

Walmart Performance Ads

Displayed across desktop, mobile and the Walmart app, Walmart Performance Ads drive more traffic to your product listings.

Using the same login as Walmart Seller Central, you can create and schedule seasonal campaigns to optimize your CPC strategy and hit your targets. Walmart Performance Ads allow you to boost your listings and position your ads on search results, browse, product details and category pages. You can track your ad performance including sales, impressions, clicks and spend and get the insight you need to make strategic decisions to increase your sales.



**EXPAND
VISIBILITY**



**FOCUS
SPEND**



**STRATEGIC
ASSORTMENTS**



**SUPPORT KEY
LISTINGS**

More than 95% of American consumers visit Walmart stores or Walmart.com every year¹
CommerceHub is your trusted Walmart partner and we can:

- Get your products listed quicker and create campaigns with our user-friendly product listing tools
- Advocate on your behalf to get you early access to Walmart's new programs
- Use data analysis and insights to increase sales and provide strategy recommendations specific to the channels where you sell

Already selling on Walmart.com? We can help optimize your existing data to improve performance.

Performance Ad Specifications

You can now bid on listings using one ad rate and pay only when the ads perform by generating clicks or conversions. Walmart requires a maximum of 300 SKUs per campaign and a minimum spend of \$1,000 per month and \$100 per day, per campaign with a minimum ad rate bid of \$0.20.



Walmart Performance Ads are another great way to help you find more customers and generate more sales. Let CommerceHub help you take full advantage of this exciting new advertising channel.

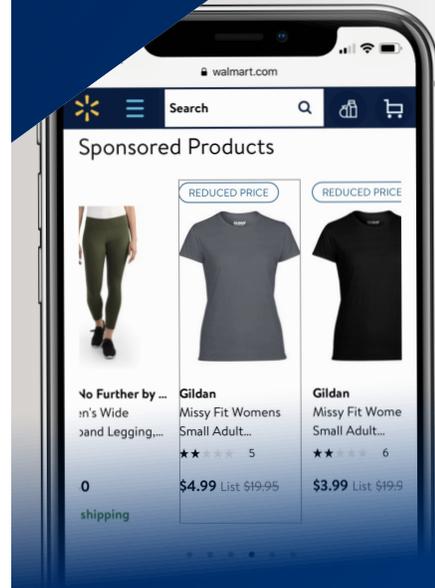
Contact your Account Manager or email hello@commercehub.com to get started with Walmart Performance Ads

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Seattle, WA 98121-2113
(206) 832.3900

The Townhouse
114-116 Fore Street
Hertford, Hertfordshire – SG14 1AJ
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CommerceHub



CommerceHub

is a distributed commerce network connecting supply, demand and delivery that helps retailers and brands increase sales by expanding product assortments, promoting products on the channels that perform, and enabling rapid, on-time customer delivery.

With its robust platform and proven scalability, CommerceHub helped over 12,000 retailers, brands, and distributors achieve an estimated \$20 billion in Gross Merchandise Value in 2018.

www.commercehub.com

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