

# Walmart Connect expands the reach of its ads to TikTok, Snap, and Roku

Article

**The news:** Walmart Connect, the retail giant's ad tech platform, is making an ambitious push to extend its reach and improve its ability to gauge how social media and CTV ads influence

consumers' purchase decisions.

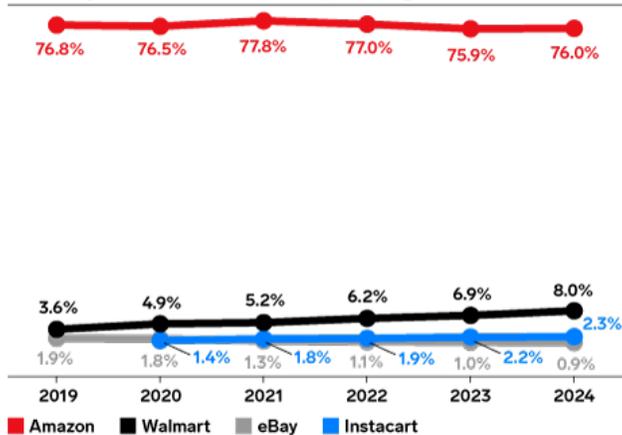
- The platform **announced** new deals that aim to better measure the impact of social commerce on **TikTok** and **Snap**, and CTV ads on **Roku**.
- Walmart is also working with live video commerce platforms **Firework** and **TalkShopLive** to develop live-shopping content on its own website.

The latest moves are part of a broader effort by Walmart to distinguish its advertising offerings from the vast number of **retail media networks** competing in a growing market.

- We **expect** **US digital retail media network revenues will reach \$40.81 billion this year**, which is more than triple the pre-pandemic total.

### US Digital Retail Media Net Ad Revenue Share, by Company, 2019-2024

% of digital retail media ad spending



Note: includes advertising that appears on desktop/laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites  
Source: eMarketer, March 2022

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**The context:** Walmart's share of US digital retail media net ad revenues is second only to Amazon. We **expect** Walmart will account for 6.2% of US digital retail media net ad revenues **this year** and that share will grow to 8.0% by 2024.

- Walmart's global advertising business generated **\$2.1 billion in revenues last fiscal year** and the number of advertisers using Walmart Connect in the US grew 136%. To grow those revenues it aims to create multiple ways for suppliers and sellers to connect with customers throughout the shopper journey.

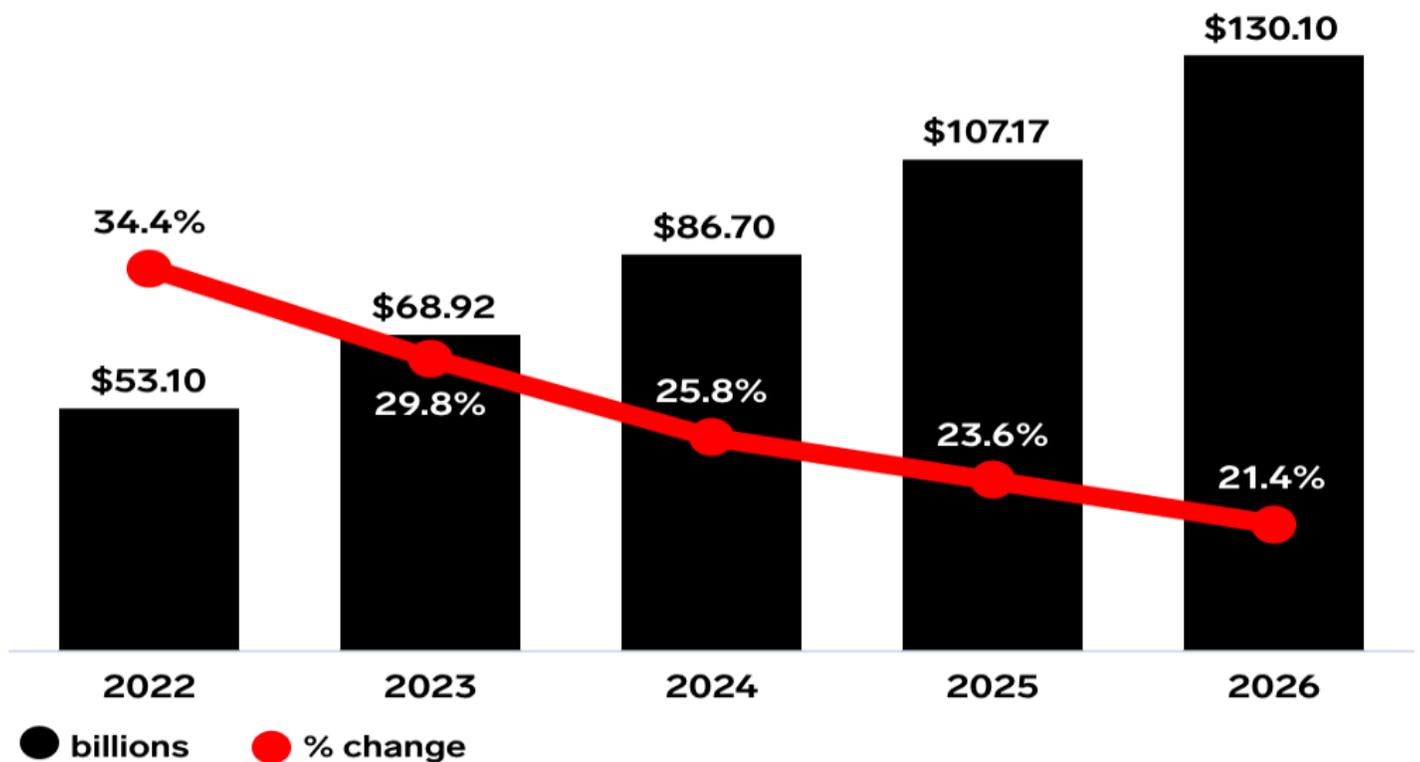
- It is increasingly focused on **adding features and capabilities via partnerships with technology and service vendors**. Earlier this summer it **struck** deals with several ad-tech vendors that specialize in areas such as ecommerce ads, ad optimization, and cross-channel advertising.
- Last week it **announced** **new ways to bolster its search capabilities for advertisers**. For example, next month it will make its Search Brand Amplifier feature, which boosts advertised products to the top of search results, available to marketplace sellers.
- Walmart is now **making TikTok's in-feed ads as well as Snapchat's Snap Ads, Collection Ads, and Snap AR available for purchase through the Connect network**.

**Understanding how consumers shop:** While social networks such as TikTok and Snap have sought ways to drive social commerce sales, many of their efforts have failed to resonate.

- For example, TikTok earlier this year **scrapped plans** to bring its live ecommerce initiative to the US and other European markets after a failed UK pilot.
- Walmart aims to help advertisers understand whether social commerce ads influence sales, even if a consumer doesn't immediately click and buy.

## Retail Social Commerce Sales

US, 2022-2026



*Note: includes products or services ordered via social networks and messaging apps, such as Facebook, Instagram, Pinterest, WeChat, Line, VK and others, regardless of the method of payment or fulfillment; excludes travel and event tickets, tips, subscriptions, payments, such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales*

*Source: eMarketer, July 2022*

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**The big takeaway:** Walmart is wise to be focusing on expanding the reach of its advertising business. As the largest retailer in the US, it has unparalleled insights into how US consumers shop. One need look no further than Amazon, which generated more than \$31 billion last year, to see the value of that type of massive data trove.

**Go Further:** [Read our Retail Media Ad Spending Forecast here.](#)

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