

# 2Q24 Walmart Omnichannel Quarterly Business Review

By Claire McBride // May 28, 2024 // Benchmarks, Briefings, Forecasts, Research

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This Walmart Omnichannel Quarterly Business Review includes All-Signal insights digital leaders need to forecast the business, make critical investment decisions, and compete effectively on the platform.

**Insights that help answer key questions like:**

- Where is Walmart's growth coming from?
- How much should I spend on Walmart Connect?
- Am I missing out on in-store retail media?
- Do I need to invest in Luminare?

It's driven by Stratably's proprietary benchmarking and qualitative research with leading brands and the top solution providers in the digital space.

**And it's designed to cut through industry noise and save you time by bringing consumer brands only the most relevant and real-time insights for the Walmart business in one place.**

## Inside the Report:

- Walmart's near-term performance, key growth levers, and our updated forecasts through 2025
- Walmart Connect investment levels and brand feedback
  - Investments as a percentage of sales
  - Feedback on sponsored brand amplifier, sponsored video, and brand term targeting
  - Feedback on DSP, in-store retail media, in-store attribution, and more
- Luminare adoption and use cases
  - Adoption levels and funding sources
  - Early use cases of Luminare insights for sales and marketing, strategy, and operations
- Challenges and opportunities with content, 3P marketplace, and site merchandising

- Additional research on Walmart

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Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

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