

# Modernizing Your Walmart Connect Strategy: Budget and Allocation Shifts for 2025

By Megan Harvey // May 15, 2025 //

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Walmart Connect is evolving fast, and with it, the old rules of budget allocation no longer apply. With more placements and smarter automation for Paid Search, growth in Walmart's self-serve Display offerings, the launch of Connected TV, and In-Store media opportunities, brands are increasingly moving to full-funnel strategies with Walmart.

In this webinar, Stratably's Russ Dieringer and Tinuiti's Stuart Clay will walk through what's changed at Walmart Connect and what it means for your 2025 budget strategy.

They'll explain how leading brands are shifting their spend across ad units, how to adopt a flexible budget model, and what a modern budget mix actually looks like, including an example allocation to help guide your planning.

## You'll learn:

- What's changed at Walmart Connect over the past year
- How to shift from a search-heavy model to full-funnel allocation
- Tactical recommendations for Paid Search, Display, Connected TV, and In-Store media
- How to build budget flexibility to support test-and-learns
- A sample Walmart Connect budget mix

## All Signal, No Noise Format

- 30 minutes of prepared remarks
- 15 minutes of Q&A

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