

Key Advantages and Considerations of Walmart's Self-Serve Display Offerings

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TL;DR: No spend minimums, greater control, and enhanced visibility are the main draws to leverage Walmart's self-serve platforms for Display test-and-learns.

4 minute read

Walmart display ads are less widely adopted today compared to Amazon's display offerings and paid search across retail media networks, in part due to limited budgets and the inability to easily conduct test-and-learns to get the ball rolling.

Walmart's self-serve display offerings for both onsite (Display Self Serve, or DSS) and offsite (Walmart DSP) help solve some of those problems for brands given no spend minimums (compared to \$100k minimums for managed serve), more control and efficiency with test-and-learns and optimizations, and greater reporting visibility.

In this webinar, Stu Clay from Tinuiti provides a detailed overview of both self-serve offerings and insight into the key advantages and considerations compared to managed serve alternatives or activating on The Trade Desk outside of the Walmart partnership.

The presentation agenda included:

1. An overview of the programmatic display opportunity
2. Details of Walmart's self-serve display options:
 - Display Self Serve (DSS – for onsite display)
 - DSP (for offsite display) offerings, exclusively through The Trade desk

3. Benefits and challenges with self-serve display
4. Case study of brand leveraging self-serve display to drive awareness and sales
5. A look at what's new and what's ahead with Walmart Connect

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