



Drive product discovery by captivating shoppers with
high-visibility content

Grab shopper attention in the Grocery and Fresh departments with vivid and captivating content displayed on Deli Screens. These screens showcase product highlights and enhance the overall shopping experience to drive purchases and elevate product visibility right where decisions are made.

Who

Four leading brands across the Food and Consumables categories.

What

Acquired new-to-brand customers and boosted sales.

How

Leveraging Deli Screens, these brands connected with shoppers at the point of purchase using engaging content that featured their products and branding in an eye-catching, informative, and dynamic format.



Campaign results

Product-level results¹

65%

Sales lift*

47%

more new-to-brand customers**

^{*}When compared to performance of other products in the same category during the same period of time.
^{**}Purchased these products during the campaign period when compared to pre-campaign period.

Brand-level results²

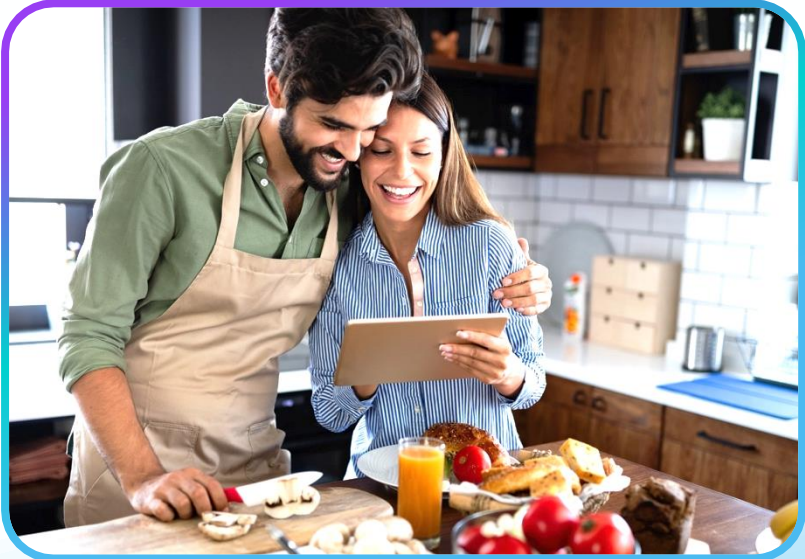
25%

Average sales lift†

28%

Average new-to-brand purchases‡

† Across three DeliScreen campaigns when compared to performance of other brands in the same category during the same period of time.
‡ Average of campaign-attributed purchases were made by new-to-brand shoppers.



Leverage Deli Screens for your
brand

Deli Screen placements are available in stores across the country, delivering national exposure for your brand and products.

Ready to get started?
[Connect with us today!](#)

Sources:
¹Walmart first-party data, November 2025. Past results do not guarantee future performance.
²Walmart first-party data, August to December 2025. Past results do not guarantee future performance. Results are based on the average performance from three Deli Screen campaigns. Past results do not guarantee future performance.
Sales lift is incremental product sales lift driven by targeted campaign advertisements from the campaign start date to the campaign end date plus an additional up to 30-day lookback attribution period. It is calculated as the % difference in sales between the product being advertised and other products and/or brands in the same category, during the same time frame. New-to-brand is an ad-exposed customer who purchases a brand's product from Walmart stores after not purchasing the brand the previous 12 months. Pre-campaign period refers to the period immediately preceding the campaign(s), equal in length to the campaign(s).