

PhD in PDPs: A Mini Masterclass Studying 5 Best-in-Class Walmart Pages

By Megan Harvey // October 23, 2025 //

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Getting your Walmart digital shelf right has never been more important:

- Walmart's digital business is contributing 70%+ of incremental dollar growth
- Brand spending on Walmart Connect is accelerating even faster
- LLMs are utilizing organic content to inform their responses

Join Stratably and Chris Perry of firstmovr for a hands-on session exploring five Walmart PDPs that are best-in-class. Building on the 7 C's of Digital Shelf Maturity shared in our previous webinar earlier this year, we'll break down these PDPs live, uncovering the precise content, structure, and strategies that set them apart.

This highly practical session is designed for eCommerce, omni and brand professionals who want to elevate their PDPs from "complete" to "compelling." You'll leave with a sharper sense of what "great" looks like, real-world examples to inform your own page design, and an open Q&A to address your burning PDP questions.

Whether you're leading digital shelf strategy or looking to up-level execution with your content teams this is your chance to earn your "PhD" in next-level PDP best practices!

[See the Recap & Replay Here](#)

