

# How Tariffs Are Impacting Walmart Connect Budgets

By Russ Dieringer // July 15, 2025 // Benchmarks, Briefings, Research

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By Claire McBride // July 11, 2025 // Briefings, Research

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By Claire McBride // July 10, 2025 // Briefings, Research

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# How Much Are Brands Raising Price on Amazon Due to Tariffs?

By Claire McBride // July 9, 2025 // Benchmarks, Briefings, Research

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# Walmart Connect Strategy and Budgeting Update – Webinar Recap

By Russ Dieringer // July 8, 2025 // Research, Webinars

***TL;DR:*** Expect less search, more display, and greater agility in advertisers' 2026 Walmart Connect plans. Monitor sponsored brand opportunities from bid minimum changes, be cautious of full search automation, and set aside 5–10% of spend for test-and-learn. In addition, be ready for more offsite and CTV opportunities.

***Log in for access to the replay and presentation slides***

***3 minute read***

Walmart Connect continues to innovate at a rapid pace. With major investments in bid automation, self-serve display, connected TV, and in-store formats, brands are revisiting their budget allocations from a search heavy approach to a more balanced, full funnel strategy.

In this session, Tinuiti's Stuart Clay joined Stratably to walk through what's changed and how leading brands are adapting, with the goal being to equip retail media leaders with strategic clarity and tactical direction as they prepare 2026 plans.

## Presentation Overview

The webinar examined Walmart Connect's evolution from a lower-funnel platform to a multi-format, full-funnel solution. Topics included:

- Budget reallocation trends across search, display, and upper-funnel media
- Walmart's shift to self-service and automation across ad units
- Tactical guidance for Sponsored Products, Brands, and Video
- Emerging formats like Connected TV and in-store media
- A benchmark budget allocation framework for 2025

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# How Amazon Vendors Are Responding to Tariff Pressure

By Claire McBride // July 7, 2025 // Benchmarks, Briefings, Research

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# Self-Guided Workshop: Build Your Amazon Competitive Edge

By Russ Dieringer // July 2, 2025 // Research, Workshop

**TL;DR:** We created a self-guided workshop you and your team can leverage to identify key areas of strength and potential gaps in your Amazon strategy and tactics. Once completed, incorporate your key priorities into your Amazon annual planning to sharpen your competitive edge.

Stratably's new self-guided strategic planning tool enables retail leaders to identify which levers and programs matter most on Amazon and where their biggest gaps reside, all within a repeatable process to support quarterly and annual planning.

The workshop is based on our Amazon Competitive Edge Framework that maps brand adoption and business impact developed from Stratably's primary research and industry benchmarking.

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