

Walmart will use its shopper data to power ads on NBCU's live sports streams

Article

The news: Walmart Connect is partnering with NBCUniversal (NBCU) to run ads powered by Walmart shopper data in sports livestreams, per a company announcement.

- Walmart is also adding premium inventory from NBCU and **Roku** to its CTV offering, giving brands even more opportunities to reach shoppers on streaming platforms.

Zoom in: Walmart Connect's ability to combine premium CTV inventory with its purchase data offers advertisers a unique opportunity to target viewers with more granularity and directly measure the impact on sales.

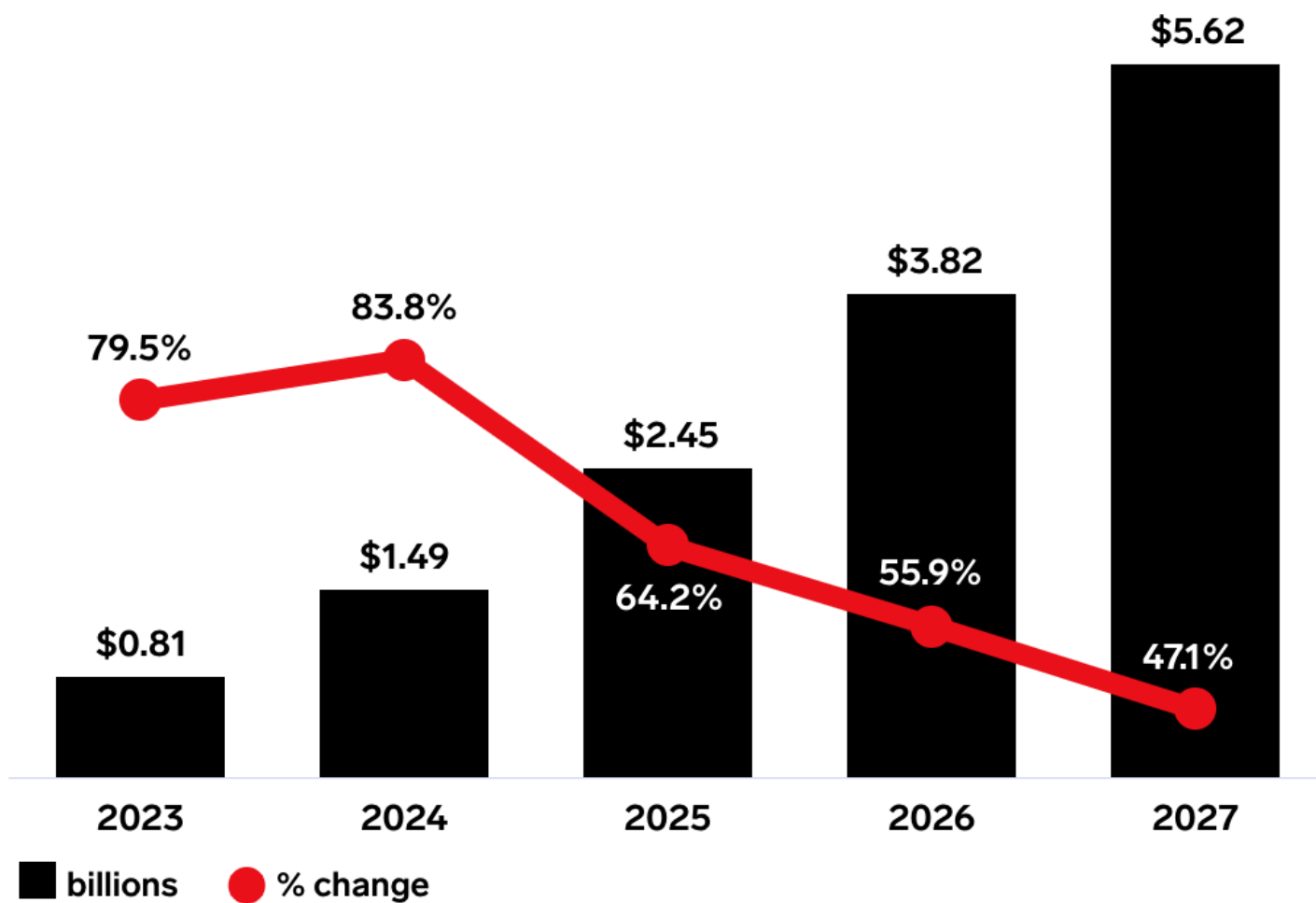
- For example, **Danone** "connected with over 30% new-to-brand buyers in one CTV campaign" using Walmart Connect's premium bundle, per Danone director of media connections **Mary Katherine Woltz**.
- Walmart Connect's CTV success is carrying over to shoppable ads, which the retailer piloted on Roku from November 2022 to February 2023. Clickthrough rates for these ads were at least three times higher than the average for video campaigns run through Walmart's DSP.

The big takeaway: It's unsurprising that Walmart is deepening its CTV presence. While CTV will make up just 1.8% of total retail media spend in 2023, the market is growing rapidly: **We expect retail media CTV ad spending to grow by 79.5% this year.** CTV is also expected to be the fastest-growing ad channel this year, making it an attractive target for retailers looking to grow their ad business.

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US, 2023-2027



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps

Source: eMarketer, March 2023

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