

## How **Walmart Search** advertising can put some extra jingle in Marketplace sellers' holiday campaigns

Sponsored Products campaigns traditionally experience dramatically **higher conversions and Return on Ad Spend (ROAS)** during the holiday season (Oct-Dec) compared to rest of year.<sup>1</sup>

**~110%**

Lift in conversion rates during Holiday 2021<sup>1</sup>

**~18%**

Improvement in ROAS during Holiday 2021<sup>1</sup>

*Across all advertisers*

**~16%**

Conversion rate lift for sellers during Holiday 2021<sup>2</sup>

**~11%**

ROAS improvement for sellers during Holiday 2021<sup>2</sup>

*Across Walmart Marketplace sellers*

Last year, Marketplace sellers collectively increased their Sponsored Products monthly average ad spend by 106% during the holiday season, resulting in **double-digit increases in performance.**<sup>2</sup>