

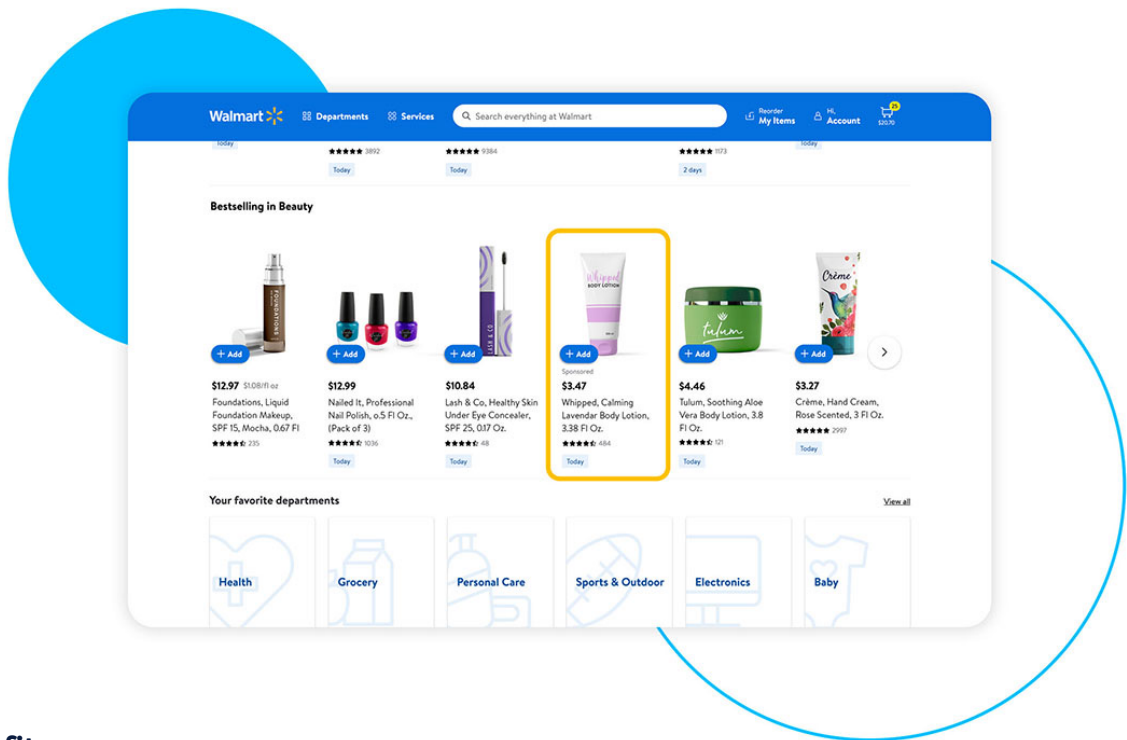
## SPONSORED PRODUCTS PLATFORM

# Overview of Sponsored Products

This article provides an overview of Sponsored Products on Walmart's site and app, how it works, and the cost.

## What are Sponsored Products?

Sponsored Products help customers discover relevant products as they search and browse Walmart.com, mWeb (Mobile Web), and the Walmart App. They are ads that appear on prominent, high-traffic spots such as homepage, browse, search, item and stock up pages. Sponsored Products drive discovery and purchase among Walmart customers searching for your products.



### Key benefits:

- Boost product sales
- Increase share of wallet
- Expand product visibility
- Grow & protect market share
- Maximize profitable SKUs
- Optimize ad strategy through robust reporting

## How do Sponsored Products work?

Sponsored Products are selected based on relevancy and bids. The most relevant product with the highest bid wins the ad placement.

To be selected you must meet the following eligibility criteria:

- Product is in stock
- Product is winning the Buy Box
- Product is published

## How much do Sponsored Products cost?

Sponsored Products are sold on a cost-per-click basis in Walmart's advanced second-price auction. This model means you set a maximum bid you are willing to pay but only pay what is needed to win the auction.

Relevancy + bid price determines the auction winner.

### Notes:

We want to ensure that our advertisers understand the potential negative impact of clicking on your own ads. Clicking on your ads is considered a wasted click. Clicking on your ads can significantly impact your return on ad spend (ROAS) and compromise the effectiveness of your advertising efforts. Inform your employees on the importance of not searching for and clicking on your ads.