...	24	24	0	0	0	0
FH GROUP ...	22	22	0	0	0	0
TSV ...	21	0	0	0	21	0
MAXPEEDINGRODS ...	19	0	0	0	19	0
KAI ...	19	19	0	0	0	0

Auto, Tire & Industrial – Walmart Cyber 5 Recap

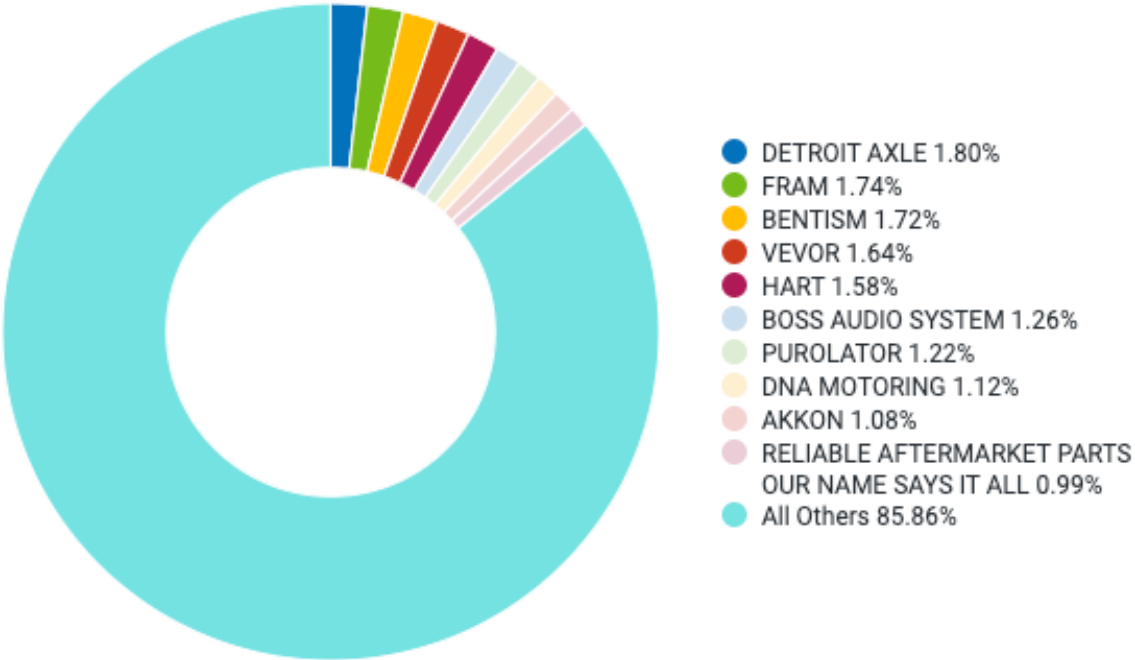
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Auto, Tire & Industrial – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords				
Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
Keyword			Sponsorship Activity	Sponsorship Activity
parts ...		77	77	∅
cleaning gel for car interior ...		63	46	17
dash cam 4k ...		63	50	13
air filter for my car engine ...		62	50	12
back up camera systems for truck ...		62	52	10
jomise 4k mirror dash cam front and rear ...		60	47	13
lower ball joint ...		60	43	17
oil pans for changing oil ...		60	44	16
hand crank generator ...		59	40	19
dashcam front and rear camera ...		59	49	10
front and rear dash camera ...		59	48	11
air cabin filter for my car ...		58	38	20
vehicle backup cameras ...		57	47	10
automotive replacement air filters ...		57	49	8
dash-cam ...		56	42	14
ar6300 winter diesel treatment ...		56	40	16
car dash cam front and back ...		56	43	13
oil filter for ...		55	45	10
car interior cleaning kit ...		55	37	18
polisher for car detailing ...		55	43	12

Auto, Tire & Industrial – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Items



+ Add

Now \$98⁰⁰ \$178.00

HART 20-Volt 4-Tool Battery-Powered Combo Kit, (2) 1.5Ah Lithium-Ion Batteries

★★★★☆ 2055



+ Add

\$1788

HART Rechargeable LED Headlamp, Hands Free, Adj. Headband, 5 Lighting Modes, Tilt Head, 500 Lumens

★★★★☆ 88



+ Add

Sponsored

Now \$64⁰⁰ \$79.00

HART 20-Volt 1/2-inch Cordless Drill/Driver Kit, (1) 1.5Ah Lithium-Ion Battery, Gen 2

★★★★☆ 143



+ Add

Now \$64⁰⁰ \$79.00

HART 20-Volt Cordless Impact Driver Kit, (1) 1.5Ah Lithium-Ion Battery, Gen 2

★★★★☆ 383



+ Add

Now \$179⁹⁹ \$199.99

WORKPRO 24.5 Inch 5-Drawer Rolling Tool Chest, Sliding Metal Drawer Rolling Tool Storage Cabinet, Removable...

★★★★☆ 62



+ Add

\$1154

Chevron Techron High Mileage Fuel System Cleaner, 12 oz

★★★★☆ 69



Options

Now \$42⁹⁹ \$84.99

Options from \$42.99 - \$52.99

6-Tier Shelf Rack Wire Shelving Unit Storage Height Adjustable Metal Shelf with 4 Side Hooks, 260lbs Capacity...

★★★★☆ 463

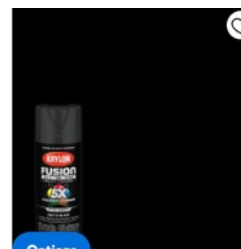


+ Add

\$2488

Jay Leno's Garage Interior Essentials Detailing Kit (6 Piece) - All-in-one Interior Car Cleaning Kit

★★★★☆ 50



Options

+4 options

\$6⁹⁸ 58.2 c/oz

Krylon K02754007 Krylon Fusion All-In-One Black Matte 12 oz Spray Paint, Multi-Surface, (1 Piece, 1 Pack)

★★★★☆ 536



+ Add

\$24⁹⁵

iOttie Easy One Touch 5 Universal Dashboard & Windshield Car Mount and Phone Holder

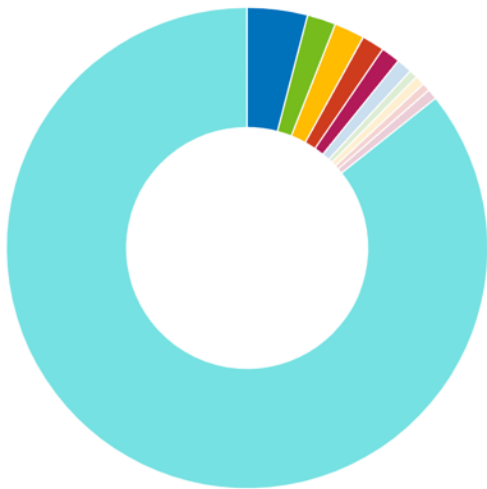
★★★★☆ 263

Auto, Tire & Industrial – Walmart Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- HYPER TOUGH 4.05%
- AUTO DRIVE 1.93%
- HART 2.03%
- DEWALT 1.52%
- MILWAUKEE 1.29%
- ENERGIZER 1.03%
- BOSCH 0.56%
- EVERSTART 0.65%
- RAIN-X 0.54%
- APPLE 0.71%
- All Others 85.68%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
car accessories ...	1,077,189	353,287 ...
dash cam ...	840,886	263,924 ...
milwaukee tools ...	766,223	168,884 ...
tools ...	681,315	149,581 ...
ring ...	553,772	198,912 ...
dash cam front and rear ...	527,324	148,099 ...
tire inflator portable air compressor ...	525,837	63,665 ...
phone holders for your car ...	510,701	189,458 ...
gen v ...	489,062	640,449 ...
bosch legacy ...	481,155	471,420 ...
dewalt ...	465,990	158,913 ...
steering wheel cover ...	462,056	281,239 ...
tool box ...	395,259	127,264 ...
airtag ...	295,942	337,436 ...
portable power station ...	262,553	77,103 ...
milwaukee ...	251,475	103,446 ...
tile tracker ...	245,666	39,148 ...

Baby – Walmart Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales

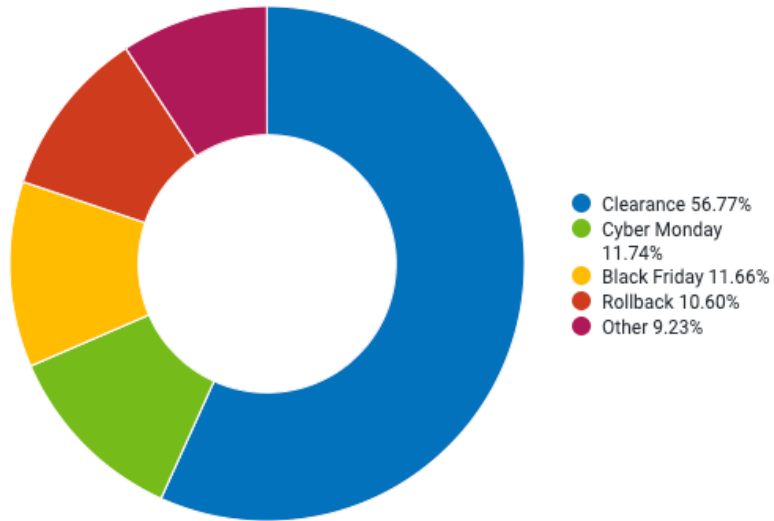


Baby – Walmart Cyber 5 Recap

Promotions



Badge Breakdown by Type



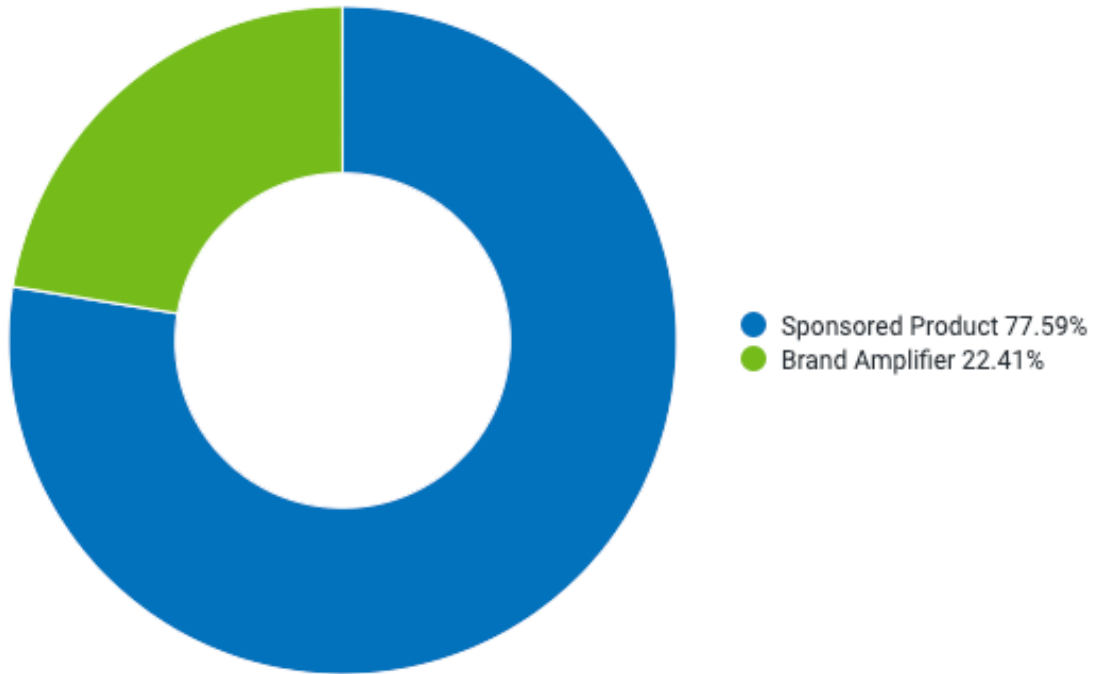
Top-Promoted Brands

Brand	Item Count	Rollback	Other	Cyber Mo...	Clearance	Black Friday
GERBER ...	37	31	0	0	1	5
KID CONNECTION ...	13	13	0	0	0	0
LITTLE SEEDS ...	12	12	0	0	0	0
BABY RELAX ...	13	11	0	2	0	0
MELISSA & DOUG ...	15	9	0	6	0	4
VTECH ...	7	7	0	0	0	0
EVENFLO ...	15	7	0	7	0	5
NUK ...	7	7	0	0	0	0
GRACO ...	6	6	0	0	0	0
INFANTINO ...	6	6	0	0	0	0
DELTA CHILDREN ...	23	5	0	5	0	13
AMERIWOOD HOME ...	5	5	0	0	0	0
SAFETY 1ST ...	11	4	3	2	0	3
BABY EINSTEIN ...	4	4	0	0	0	0
LITTLE PEOPLE ...	5	4	0	0	1	0
BRIGHT STARTS ...	4	4	0	0	0	0
CHICCO ...	4	4	0	0	0	0

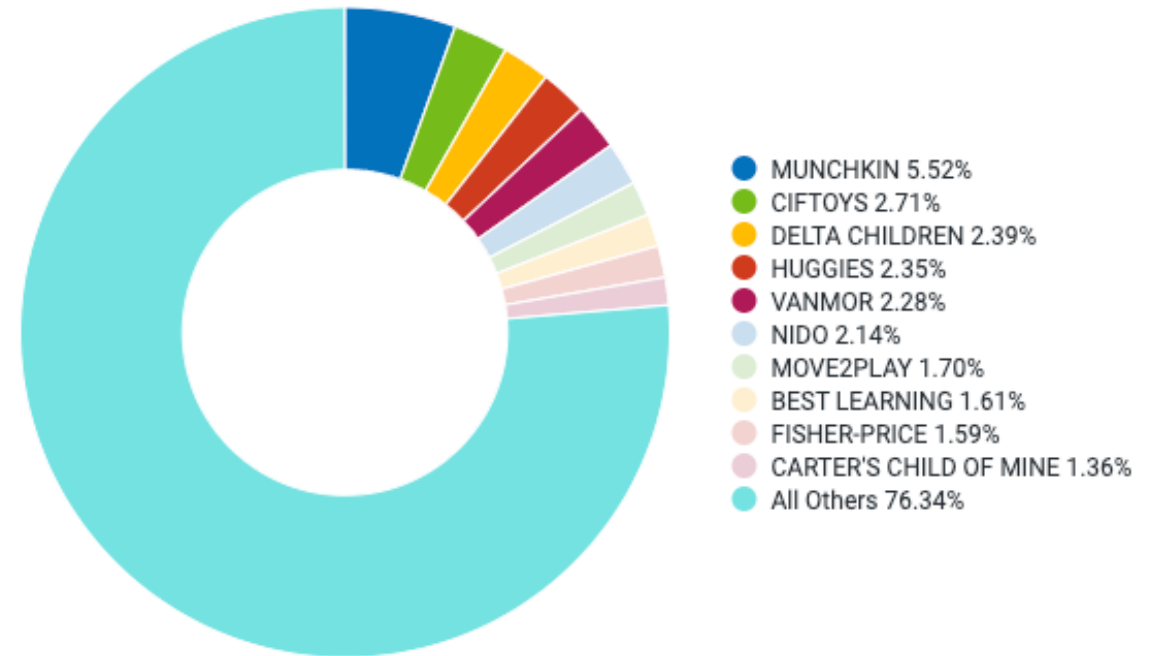
Baby – Walmart Cyber 5 Recap

Sponsorship Activity

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Baby – Walmart Cyber 5 Recap

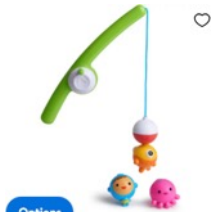
Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
baby food ...		99	68	31
high chairs ...		68	46	22
disposable diapers ...		65	33	32
boobiebars ...		64	58	6
daycare essentials ...		64	56	8
pouches toddler organic ...		63	47	16
baby food pouches ...		61	32	29
baby activity center table ...		60	41	19
baby cribs 4 in 1 convertible ...		60	42	18
milk storage bottle ...		60	43	17
baby sippy cups 12-18 months ...		58	47	11
ready set food ...		58	50	8
baby monitor with 2 cameras ...		57	43	14
babyfood ...		57	44	13
bibs for baby girl ...		57	45	12
breast feeding accessories ...		57	44	13
potty chair for toddlers 1-3 ...		57	43	14
stocking stuffers for infant girls ...		57	45	12
baby seats for infants for sitting up ...		56	46	10
play yard for baby ...		56	38	18

Top-Sponsored Items



Options

\$935

Options from \$9.35 – \$12.75

Munchkin™ Fishin'™ Magnetic Baby and Toddler Bath Toy, 4 pc Set, 24 Months and up

★★★★★ 363



+ Add

\$622 17.3 c/ea

Munchkin Letters and Numbers Bath Toy, Non-Toxic, Multi-Color, 36 Count

★★★★★ 292



Options

+6 sizes

\$1999

Baby Shark Toddler Boys Athletic Sneakers, Sizes 7-12

★★★☆☆ 27



+ Add

Now \$500 \$5.72

PAW Patrol Kids Spinbrush Electric Battery Toothbrush, Soft, 1 ct, Character May Vary

★★★★★ 1498

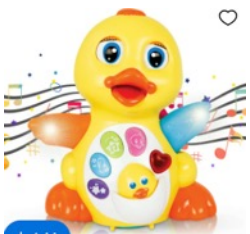


+ Add

\$12999

Delta Children Winter Breeze Mattress - Breathable Baby Crib and Toddler Mattress w/ Cloud Core, Machine...

★★★★★ 21



+ Add

Now \$2499 \$39.99

CifToys Musical Duck Toys for 12 3 Year Old Gifts with Lights and Adjustable Sound

★★★★★ 138



+ Add

\$897

Munchkin Catch and Score 2-in-1 Bath Toy, Multi-Color

★★★★★ 81



+ Add

Now \$498 \$5.99

Munchkin Bubble Bestie Elephant Bath Toy, Blue 1 Ct

★★★★★ 62



+ Add

\$1045 \$1.31/ea

Munchkin Lake Squirts Bath Toy, Multi-Color, 8 Pack

★★★★★ 140



+ Add

\$658 \$1.8 c/oz

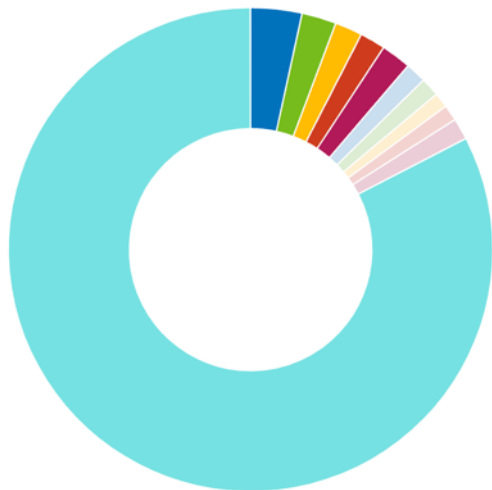
Nido Fortificada Powdered Drink Mix Dry Whole Milk Powder with Vitamins and Minerals, 12.6 oz

★★★★★ 241

Baby – Walmart Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



- GERBER 3.42%
- FISHER-PRICE 2.30%
- PLUM ORGANICS 1.84%
- PARENT'S CHOICE 1.69%
- PAMPERS 2.02%
- BEECH-NUT 1.37%
- EARTH'S BEST 1.26%
- MUNCHKIN 1.00%
- GOGO SQUEEZ 1.07%
- HUGGIES 1.43%
- All Others 82.59%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
family christmas pajamas matching sets ...	642,628	331,317 ...
melissa and doug toys ...	447,613	247,014 ...
toys ...	372,194	426,465 ...
curtains ...	362,810	330,022 ...
baby yogurt ...	290,866	78,917 ...
pears organic whole foods ...	272,102	72,673 ...
toddler toys ...	271,625	145,351 ...
little people toys ...	263,760	133,802 ...
elf on the shelf ...	258,739	453,728 ...
trolls ...	256,744	193,561 ...
yogurt pouch ...	240,787	94,974 ...
bookshelf ...	224,027	335,115 ...
organic sweet potatoes ...	223,002	89,293 ...
cuties ...	214,828	77,313 ...
christmas pajamas ...	206,213	425,230 ...
dresser for bedroom ...	190,718	248,337 ...
baby girl clothes ...	187,283	98,840 ...

Beauty – Walmart Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales

REVLON®

L'ORÉAL
PARIS

MAYBELLINE
NEW YORK

Neutrogena®

CeraVe®
DEVELOPED WITH DERMATOLOGISTS

equate™

e.l.f.

CONAIR®

HAIRITAGE
by Mindy McKnight

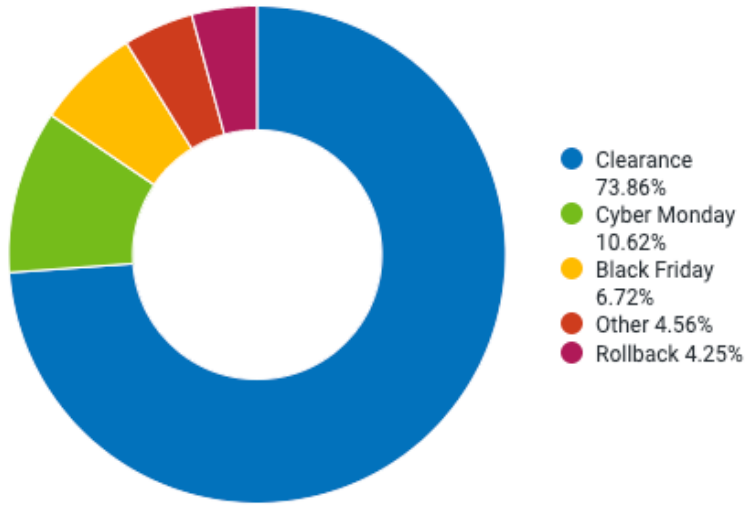
COVERGIRL

Beauty – Walmart Cyber 5 Recap

Promotions



Badge Breakdown by Type



Top-Promoted Brands

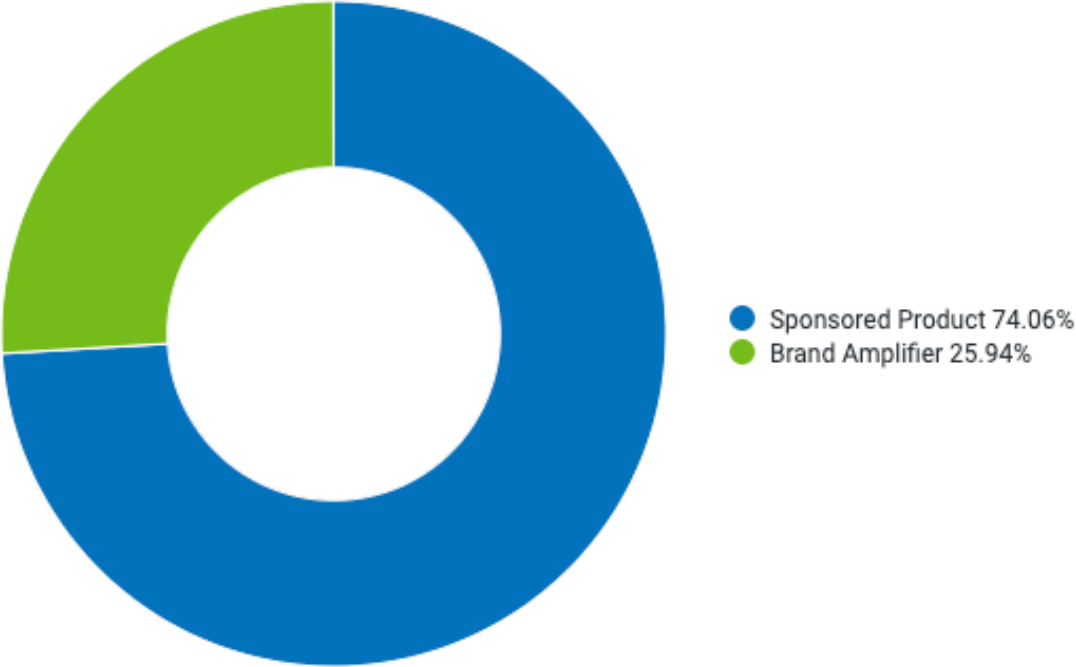
	Badge Type >	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count v	Items	Items	Items	Items	Items
HSMQHJWE ...	550	∅	550	∅	∅	∅
DOSSIER ...	83	83	∅	83	∅	∅
HERRNALISE ...	55	∅	55	∅	∅	∅
JAROSWWEI ...	45	∅	45	∅	∅	∅
GZWCCVSN ...	37	∅	37	∅	∅	∅
KEHUOYEZAI ...	36	∅	36	∅	∅	∅
IMPRESSIONS VANITY...	33	∅	33	∅	∅	∅
TFALO ...	30	∅	30	∅	∅	∅
YUZBOU ...	27	∅	27	∅	∅	∅
KOKOVIFYVES ...	26	∅	26	∅	∅	∅
EQUATE ...	26	∅	∅	∅	∅	26
AETOMCE ...	25	∅	25	∅	∅	∅
KIPLYKI ...	24	∅	24	∅	∅	∅
YIFUDD ...	23	∅	23	∅	∅	∅
FORESTYASHE ...	22	∅	22	∅	∅	∅
SAVILAND ...	21	∅	21	∅	∅	∅

Beauty – Walmart Cyber 5 Recap

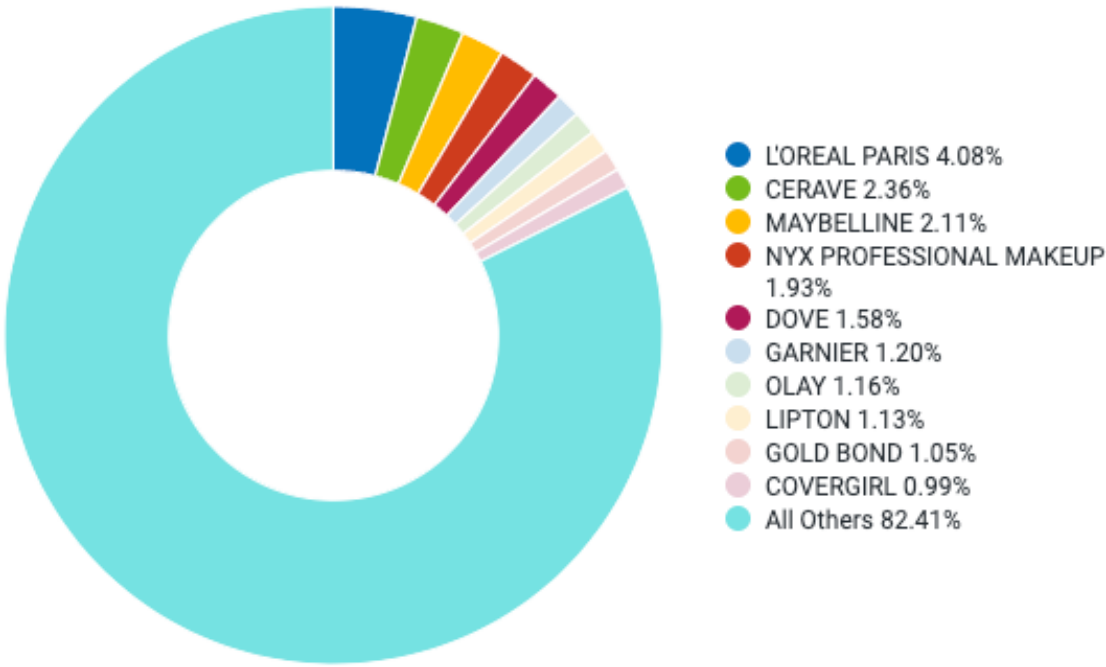
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Beauty – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
Keyword			Sponsorship Activity	Sponsorship Activity
body moisturizers ...		80	60	20
body wash ...		78	45	33
japanese mascara ...		72	56	16
eye brow pencils for women brown ...		70	50	20
make up brushes for teen girls ...		70	54	16
eye liner stencil tool ...		69	49	20
makeup ...		68	49	19
mascara telescopic ...		67	47	20
mascara tool ...		67	47	20
bubble hair dye ...		66	49	17
color safe shampoo and conditioner ...		66	42	24
kajal eyeliner ...		66	54	12
colored eyeliner ...		65	45	20
colored mascara ...		64	48	16
hand moisturizers ...		64	44	20
makeup foundation ...		64	47	17

Beauty – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Items

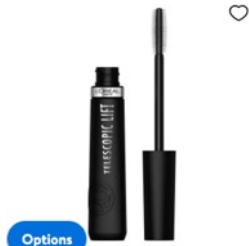


+ Add

\$6⁹⁸ \$1.86/fl oz

Lumineux Whitening Toothpaste, 3.75 oz

★★★★☆ 977



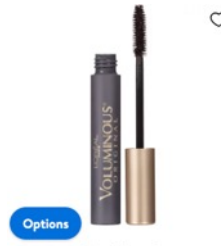
Options

Sponsored ⓘ

\$11⁹⁷ \$36.27/fl oz

L'Oreal Paris Telescopic Lift Washable Makeup Mascara, Blackest Black

★★★★☆ 1125



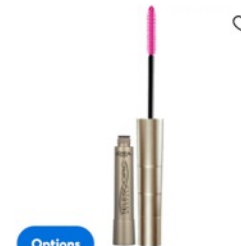
Options

\$8⁹⁸

More options from \$27

L'Oreal Paris Voluminous Original Washable Bold Eye Mascara, 305 Black

★★★★☆ 1686

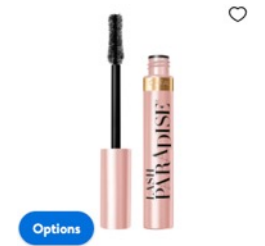


Options

\$11¹² \$41.19/fl oz

L'Oreal Paris Telescopic Original Washable Mascara, Black

★★★★☆ 3075



Options

\$9⁹⁷

L'Oreal Paris Voluminous Makeup Lash Paradise Volume Mascara, Blackest Black

★★★★☆ 3463

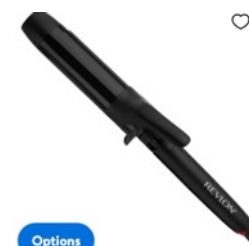


+ Add

Now \$12⁵⁰ \$18.00

CeraVe Acne Foaming Cream Cleanser with 4% Benzoyl Peroxide for Face, 5 oz

★★★★☆ 1417



Options

+2 sizes

\$15⁴⁴

Options from \$15.44 - \$15.79

Revlon Smoothstay 1-1/2" Coconut Oil-Infused Curling Iron, Black

★★★★☆ 762



+ Add

\$5⁹⁸ 99.7 ¢/oz

got2b Ultra Glued Invincible Styling Hair Gel, 6 oz

★★★★☆ 741



Options

+3 options

Now \$10⁹⁹ \$13.87 \$1.83/oz

Options from \$10.99 - \$35.88

Got2b Glued Styling Spiking Hair Gel, 6 oz

★★★★☆ 864



+ Add

Now \$7⁴⁷ \$8.49 \$1.25/oz

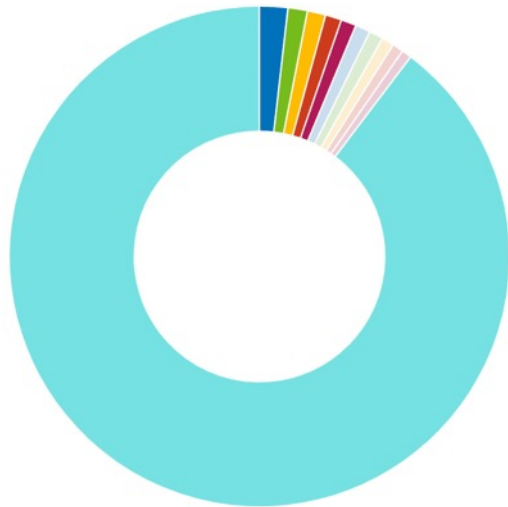
got2b Glued Bonding Glue, For Protective styles, Gentle on Scalp, Wig Glue 6 oz

★★★★☆ 91

Beauty – Walmart Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



● EQUATE 1.82%
● L'OREAL PARIS 1.26%
● E.L.F. COSMETICS 1.18%
● CERAVE 1.05%
● NEUTROGENA 0.99%
● MAYBELLINE 0.97%
● REVLON 0.90%
● DOVE 0.80%
● KISS 0.71%
● CONAIR 0.64%
● All Others 89.67%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
vanity mirror with lights ...	633,039	238,456 ...
cream ...	566,625	126,085 ...
gift basket ...	507,679	110,872 ...
avocado ...	355,149	316,050 ...
travel essentials ...	347,193	179,996 ...
liquid iv ...	286,439	364,329 ...
gifts for women ...	176,227	207,679 ...
gifts for mom ...	139,390	174,516 ...
stocking stuffers for adults men ...	129,703	120,829 ...
eq ...	125,039	39,113 ...
avocados ...	120,852	157,516 ...
makeup ...	119,284	30,863 ...
coconut oil ...	118,290	232,874 ...
christmas gift baskets ...	113,988	27,452 ...
crema de leche ...	113,043	27,691 ...
squishmallow ...	111,085	397,652 ...
hard candy ...	108,381	30,730 ...

Clothing, Shoes & Accessories – Walmart Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales



TIME & TRU

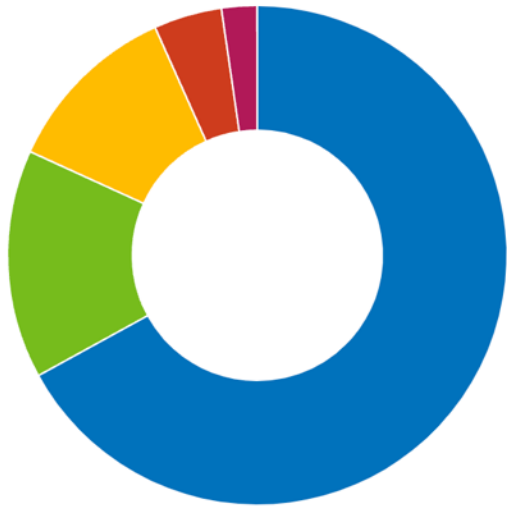


Clothing, Shoes & Accessories – Walmart Cyber 5 Recap

Promotions



Badge Breakdown by Type

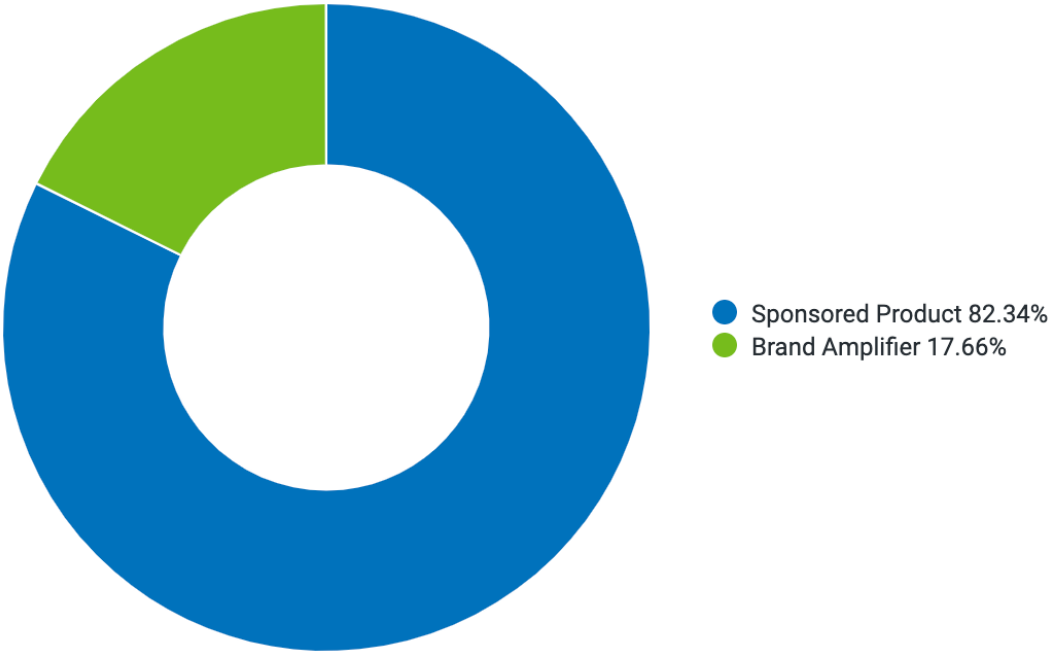


- Clearance 67.02%
- Black Friday 14.80%
- Cyber Monday 11.47%
- Other 4.41%
- Rollback 2.30%

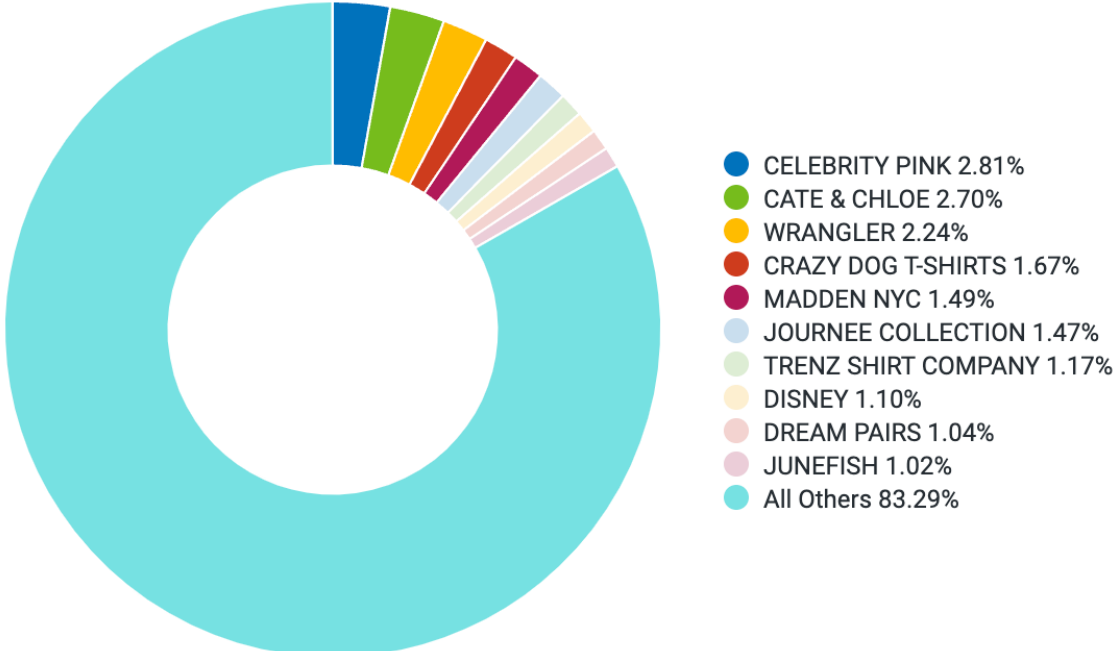
Top-Promoted Brands

	Badge Type >	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count v	Items	Items	Items	Items	Items
HSMQHJWE ...	339	∅	339	∅	∅	∅
JUEBONG ...	322	∅	322	∅	∅	∅
YACHT & SMITH....	256	∅	256	∅	∅	∅
TIME AND TRU ...	251	7	216	31	∅	2
LEVI'S ...	219	206	8	55	∅	∅
REEBOK ...	215	125	39	107	∅	13
BLVB ...	208	16	192	12	∅	∅
WENINI ...	192	∅	192	∅	∅	∅
PATPAT ...	174	118	25	51	10	∅
DRINDF ...	173	∅	173	∅	∅	∅
XFLWAM ...	163	∅	163	∅	∅	∅
REFRIGIWEAR ...	146	∅	146	∅	∅	∅
SOCKS'NBULK ...	144	∅	144	∅	∅	∅
WANTDO ...	137	96	∅	78	9	∅
NO BOUNDARIES...	133	1	115	12	1	5
LOUIS VUITTON....	130	∅	130	∅	∅	∅
NELEUS ...	118	69	4	62	4	∅

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Clothing, Shoes & Accessories – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Brand Amplifier
	Total Sponsorship Activity	✓	Sponsorship Activity	Sponsorship Activity
tights for women under dress ...	70		50	20
underwear women pack cotton ...	70		50	20
100% cotton underwear ...	68		48	20
biker shorts women tummy control ...	68		48	20
jacket for men cold weather ...	68		48	20
mens north face winter jackets ...	68		48	20
plus size underwear ...	67		47	20
santa shirt men ...	67		50	17
socks & hosiery ...	67		47	20
white socks women ...	67		47	20
women jackets clearance sale ...	67		47	20
fruit of the loom tank tops men ...	66		50	16
g string ...	66		50	16
panties for women pack ...	66		46	20
skirt ...	66		46	20
slouchy beanie hats for women ...	66		54	12
winter jackets ...	66		46	20
woxer underwear for women ...	66		46	20
ball hammock underwear men ...	65		45	20

Top-Sponsored Items



Options

\$27⁵⁰

Celebrity Pink Women's Juniors Denim Shacket

★★★★☆ 186



Options

\$29⁵⁰

Celebrity Pink Women's Faux Sherpa Jacket, Sizes XS-3X

★★★★☆ 55



Options

+6 sizes

\$19⁹⁹

Baby Shark Toddler Boys Athletic Sneakers, Sizes 7-12

★★★☆☆ 27



Options

\$17²⁰

Celebrity Pink Juniors Skinny Jeans, Sizes 1-21

★★★★☆ 27



Options

\$29⁵⁰

Celebrity Pink Juniors Long Sleeve Boilersuit, Sizes XS-3X

★★★★☆ 20



Options

\$8⁹⁸

More options from \$7.17

L'Oreal Paris Voluminous Original Washable Bold Eye Mascara, 305 Black

★★★★☆ 6380



Options

\$10⁵⁰

Celebrity Pink Girls Ruffle Sleeve Top

★★★★☆ 4



Options

\$15⁹⁸

More options from \$14.98

Wrangler Boys Straight Fit Denim Jeans, Sizes 4-18 Regular, Slim, & Husky

★★★★☆ 367



Options

Now \$19⁷⁹ ~~\$23.99~~

More options from \$17.67

JuneFish Womens Casual Loose T Shirts Long Sleeve Blouses Tunic Tops with Pockets

★★★★☆ 474



Options

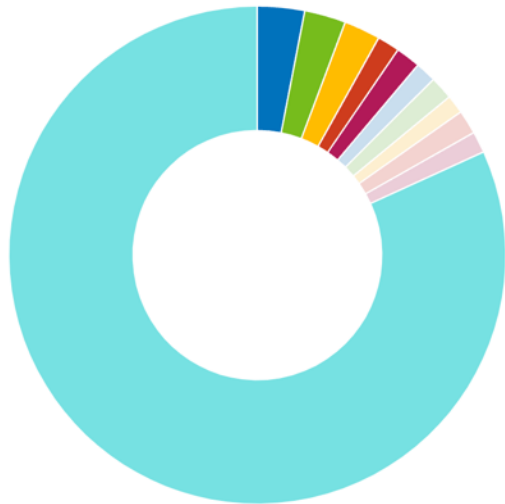
\$14⁵⁰

Celebrity Pink Girls' Skirtall Dress, Sizes XS-XL

Clothing, Shoes & Accessories – Walmart Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



TIME AND TRU	3.07%
UGG	2.69%
NIKE	2.37%
ATHLETIC WORKS	1.45%
HANES	1.60%
NO BOUNDARIES	1.35%
CROCS	1.51%
WONDER NATION	1.21%
APPLE	1.56%
REEBOK	1.39%
All Others	81.79%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
apple watch ...	3,453,860	624,819 ...
smart watch ...	3,326,378	316,672 ...
harry potter ...	2,269,419	418,313 ...
crocs ...	2,268,210	513,507 ...
nike socks ...	2,145,613	420,194 ...
hey dudes for men ...	1,813,889	327,698 ...
uggs ...	1,774,020	483,831 ...
crocs mens ...	1,702,279	303,235 ...
ugg slippers women ...	1,590,720	533,959 ...
crocs womens ...	1,532,669	369,117 ...
apple watch series 9 ...	1,311,594	405,324 ...
crocs kids ...	1,283,298	190,128 ...
ugg boots for women ...	1,269,983	312,801 ...
family christmas pajamas matching sets ...	1,256,199	331,317 ...
sweater dress for women ...	1,178,225	222,419 ...
apple watch se ...	1,131,842	171,507 ...
mens slippers ...	1,124,873	309,738 ...

Top Brands by Share of Sales



onn.TM

ROKU

SAMSUNG

Hisense



Canon

TCL



Electronics – Walmart Cyber 5 Recap

Promotions

Badge Breakdown by Type

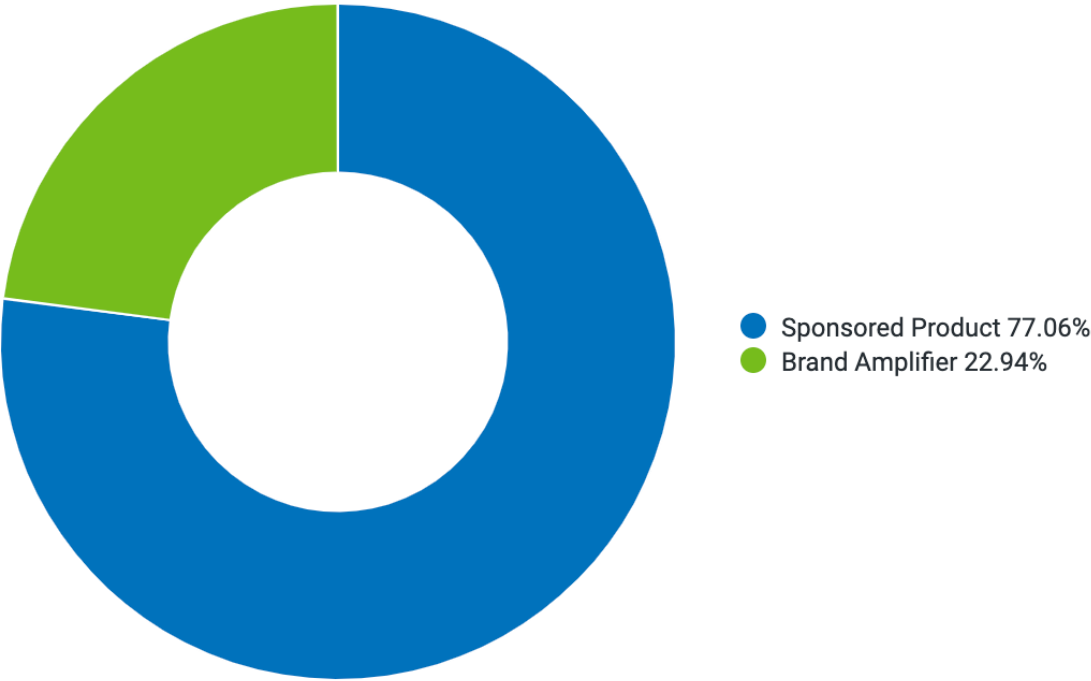


- Clearance 50.11%
- Cyber Monday 17.24%
- Black Friday 16.82%
- Other 8.09%
- Rollback 7.74%

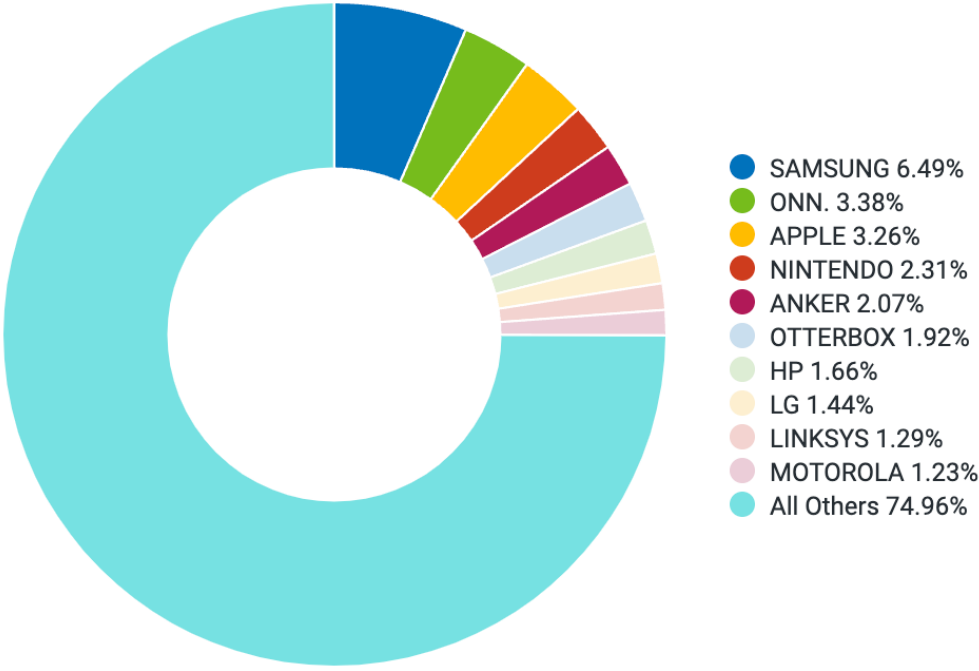
Top-Promoted Brands

Brand	Item Count	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count		Items	Items	Items	Items	Items
APPLE ...	180		120	2	77	8	45
SAMSUNG ...	51		23	1	17	6	14
TSV ...	46		0	46	0	0	0
CONTIXO ...	46		41	0	37	0	0
ANKER ...	40		13	16	11	0	4
CSHIDWORLD ...	36		3	32	6	4	0
SUNNESTY ...	34		0	34	0	0	0
SONY ...	31		21	4	15	2	4
ONN. ...	29		14	4	16	0	7
KIPLYKI ...	29		0	29	0	0	0
MANOR PARK ...	26		0	0	0	0	26
KAYANNUO ...	25		0	25	0	0	0
LG ...	24		9	1	11	0	10
YUZBOU ...	24		0	24	0	0	0
HP ...	24		11	2	8	3	5
FLPOWER ...	24		0	24	0	0	0
AGPTEK ...	21		0	20	0	1	0

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Electronics – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
Keyword			Sponsorship Activity	Sponsorship Activity
drone camera ...		73	50	23
monitors ...		73	55	18
motorola edge 40 ...		69	45	24
mens laptop bag ...		68	48	20
portable printers wireless for travel ...		68	50	18
mobile ...		67	41	26
televisions on sale clearance ...		67	47	20
wireless keyboard and mouse gaming ...		67	51	16
drones for kids 8-12 with camera for boys ...		66	45	21
gaming monitor' ...		66	49	17
4080 graphics card ...		65	45	20
laptops and accessories ...		65	48	17
samsung s21 plus ...		65	51	14
computer for kids ...		64	44	20
computer keyboard & mouse combos ...		64	48	16
hot spots for wifi ...		64	54	10
terabyte external hard drive ...		64	45	19
wifi boosters for the house wireless ...		64	48	16
black friday laptop deals 2023 ...		63	43	20

Top-Sponsored Items



+ Add

Now \$32⁹⁹ \$49.99

Linksys AC1200 Dual Band WiFi 5 Router with Easy Setup, Black

★★★★☆ 437



+ Add

Now \$129⁰⁰ \$199.00 \$64.50/ea

Linksys AX2200 Dual-Band Mesh WiFi 6 System - 2.2 Gbps

★★★★☆ 91



+ Add

Now \$130⁰⁰ \$179.00

Linksys Hydra 6 Dual-Band Mesh Wi-Fi 6 Router, AX3000

★★★★☆ 44



+ Add

Now \$69⁹⁹ \$99.99

Google Nest Cam (Indoor, Wired) - Security Camera - Snow

★★★★☆ 259



Options

\$149⁰⁰

Straight Talk Apple iPhone SE (2022-3rd Gen) 5G, 64GB, Midnight- Prepaid Smartphone [Locked to Straight Talk]

★★★★☆ 994



Options

Now \$149⁰⁰ \$199.00

Options from \$149.00 - \$329.00

Samsung Galaxy Tab A8 10.5" Tablet, 32GB, Android 11, Dark Gray

★★★★☆ 1613



+ Add

\$59⁸⁸

Cricket Wireless Samsung Galaxy A03s, 32GB, 3GB RAM, Blue - Prepaid Smartphone

★★★★☆ 639



+ Add

Now \$25⁹⁹ \$38.99

BEST LEARNING INNO PAD: Smart Fun Lessons -Toddlers Learning Toy for Kids 2 - 5 Year Play and Learn Alphabet...

★★★★☆ 13



Options

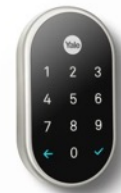
+2 options

Now \$49⁹⁹ \$59.99

Options from \$49.99 - \$53.09

Luigi's Mansion 3 - Nintendo Switch

★★★★☆ 506



+ Add

\$279⁰⁰

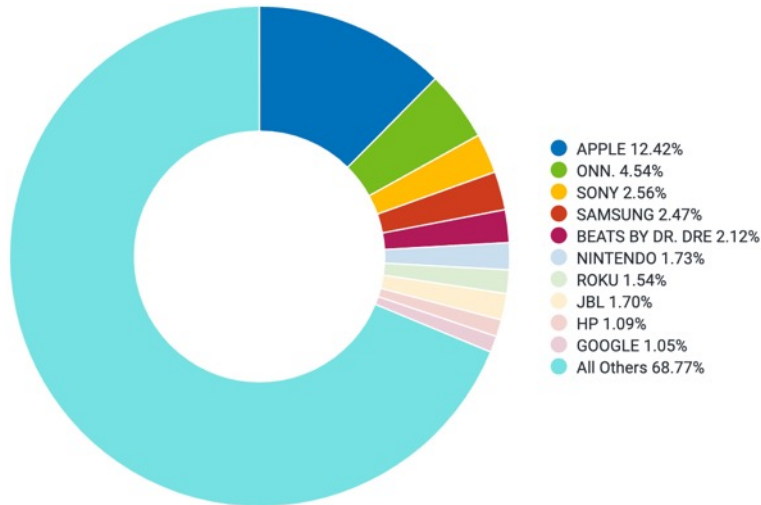
Nest x Yale Lock (Satin Nickel) with Nest Connect

★★★★☆ 2311

Electronics – Walmart Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ipad ...	4,517,114	645,865 ...
smart watch ...	4,270,642	316,672 ...
apple watch ...	4,109,293	624,819 ...
airpods ...	2,990,403	772,133 ...
apple airpods ...	2,802,746	335,554 ...
beats ...	2,130,502	272,730 ...
jbl speaker ...	2,103,921	354,320 ...
macbook ...	2,046,402	326,073 ...
ipad 10th generation ...	1,965,185	362,314 ...
headphones ...	1,743,656	454,623 ...
airpods pro 2nd generation ...	1,742,654	447,648 ...
bluetooth speaker ...	1,703,445	369,551 ...
tablet ...	1,641,056	411,024 ...
beats headphones ...	1,622,165	205,998 ...
airpods pro ...	1,567,953	326,726 ...
tv ...	1,563,908	492,820 ...
roku ...	1,526,299	357,472 ...

Food & Grocery – Walmart Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales



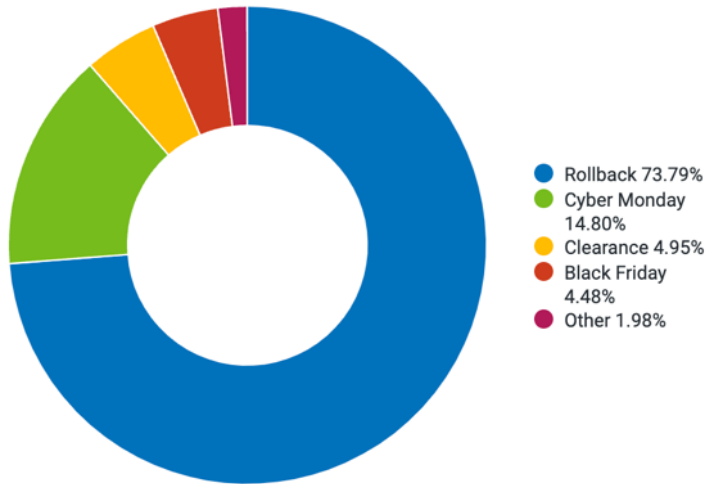
Produce
Unbranded



Peet's Coffee™



Badge Breakdown by Type



Top-Promoted Brands

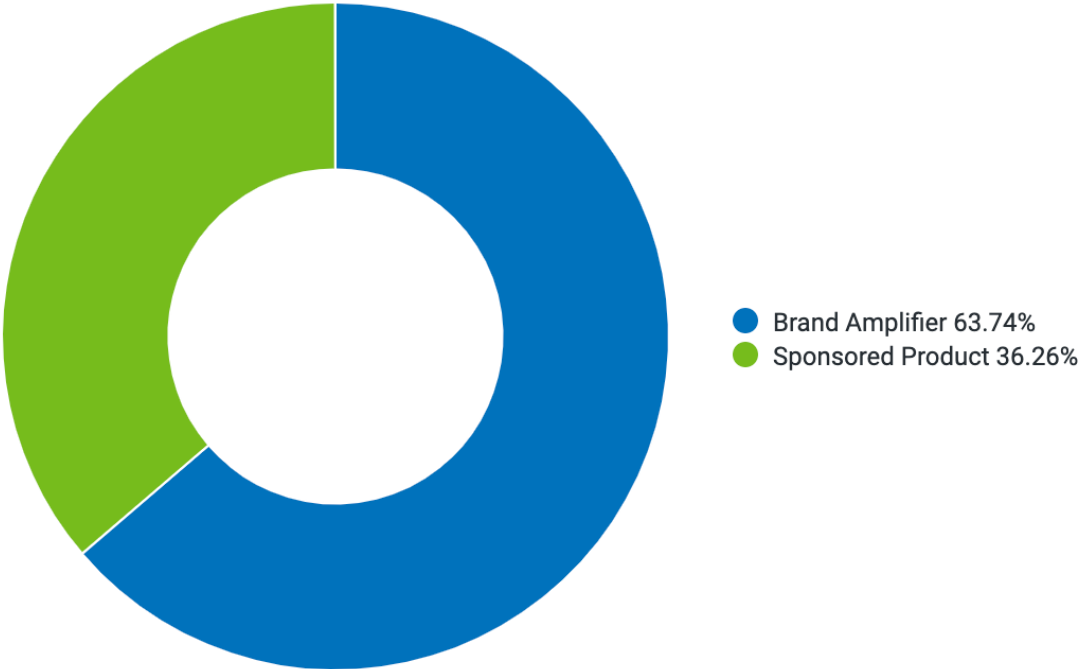
Brand	Item Count	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count		Items	Items	Items	Items	Items
GREAT VALUE ...	78	>	∅	∅	∅	∅	78
KRAFT ...	52	>	∅	∅	∅	∅	52
PRODUCE UNBR...	41	>	∅	∅	∅	∅	41
MARIE CALLEND...	39	>	∅	∅	∅	∅	39
LAY'S ...	34	>	∅	∅	4	∅	30
OREO ...	31	>	∅	∅	2	∅	29
MARKETSIDE ...	25	>	∅	∅	∅	∅	25
FRESHNESS GUA...	23	>	∅	∅	∅	∅	23
PEPSI ...	19	>	∅	1	∅	∅	18
RED BARON ...	19	>	∅	∅	∅	∅	19
ROCKSTAR ...	19	>	∅	∅	11	∅	8
QUAKER ...	18	>	∅	∅	11	∅	7
DR. PEPPER ...	17	>	∅	∅	∅	∅	17
GOYA ...	17	>	∅	∅	∅	∅	17
PURE LEAF ...	17	>	∅	∅	13	∅	4
IBERIA ...	16	>	∅	∅	∅	∅	16
FRESH GROUND ...	16	>	∅	∅	∅	∅	16

Food & Grocery – Walmart Cyber 5 Recap

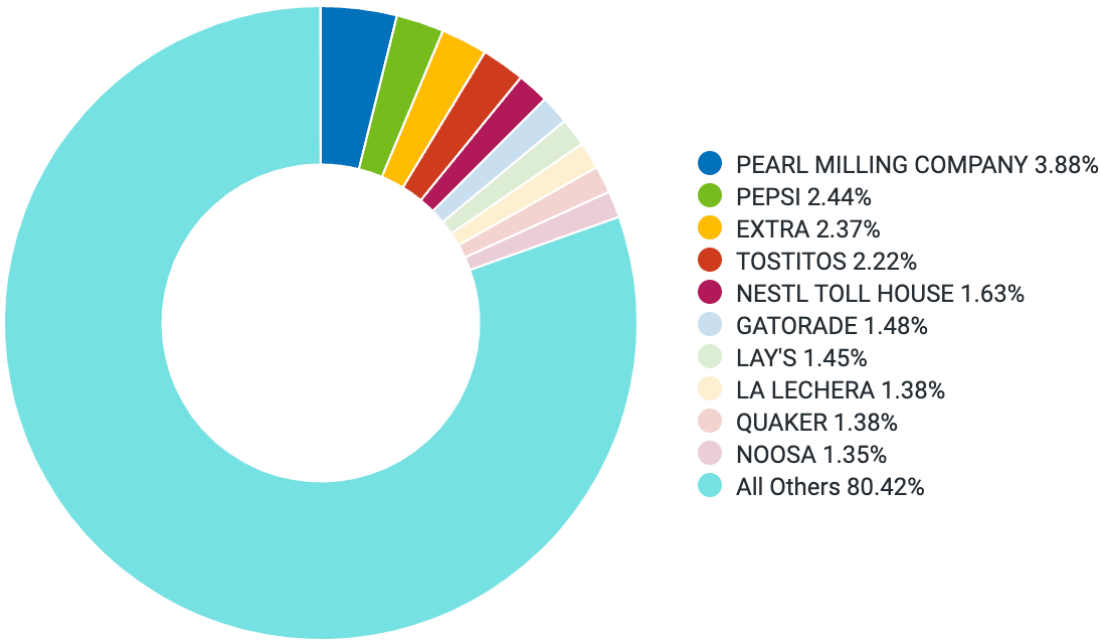
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Food & Grocery – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
Keyword			Sponsorship Activity	Sponsorship Activity
chocolate covered espresso beans ...		117	89	28
jawbreakers candy ...		111	79	32
eyeball candy ...		107	82	25
yorkshire gold tea ...		107	76	31
liquor chocolates ...		105	73	32
bulk snacks individually wrapped ...		104	70	34
gluten-free stuffing ...		104	68	36
mugwort tea ...		104	72	32
chinese candy ...		103	78	25
fortnum and mason tea ...		103	75	28
british candy ...		102	71	31
exotic snacks ...		102	67	35
old fashioned candy ...		102	71	31
retro candy ...		102	76	26
trail mix individual packs ...		102	69	33
espresso capsules ...		101	77	24
japanese snacks ...		101	69	32
freeze dried candy variety pack ...		100	64	36
canned foods groceries ...		99	63	36

Food & Grocery – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Items



+ Add

\$328 10.3 c/oz

Pearl Milling Company Complete Pancake Mix Buttermilk 32 oz
★★★★☆ 560



+ Add

\$837 14.5 c/fl oz

Pearl Milling Company Original Syrup, 24 fl oz, Bottle
★★★★★ 491



+ Add

\$834 7.0 c/ea

Extra Peppermint Sugar Free Chewing Gum Bulk - 15 Ct (8 Pack)
★★★★★ 329



+ Add

\$834 7.0 c/ea

Extra Spearmint Sugar Free Back to School Chewing Gum - 15 Ct (8 Pack)
★★★★★ 420



+ Add

\$332 9.5 c/ea

Extra Gum Peppermint Sugar Free Chewing Gum - 35 Stick
★★★★★ 264



+ Add

\$748 20.8 c/oz

Nestle Toll House Semi Sweet Chocolate Baking Chips, 36 oz Bag
★★★★★ 3429



Sweetened Condensed Milk 14 Servings
+ Add

\$253 18.1 c/oz

Nestle La Lechera Sweetened Condensed Milk, Good source of calcium, 14 oz

24 count | 12oz | zero sugar



+ Add

Now \$1148 ~~\$1298~~ 4.0 c/fl oz

Pepsi Cola Zero Sugar Soda Pop, 12 oz, 24 Pack Cans
★★★★★ 104



+ Add

\$250 16.7 c/fl oz

Java Monster Loca Moca, Coffee + Energy Drink, 15 Fl Oz
★★★★★ 375



+ Add

\$1199

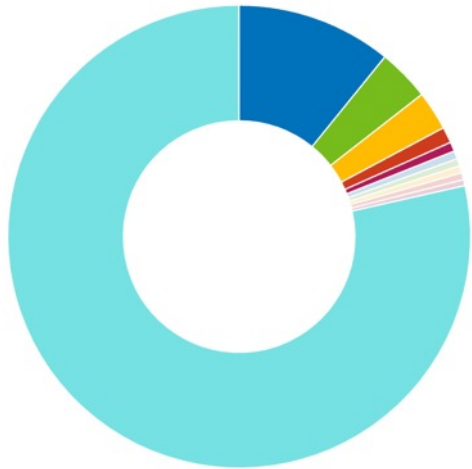
M&M's Minis Milk Chocolate Christmas Candy - 10 oz Bag
★★★★★ 44

Food & Grocery – Walmart Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- GREAT VALUE 10.86%
- PRODUCE UNBRANDED 3.63%
- MARKETSIDE 2.74%
- FRESHNESS GUARANTEED 1.11%
- KRAFT 0.64%
- PILLSBURY 0.58%
- FOOD TO LIVE 0.51%
- STARBUCKS 0.51%
- BIRDSEYE 0.48%
- SILK 0.41%
- All Others 78.54%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
eggs ...	4,345,078	912,251 ...
milk ...	3,369,633	587,494 ...
butter ...	2,210,143	548,817 ...
cream ...	2,094,298	126,085 ...
bread ...	2,056,136	612,662 ...
nespresso pods ...	2,049,320	319,480 ...
nespresso pods vertuo ...	1,769,689	411,665 ...
cream cheese ...	1,554,958	388,193 ...
garlic ...	1,550,017	362,442 ...
coffee ...	1,527,505	321,091 ...
onion ...	1,497,949	486,634 ...
bananas ...	1,490,092	487,356 ...
christmas candy ...	1,408,655	224,959 ...
candy ...	1,399,330	411,517 ...
carrots ...	1,382,361	426,091 ...
liquid iv ...	1,334,692	364,329 ...
mushrooms ...	1,308,158	205,941 ...

Top Brands by Share of Sales



Badge Breakdown by Type

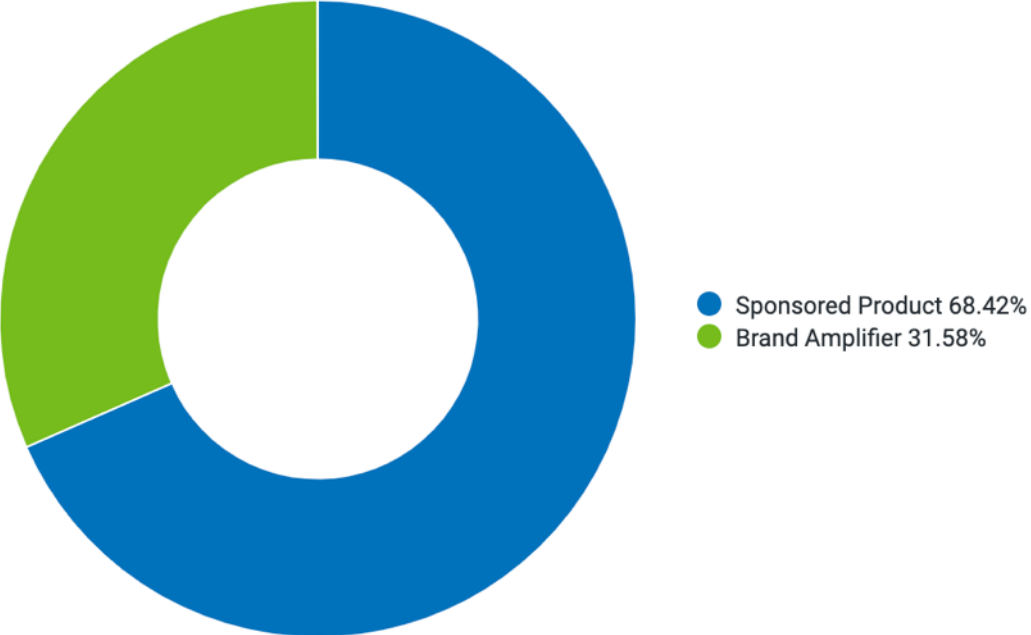


- Clearance 48.72%
- Cyber Monday 17.32%
- Rollback 12.93%
- Black Friday 11.93%
- Other 9.11%

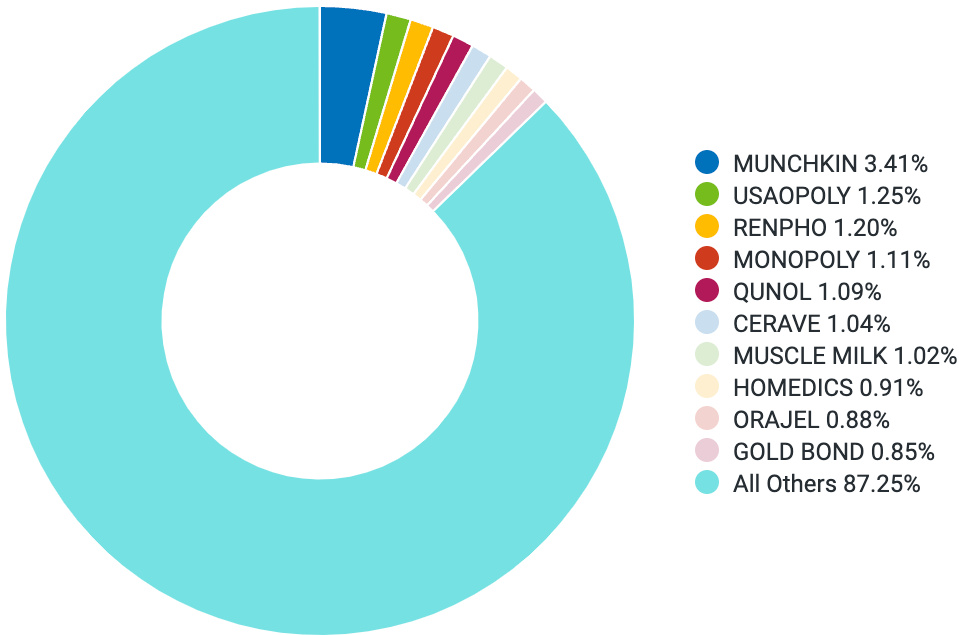
Top-Promoted Brands

Brand	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count	Items	Items	Items	Items	Items
EQUATE ...	50	0	0	0	0	50
HSMQHJWE ...	28	0	28	0	0	0
SOULGENIE ...	22	0	22	0	0	0
MAXKARE ...	19	11	0	9	8	0
CAMBIVO ...	17	0	14	0	3	0
ATHLETIC WORK...	17	0	11	1	0	5
READEREST ...	16	0	16	0	0	0
ZOUYUE ...	14	0	14	0	0	0
NELEUS ...	13	5	1	7	2	0
HERBAL HILLS ...	12	0	12	0	0	0
OZARK TRAIL ...	12	0	5	0	0	7
NORDIC NATURA...	11	0	11	0	0	0
AVIDDA ...	11	0	11	0	0	0
ORFELD ...	10	1	9	0	0	0
GENERIC ...	10	1	8	0	2	0
TSV ...	10	0	10	0	0	0
BONCAMOR ...	9	0	3	0	6	0

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Health – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Brand Amplifier
	Total Sponsorship Activity	∨	Sponsorship Activity	Sponsorship Activity
barbell protein bars ...	101		75	26
barebells protein bar ...	91		71	20
barbell protein bar ...	90		70	20
kirkland protein bars ...	82		60	22
barebells protein bars ...	79		63	16
fsa approved items only ...	68		48	20
wireless heating pad for back ...	68		49	19
wrecked pre workout ...	68		55	13
nasal inhaler ...	67		45	22
flexiknee natural knee pain patch ...	65		45	20
neti pot sinus rinse ...	65		45	20
nutrition/diet supplements ...	65		45	20
budesonide nasal spray ...	64		44	20
lidocaine cream 10 percent maximum strength roll on ...	63		39	24
probiotics for vaginal health ...	63		43	20
sleep support supplements ...	63		45	18
wellmoon sleeping patches for adults ...	63		47	16
dried elderberries ...	62		54	8
ryse protein ...	62		46	16

Top-Sponsored Items



+ Add

\$2⁹³ \$1.95/oz

Orajel Kids Paw Patrol Fluoride-Free Training Toothpaste, Natural Fruity Fun Flavor, #1 Pediatrician Recommended...

★★★★☆ 468



+ Add

\$29⁹⁸ \$2.14/ea

Lumineux Enamel-Safe & Peroxide-Free Teeth Whitening Strips, Dentist Formulated, 14-Pack

★★★★★ 4442



+ Add

\$13⁴⁷ \$2.69/fl oz

CeraVe Acne Foaming Cream Cleanser with 4% Benzoyl Peroxide for Face, 5 oz

★★★★★ 1422



+ Add

Now \$19⁹⁷ \$24.99

Colgate Optic White Overnight Teeth Whitening Pen

★★★★☆ 900



+ Add

\$59⁹⁷

Waterpik Ultra Countertop Water Flosser Oral Irrigator, White

★★★★★ 10610



+ Add

\$59⁹⁷

Waterpik Ultra Countertop Water Flosser Oral Irrigator, White

★★★★★ 10610



+ Add

\$7⁹⁸ 18.1 c/fl oz

Muscle Milk Genuine Protein Shake, Chocolate, 11 fl oz Carton, 4 Pk

★★★★★ 847



+ Add

\$9⁴⁸ 21.5 c/fl oz

Muscle Milk Pro Advanced Nutrition Protein Shake, Knockout Chocolate, 11.16 fl oz Bottle

★★★★★ 337



+ Add

\$7⁹⁸ 18.1 c/fl oz

Muscle Milk Genuine Protein Shake Strawberries 'n Crème, 11 fl oz Carton, 4 Pk

★★★★★ 692



+ Add

\$12⁸⁸ 10.7 c/ea

Qunol Magnesium Capsules (120 Count), High Absorption, 420mg, Extra Strength, Bone, Nerve, and Muscle...

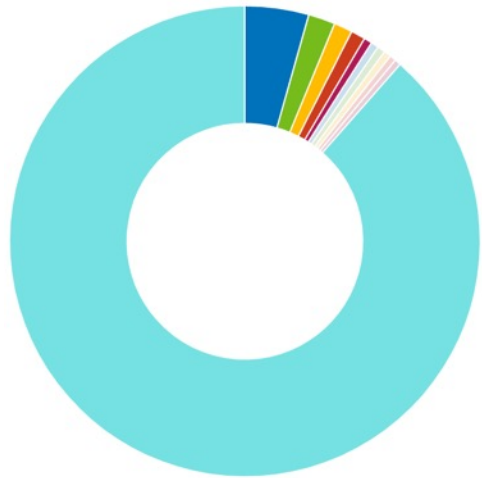
★★★★★ 495

Health – Walmart Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- EQUATE 4.39%
- GREAT VALUE 1.85%
- SPRING VALLEY 1.27%
- LACTAID 0.99%
- LIQUID I.V 0.56%
- NOW 0.53%
- VICKS 0.54%
- DOLE 0.50%
- QUEST NUTRITION 0.42%
- DR TEALS 0.43%
- All Others 88.53%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
liquid iv ...	1,334,692	364,329 ...
water ...	849,614	282,549 ...
toys for ages 8-13 ...	811,147	211,736 ...
board games ...	808,756	252,702 ...
smart watch ...	787,288	316,672 ...
ginger ...	764,198	202,583 ...
yoga mat ...	696,688	276,659 ...
quest 3 ...	643,496	268,232 ...
compression socks ...	586,047	173,061 ...
puzzles for adults ...	514,890	77,905 ...
fitbit ...	494,071	268,903 ...
games ...	478,310	270,501 ...
christmas movies ...	446,648	645,457 ...
fairlife milk ...	433,520	101,327 ...
flashlight ...	417,073	211,433 ...
sparkling water ...	366,446	115,752 ...
coconut water ...	357,643	153,340 ...

Home Improvement – Walmart Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales



Unique Bargains



Honeywell

Home Improvement – Walmart Cyber 5 Recap

Promotions



Badge Breakdown by Type

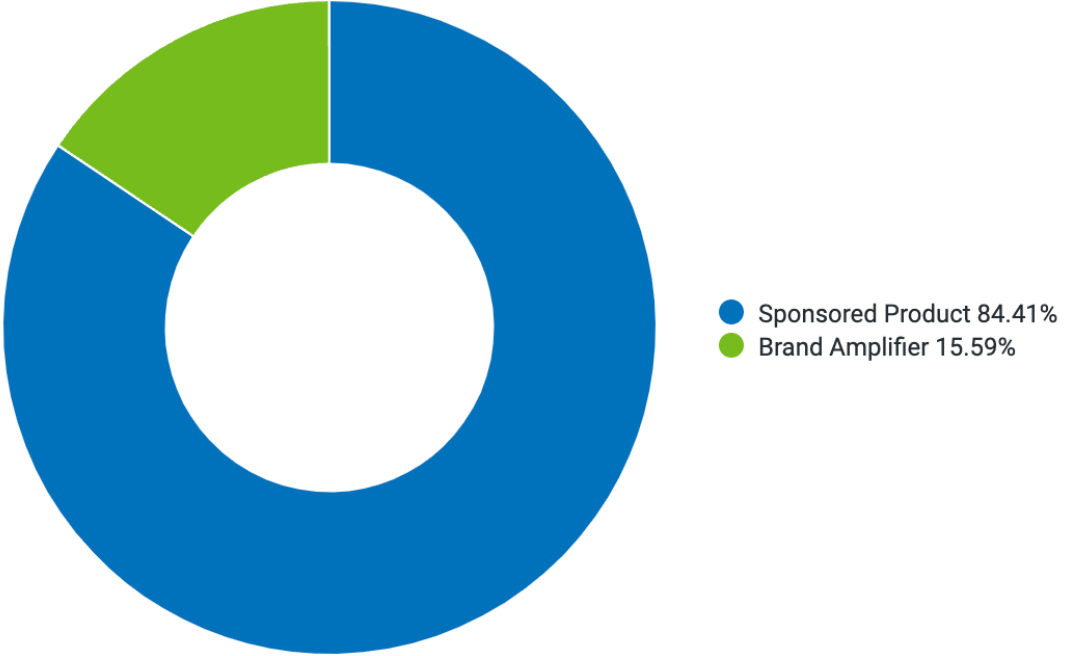


- Clearance 66.29%
- Rollback 10.66%
- Cyber Monday 9.03%
- Black Friday 7.56%
- Other 6.45%

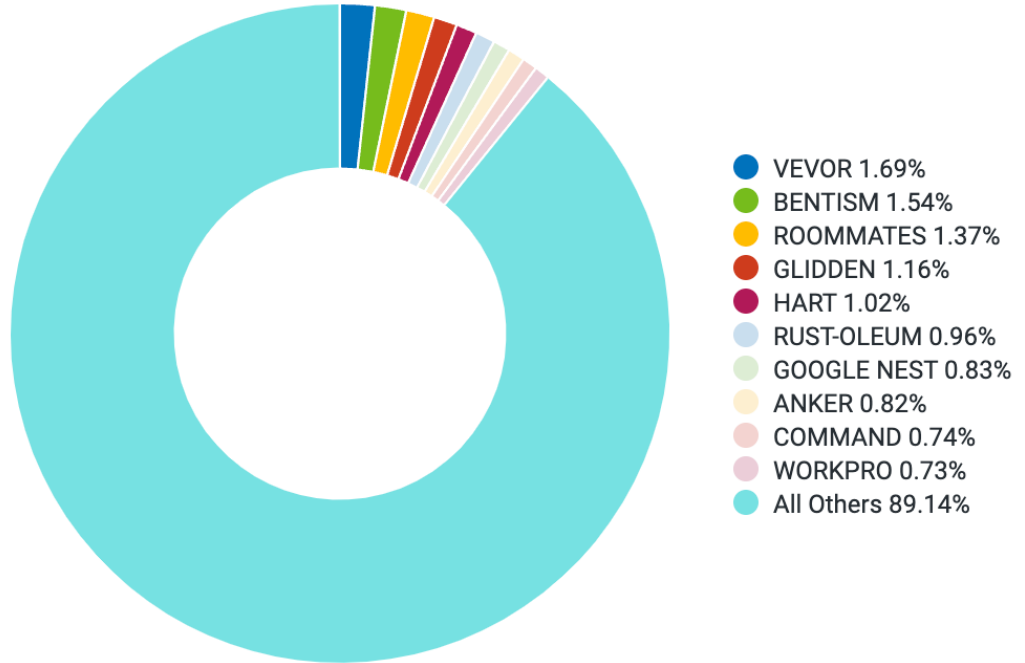
Top-Promoted Brands

Brand	Item Count	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
UNIQUE BARGAI...	75	>	∅	74	∅	1	∅
HYPER TOUGH ...	54	∅	∅	5	∅	∅	49
WORKPRO ...	36	∅	2	30	3	1	1
BETTER HOMES ...	36	∅	∅	11	∅	∅	25
HART ...	33	∅	4	4	8	1	20
WOVILON ...	31	∅	∅	31	∅	∅	∅
UXCELL ...	30	∅	∅	30	∅	∅	∅
TSV ...	28	∅	∅	28	∅	∅	∅
FIXDONO ...	27	∅	∅	27	∅	∅	∅
DURATECH ...	21	∅	∅	21	∅	∅	∅
KWIKSET ...	21	∅	∅	21	∅	∅	∅
VIKAKIOOZE ...	21	∅	∅	21	∅	∅	∅
KTAXON ...	20	∅	5	3	8	9	∅
MOOCORVIC ...	20	∅	∅	20	∅	∅	∅
GPED ...	20	∅	∅	20	∅	∅	∅
PINXOR ...	19	∅	∅	19	∅	∅	∅
COSTWAY ...	19	∅	9	1	12	5	∅

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Home Improvement – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
Keyword			Sponsorship Activity	Sponsorship Activity
light bulbs ...		74	52	22
interior paint ...		70	47	23
hand tools ...		67	57	10
incandescent light bulbs ...		66	46	20
led light bulbs ...		66	43	23
welding tools and accessories ...		65	48	17
garage door seal ...		64	52	12
led bulbs 60 watt equivalent ...		63	45	18
rustoleum paint ...		63	44	19
samsung water filter da97-17376b ...		61	46	15
air purifiers for home ...		60	42	18
heaters ...		60	38	22
patio chair covers waterproof ...		60	43	17
wood paint for furniture ...		60	48	12
air filters ...		59	34	25
hand crank generator ...		59	40	19
book safe lock box ...		58	46	12
car dehumidifier ...		58	44	14
dimmer switches for led lights ...		58	40	18

Top-Sponsored Items



+ Add

Now \$69⁹⁹ \$99.99

Google Nest Cam (Indoor, Wired) - Security Camera - Snow

★★★★☆ 259



+ Add

\$279⁰⁰

Nest x Yale Lock (Satin Nickel) with Nest Connect

★★★★★ 2311



+ Add

Now \$6⁰⁰ \$14.97

Anker PowerLine Select+ Lightning Cable Black (6ft)

★★★★★ 50



+ Add

\$39⁹⁹

PowerCore Select 20000 Power Bank, Dual-Port Portable Phone Charger

★★★★★ 210



+ Add

\$79⁹⁶

Wyze Smart Lock Bolt with Fingerprint Keyless Entry and Auto Lock

★★★★★ 1183



Options

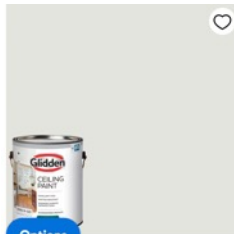
+3 options

\$35⁹⁴ 28.1 c/fl oz

Options from \$35.94 - \$43.94

Glidden HEP Grab-N-Go Interior Paint + Primer Country White / Off White, Flat, 1 Gallon

★★★★☆ 47



Options

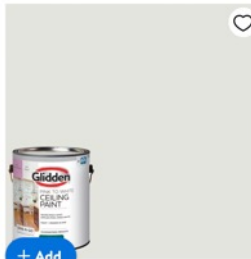
+2 sizes

\$26⁹⁷ 21.1 c/fl oz

Options from \$26.97 - \$115.00

Glidden Grab-N-Go Interior Ceiling Paint Flat, White, 1 Gallon

★★★★★ 287



+ Add

\$30⁹⁷ 24.2 c/fl oz

Glidden Grab-N-Go Interior Ceiling Paint Flat, Pink to White, 1 Gallon

★★★★☆ 133

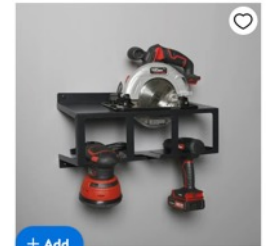


+ Add

\$241⁹⁸

Google Nest Cam with Floodlight (Snow)

★★★★★ 209



+ Add

\$29⁶⁸

Hyper Tough Power Tool Hanger, Steel, 17.7-inch, 32-lb. Capacity, 8704

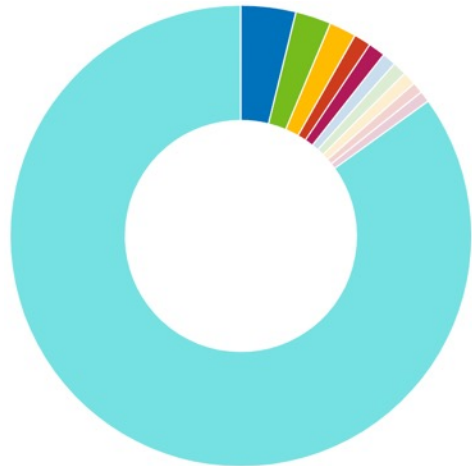
★★★★★ 25

Home Improvement – Walmart Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- GREAT VALUE 3.84%
- HYPER TOUGH 2.50%
- DEL MONTE 1.90%
- MAINSTAYS 1.19%
- MARIE CALLENDER'S 1.20%
- BANQUET 0.98%
- ANNIE'S 0.97%
- LIBBY'S 0.93%
- COMMAND 0.79%
- KRAFT 0.77%
- All Others 84.94%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ring doorbell ...	1,721,403	465,761 ...
ring camera ...	1,475,304	306,854 ...
shower head ...	1,169,507	354,804 ...
blink outdoor camera ...	1,087,580	311,193 ...
milwaukee tools ...	980,114	168,884 ...
command hooks ...	974,959	250,638 ...
vanity ...	924,109	428,914 ...
extension cord ...	888,345	252,480 ...
ring ...	842,707	198,912 ...
dewalt ...	812,157	158,913 ...
heater ...	722,941	233,342 ...
space heater ...	702,948	285,455 ...
smart plug ...	699,303	155,846 ...
ring camera outdoor wireless ...	674,625	273,899 ...
tools ...	659,666	149,581 ...
blink doorbell camera ...	655,581	92,138 ...
tomatoes ...	645,691	401,603 ...

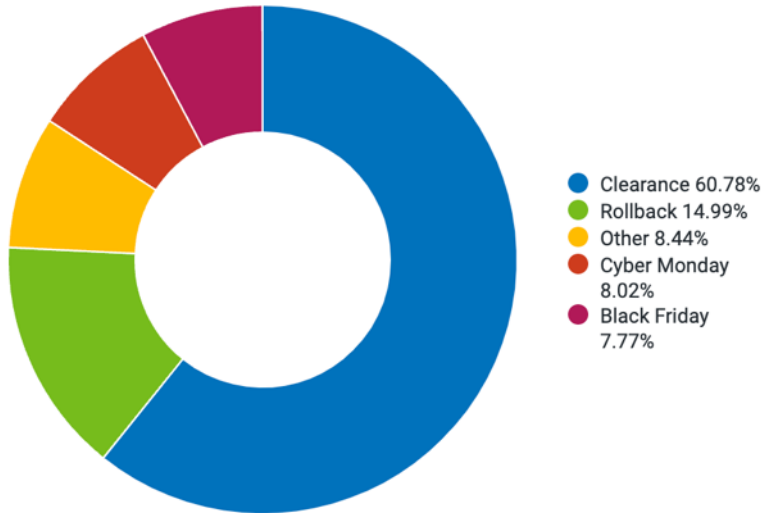
Top Brands by Share of Sales



Home, Furniture & Appliances – Walmart Cyber 5 Recap

Promotions

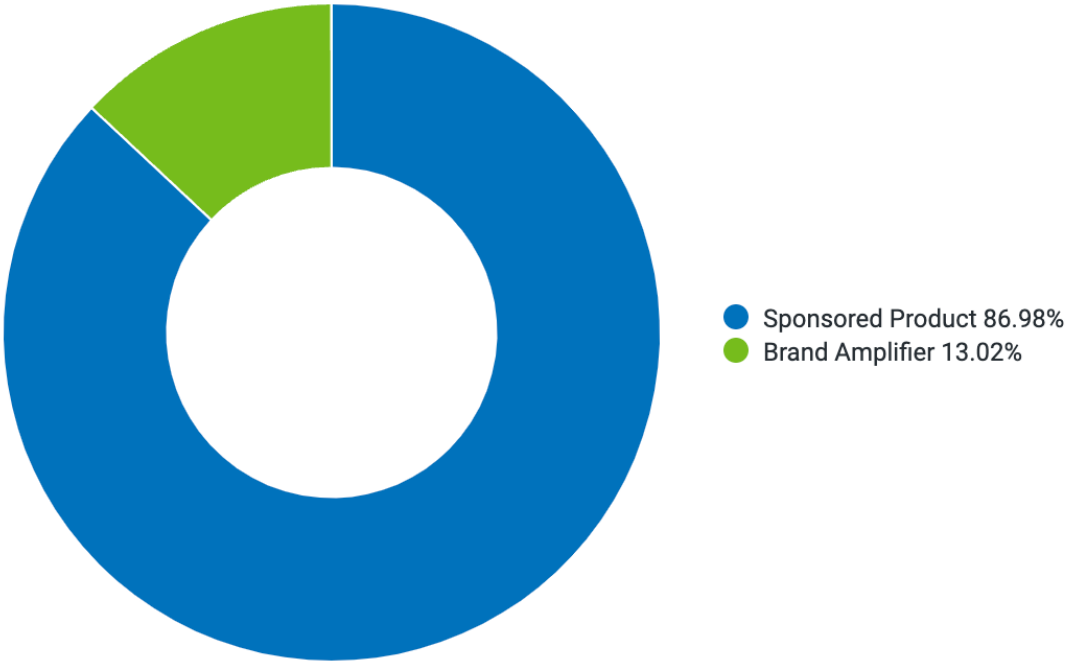
Badge Breakdown by Type



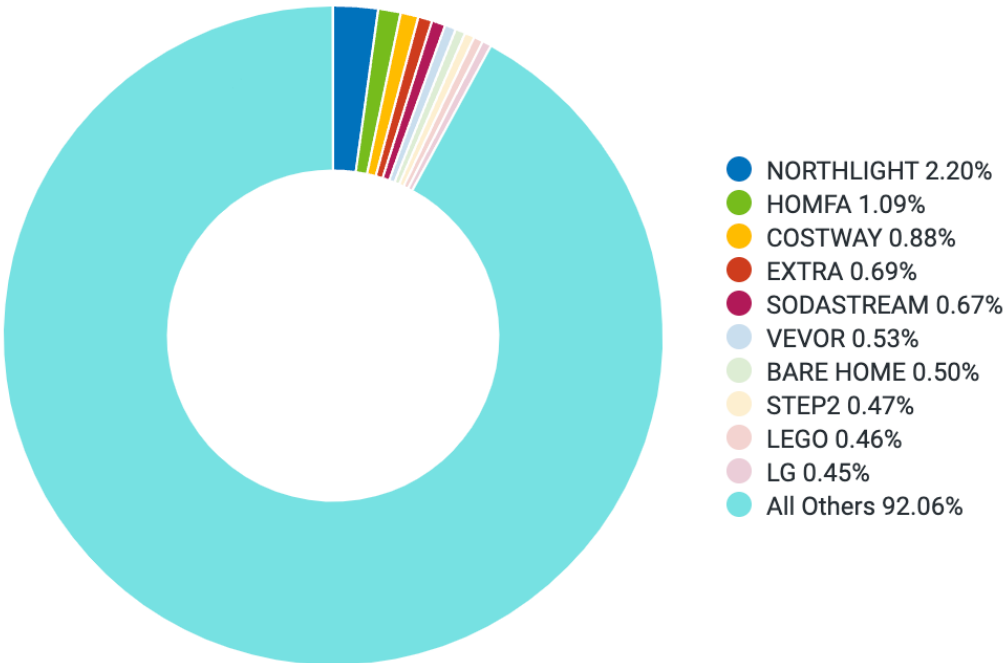
Top-Promoted Brands

Brand	Item Count	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count	Items	Items	Items	Items	Items	Items
EQWLJWE ...	172	∅	172	∅	1	∅	
BETTER HOMES ...	172	11	23	7	∅	138	
VIKAKIOOZE ...	160	∅	160	∅	∅	∅	
MAINSTAYS ...	159	1	25	3	∅	131	
MOOCORVIC ...	144	∅	144	∅	∅	∅	
EUROCO ...	129	∅	1	∅	∅	128	
RNEMITE-AMO ...	120	∅	120	∅	∅	∅	
SDJMA ...	113	∅	113	∅	∅	∅	
WOVILON ...	111	∅	111	∅	∅	∅	
MANOR PARK ...	104	∅	4	∅	∅	100	
DECONOVO ...	95	72	∅	26	3	∅	
COSTWAY ...	91	23	10	39	44	∅	
SUBRTEX ...	89	47	∅	10	30	2	
VERPETRIDURE...	78	∅	78	∅	∅	∅	
BESTIER ...	74	3	49	11	2	16	
DVKPTBK ...	72	∅	72	∅	∅	∅	
SUOKOM ...	72	∅	72	∅	∅	∅	

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Home, Furniture & Appliances – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
Keyword			Sponsorship Activity	Sponsorship Activity
kitchen & table linens ...		83	60	23
rugs ...		81	52	29
blenders ...		76	49	27
closet organization ...		74	68	6
storage ...		74	74	∅
mugs ...		72	62	10
water bottle ...		72	62	10
living room sets ...		71	67	4
picture frames ...		71	71	∅
pressure cookers ...		71	43	28
storage baskets ...		71	71	∅
storage containers ...		71	66	5
trash cans ...		71	56	15
full size bed frame with storage ...		69	49	20
kitchen appliances ...		69	49	20
mattress bag for disposal ...		69	50	19
tea kettles ...		69	54	15
bath towels ...		68	62	6
bedroom sets ...		68	68	∅

Top-Sponsored Items



+ Add

\$119⁹⁹

Step2 Deluxe Art Master Desk Plastic Kids Activity Center and Table

★★★★★ 474

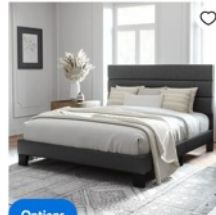


+ Add

\$101⁰⁸

Step2 Flip & Doodle Easel Desk with Stool and Plenty of Storage

★★★★★ 155



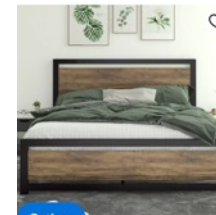
Options

Now \$159⁹⁹ ~~\$359.99~~

More options from \$149.99

Allewie Queen Size Platform Bed Frame with Fabric Upholstered Headboard, Dark Grey

★★★★★ 1024



Options

Now \$164⁹⁹ ~~\$399.99~~

More options from \$151.99

Allewie Queen Size Metal Platform Bed Frame with Square Frame Wooden Headboard&Footboard, Brown

★★★★★ 417

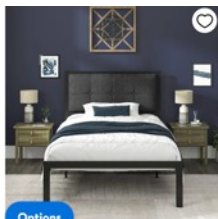


+ Add

\$6⁴⁸

SodaStream Pepsi Zero Sugar Flavor Mix, 14.8 fl oz

★★★★★ 341



Options

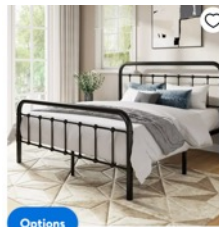
+4 sizes

Now \$99⁹⁸ ~~\$279.99~~

Options from \$99.98 – \$158.98

Allewie Twin Platform Bed with Upholstered Button Tufted Headboard with 11" Under-Bed Storage, Grey

★★★★★ 296



Options

Now \$178⁹⁹ ~~\$279.99~~

More options from \$144.99

Allewie Queen Size Metal Platform Bed Frame with Victorian Style Wrought Iron-Art Headboard/Footboard, Black

★★★★★ 210



Options

Now \$59⁹⁹ ~~\$89.00~~

SodaStream Terra Sparkling Water Maker - Black

★★★★★ 1220



Options

Now \$69⁰⁰ ~~\$79.99~~

T-fal Easy Care 12-Piece Non-Stick Cookware Set, Pots and Pans, Red

★★★★★ 1023



+ Add

\$6⁴⁸

SodaStream Diet Pepsi Flavor Mix, 14.8 fl oz

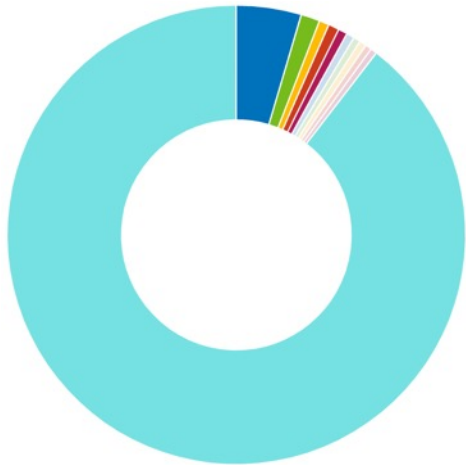
★★★★★ 170

Home, Furniture & Appliances – Walmart Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- MAINSTAYS 4.59%
- BETTER HOMES & GARDENS 1.33%
- COSTWAY 0.71%
- APPLE 0.75%
- HOLIDAY TIME 0.65%
- THE PIONEER WOMAN 0.55%
- NINJA 0.50%
- STANLEY 0.50%
- KEURIG 0.43%
- HAMILTON BEACH 0.45%
- All Others 89.55%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
christmas tree ...	3,004,984	877,205 ...
desk ...	2,077,989	465,664 ...
gaming chair ...	1,922,056	527,461 ...
christmas lights ...	1,881,962	517,018 ...
outdoor christmas decorations ...	1,877,569	439,592 ...
gaming desk ...	1,641,505	367,955 ...
christmas lights outdoor ...	1,619,993	242,001 ...
led lights ...	1,551,738	473,366 ...
eggs ...	1,504,931	912,251 ...
led lights for room ...	1,459,400	302,863 ...
curtains ...	1,455,966	330,022 ...
outdoor christmas lights ...	1,381,361	161,983 ...
bookshelf ...	1,377,335	335,115 ...
vacuum ...	1,363,019	319,248 ...
dresser for bedroom ...	1,356,856	248,337 ...
weighted blanket ...	1,335,782	370,180 ...
vanity ...	1,285,348	428,914 ...

Household Essentials – Walmart Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales



DURACELL

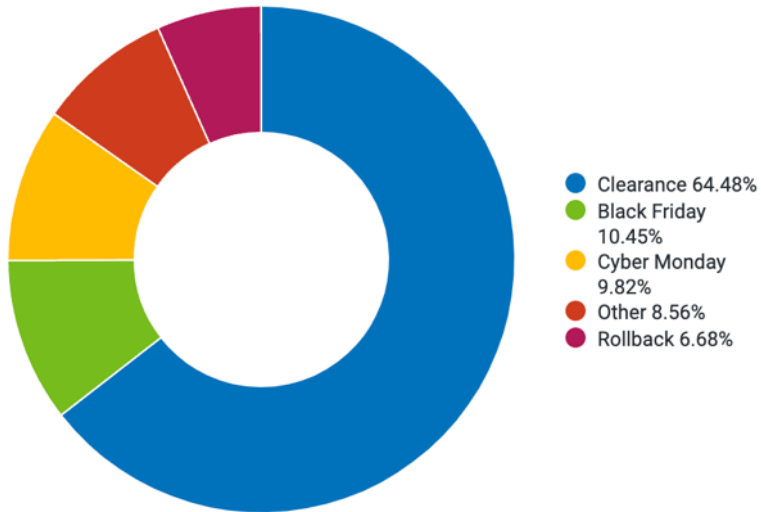


Household Essentials – Walmart Cyber 5 Recap

Promotions



Badge Breakdown by Type



Top-Promoted Brands

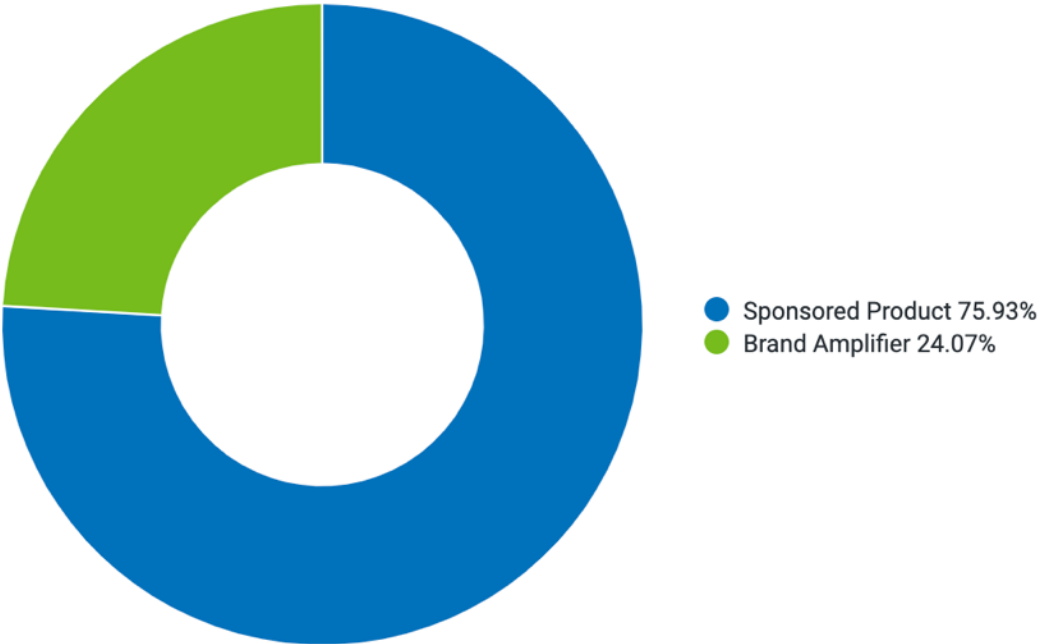
	Badge Type >	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count v	Items	Items	Items	Items	Items
WOVILON ...	21	∅	21	∅	∅	∅
ZOUYUE ...	20	∅	20	∅	∅	∅
GREAT VALUE ...	14	∅	∅	∅	∅	14
RNEMITE-AMO ...	14	∅	14	∅	∅	∅
HAPPYLOST17 ...	13	2	10	2	1	∅
SDJMA ...	13	∅	13	∅	∅	∅
OAVQHLG3B ...	10	∅	10	∅	∅	∅
AIR WICK ...	9	∅	∅	∅	∅	9
DURACELL ...	9	∅	∅	∅	∅	9
ENERGIZER ...	9	3	∅	6	∅	2
SUGARDAY ...	9	4	∅	4	5	∅
MASTERTOP ...	8	3	4	3	1	∅
JEHONN ...	8	8	∅	7	∅	∅
MOOCORVIC ...	8	∅	8	∅	∅	∅
TSV ...	8	∅	8	∅	∅	∅
HAPPYLOST ...	7	∅	6	∅	1	∅
ENTASSER ...	7	∅	7	∅	∅	∅

Household Essentials – Walmart Cyber 5 Recap

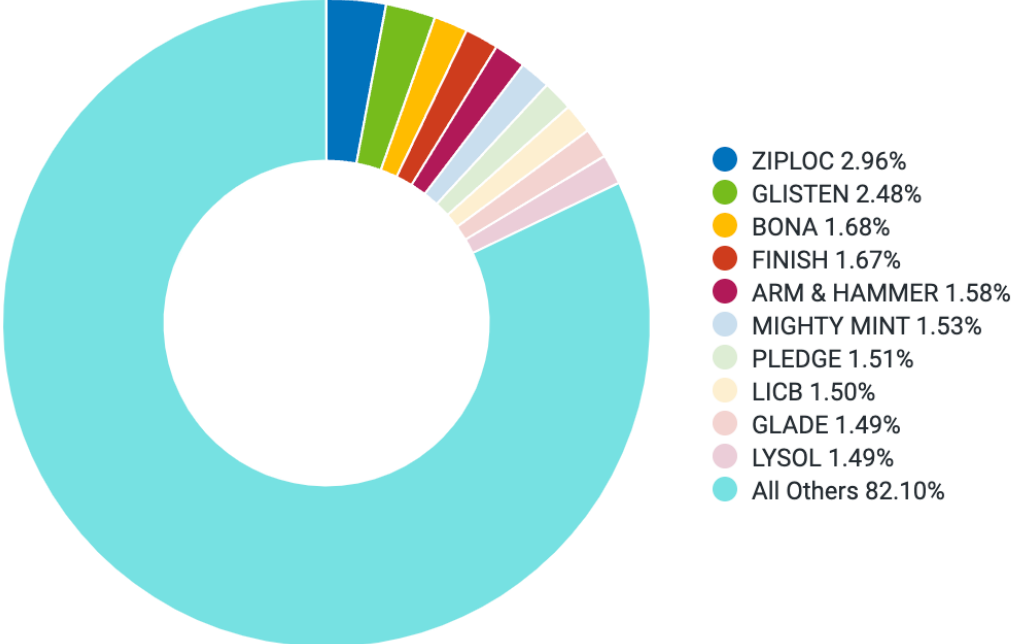
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Household Essentials – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Brand Amplifier
	Total Sponsorship Activity	∨	Sponsorship Activity	Sponsorship Activity
liquid laundry detergent ...	88		51	37
puffs ...	68		68	∅
toilet paper ...	67		36	31
sopami oil film emulsion glass cleaner ...	64		42	22
bamboo toilet paper ...	63		39	24
drain cleaner liquid ...	63		47	16
sal suds biodegradable cleaner ...	61		45	16
air freshener spray for bathroom ...	61		49	12
mosquito repellent bracelets ...	61		41	20
powder laundry detergent ...	61		41	20
hey sunday laundry detergent sheets ...	61		43	18
high maintenance laundry detergent ...	60		44	16
microwave cleaner ...	60		44	16
wall cleaner for painted walls ...	59		39	20
turkey brining kit with bag ...	58		58	∅
snack bag ...	58		42	16
cleaning supplies for housekeeping ...	58		50	8
mattress cleaner and stain remover ...	57		45	12
mops ...	57		36	21

Top-Sponsored Items



+ Add

\$378 771 c/oz

Glisten Disposer Care Cleaner, Lemon Scent, 4 Packets

★★★★★ 785



+ Add

Now \$888 \$15.99 37.0 c/fl oz

Glisten Dishwasher Cleaner & Disinfectant Liquid, Lemon Scent, 12oz., 2-Pack

★★★★★ 582



+ Add

\$488 40.7 c/fl oz

Glisten Dishwasher Cleaner & Disinfectant Liquid, Lemon Scent, 12oz., 1 count

★★★★★ 609



Options

+9 options

Now \$1347 \$20.63

\$5.61/per 100 count
Options from \$13.47 - \$481.76

Lysol Disinfectant Wipes, Multi-Surface Antibacterial Cleaning Wipes, For Disinfecting and Cleaning, Lemon and...

★★★★★ 712



+ Add

\$974 \$1.20/oz

Glisten Disposer Care Freshener Pods, 10 Pack

★★★★★ 348



+ Add

\$398 19.9 c/ea

Ziploc Freezer Pint Bag, Grip 'n Seal Technology, Reusable, 20 Count

★★★★★ 691



Options

+4 options

\$1082 18.0 c/count

More options from \$5.24

Ziploc® Brand Freezer Bags with New Stay Open Design, Gallon, 60, Patented Stand-up Bottom, Easy to Fill Freezer...

★★★★★ 2905



Options

+4 options

\$1082 14.4 c/count

More options from \$5.24

Ziploc® Brand Freezer Bags with New Stay Open Design, Quart, 75, Patented Stand-up Bottom, Easy to Fill Freezer...

★★★★★ 1782



+ Add

\$1698 5.9 c/ea

DUDE Wipes Unscented XL Flushable Wipes, 6 Flip-Top Packs, 48 Wipes per Pack, 288 Total Wipes

★★★★★ 883



+ Add

\$1198 \$3.58/fl oz

Glade PlugIns Refill 5 ct, Clean Linen, 3.35 FL. oz. Total, Stocking Stuffers for Women, Scented Oil Air Freshener...

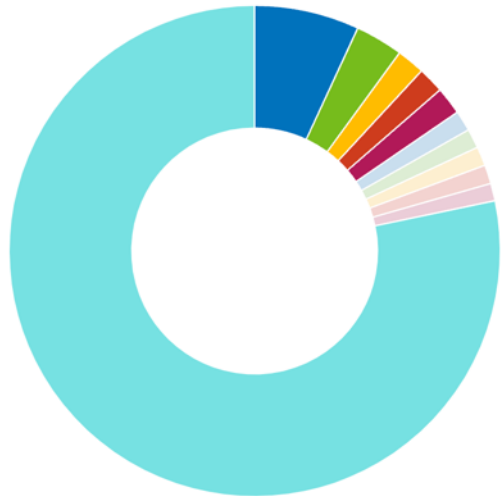
★★★★★ 1489

Household Essentials – Walmart Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- GREAT VALUE 6.91%
- ENERGIZER 3.15%
- CLOROX 1.84%
- DURACELL 1.72%
- HEFTY 1.84%
- FEBREZE 1.34%
- SWIFFER 1.29%
- TIDE 1.26%
- ARM & HAMMER 1.23%
- LYSOL 1.16%
- All Others 78.27%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
aa batteries ...	510,926	124,899 ...
kiwi ...	434,278	105,263 ...
rechargeable batteries ...	389,565	100,354 ...
mouse traps ...	352,318	174,014 ...
toilet paper ...	249,548	145,030 ...
wraps ...	233,574	64,249 ...
baking soda ...	229,108	190,909 ...
travel essentials ...	207,288	179,996 ...
carpet cleaner machine ...	163,798	75,376 ...
air ...	159,509	58,856 ...
in ...	147,639	284,589 ...
pumiey ...	131,039	56,965 ...
begal ...	128,541	50,491 ...
camping essentials ...	127,859	73,937 ...
bissell little green machine ...	118,571	83,187 ...
aaa batteries ...	111,563	29,830 ...
wipes ...	107,830	13,071 ...

Office Supplies – Walmart Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales



logitech

onn.™



Scotch®

JAM®
PAPER & ENVELOPE

brother®

Office Supplies – Walmart Cyber 5 Recap

Promotions



Badge Breakdown by Type



- Clearance 70.79%
- Cyber Monday 9.09%
- Black Friday 7.10%
- Rollback 6.90%
- Other 6.11%

Top-Promoted Brands

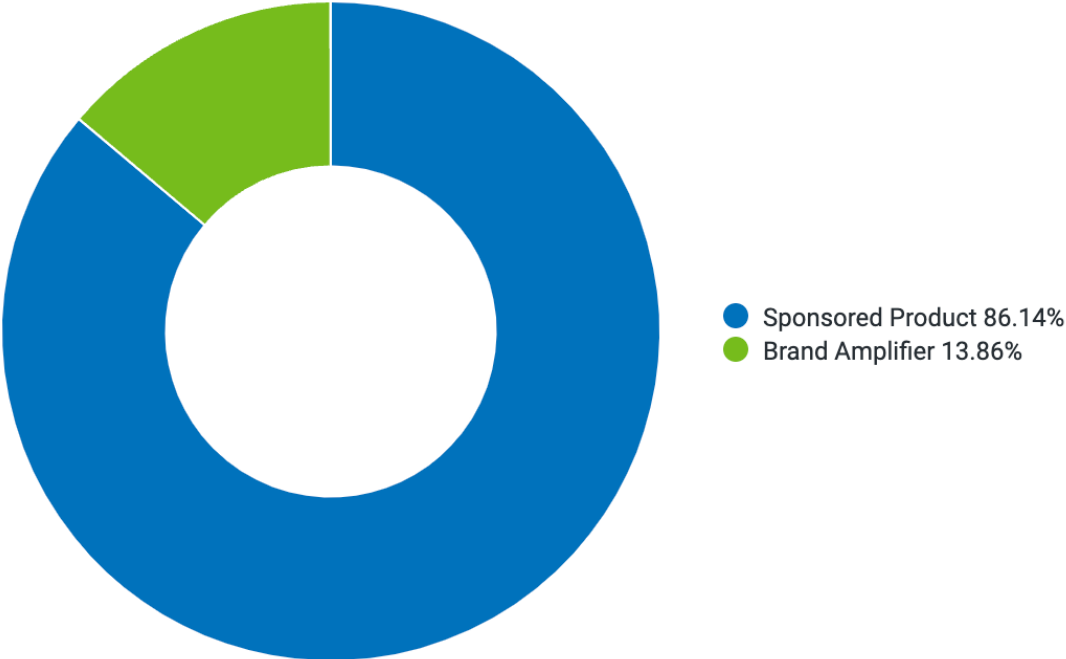
Brand	Item Count	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count	Items	Items	Items	Items	Items	Items
WOVILON ...	28	∅	28	∅	∅	∅	∅
LEGO ...	27	6	∅	12	∅	15	∅
YUZBOU ...	27	∅	27	∅	∅	∅	∅
NIIMBOT ...	26	∅	24	∅	5	∅	∅
KTAXON ...	24	11	2	13	8	∅	∅
RNEMITE-AMO ...	24	∅	24	∅	∅	∅	∅
EQWLJWE ...	23	∅	23	∅	∅	∅	∅
SOAC ...	22	∅	22	∅	∅	∅	∅
SDJMA ...	21	∅	21	∅	∅	∅	∅
CRAYOLA ...	21	1	1	1	∅	18	∅
TSV ...	21	∅	21	∅	∅	∅	∅
VIKAKIOOZE ...	20	∅	20	∅	∅	1	∅
BLUE SKY ...	20	∅	20	∅	∅	∅	∅
UNIQUE BARGAI...	19	∅	19	∅	∅	∅	∅
EEASE ...	19	∅	19	∅	∅	∅	∅
CSHIDWORLD ...	18	2	18	4	∅	∅	∅
QUINTINA ...	16	∅	16	∅	∅	∅	∅

Office Supplies – Walmart Cyber 5 Recap

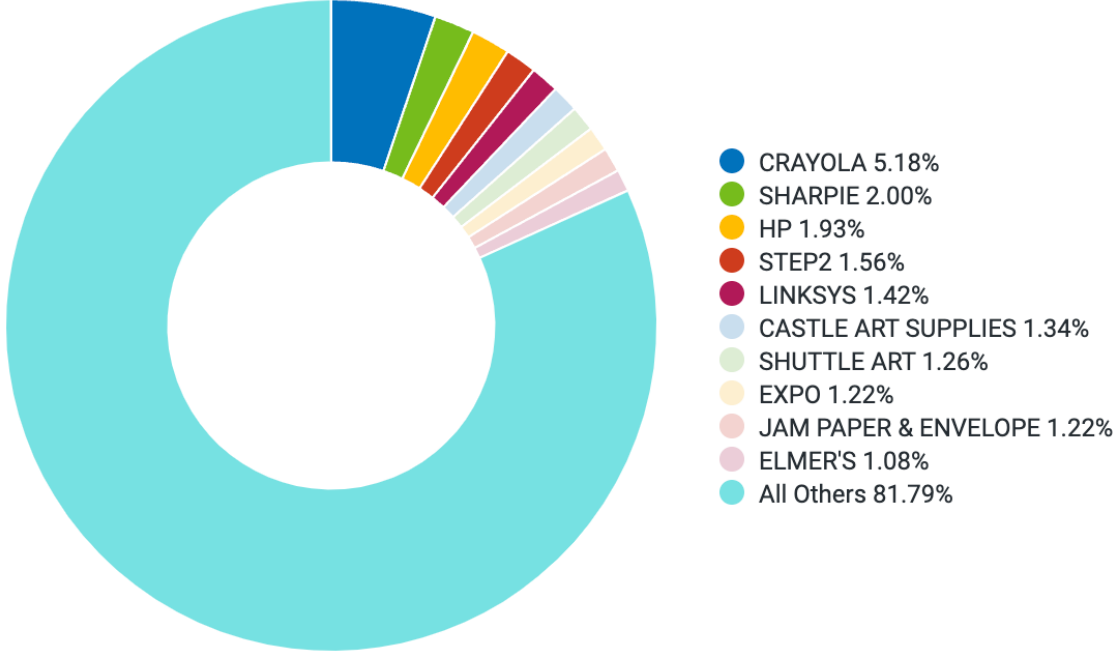
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Office Supplies – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Brand Amplifier
	Total Sponsorship Activity	∨	Sponsorship Activity	Sponsorship Activity
portable printers wireless for travel ...	68		50	18
printer paper ...	68		56	12
gaming monitor' ...	66		49	17
cardstock printer paper 8.5 x 11 ...	64		49	15
computer keyboard & mouse combos ...	64		48	16
monitors ...	64		46	18
sprocket printer paper ...	63		48	15
card stock paper colored paper ...	62		45	17
card stock printer paper 8.5 x 11 ...	62		47	15
iphone printers for photos ...	62		47	15
laser computer printers ...	62		43	19
small paper cutter ...	62		47	15
composition notebooks ...	61		56	5
terabyte external hard drive ...	61		42	19
wireless keyboard and mouse gaming ...	60		44	16
16tb hard drive ...	59		42	17
better than paper bulletin board roll ...	58		46	12
color card stock paper 8.5 x 11 ...	58		41	17
external hard drive for mac ...	58		44	14

Top-Sponsored Items



+ Add

Now \$32⁹⁹ \$49.99

Linksys AC1200 Dual Band WiFi 5 Router with Easy Setup, Black
★★★★☆ 437



+ Add

Now \$129⁰⁰ \$199.00 \$64.50/ea

Linksys AX2200 Dual-Band Mesh WiFi 6 System - 2.2 Gbps
★★★★☆ 91



+ Add

Now \$130⁰⁰ \$179.00

Linksys Hydra 6 Dual-Band Mesh Wi-Fi 6 Router, AX3000
★★★★☆ 44



Options

+4 options

\$1,948⁰⁰ +\$49.97 shipping

More options from \$717

HP Printer Paper - Copy and Print, 20 lb., 8.5" x 11", 1 Pallet, 40 Cases (160,000 Sheets), White
★★★★☆ 1608



+ Add

\$56¹⁰

HP Printer Paper - Copy and Print, 20 lb., 8.5" x 11", 2,400 Sheets, 6 Pack
★★★★☆ 1608



+ Add

Now \$6⁰⁰ \$14.97

Anker PowerLine Select+ Lightning Cable Black (6ft)
★★★★☆ 55



+ Add

Now \$19⁹⁴ \$28.92

Crayola Ultimate Light Board Drawing Tablet Coloring Set, Light-Up Toys for Kids, Beginner Child
★★★★☆ 325



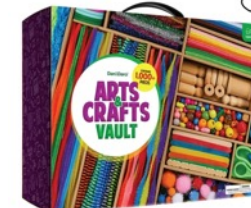
Options

+2 options

\$14⁷⁹ \$14.79/lb

More options from \$4.98

Dixon Ticonderoga Wood-Cased #2 HB Pencils, Box of 96, Yellow
★★★★☆ 2911



+ Add

Now \$39⁹⁹ \$49.99

Arts and Crafts Vault 1000 Plus Piece Craft Kit Library in a Box for Kids Ages 4 5 6 7 8 9 10 11 & 12 Year Old Girls &...
★★★★☆ 175



+ Add

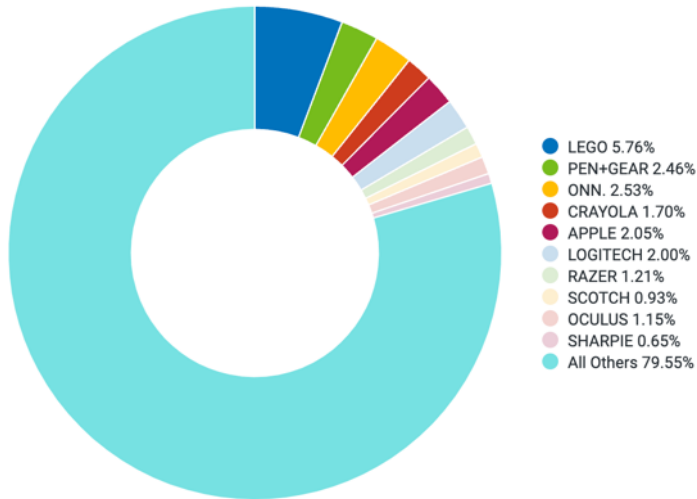
\$9⁹⁷ \$1.25/ea

Expo Vis-a-Vis Wet Erase Marker Set, Fine Tip, Assorted Colors, 8 Count
★★★★☆ 101

Office Supplies – Walmart Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
lego ...	1,526,430	528,794 ...
printer ...	1,357,562	276,057 ...
projector ...	1,178,778	364,884 ...
gaming mouse ...	1,134,779	263,388 ...
ring doorbell ...	1,021,786	465,761 ...
slime ...	972,703	316,780 ...
mouse pad ...	971,293	366,119 ...
gaming keyboard ...	930,415	225,266 ...
gaming monitor ...	928,629	313,046 ...
monitor ...	898,450	375,108 ...
3d printer ...	893,694	301,429 ...
gaming headset ...	888,519	263,117 ...
lego sets ...	883,941	417,500 ...
legos ...	862,417	348,613 ...
meta quest 3 ...	850,014	315,268 ...
wireless mouse ...	845,222	277,707 ...
oculus quest 3 ...	833,328	262,769 ...

Top Brands by Share of Sales



Patio & Garden – Walmart Cyber 5 Recap

Promotions



Badge Breakdown by Type

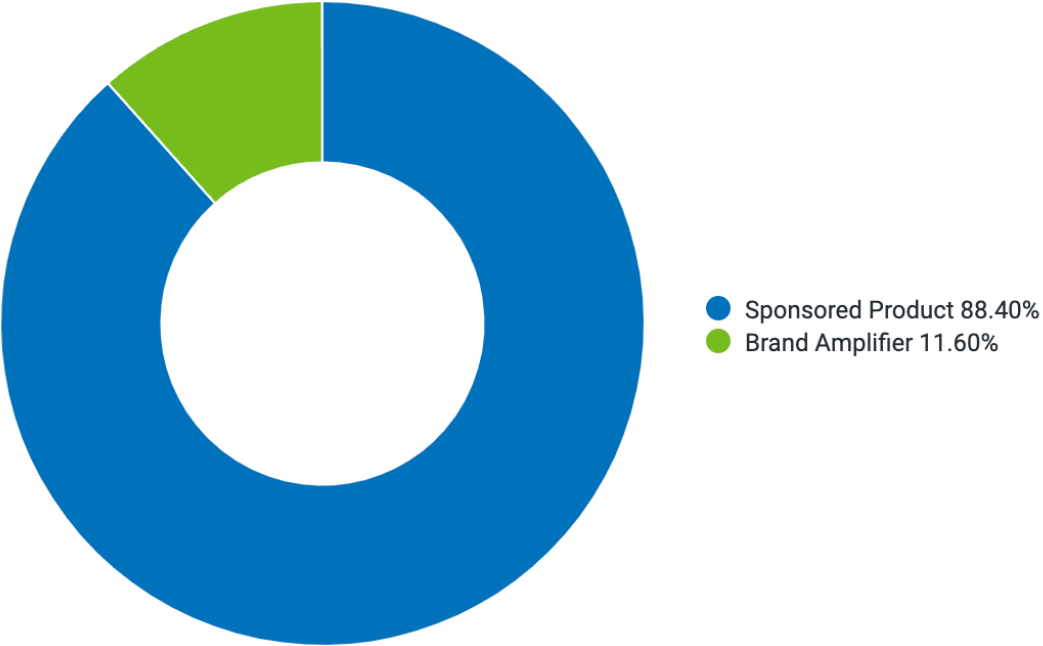


- Clearance 56.31%
- Cyber Monday 14.59%
- Black Friday 13.04%
- Other 9.64%
- Rollback 6.42%

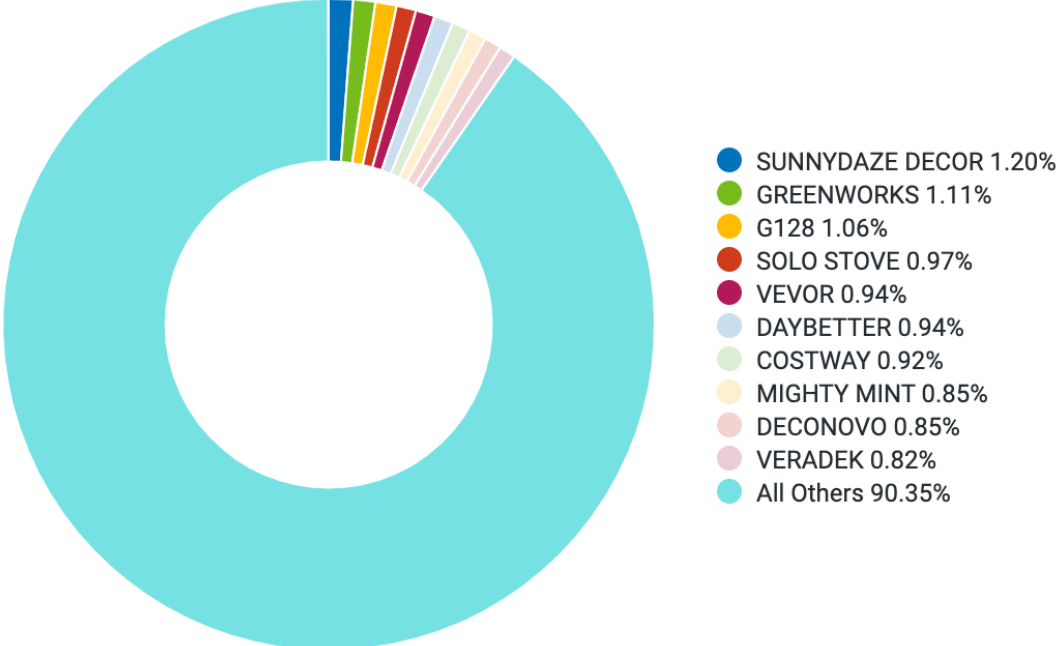
Top-Promoted Brands

Brand	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count	Items	Items	Items	Items	Items
COSTWAY ...	55	15	21	22	12	0
MAINSTAYS ...	39	2	2	1	0	35
SEGMART ...	36	4	26	5	5	0
SDJMA ...	32	0	32	0	0	0
ENYOPRO ...	27	0	20	0	8	0
BETTER HOMES ...	25	0	1	0	0	24
BEST CHOICE PR...	23	12	4	15	0	0
RIROOL ...	21	0	21	0	0	0
EQWLJWE ...	20	0	20	0	0	0
COBIZI ...	19	3	12	4	2	0
DECONOVO ...	18	14	0	4	2	0
VP HOME ...	18	0	18	0	0	0
MOOCORVIC ...	17	0	17	0	0	0
GREENWORKS ...	17	3	0	3	0	14
RNEMITE-AMO ...	17	0	17	0	0	0
GLUAAE ...	16	0	15	0	1	0
ZOUYUE ...	16	0	16	0	0	0

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Patio & Garden – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
Keyword			Sponsorship Activity	Sponsorship Activity
patio chair covers waterproof ...		68	51	17
hand crank generator ...		65	46	19
orchid pots with holes ...		64	44	20
planters for outdoor plants ...		63	47	16
patio furniture ...		61	39	22
battery powered chainsaw ...		61	42	19
rye grass seeds ...		61	49	12
patio furniture covers for winter ...		61	41	20
walk behind leaf blower ...		60	40	20
orchid pots ...		60	40	20
outdoor rugs ...		59	53	6
landscape path lights ...		57	47	10
fire pit ...		57	47	10
bird feeders for outside ...		57	41	16
backpack leaf blower gas ...		56	41	15
plant pot saucers ...		56	36	20
mosquito repellent bracelets ...		56	36	20
grill accessories ...		55	43	12
orchid fertilizer ...		55	39	16

Top-Sponsored Items



\$18⁹⁹
 More options from \$18.89
 Twinkle Star 66ft 200 LED Christmas String Lights, UL Safe Certified Outdoor Fairy Lights Plug in...



Now \$24⁹⁹ ~~\$36.00~~
 Dan&Darci Paint & Plant Flower Growing Kit for Kids - Best Birthday Crafts Gifts for Girls & Boys - Christm...



\$21⁹⁹
 More options from \$18.99
 Twinkle Star 66FT 200 LED Indoor String Lights Warm White, Plug In String Lights 8 Modes Waterproof for...



\$14⁴⁵
 Options from \$14.45 – \$37.99
 Pretext Christmas Lights (20 Feet, 100 Lights) - Clear White Christmas Tree Lights with White Wire -...



\$9⁹⁷ \$4.99/ea
 GE LED+ Dusk to Dawn LED Light Bulbs, 60 Watt, Soft White, Medium Base, 8pk



\$4⁹⁴ \$2.20/ea
 Enviro-Log Color-Flame Multi-color Wood Fire Effect Packet, 3 Count, .87" x 4.5" x 5", .88lb



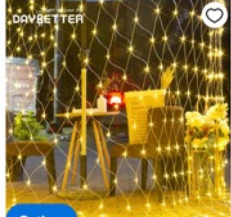
Now \$15⁹⁹ ~~\$39.99~~
 More options from \$10.99
 DAYBETTER Led Strip Lights, 100ft Light Strips with App Control Remote, 12V 5050 RGB Led Lights for Bedroo...



Now \$9⁷⁶ ~~\$23.01~~ 40.7 c/ea
 Enviro-Log Fire Starters, 24 Ct, Case, 5.75" x 4.25" x 6.25"



\$43¹¹
 Alpine Corporation 11" Indoor / Outdoor 3-Tier Polyresin Electric Tabletop Fountain

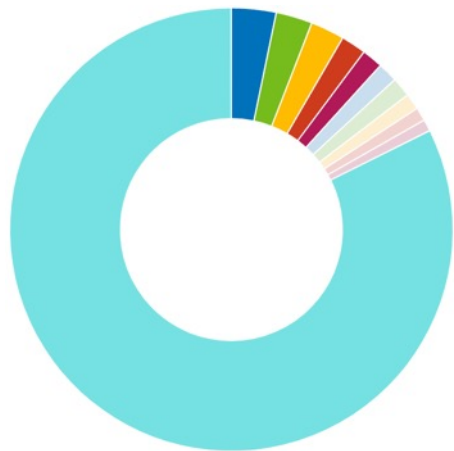


\$33⁹⁹
 More options from \$31.99
 DAYBETTER Christmas LED Net Lights Outdoor, Warm White Waterproof Mesh Fairy String Lights, 12ft*5ft 360 LED...

Patio & Garden – Walmart Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



- MOUNTAIN VALLEY SEED COMPANY 3.26%
- EVERWILDE FARMS 2.65%
- MAINSTAYS 2.47%
- SEED KINGDOM 1.82%
- SUSTAINABLE SEED 1.53%
- SEEDVILLE 1.45%
- BURPEE 1.43%
- KINDER'S 1.18%
- BETTER HOMES & GARDENS 0.99%
- HIRT'S GARDENS 0.86%
- All Others 82.35%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
patio furniture ...	1,410,231	112,461 ...
led lights for room ...	1,058,310	302,863 ...
led lights ...	1,047,393	473,366 ...
christmas lights outdoor ...	856,737	242,001 ...
christmas lights ...	722,215	517,018 ...
outdoor christmas decorations ...	716,758	439,592 ...
echo ...	664,786	216,390 ...
solar christmas lights ...	662,815	213,465 ...
outdoor christmas lights ...	612,432	161,983 ...
led lights for bedroom ...	527,655	134,770 ...
solar lights outdoor ...	493,633	251,900 ...
solo stove ...	481,058	73,169 ...
fairy lights ...	418,153	257,581 ...
led strip lights ...	393,150	91,177 ...
zucchini ...	392,081	168,192 ...
rug ...	382,784	194,494 ...
leaf blower ...	373,721	100,981 ...

Pets – Walmart Cyber 5 Recap

Sales Performance

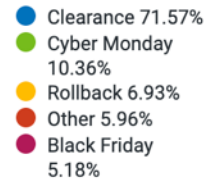
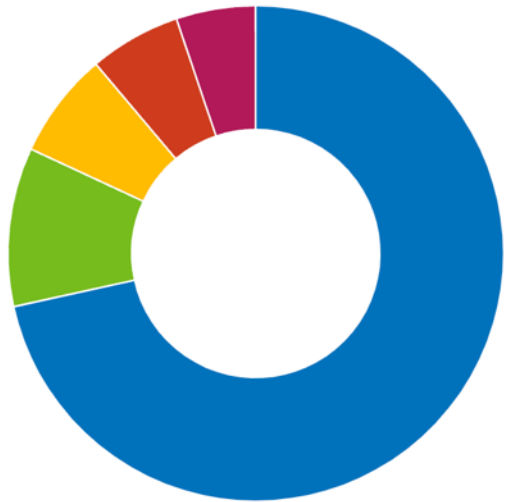
Top Brands by Share of Sales



Pets – Walmart Cyber 5 Recap

Promotions

Badge Breakdown by Type



Top-Promoted Brands

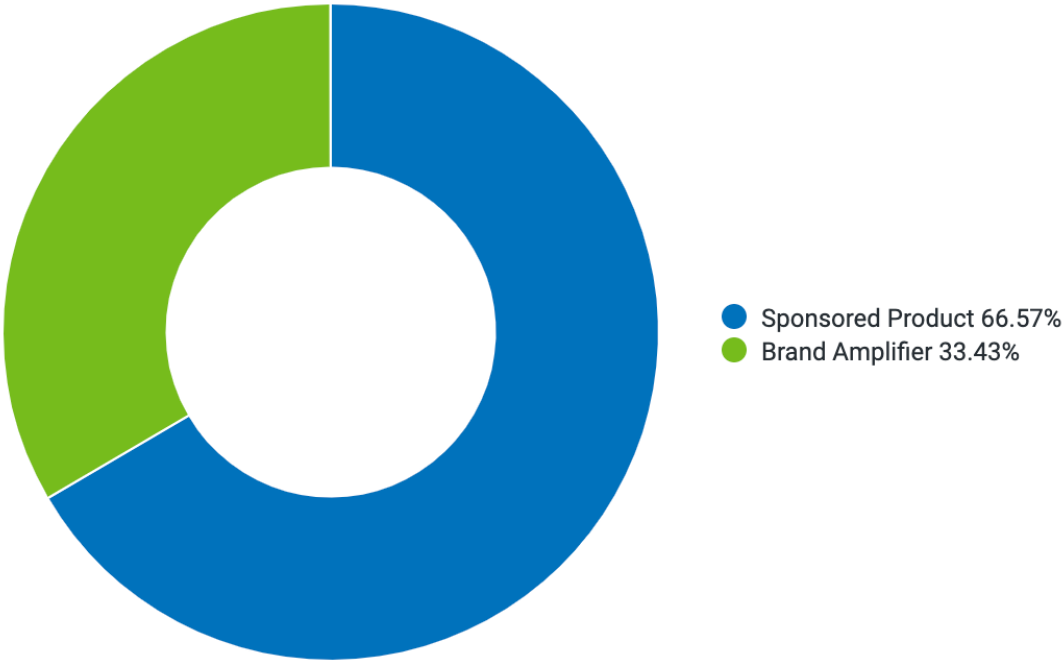
Brand	Item Count	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count	Items	Items	Items	Items	Items	Items
MASBRILL ...	79	5	67	13	0	0	0
EQWLJWE ...	25	0	25	0	0	0	0
BLUEEK ...	24	0	24	0	0	0	0
BYDEZCON ...	23	0	23	0	0	0	0
PAWZ ROAD ...	20	2	0	16	3	0	0
JAROSWWEI ...	19	0	19	0	0	0	0
VIBRANT LIFE ...	17	0	15	0	0	2	0
OFSPEIZC ...	16	0	16	0	0	0	0
SMILEMART ...	16	0	0	0	0	0	16
POMOKO ...	15	0	15	0	0	0	0
HERO DOG ...	14	0	9	0	5	0	0
BLACK RHINO ...	14	0	14	0	0	0	0
DDOXX ...	13	0	13	0	0	0	0
PCEOTLLAR ...	12	0	1	11	0	0	0
VIKAKIOOZE ...	12	0	12	0	0	0	0
SOAC ...	12	0	12	0	0	0	0
FURHAVEN PET ...	11	10	0	10	0	0	0

Pets – Walmart Cyber 5 Recap

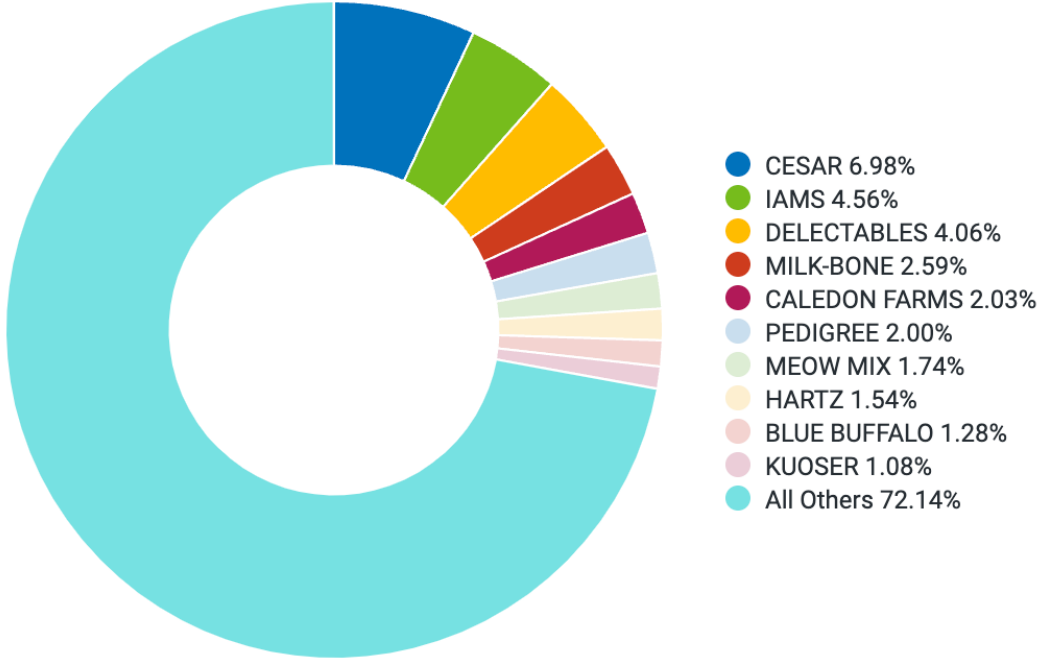
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Pets – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Sponsorship Activity	
	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
dog toys ...	84	60	24
wet cat food ...	80	56	24
peppy pet ball for dogs ...	76	52	24
dry dog food ...	75	42	33
dog dildo ...	72	52	20
dog furniture ...	72	52	20
the dog face jacket ...	72	52	20
mud buster dog paw cleaner ...	72	52	20
wet dog food ...	72	36	36
stockings for dogs ...	71	51	20
dog bowls large breed ...	71	51	20
cat treats ...	71	52	19
dog belly bands for male dogs small ...	70	46	24
puppy food ...	69	49	20
k9 ballistics chew proof dog bed ...	68	51	17
small dog bowls ...	68	47	21
cats and dogs ...	68	48	20
reusable dog diapers female ...	67	43	24
dog travel accessories ...	67	47	20

Top-Sponsored Items



Options

+5 options

Now \$373 \$9.99 +\$4.98 shipping

More options from \$197

Cesar Simply Crafted Chicken Wet Dog Food Topper Adult, 1.3 Oz.

★★★★★ 604



Options

+2 sizes

\$1198 \$2.42/lb

Options from \$1198 – \$18.98

Cesar Small Breed Filet Mignon Flavor And Spring Vegetables Dry Dog Food Adult, 5 Lb. Bag

★★★★★ 685



Options

+2 options

\$1498 \$4.28/oz

More options from \$128

Cesar Filets In Gravy Poultry Lovers Variety Pack Wet Dog Food Adult, 3.5 Oz. Pack Of 24

★★★★★ 57



+ Add

\$3297 \$9.42/oz

Cesar Home Delights Variety Pack Wet Dog Food Adult, 3.5Oz., Pack Of 24

★★★★★ 1000



Options

+3 sizes

\$4698 \$1.54/lb

More options from \$2998

Iams Smart Puppy with Real Chicken Dry Dog Food for Large Breed Puppy, 30.6 lb Bag

★★★★★ 694



Options

+4 sizes

\$6198 \$1.55/lb

More options from \$1798

IAMS Minichunks Chicken & Whole Grains Dry Dog Food for Adult Dog, 40 lb. Bag

★★★★★ 4673



Options

+3 options

\$1294

Options from \$1294 – \$22.34

Delectables Stew Senior 10+ Lickable Cat Treats Variety Pack, 12 Pack

★★★★★ 417



+ Add

\$1798 \$3.00/lb

IAMS Advanced Health IMMUNE HEALTH Chicken & Superfoods Flavor Dry Dog Food for Adult Dog, 6 lb. Bag

★★★★★ 203



Options

+5 options

\$1294 77.0 c/oz

Options from \$1294 – \$24.40

Hartz Delectables Stew Lickable Wet Cat Treats Variety Pack, 12 Pack

★★★★★ 1662



Options

+4 options

\$1294 77.0 c/oz

More options from \$112

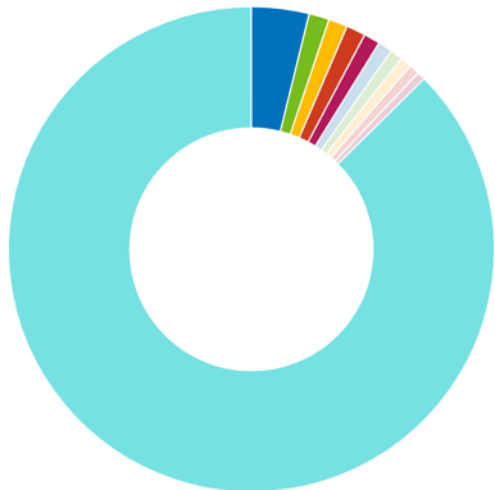
Delectables Bisque Lickable Wet Cat Treats Variety Pack, 1.4 oz. (12 Count)

★★★★★ 1892

Pets – Walmart Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



VIBRANT LIFE	3.83%
MILK-BONE	1.37%
FRISKIES	1.25%
FANCY FEAST	1.29%
BLUE BUFFALO	1.08%
PEDIGREE	0.96%
HARTZ	0.83%
PURINA ONE	0.76%
TEMPTATIONS	0.68%
ARM & HAMMER	0.57%
All Others	87.40%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
fish ...	149,706	34,667 ...
pate ...	126,946	31,148 ...
chicken liver ...	124,973	34,430 ...
phish food ...	113,190	25,266 ...
pescado ...	96,635	20,650 ...
apple airtag ...	93,396	253,840 ...
pate for humans ...	89,649	24,846 ...
bird feeder with camera ...	82,448	17,734 ...
cameras for home security ...	81,971	119,172 ...
turkey giblets ...	77,568	17,332 ...
lamb chops ...	76,457	32,615 ...
brussels pate ...	74,793	∅
chicken livers ...	74,665	33,298 ...
smart dogs ...	73,635	18,713 ...
free birds ...	67,760	52,532 ...
air tag ...	67,733	148,979 ...
dog toys ...	67,112	14,200 ...

Top Brands by Share of Sales

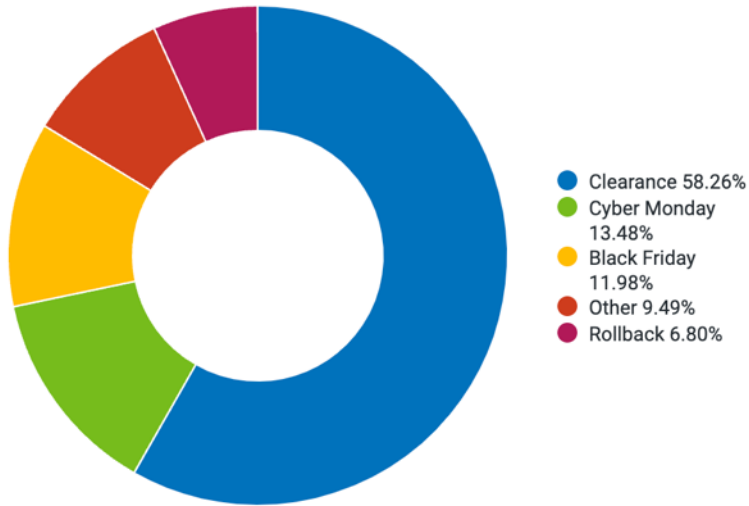


Sports & Outdoors – Walmart Cyber 5 Recap

Promotions



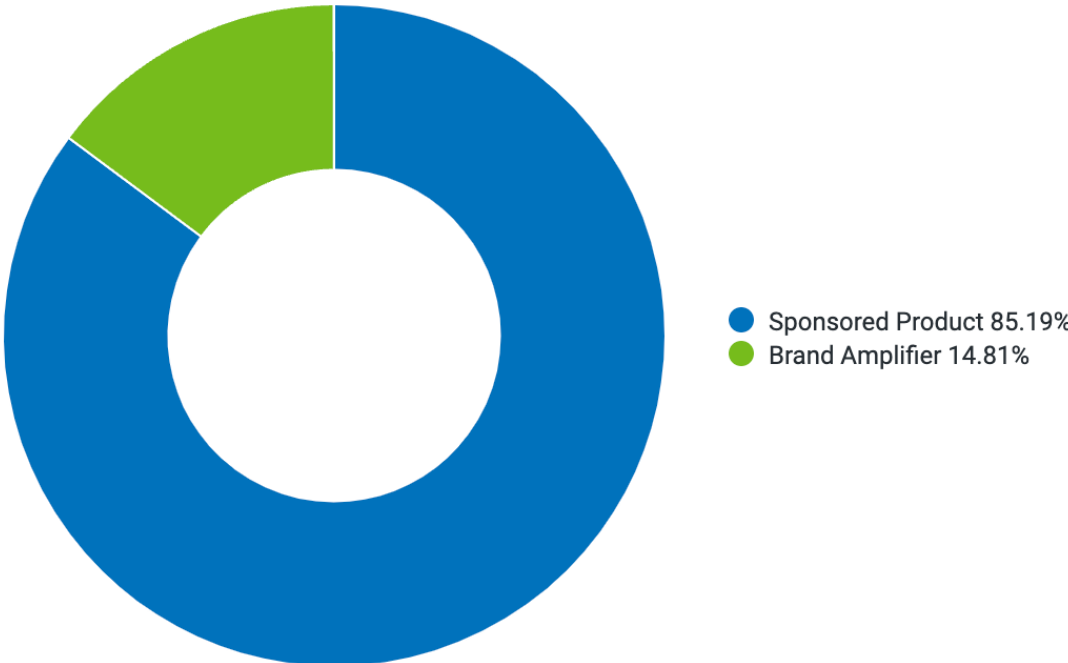
Badge Breakdown by Type



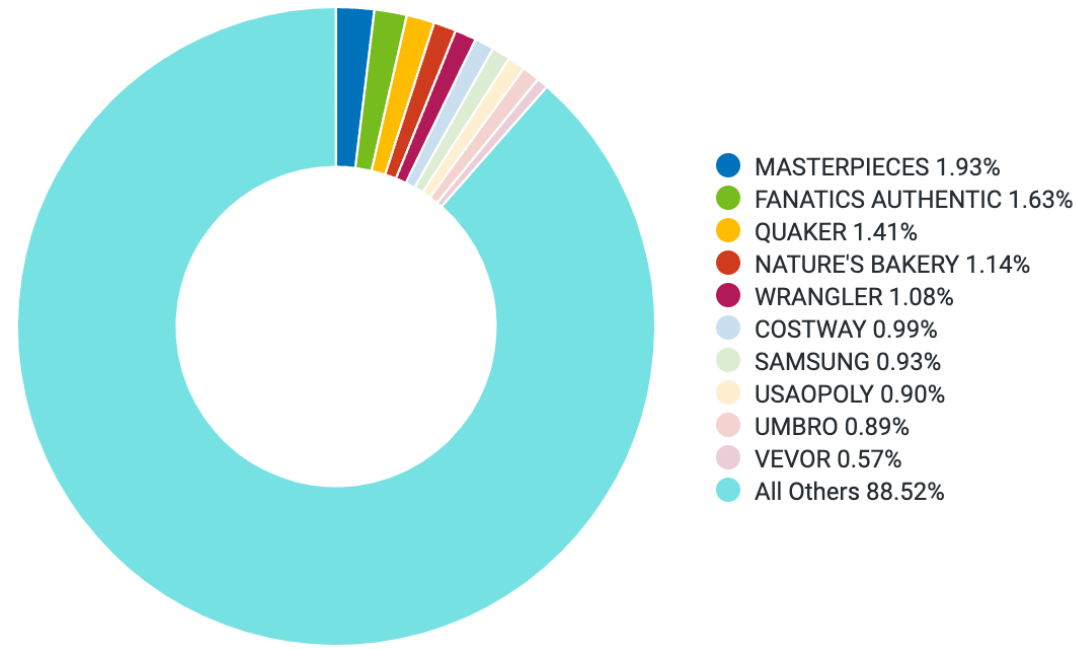
Top-Promoted Brands

Brand	Item Count	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
Brand	Item Count		Items	Items	Items	Items	Items
REEBOK ...	37		32	0	25	0	2
APPLE ...	35		21	0	14	1	11
HSMQHJWE ...	30		0	30	0	0	0
YY STYLE ...	29		0	29	0	2	0
OZARK TRAIL ...	27		0	7	0	0	20
COSTWAY ...	24		15	1	20	2	0
WANTDO ...	24		12	0	11	6	0
ATHLETIC WORK...	23		4	13	2	0	6
ROKKA & ROLLA...	23		20	4	12	0	0
KINGCAMP ...	23		2	16	6	1	0
SCHWINN ...	22		0	0	0	0	22
COBIZI ...	21		3	14	4	2	0
GUZYING ...	21		0	21	0	0	0
TSV ...	21		0	21	0	0	0
GENERIC ...	20		6	9	5	5	0
DRASRY ...	20		0	20	0	0	0
EQWLJWE ...	19		0	19	0	0	0

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Sports & Outdoors – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
Keyword			Sponsorship Activity	Sponsorship Activity
coolers ...		80	56	24
thatsit fruit bar ...		69	59	10
cerebelly bars ...		67	67	∅
treadmill mat ...		64	44	20
treadmill walking pad ...		64	42	22
premier league soccer ball ...		63	46	17
electric bicycle for adults ...		62	42	20
soccer ball for kids 8-12 ...		59	43	16
soccer cleats boys ...		59	39	20
foam roller for physical therapy ...		58	43	15
folding treadmills for home ...		58	38	20
soccer stuff ...		58	42	16
dribbleup soccer ball ...		57	41	16
pull up bar ...		57	42	15
rebounder soccer ...		57	37	20
treadmill under desk ...		57	46	11
vice pro golf balls ...		57	39	18
youth indoor soccer shoes ...		57	45	12
cat treadmill ...		56	39	17

Top-Sponsored Items



Options

\$16⁹⁸

Wrangler Boy's Gamer Cargo Pants, Sizes 4-16, Slim & Husky

★★★★☆ 979



Options

\$15⁹⁴

Wrangler Boy's Wireless Connect Cargo Pant, Sizes 4-16 Slim, Regular & Husky

★★★★☆ 109



Options

Now \$48⁹⁸ \$159⁹⁹

Renpho Percussion Muscle Massage Guns for Athletes Pain Relief - Black, Ideal Gifts

★★★★★ 1610



+ Add

\$6¹² 43.4 c/oz

Nature's Bakery, Oatmeal Crumble, Strawberry Breakfast Snack Bars, 1.41 oz, 10 Count

★★★★☆ 204



Options

From \$249⁹⁷

SAMSUNG Galaxy Watch 4 - 44mm LTE - Black - SM-R875UZKAXAA

★★★★☆ 2133



Options

\$11⁹⁴

Umbro Ceramica 2.0 Size 5 Youth and Beginner Soccer Ball, Yellow

★★★★☆ 671



Options

\$24⁹⁸

Umbro Tristar Size 5 Adult and Teen Soccer Ball, White/Gray/Yellow

★★★★☆ 91



+ Add

\$4⁹⁴ 32.9 c/oz

Quaker Chewy Granola Bars, Chocolate Chip (18 Pack)

★★★★★ 1545



Options

\$9⁹⁴

Options from \$9.94 – \$9.98

Umbro Ceramica Adult Stirrup Soccer Shin Guards, Bright Yellow

★★★★☆ 115



+ Add

\$17⁸⁸

HART Rechargeable LED Headlamp, Hands Free, Adj. Headband, 5 Lighting Modes, Tilt Head, 500 Lumens

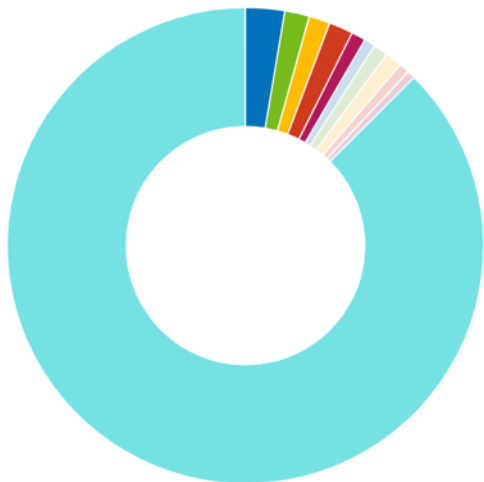
★★★★☆ 89

Sports & Outdoors – Walmart Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- APPLE 2.65%
- OZARK TRAIL 1.67%
- BARILLA 1.44%
- STANLEY 1.63%
- ATHLETIC WORKS 0.97%
- LIQUID I.V 0.78%
- FITBIT 0.98%
- REEBOK 1.14%
- NIKE 0.72%
- KIND 0.55%
- All Others 87.47%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
smart watch ...	3,424,320	316,672 ...
apple watch ...	2,820,222	624,819 ...
football ...	1,217,319	330,744 ...
apple watch series 9 ...	1,195,460	405,324 ...
yoga mat ...	1,180,886	276,659 ...
hand warmers ...	1,108,829	377,900 ...
electric scooter ...	1,095,909	375,376 ...
basketball ...	1,023,795	209,464 ...
walking pad ...	1,008,550	285,063 ...
fitbit ...	878,680	268,903 ...
electric bike ...	858,214	240,496 ...
golf balls ...	844,363	132,744 ...
hoverboard ...	764,909	152,005 ...
treadmill ...	739,476	204,981 ...
apple watch se ...	719,543	171,507 ...
liquid iv ...	699,902	364,329 ...
samsung watch ...	685,440	109,792 ...

Top Brands by Share of Sales



HUFFY



Barbie

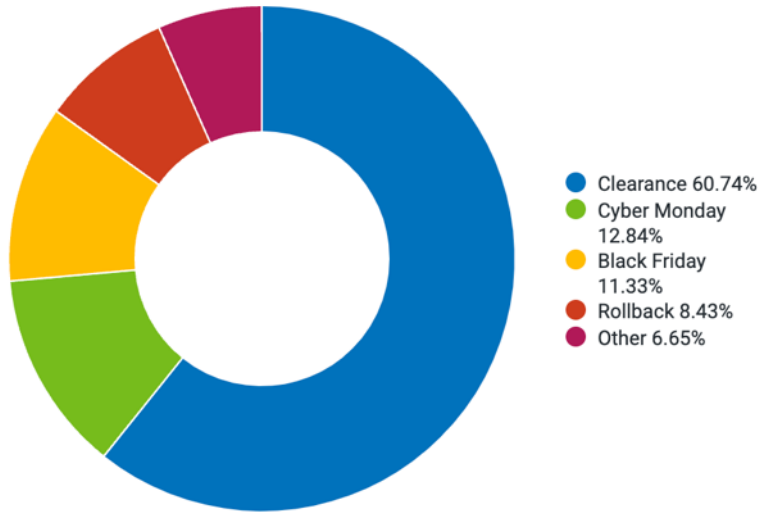


Toys & Outdoor Play – Walmart Cyber 5 Recap

Promotions



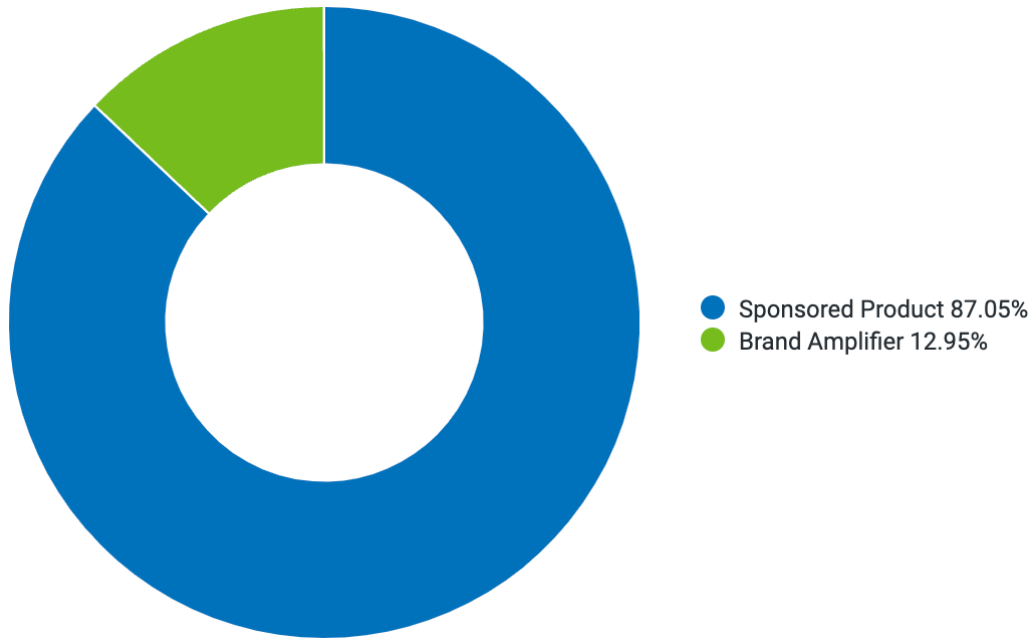
Badge Breakdown by Type



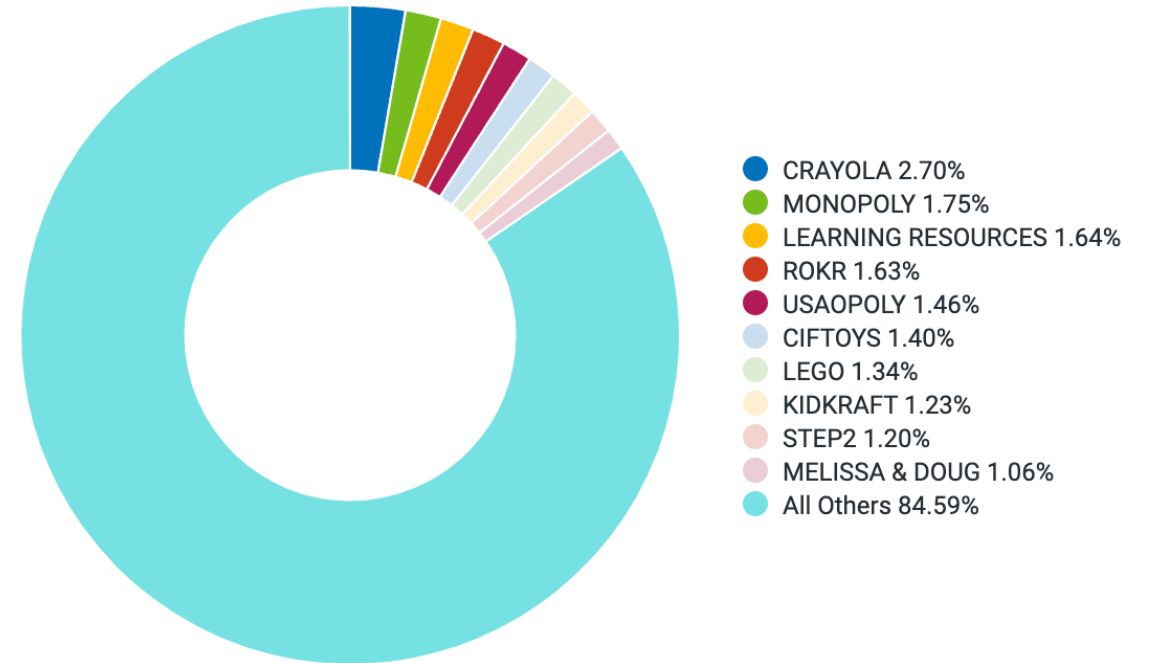
Top-Promoted Brands

Brand	Item Count	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
BUYTRA ...	138		0	138	0	0	0
TARMEEK ...	99		0	99	0	0	0
YZHM ...	94		0	94	0	0	0
KAYANNUO ...	76		0	76	0	0	0
IMESTOU ...	64		0	64	0	0	0
BEEFUNNI ...	64		0	63	0	2	0
LEGO ...	61		9	1	26	0	34
VIKAKIOOZE ...	58		0	58	0	0	0
HOPEROCK ...	57		0	57	0	0	0
BEST CHOICE PR...	56		49	0	45	0	0
CONTIXO ...	53		41	0	44	0	0
HOT BEE ...	52		1	52	1	2	0
QISIWOLE ...	52		0	52	0	0	0
SEHAO ...	52		0	52	0	0	0
EQWLJWE ...	51		0	51	0	0	0
CUITCOSOHG ...	47		0	47	0	0	0
SDJMA ...	39		0	39	0	0	0

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Toys & Outdoor Play – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

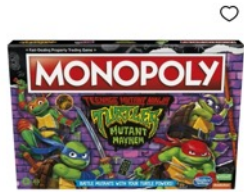
Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
Keyword			Sponsorship Activity	Sponsorship Activity
summer ...		75	75	∅
dolls & accessories ...		70	50	20
ride on toys for kids 6-8 ...		69	52	17
gift card puzzle box ...		66	48	18
puzzle box for money gift ...		66	46	20
puzzles for adults 500 ...		66	48	18
couples card games for adults ...		65	46	19
montessori toys for 4+ year old ...		63	48	15
dolls ...		62	41	21
table games for kids 8-12 ...		62	44	18
uzzle game on sale ...		62	45	17
wooden dollhouse furniture set ...		62	46	16
libiyi rc car ...		61	41	20
monti kids montessori toys 1 year old ...		61	37	24
scooters for kids 10 years and up ...		61	44	17
action figures ...		60	48	12
family games for teens and adults ...		60	42	18
kids board games ages 4-8 ...		60	42	18
puzzle 500 pieces ...		60	43	17

Toys & Outdoor Play – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Items



+ Add

\$21⁹²

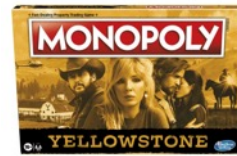
Monopoly Teenage Mutant Ninja Turtles Board Game for Family, by Hasbro
★★★★★ 581



+ Add

Now \$16⁵³ \$19.99

Monopoly Chance Board Game for Family, by Hasbro
★★★★★ 69



+ Add

\$29⁹⁷

Monopoly Yellowstone Board Game for Family, by Hasbro
★★★★★ 55



+ Add

Now \$20⁰⁰ \$34.99

LEGO Friends 2023 Advent Calendar 41758 Christmas Holiday Countdown Playset, 24 Collectible Daily Surprises...
★★★★★ 61



+ Add

Now \$20⁹⁹ \$24.99

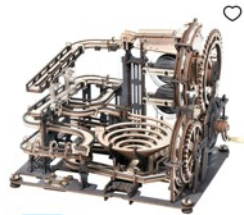
Hues and Cues Party Game for 3-10 Players, Ages 8 and up
★★★★★ 25



+ Add

Now \$24⁹⁹ \$39.99

CifToys Musical Duck Toys for 12 3 Year Old Gifts with Lights and Adjustable Sound
★★★★★ 138



+ Add

Now \$47⁹⁹ \$69.99

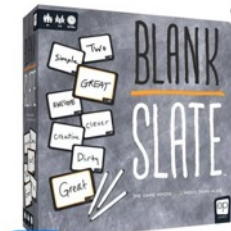
ROKR 294 Pieces 3D Jigsaw Wooden Puzzle Marble Run Model Kit for Adults and Kids-Marble Night City
★★★★★ 301



+ Add

Now \$14⁹⁷ \$19.99

Tapple Word Game by USAopoly, Fast-Paced Family Board Game, 2 - 8 Players Ages 8 and up
★★★★★ 150



+ Add

Now \$19⁸² \$24.99

USAopoly Blank Slate Game
★★★★★ 237



+ Add

Now \$39⁹⁹ \$52.00

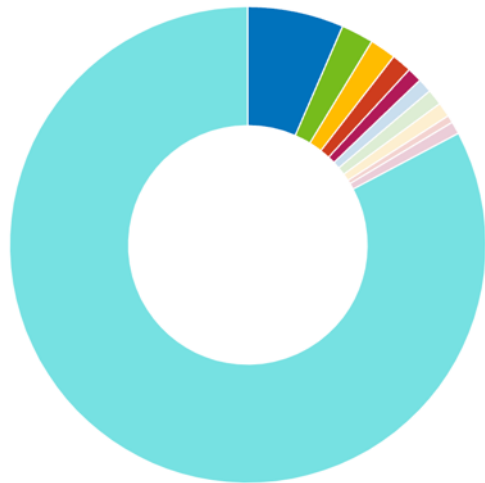
ROKR 3D Puzzle Toy Model Kit Mechanical Model Gift for Boy Adult,315Pcs
★★★★★ 2

Toys & Outdoor Play – Walmart Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- LEGO 6.52%
- BARBIE 2.19%
- FUNKO 1.79%
- SQUISHMALLOWS 1.35%
- FISHER-PRICE 1.00%
- CRAYOLA 0.96%
- MELISSA & DOUG 1.10%
- HOT WHEELS 0.98%
- PAW PATROL 0.52%
- OCULUS 0.83%
- All Others 82.76%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
lego ...	2,223,153	528,794 ...
pokemon cards ...	2,091,356	487,827 ...
lego sets ...	1,800,281	417,500 ...
toys ...	1,768,200	426,465 ...
harry potter ...	1,722,052	418,313 ...
squishmallow ...	1,649,006	397,652 ...
nerf guns ...	1,401,521	245,283 ...
legos ...	1,298,077	348,613 ...
lol dolls ...	1,272,631	151,625 ...
barbie dolls ...	1,243,252	256,947 ...
meta quest 3 ...	1,194,003	315,268 ...
barbie ...	1,177,541	651,822 ...
oculus quest 3 ...	1,154,460	262,769 ...
squishmallows for girls ...	1,150,930	144,028 ...
electric scooter ...	1,149,059	375,376 ...
slime ...	1,102,390	316,780 ...
melissa and doug toys ...	1,098,356	247,014 ...

Video Games – Walmart Cyber 5 Recap

Sales Performance

Top Brands by Share of Sales



SONY



 **oculus**



Funko[®]



Video Games – Walmart Cyber 5 Recap

Promotions

Badge Breakdown by Type



- Clearance 31.12%
- Black Friday 30.38%
- Cyber Monday 27.55%
- Other 7.26%
- Rollback 3.69%

Top-Promoted Brands

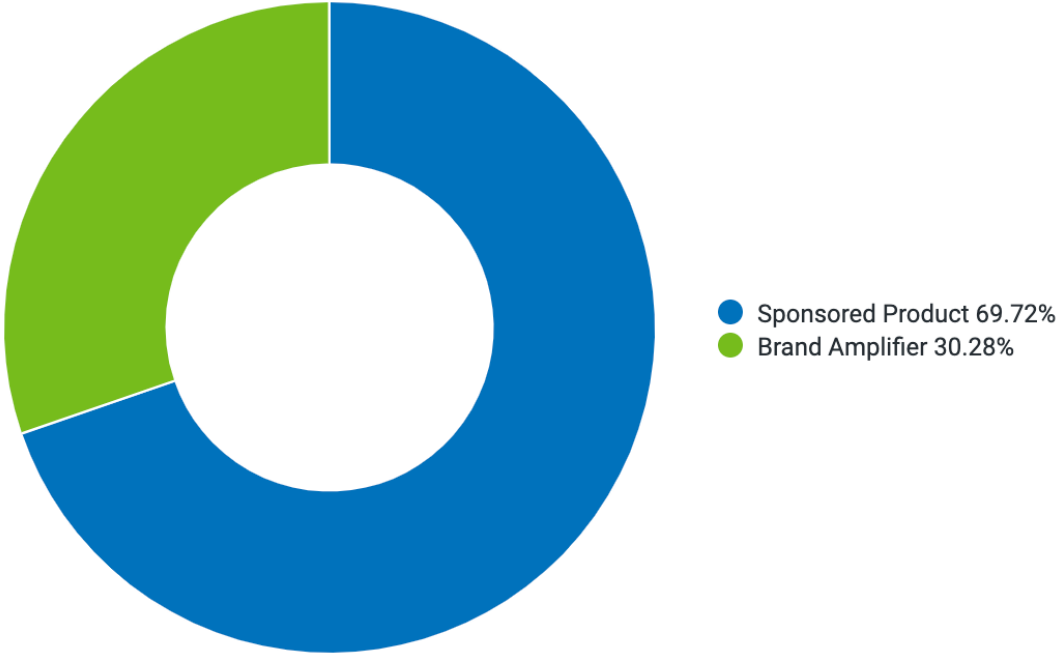
Brand	Badge Type	Black Friday	Clearance	Cyber Monday	Other	Rollback
Item Count	Items	Items	Items	Items	Items	Items
NINTENDO ...	32	26	0	24	5	0
GEEKSHARE ...	21	0	21	0	0	0
ELECTRONIC AR...	20	20	0	17	0	4
MICROSOFT ...	19	17	1	18	0	0
SONY ...	18	17	0	14	0	1
EASYSMX ...	18	0	18	0	0	0
FUNKO ...	14	7	7	0	0	0
TSV ...	14	0	14	0	0	0
SEGA ...	12	12	0	9	0	0
CSHIDWORLD ...	11	1	10	1	1	0
LOGITECH ...	11	7	0	8	0	1
ESYWEN ...	10	0	6	0	4	0
PLAYSTATION ...	10	9	0	7	0	1
DINOFIRE ...	10	0	6	0	4	0
HTQ ...	10	0	10	0	0	0
WARNER BROS.....	9	9	0	5	0	0
ROBLOX ...	9	9	0	5	0	0

Video Games – Walmart Cyber 5 Recap

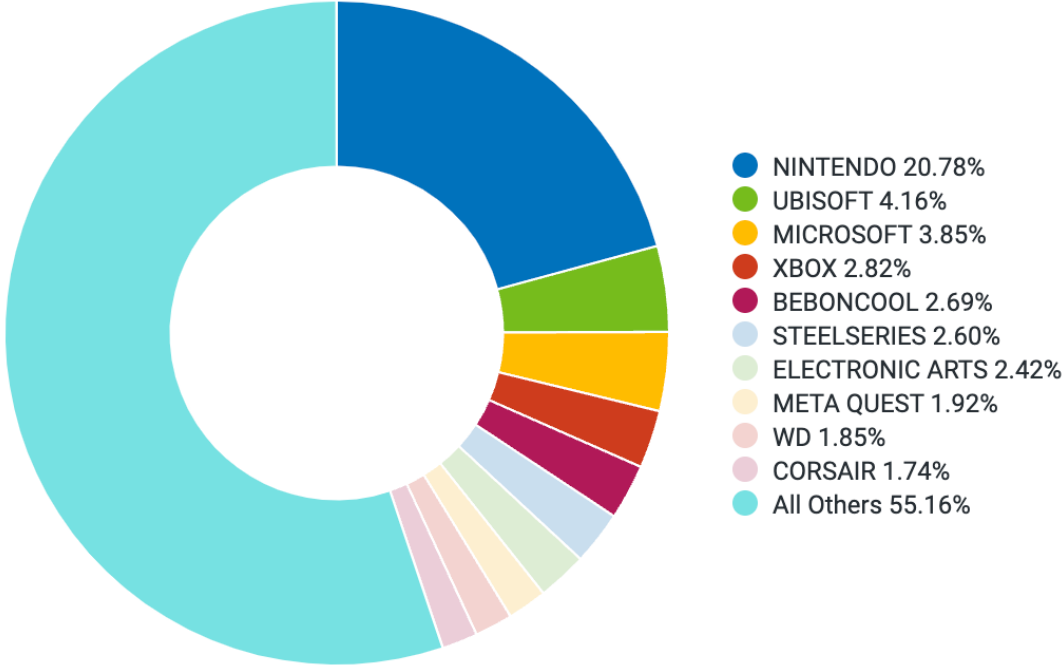
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Video Games – Walmart Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Brand Amplifier
			Sponsorship Activity	Sponsorship Activity
8 bit do controllers ...		66	53	13
oculus case ...		63	43	20
game sir controller ...		62	48	14
oculus quest 2 controller ...		61	41	20
wired xbox controller ...		61	46	15
persona 5 tactica switch ...		59	42	17
control freaks ps4 ...		58	44	14
vr oculus quest 3 ...		58	38	20
super nintendo mini console ...		57	41	16
cable guys controller holder ...		55	51	4
oculus controller ...		55	44	11
meta quest 3 accessories ...		54	34	20
nintendo switch sonic ...		54	40	14
metaquest 2 ...		53	36	17
xbox series x headset ...		53	32	21
xbox elite series 2 accessories ...		52	45	7
oculus quest 3 accessories ...		52	44	8
gamecube controller switch ...		52	43	9
nintendo switch games for kids 8-12 ...		52	35	17

Video Games – Walmart Cyber 5 Recap

Sponsorship Activity

Top-Sponsored Items



Options

+2 options

Now \$49⁹⁸ ~~\$59.99~~

Options from \$49.98 - \$53.09

Luigi's Mansion 3 - Nintendo Switch

★★★★☆ 511



Options

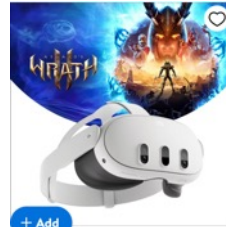
+2 options

Now \$52⁸³ ~~\$69.99~~

Options from \$52.83 - \$68.00

The Legend of Zelda: Tears of the Kingdom - Nintendo Switch

★★★★★ 1335

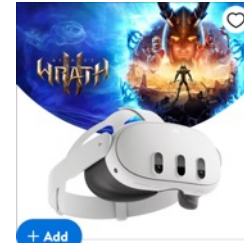


+ Add

\$649⁰⁰

Meta Quest 3 - 512GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2

★★★★☆ 185



+ Add

\$499⁰⁰

Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle

★★★★☆ 294



+ Add

\$349⁰⁰

Nintendo Switch - OLED Model: Super Smash Bros. Ultimate Bundle (Full Game Download + 3 Mo. Nintendo...

★★★★★ 49

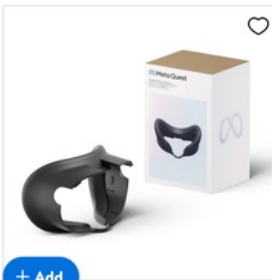


+ Add

\$299⁰⁰

Nintendo Switch Mario Kart 8 Deluxe Bundle (Full Game Download + 3 Mo. Nintendo Switch Online Membership...

★★★★★ 225



+ Add

\$39⁸⁸

Meta Quest 3 Silicone Facial Interface



+ Add

\$89⁹⁹

Star Wars Jedi: Survivor: Deluxe Edition - PlayStation 5

★★★★☆ 36



Options

+2 options

\$34⁹⁷

Options from \$34.97 - \$61.59

Star Wars Jedi: Survivor - PlayStation 5

★★★★☆ 251



+ Add

\$199⁰⁰

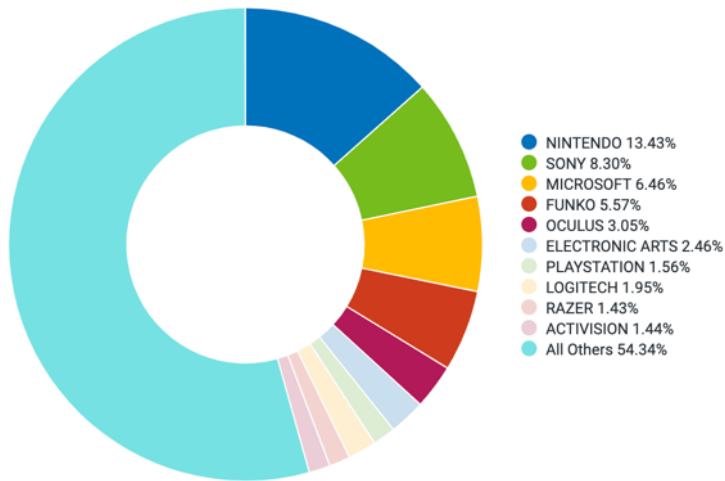
Nintendo Switch Lite (Timmy & Tommys Aloha Edition) Animal Crossing: New Horizons Bundle (Full Game Download...

★★★★★ 106

Video Games – Walmart Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
nintendo switch console ...	2,518,277	444,785 ...
nintendo switch games ...	2,342,548	428,298 ...
ps5 ...	2,182,423	609,940 ...
ps5 console ...	1,950,978	442,305 ...
xbox series x ...	1,851,035	434,579 ...
nintendo switch controller ...	1,807,766	225,030 ...
xbox controller ...	1,710,387	384,584 ...
harry potter ...	1,563,942	418,313 ...
ps5 games ...	1,512,603	302,705 ...
meta quest 3 ...	1,473,950	315,268 ...
nintendo switch ...	1,472,837	495,195 ...
switch games ...	1,453,246	255,292 ...
roblox gift card ...	1,444,768	319,833 ...
nintendo switch games for kids ...	1,361,215	80,291 ...
oculus quest 3 ...	1,310,305	262,769 ...
xbox ...	1,208,931	268,030 ...
playstation 5 ...	1,192,022	472,061 ...

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