

Top 5 Growth Opportunities & Strategies on Walmart.com

Walmart.com is brimming with growth opportunities for your brand. With twice as many brands joining the channel this year than last, however, now is the moment to jump on those opportunities — before your competitors do. Here are 5 top strategies to maximize your growth on Walmart Marketplace.

GROWTH OPPORTUNITY #1

Analyze & win more customers



There are 40x more customers per brand on Walmart than on Amazon.

STRATEGY

Use automatic campaigns to control CPC bids while gathering insights on the terms shoppers are using to search for your products. Then add the best-converting keywords to manual campaigns to broaden reach with new customers.

MAXIMIZE WITH DOWNSTREAM

Dig deeper into performance with 2 years of historical campaign data at the brand, keyword, and ASIN level. Build highly customizable dashboards for easier reporting and more detailed analysis to inform new targeting strategies that maximize reach and sales.

GROWTH OPPORTUNITY #2

Beat the competition



STRATEGY

Examine top listings in organic results to see keywords competitors are using in titles, bullet points, and descriptions. Compare your position in search results against competitors to gauge your product's approximate position in the market. Gather more customer reviews to improve overall ranking and conversion rate.

MAXIMIZE WITH DOWNSTREAM

Use Shelf Intelligence to view organic and paid share of voice (SOV) data and identify your biggest opportunities to grab market share or overtake competitors. Then use that research to set SOV targets for your paid campaigns and optimize bids to achieve them.

GROWTH OPPORTUNITY #3

Streamline campaign management



STRATEGY

Standardize campaign structures and naming conventions to make it easier to manually adjust bids by targeting strategy and faster to locate and filter performance data. Then focus the hours saved on new strategies and growth opportunities.

MAXIMIZE WITH DOWNSTREAM

Free up even more time for strategic planning while reducing the risk of optimization errors by using Bulk Updates to quickly adjust multiple campaigns and keywords at once.

GROWTH OPPORTUNITY #4

Analyze omnichannel performance



STRATEGY

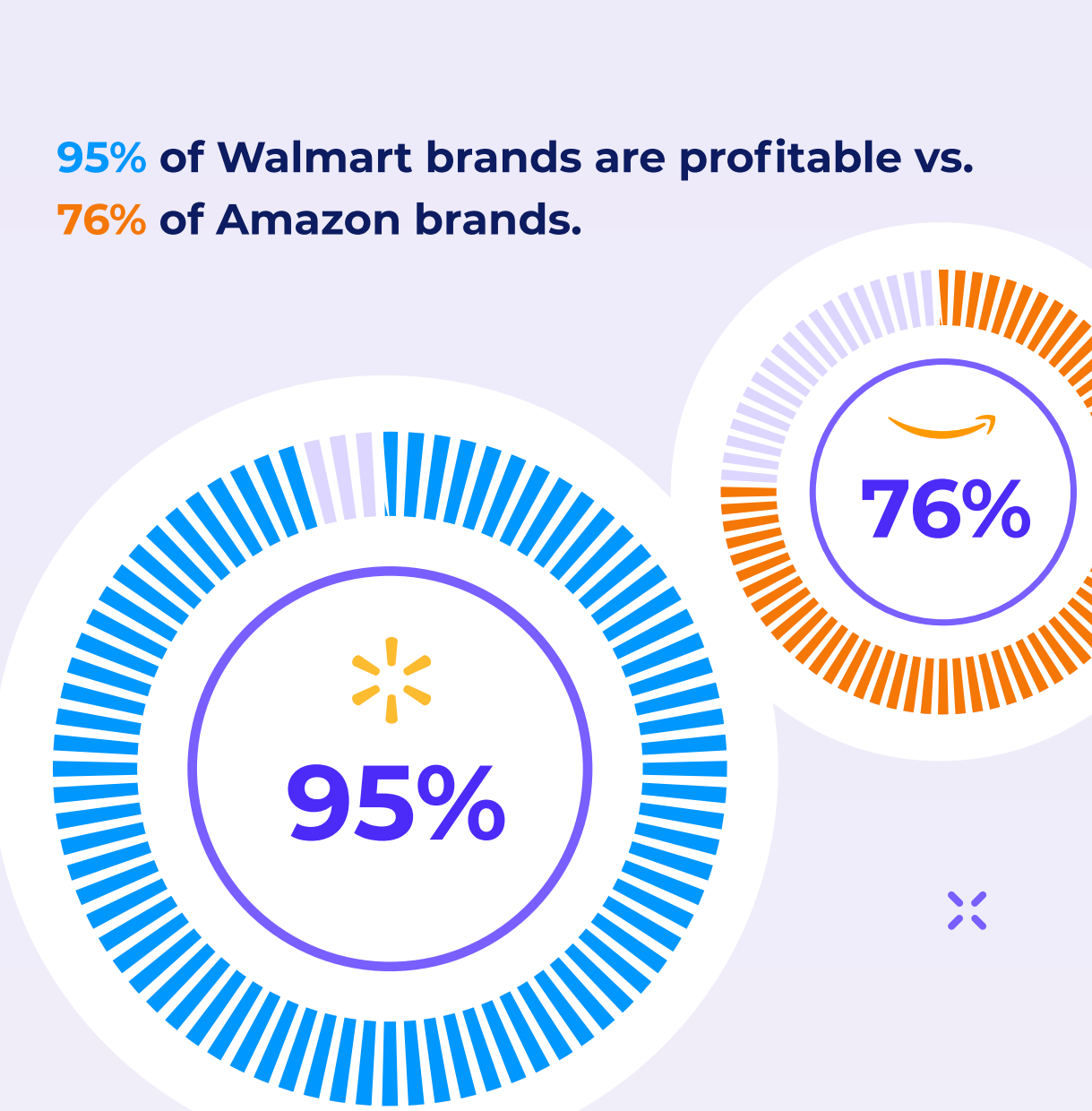
Export and compare advertising data from each of your brand's channels. Create combined reports to understand the full impact of your marketing investments and the strategies or platforms producing the best ROI.

MAXIMIZE WITH DOWNSTREAM

View data from all of your brand's Walmart and Amazon advertising campaigns in a single portal, including both PPC and DSP campaigns for full-funnel analysis. Compare performance across channels to uncover high-converting strategies that could be expanded to additional platforms.

GROWTH OPPORTUNITY #5

Increase profitability



STRATEGY

Ensure you're maximizing profitability by performing split tests to see how different ad formats and placements impact metrics like ROI, ACoS, and RoAS. Use insights gained to adjust budget allocation to the most profitable efforts for future campaigns.

MAXIMIZE WITH DOWNSTREAM

Use Rulebooks to set automated bid multipliers to optimize campaign spend while maximizing your chances of winning the ad placements that are most profitable for your brand, without making time-consuming manual adjustments.