



Self-Serve Onsite Display Best Practices

Plan, launch and optimize Self-serve Onsite Display campaigns with an objective-led approach.

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What you'll learn

1. Choose the right campaign objective
2. Plan and build your campaign
3. Monitor and optimize performance
4. Measure success

How Self-serve Onsite Display supports your goals

- Reach relevant Walmart shoppers across the site and app.
- Build and manage campaigns directly in-platform.
- Adjust eligible campaign settings in-flight.
- Use Walmart reporting to evaluate attributed performance.





Choose the objective that matches your desired outcome

	Awareness	Engagement
Choose when you want to	Increase visibility and reach relevant Walmart shopper audiences	Encourage shoppers to interact with your ad and learn more
Optimize for	Impressions	Engagement
Best suited for	• Product launches • New audiences • Broad awareness	• Consideration • Brand or product interest • Seasonal • Always-on campaigns
Primary KPIs	Impressions	Clicks

Plan your campaign to generate meaningful performance signals

1. Choose one primary **objective**

2. Define the **outcome** you want to measure.

3. Set an appropriate **campaign length**.

4. Use **forecasting** to assess potential delivery.

5. Allow enough **data** to accumulate before optimizing.

Why this matters

Campaigns need enough **time** and **budget** to deliver consistently and generate useful **performance signals**





Campaign planning



Understand the available targeting approaches

Each targeting approach supports different campaign goals. See next slide for guidance on choosing the right one.

Behavioural targeting

Serve ads to customers based on their omnichannel Walmart shopping history, including items they've purchased at Walmart stores or on digital properties.

Best for: Reaching in-market customers, lapsed purchasers and brand loyalists.

Contextual targeting

Serve ads to Walmart customers actively searching or browsing relevant categories, so your ad can appear in front of customers in the moment.

Best for: Reaching customers currently browsing your category or categories related to yours on Walmart's site and app.

Keyword targeting

Serve ads to Walmart shoppers based on relevant search terms, helping brands connect with shoppers demonstrating active interest.

Best for: Reaching shoppers searching for relevant brands, products, or categories, with the opportunity to support engagement and efficiency goals.



Choose a targeting approach based on your campaign goal

Goal	Recommended starting point
Maximize reach and impression volume	Contextual
Reach shoppers actively browsing relevant categories	Contextual
Reach shoppers searching for specific products, brands or categories	Keyword
Build engagement with active shopper demand	Keyword
Reach existing shoppers or custom audiences	Behavioural

Different targeting approaches support different goals.

In our pilot analysis, **keyword targeting** was associated with stronger average engagement and efficiency metrics, while **contextual targeting** delivered greater impression scale.

Consider contextual when reach is the priority, keyword when engaging shoppers demonstrating active search intent, and behavioural when reaching specific customer audiences. Historical results are directional and may vary.

**Self-serve pilot data is based on 32 Self-serve campaigns. Results vary based on campaign objectives, category, budget, creative, targeting strategy, and other factors, and are not indicative of future performance.*

Campaign setup basics: campaign, item set, ad group & creative



* May be set up at either the campaign level or ad group level.



Recommendation:

- **Use a larger item set** when possible, to support attribution reporting.**
- **Use multiple ad groups** to test audiences, targeting tactics, creatives, and bidding strategies.
- **Use a shared item set** across ad groups to provide a broader view of campaign impact.

While there is no minimum SKU requirement, advertisers with larger assortments may benefit from including **25+ SKUs to enhance attribution reporting. Advertisers with fewer SKUs can still run successful Display campaigns with the right audience, targeting, and creative strategy.

Give campaigns enough time to generate actionable performance signals



Tip

- Run campaigns for at least **72 hours** before making any **delivery optimizations** to ensure you have the best bid strategy.
- Run campaigns for at least **two weeks** before making any **performance optimizations** to ensure you are tracking towards performance goals.
- If the campaign will run for more than eight weeks, make sure there's enough budget to ensure consistent delivery.

*Based on historical performance from 32 Self-serve campaigns included in the pilot analysis. Results vary based on campaign objectives, category, budget, creative, targeting strategy, and other factors, and are not indicative of future performance.

Use forecasting to pressure-test delivery before launch

Inventory availability

Review the estimated range of available daily impressions for the selected targeting tactic.

Estimated performance

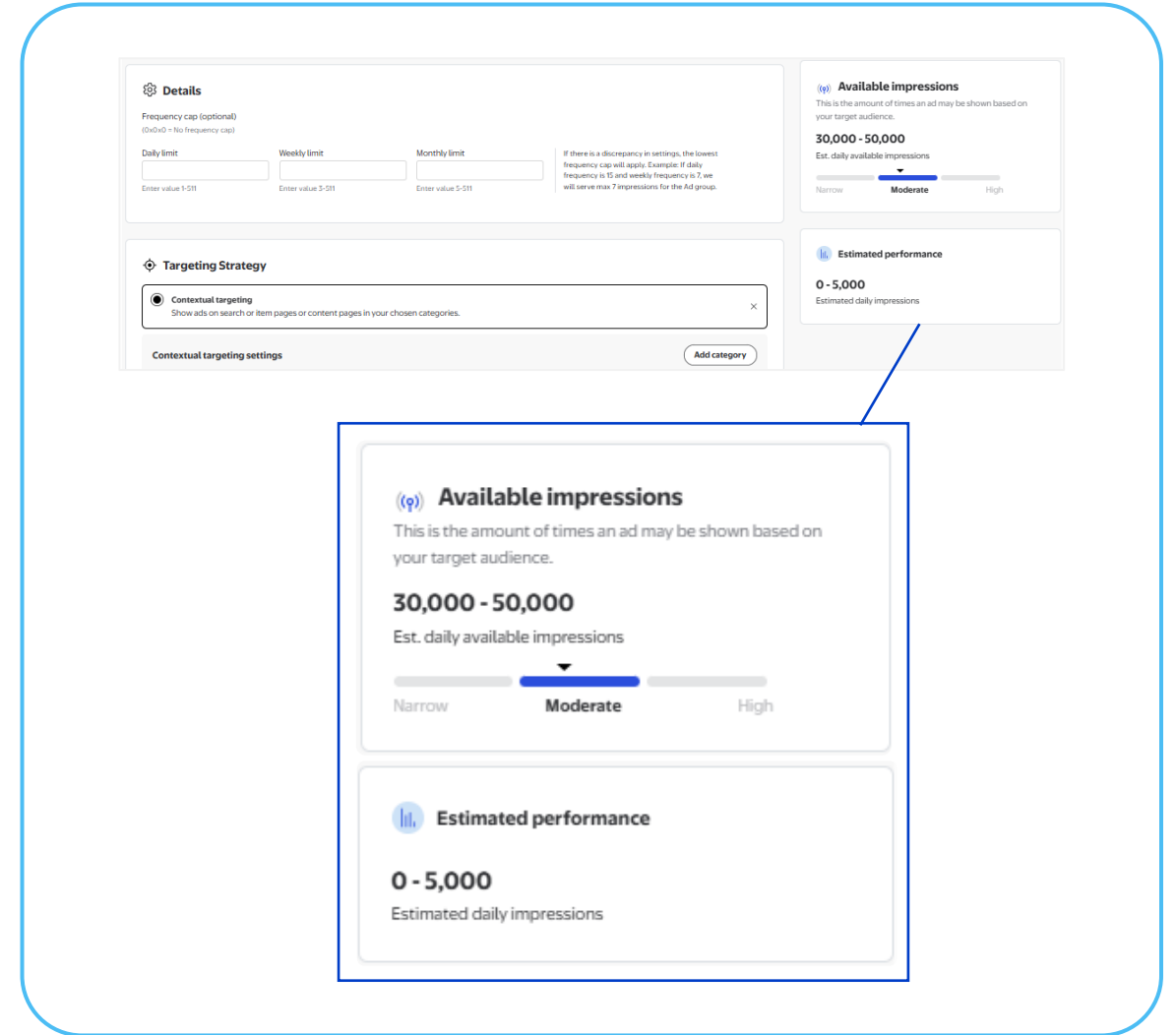
Once a maximum bid is entered, the platform displays an estimated range of daily winning impressions based on the targeting, flight dates, and bid.

Note: Remember, the impression number you see is only an estimate for what is available for the entire day.



Tip

Adjusting targeting, flight dates, or bids may change the estimate. Forecasts are directional and do not guarantee delivery. Learn more about forecasting tools in the [Advertising Help Center](#).



The screenshot displays the Walmart Connect interface with a focus on the 'Available impressions' and 'Estimated performance' sections. A blue box highlights these two sections, and a line points from the 'Estimated performance' section in the main interface to the highlighted area.

Details
Frequency cap (optional)
(0x0x0 = No frequency cap)

Daily limit: Weekly limit: Monthly limit:
Enter value 1-511 Enter value 5-511 Enter value 5-511

If there is a discrepancy in settings, the lowest frequency cap will apply. Example: If daily frequency is 15 and weekly frequency is 7, we will serve max 7 impressions for the Ad group.

Available impressions
This is the amount of times an ad may be shown based on your target audience.
30,000 - 50,000
Est. daily available impressions
Narrow Moderate High

Targeting Strategy
☒ Contextual targeting
Show ads on search or item pages or content pages in your chosen categories.
Contextual targeting settings Add category

Estimated performance
0 - 5,000
Estimated daily impressions

Available impressions
This is the amount of times an ad may be shown based on your target audience.
30,000 - 50,000
Est. daily available impressions
Narrow Moderate High

Estimated performance
0 - 5,000
Estimated daily impressions



Build your campaign



Build an Awareness campaign: Reach new shoppers

Best fit

- Introduce new products or brands.
- Reach new or broader audiences.
- Increase visibility across Walmart’s site and app.

Creative guidance

- Hero the product with a high-quality product shot. If using a lifestyle image, keep the product easily recognizable.
- Showcase 3-5 products to encourage exploration and discovery.
- Use relevant lifestyle imagery to help communicate the product’s role or benefit.

Recommended targeting options	Use it to reach...
Behavioural targeting	• Brand audiences • Custom audiences • Personas — lifestyle, life stage
Keyword targeting	• Customers actively searching the Walmart site and app; use broad-match branded and non-branded keywords.
Contextual targeting	• Customers actively browsing relevant categories on Walmart site and app.
Run of Site	• A broad range of shoppers across Walmart’s site and app when maximizing impression scale is the priority. • Best for advertisers whose primary objective is maximizing visibility and impression volume.

Landing page guidance

- For awareness and engagement KPIs, use a **Brand page** when customers are learning about a brand or new product.
- If unavailable, use a **browse** page or **search** page.

Important callout: Choose broad match or more specific tactics based on the product, brand and industry. Custom audiences have a 5–10-day SLA from request to activation.



Build an Engagement campaign: Reach shoppers during consideration

Best fit

- Build share of voice within a category.
- Reach shoppers demonstrating category or product interest.
- Encourage interaction with the brand or product.
- Maintain visibility during seasonal or always-on consideration periods.

Creative guidance

- Use seasonal cues during major shopping moments such as holidays and Back-to-School season.
- Be clear about product or brand benefits so shoppers understand why the brand is relevant during their research phase.

Recommended targeting options	Use it to reach...
Behavioural	• Brand audiences • Custom audiences • Personas – lifestyle, life stage
Contextual	• Reach shoppers actively browsing campaign-relevant categories, supporting category visibility and impression scale.
Keyword targeting	• Reach shoppers searching for relevant brands, products, or categories to help align the campaign with demonstrated shopper interest.

Important callout: Choose tactics that reach a mix of new and existing customers. Custom audiences have a 5–10-day SLA from request to activation.

Landing page guidance

- For engagement-focused KPIs, drive shoppers to a **browse** page, **search** page, or **brand page**.
- These pages should help shoppers browse and purchase a campaign-relevant catalog of items.

Measurement tip



For consideration-focused campaigns, include a broader item set (25+ SKUs whenever appropriate).

Your item set determines which products are included in sales attribution and reporting, so including more eligible SKUs can provide a more complete view of campaign impact.



Build creative that makes the product and next step clear

Strong creative helps shoppers quickly understand what you’re offering, why it matters, and what action to take next.

Keep it simple	Showcase the product	Drive action
• Use concise, easy-to-scan messaging.	• Feature the product prominently.	• Include a clear CTA.
• Focus on one key message.	• Use high-quality imagery.	• Match the landing page to the message.
• Highlight product benefits and newness.	• If using lifestyle imagery, keep the product clearly visible.	• Choose the most relevant destination page.
• Use sentence case in headlines and copy.	• Showcase multiple products when appropriate.	• Make it easy for shoppers to continue their journey.



Tip

Lead with product benefits, not pricing. Shoppers should immediately understand what makes the product relevant to them.

Creative Checklist

- ✓ Keep copy concise and benefit-led.
- ✓ Use high-quality product imagery.
- ✓ Include a logo and clear CTA.
- ✓ Match the landing page to the creative.
- ✗ Avoid pricing, discount, and sale messaging.
- ✗ Avoid overcrowding the creative.
- ✗ Avoid claims without substantiation.
- ✗ No “Rollback”, “EDLP” messaging.

Refer to our [Creative templates](#), and [Creative guidelines document](#) on our [Advertising Help site](#) for more details.



Monitor & optimize performance



Build a simple learning loop after launch

1. Monitor

Track dashboard and pacing health.

2. Diagnose

Analyze performance tab and bid/win-rate signals.

3. Optimize

Adjust bids, budget, targeting tactics, creative, or delivery speed based on the constraint or opportunity identified.

4. Learn

Identify which targeting approaches, keywords, creatives, and items are contributing to campaign goals, then apply those learnings to future campaigns.

What to monitor once your campaign is live

First 24 hours

If there is no delivery after launch, review initial setup.

After 72 hours

Use the Bid Performance report to adjust bid strategy for delivery.

Every 48–72 hours

Allow time between bid adjustments before making additional changes.

After one to two weeks

Compare performance across targeting tactics, ad groups and creatives. Prioritize approaches supporting the campaign objective and allow time between changes to assess impact.

Know which settings can be updated after launch

Compare performance across targeting tactics, ad groups, and creatives.

Prioritize approaches supporting the campaign objective and allow time between changes to assess impact.

Can update:

- Name
- Add, remove or replace ad creatives
- Add or remove tactics within a targeting selection
- Adjust geotargeting or frequency caps
- Modify end date
- Update budget
- Raise/lower bids
- Adjust delivery speed

Cannot update:

- Targeting type
- Switch between daily and lifetime budget
- Modify start date
- Change campaign objective
- Change campaign or ad group budget level



Start with pacing health to assess delivery

Use the **Pacing indicator** in the **Campaign Dashboard** view to triage the health of your ad groups.

Campaign/Ad Group/Creatives	Status	Start date	End date	eCPM	Daily budget	Total budget	Total spend	Impressions	Pacing	Actions
Example Campaign 1 ID: 12345 Itemset not associated	Completed	07/31/24	Unlimited	N/A	\$200.00	-	-	N/A	65%	...

0-49%

Action recommended

Campaign/Ad Group/Creatives	Status	Start date	End date	eCPM	Daily budget	Total budget	Total spend	Impressions	Pacing	Actions
Example Campaign 2 ID: 12345 Itemset not associated	Completed	07/31/24	Unlimited	N/A	\$200.00	-	-	N/A	34%	...

50-79%

Monitor closely

Campaign/Ad Group/Creatives	Status	Start date	End date	eCPM	Daily budget	Total budget	Total spend	Impressions	Pacing	Actions
Example Campaign 3 ID: 12345 Itemset not associated	Completed	07/31/24	Unlimited	N/A	\$200.00	-	-	N/A	95%	...

80-100%

On track



Tip

Check pacing first, then use bid and win-rate signals to understand whether the issue is competition, inventory, bid level, or setup.

Use the Bid Performance report to understand auction signals

The Bid Performance report helps you understand and optimize auction bidding performance by providing visibility into key pacing and auction metrics.

- **Win rate:** Ratio of valid bids to impressions served
- **There is no universal benchmark:** Optimal win rate varies based on targeting, budget, competition, and pacing strategy
- Win rate is a diagnostic metric and should be evaluated alongside pacing performance and campaign objectives

All Campaigns

Create Campaign

Display auction

Archive

Campaign / Ad Group Details

Q Search campaign/ad group

All status

Export Metrics

Campaign/Ad Group/Creatives	Status	Valid bids	Win Rate	Impressions	eCPM	Spend
▶ XYZ ID: 92392	Live	252,063	9.57%	24,116	CA\$14.74	CA\$355.00
▶ Example Test ID: 30997 Itemset not associated	Live	2,191,045	12.27%	268,807	CA\$11.97	CA\$3,218.00
▶ Test_869 ID: 28743	Completed	2,191,045	12.27%	268,807	CA\$11.97	CA\$3,218.00



Evaluate pacing and win rate together before optimizing

Pacing	Win rate	Recommended action
High	Low	Maintain: Continue monitoring. Consider increasing budget if delivery and campaign goals support it.
High	High	Monitor: Delivery is healthy. Monitor inventory availability, reach estimates, and spend through the remainder of the flight.
Low	Low	Improve competitiveness: Review inventory forecasts and consider increasing the max bid, broadening targeting, or relaxing frequency caps.
Low	High	Expand targeting: Eligible inventory may be constrained. Broaden targeting, review frequency caps, or reallocate budget if needed.
Average	Low	Monitor competition: Consider an incremental max-bid increase, then monitor pacing before making further changes.
Average	High	Review constraints: Compare eCPM with the max bid and adjust the bid, targeting, or frequency caps based on the constraint identified.

Evaluate pacing and win rate alongside inventory forecasts and campaign goals. Allow time for campaign changes to take effect before making additional optimizations.

Directional win rate indicators:
High: 50% – 100%, Average: 15% – 50%, Low: 0% – 15%. Interpret win rate relative to campaign pacing, targeting, budget, competition, and available inventory. There is no universal benchmark.

Structure ad groups so budget can support delivery opportunities

Campaign-level budgeting allows budget to automatically shift between ad groups based on delivery opportunities and performance.

1. Align ad groups to a common goal

- Use campaign-level budgeting when ad groups share the same objective and flight dates.
- Group tactics that support a similar shopper journey.

2. Test multiple targeting strategies

- Create separate ad groups for keyword, contextual, behavioural, or geographic targeting.
- Compare each approach against the campaign's primary objective.
- Avoid combining tactics that prevent meaningful performance comparison.

3. Let budget flow to strong performers

- Campaign budgets automatically allocate spend across eligible ad groups.
- Allow campaign-level budgeting to support eligible ad groups with stronger delivery opportunities.
- Where campaign goals and pacing support it, consider increasing investment behind proven approaches.
- Continue monitoring performance as spend scales.

4. Continue in-flight optimization

The platform optimizes delivery automatically, but you can improve results by:

- Pausing underperforming ad groups when appropriate.
- Adjusting targeting, frequency caps, or bids based on performance insights.



Measure success



Use the right report for the right question you need to answer

How is my campaign performing overall?

Dashboard

Which items drove sales?

Attributed Purchases report

Which creative is working?

Creative report

Where can I compare campaign and ad-group performance?

Campaign tab

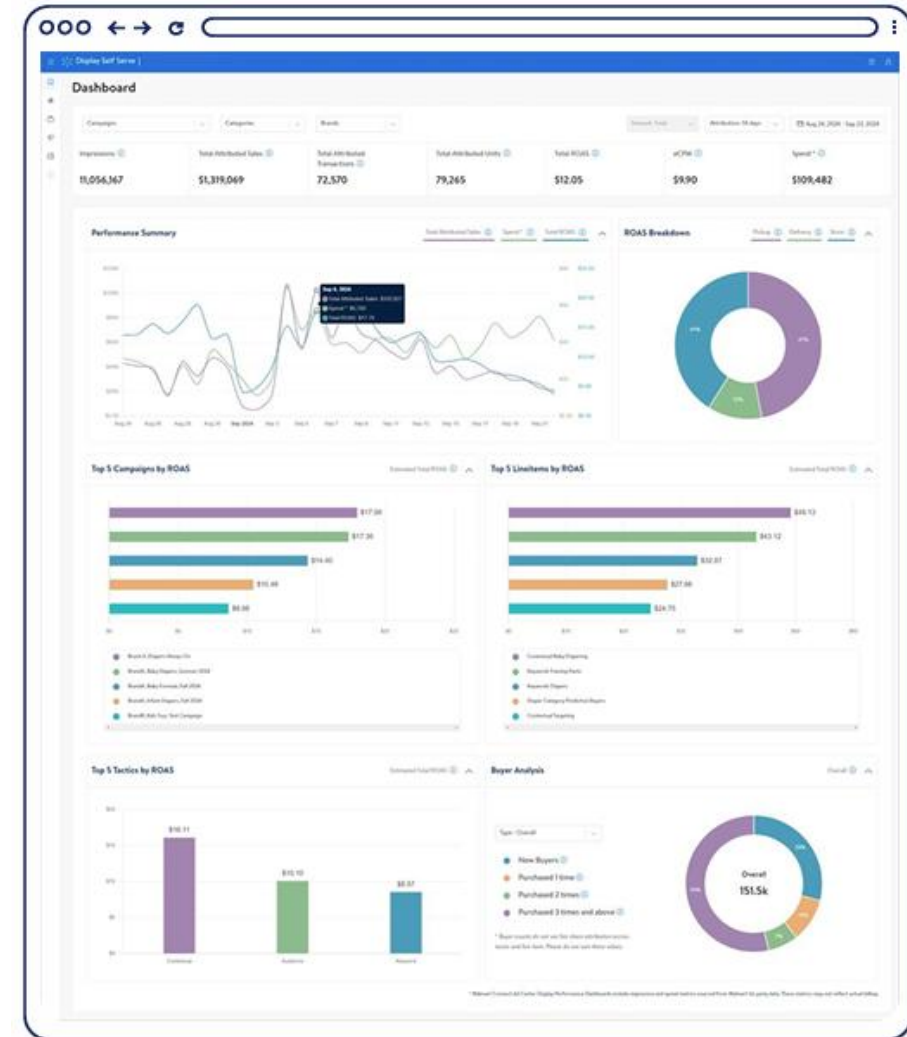
Who are my new and returning buyers?

Buyer analysis

Dashboard

An executive summary of your campaign performance.

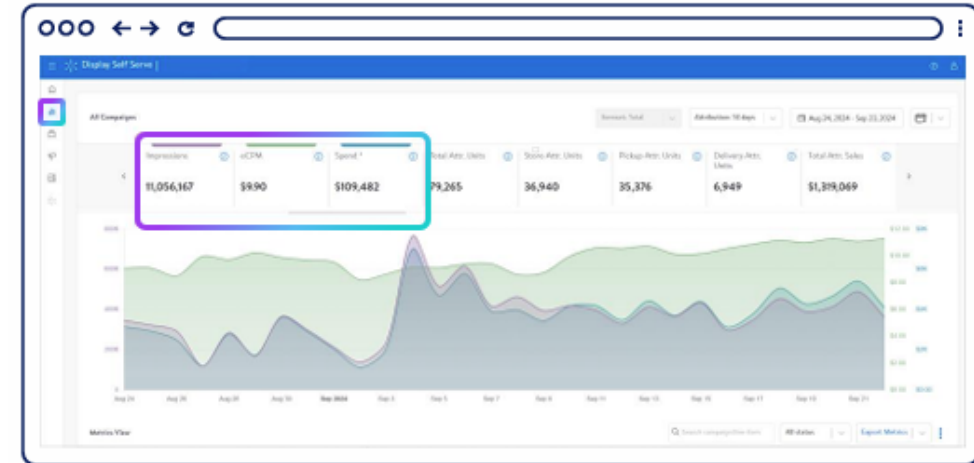
- Dashboard metrics begin to populate 24–48 hours after the launch of a campaign or ad group and update daily with data from the previous day.
- Metrics include impressions, spend, transactions, sales, units, eCPM, and ROAS.
- Easy-to-read graphs show high-level performance across campaigns, line items, tactics, and buyer analysis.
- Filter by campaign, category, brand, or item set and adjust results based on attribution window and timeframe.



Campaign tab

Drill down into campaign and line-item performance.

- Select up to three metrics you'd like to see displayed in the graph at the top of the page — it will default to displaying aggregated metrics for all live campaigns during your selected timeframe.
- Customize the metrics you see by clicking the three vertical dots in the upper right corner. Uncheck metrics you wish to hide.
- Compare metrics in the line graph for up to five campaigns. Select the campaigns or line items you want to compare using the checkboxes, then choose metrics to view in the graph using the metrics selection pane.
- Download your most critical metrics for selected campaigns within the selected timeframe with daily or aggregate granularity using the Export metrics dropdown.



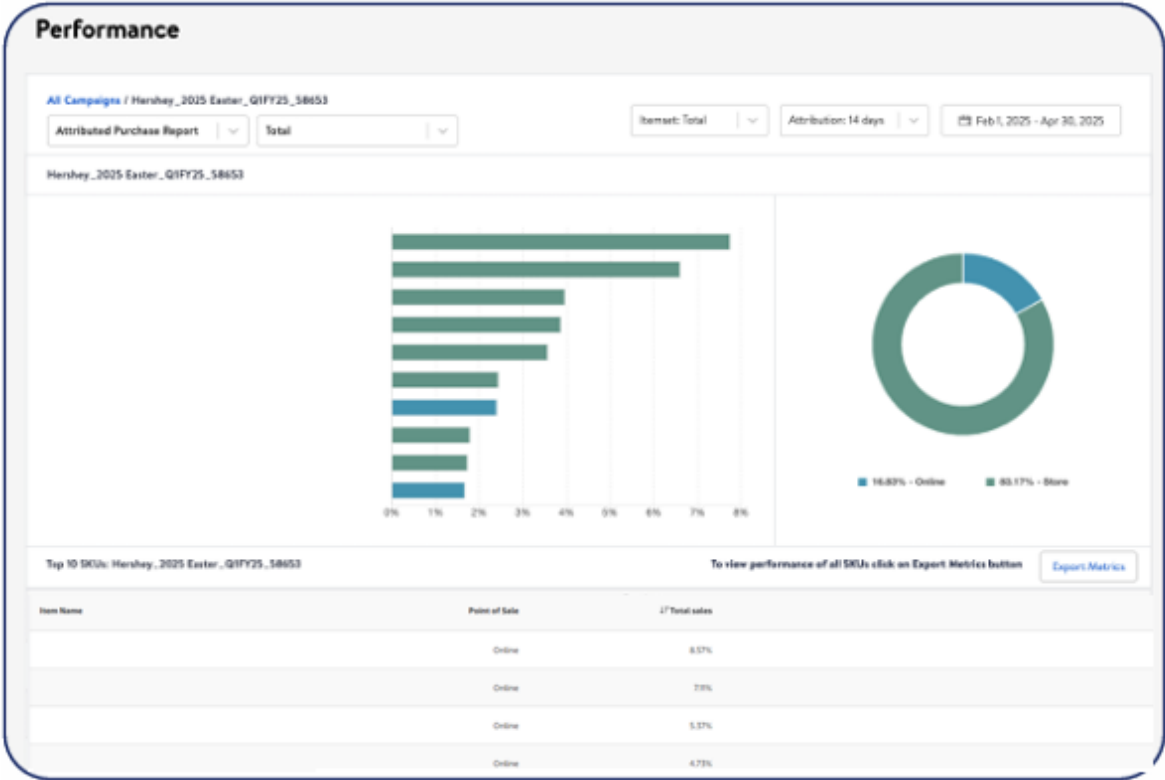
The screenshot shows the 'Campaigns' tab in the Walmart Connect interface, displaying a table of campaign performance. The table has columns for Campaigns (12 / 12), Status, Type, Impressions, eCPM, Spend, and Total Attribution. A purple box highlights the 'Campaigns' column, and a blue box highlights the 'Status' column. The table lists several campaigns, including 'Campaign 1', 'Campaign 2', 'Campaign 3', 'Contextual Shampoo & Conditioner Test', 'Behavioral Shampoo & Conditioner Test', 'Campaign 4', and 'Campaign 5'. The 'Status' column shows 'Live' for most campaigns and 'Pending' for Campaign 5. The 'Type' column shows 'Auction' for Campaigns 1-5 and 'Contextual' for the Shampoo & Conditioner Test. The 'Impressions' column shows values ranging from 265,967 to 436,702. The 'eCPM' column shows values ranging from \$8.14 to \$9.38. The 'Spend' column shows values ranging from \$1,714 to \$3,873. The 'Total Attribution' column shows values ranging from 3 to 9. A blue arrow points down from the screenshot above to this one.

Campaigns (12 / 12)	Status	Type	Impressions	eCPM	Spend	Total Attribution
Campaign 1 Duration: 06/02/2024 - 12/08/2024	Live	Auction	382,847	\$9.12	\$1,714	3
Campaign 2 Duration: 06/27/2024 - 10/01/2024	Live	Auction	473,028	\$8.19	\$3,873	5
Campaign 3 Duration: 06/26/2024 - 10/01/2024	Live	Auction	436,702	\$8.91	\$3,893	9
Contextual Shampoo & Conditioner Test Duration: 08/26/2024 - 10/01/2024	Live	Contextual	223,684	\$8.70	\$1,947	6
Behavioral Shampoo & Conditioner Test Duration: 08/26/2024 - 10/01/2024	Live	Audience	213,018	\$9.14	\$1,946	1
Campaign 4 Duration: 06/26/2024 - 10/01/2024	Live	Auction	401,321	\$9.38	\$3,764	5
Campaign 5 Duration: 03/05/2024 - 12/31/9999	Pending	Auction	265,967	\$11.84	\$3,149	4



Attributed Purchases report

- Measure performance for the top 700 items by sales channel at the campaign level and the top 10 items by sales channel at the ad group level, with a variety of consideration, purchase, and new buyer metrics.
- Help define more granular optimization recommendations, based on item level performance.
- Get consistent reporting with Walmart Connect Sponsored Search reporting.





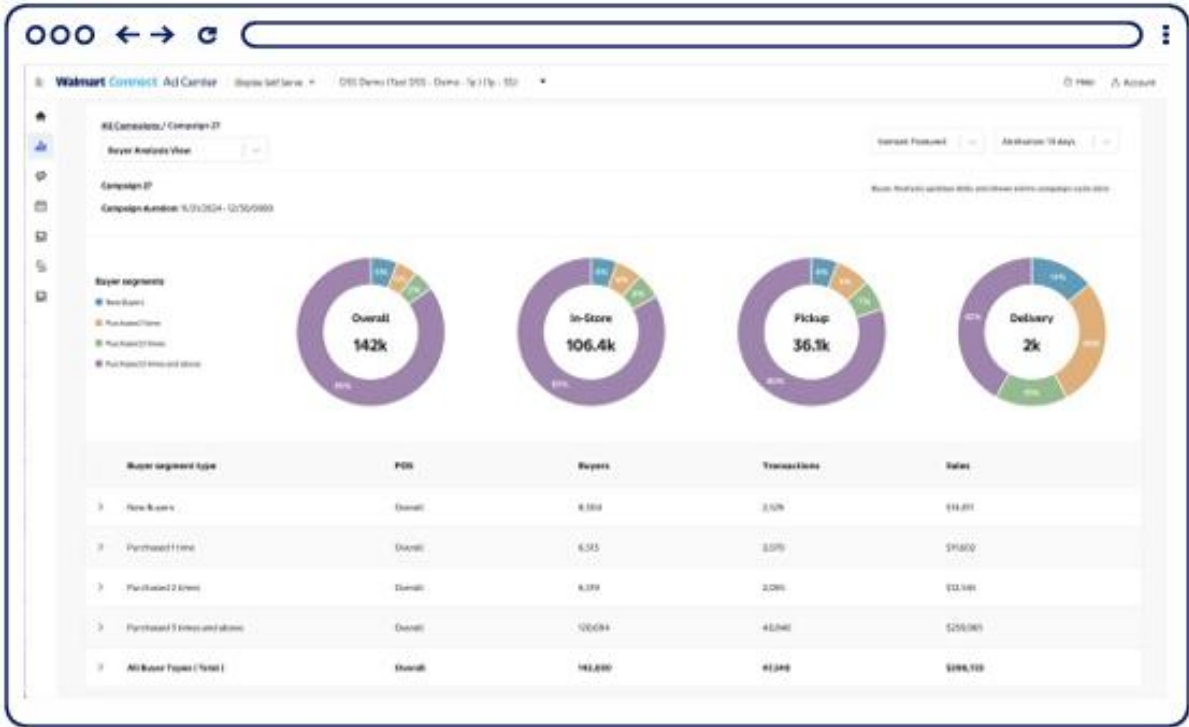
Buyer analysis

Identify customers who purchased a featured item after exposure to the campaign and had not purchased that item in the previous 12 months.

Available views

- Purchase frequency (1x, 2x, 3+)
- Featured, halo, and total item sets
- Tactic, ad group, and channel breakouts

Analysis is done at a campaign level and can be viewed for just those items in the featured item set, those in the halo item set or a combined total.





Five practices to set your campaign up for success

1. **Start with one objective** and align targeting, creative and measurement to it.
2. **Choose targeting based on the desired outcome**, from broader reach to active shopper interest.
3. **Pressure-test delivery** through forecasting, sufficient budget and an appropriate campaign length.
4. **Allow performance signals to develop** before making repeated changes.
5. **Optimize and measure against the primary objective**, then apply learnings to future campaigns.



Thank you



Appendix



Accessing the Walmart Ad Center

Walmart Connect Ad Center basics

Accessing Walmart Connect Ad Center:

- Navigate to the [Walmart Ad Center for Display](#)

If you're a Walmart Canada supplier:

- Use the “**Sign in with Supplier Center**” button and use your existing credentials for Supplier Center.
- As the account admin, you will be able to add additional users and assign access level and permissions.

If you are an agency or campaign manager that has been granted permission to manage campaigns on behalf of a supplier:

- Log in using the “**Sign in with Walmart.ca**” option, using your work email.

If you have login issues, check with your advertising account admin to ensure that you have been granted correct access.

Get help:

- Visit our [Advertising Help Center](#) for guides and more information.
- [Contact us](#) or log a [Help ticket](#).



Tip

Any agencies and campaign managers added to your account will have access to your full catalogue. We recommend that any agency or campaign manager that you add into your Walmart Connect Ad Center account represents your entire product catalogue. Your account's admin is responsible for ensuring users have the appropriate access level and permissions.

Common terms

Campaign:

- Contains the list of items you'd like to use for reporting.
- You can build it at the brand or item level.
- Your campaign is the shell that holds your ad groups.

Ad group:

- Contains the individual tactics you'd like to use for your campaign.
- This includes creatives, landing page URL, targeting, budget, bids, and scheduling.
- We recommend running multiple ad groups under a single campaign to test different strategies, all reporting against the same list of items.

Ad creative:

- The customer-facing ad asset created in Creative Hub.
- You build creative assets within the Creative Hub.



Tip

View our [glossary](#).

