

Overview for 1P Brands on How to Manage Competitive Threats on Walmart's Marketplace

By Russ Dieringer // March 20, 2023 //

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Walmart's marketplace just surpassed 100,000 unique sellers.

That means...

1. Others are probably selling your items
2. The same issues you face with Amazon's marketplace are coming to Walmart
3. Your decades old relationship with Walmart's merchants doesn't mean you're immune

Join Claire McBride & former Walmart Merchant and current Director of Enablement at Flywheel, Sergio Cruz, to learn about the tools, levers and competitive tactics brands can employ on a more crowded Walmart.com.

In particular, the session will examine:

1. The nuances around when Walmart will or won't intervene with marketplace sellers
2. How to identify & stop 3P sellers that are hurting your brand
3. Overview of Walmart's new Brand Registration tool

This session is designed for intermediate to advanced eCommerce practitioners with experience on Walmart that want to understand how to better compete as Walmart has opened up its digital doors to infinite selection.

All Signal, No Noise Format

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

[Replay & Recap Here](#)
