



Walmart Ads

Drive maximum success this holiday season

With Walmart as the second-largest eCommerce marketplace, peak sales events like Black Friday, Cyber Monday and the holidays are a great opportunity to increase your brand presence and drive market share.

We've broken down strategies and best practices you can employ this Q4.

Don't go dark

For advertisers on Walmart, Perpetua recommends spending considerably more to capture Black Friday and Cyber Monday's uniquely purchase-driven audience and ensure your campaigns don't go dark throughout the day.

Test bid multipliers

Bid multipliers are a great way to increase bids for specific prime placements and platforms. We recommend testing multipliers with 20-40% increases to see what works best for your products.

Increase your daily budget thresholds by

5x

Build your brand + target the holidays

With a significant amount of keyword searches often focused on branded terms, we recommend prioritizing your high-performing, top-selling and seasonal items to help drive conversions. We also suggest adding keywords that appear on your product detail pages, including long-tail and holiday terms like _____

Black Friday deals

Cyber Monday

gifts for [him/her/family]

stocking stuffers

Conquest the competition

Since bidding on Competitor keywords is said to be technically prohibited on Walmart, the Buy Box placement becomes an excellent workaround to conquest against competition. Due to its high visibility, we recommend leveraging this premium placement to promote your top-selling and seasonal items over Cyber 5 and the Holidays.

Learn More