Spotlight on Self-Serve: Leveraging Walmart's Self-Serve Onsite & Offsite Display for Enhanced Control and Performance

By Claire McBride // August 7, 2024 //

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Join Claire McBride, VP of Research and Education at Stratably and Stuart Clay, Director, Commerce Media at Tinuiti for an insightful webinar designed specifically for brands ready to explore or transition to Walmart's self-serve Display opportunities.

Whether you're new to Walmart Display or have previously engaged only with Walmart Connect's managed-serve Display, this session will provide you with a comprehensive understanding of how to effectively utilize Walmart's self-serve Display platform.

Webinar Focus:

- **Introduction:** Begin with an overview of Walmart's self-serve Display platform, emphasizing its growing significance in the digital advertising arena.
- **Ad Opportunities Overview:** Gain insights into the various advertising options available through Walmart's self-serve platform, encompassing both onsite and offsite displays.
- **Benefits of Self-Serve Display:** Discover the advantages of self-serve Display, such as lower fees, a variety of ad formats, and advanced targeting capabilities, compared to managed services.
- **Key Considerations:** Learn about important factors and potential challenges to keep in mind while utilizing Walmart's self-serve Display.

- **Real-World Example:** Explore a detailed case study of a brand showcasing their successful campaign launch and management through Walmart's self-serve Display.
- **Future Developments:** Get the latest updates on new features and upcoming advancements in Walmart's self-serve Display offerings.

This webinar is an excellent opportunity for brands to enhance their advertising strategies, gain greater control and visibility, and improve overall performance using Walmart's self-serve Display.

Don't miss out on this chance to stay ahead in the competitive Walmart landscape.

All Signal, No Noise Format

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

Recap & Replay Here