

Latest Intel on Walmart's Sponsored Search Offerings

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We shared [benchmarking](#) earlier this year suggesting paid search (and specifically, Sponsored Products) accounts for the majority of brands' retail media spend.

For instance, the growth in [Amazon's](#) advertising business is driven primarily by Sponsored Products, despite it being the most mature ad type. Newer developments like Streaming TV are newsworthy and great test-and-learn opportunities, but still "very early" in advertising adoption according to Amazon's management team.

The same dynamic holds true for Walmart Connect (WMC).

At this point, its [in-store retail media offerings](#) are more interesting than impactful, and our research suggests brands' spend is concentrated most heavily on paid search.

But if in-store options won't move the needle and paid search is table stakes, how do brands get ahead without simply dishing out even more money to the search engine results page (SERP)?

The following intel from eCommerce leaders via our benchmarking, research interviews, and share groups provides a granular view on the opportunities to generate great returns and grow sales and share with your sponsored search spend.

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