

# Ultimate Seller Guide to Walmart Advertising in 2025

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# Walmart

## INTRODUCTION

# What is Walmart Advertising?

Walmart is not just a retail giant—it's now a thriving online marketplace offering third-party sellers a powerful way to reach millions of customers. In this guide, we'll break down Walmart advertising in 2025, how it works, the different ad types, and the best strategies to get the most from your campaigns.

Walmart Advertising refers to all the digital ad options available to sellers through Walmart Connect, the company's retail media platform. It allows sellers to promote products across:

- Walmart.com
- Walmart mobile app
- Walmart in-store displays

Walmart's ad system runs on a pay-per-click (PPC) model. You only pay when a shopper clicks on your ad. There are no upfront fees or monthly subscriptions—just bid, optimize, and pay for actual clicks.

Whether you're promoting a single product or a wide catalog, Walmart's advertising ecosystem gives you access to one of the largest pools of online shoppers in the U.S.



# Types of Walmart Ads

## 1. Sponsored Products

These appear in search results and on product detail pages. They're keyword-driven and ideal for boosting visibility.

## 2. Sponsored Brands

Perfect for building awareness, these ads showcase your brand logo, a custom headline, and multiple products in one creative.

## 4. Display Ads

These appear on Walmart.com or across Walmart's partner sites, helping you retarget shoppers and increase reach.

## 3. Sponsored Videos

Engaging video content that appears within search results or as standalone placements. Great for storytelling and demonstrating product use.

Each ad type serves a specific purpose—from discovery to consideration to conversion. You can mix and match based on your campaign goals.

# Walmart Advertising Best Practices

## 1. Optimize Your Product Listings

Before you even launch a campaign, ensure your listings are up to par. Walmart's algorithm heavily factors in listing quality when ranking ads.

- Use clear, keyword-rich titles (but avoid keyword stuffing).
- Write detailed, benefit-driven descriptions.
- Upload high-quality images from multiple angles.
- Include video content where possible to boost engagement.

Your ad's performance is only as strong as the product page it leads to.

## 2. Monitor Your Performance Metrics

Tracking performance is essential. Key metrics to keep an eye on include:

- Return on Ad Spend (ROAS)
- Click-Through Rate (CTR)
- Impressions
- Conversion Rate

Use Walmart Ad Center and analytics tools to gain insights into what's working. Don't be afraid to pause underperforming ads and reallocate your budget toward high performers.

## 3. Target Effectively

One of the biggest improvements in Walmart advertising in 2025 is the expanded targeting capabilities:

- Demographics: Reach specific age, gender, or income brackets.
- Behavioral data: Target based on past shopper behavior.
- Custom audiences: Retarget users who viewed your products or abandoned carts.

Test different audience segments and ad placements until you find your ideal match.

# Walmart Advertising Best Practices

## 4. Optimize for Mobile

More than 70% of Walmart.com's traffic comes from mobile devices. If your ads and listings aren't optimized for mobile, you're leaving money on the table.

- Ensure your images and videos load quickly and look good on small screens.
- Use responsive design in creatives.
- Think about voice search optimization—many mobile shoppers use voice to find products.

## 5. Stay Updated with Platform Changes

Walmart Connect is constantly evolving. New ad formats, targeting options, and tools are being added every quarter. Stay ahead of the curve by:

- Joining Walmart's advertising webinars
- Reading the official Walmart Connect blog
- Engaging in seller communities

The faster you adapt, the better positioned you'll be to outpace competitors.

# Pro Tips for Walmart Sellers

- Test Often: Don't set-and-forget. Run A/B tests on titles, images, and keywords.
- Bid Smart: Start with automatic campaigns, then switch to manual once you have data.
- Budget Wisely: Allocate more to high-margin products or top-performers.
- Invest in Brand: Sponsored Brand and Video Ads are excellent for long-term recognition.

## CONCLUSION

# Final Thoughts

Walmart Advertising in 2025 is no longer optional—it's essential. With more shoppers turning to Walmart for everything from groceries to electronics, smart sellers are leveraging Walmart Connect to drive visibility and boost sales.

By following best practices—optimizing listings, targeting wisely, monitoring performance, and staying informed—you can unlock serious growth and make Walmart a profitable sales channel for your brand.

So whether you're scaling your online store or just starting out, now's the time to dive into Walmart Advertising and take your ecommerce game to the next level.

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