

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.

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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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