Tactical Insights on Walmart.com: Content Issues, 3P Marketplace, and Site Merchandising

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All digital leaders face the same challenge: so much to do, so little time (and budget, and resources)!

With so many variables to manage – inventory, pricing, content, advertising, brand control, variations, brand stores, you name it! – one of the most important facets of the job is deciding where to spend (and *not* spend) time, budget, and resources to drive the greatest impact on the business.

We've compiled real-time intel from Walmart.com leaders via interviews and share groups to help you optimize your resources and set the right expectations with content, the 3P marketplace, and site merchandising.

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