

February 12, 2021

# Walmart's DSP:

*The shift to media cross-shopping in retail continues*



# Walmart's self-serve platform

*Big box retailers have long recognized the value of the data they collect on their customers but have been understandably protective of those assets. For marketers looking to take advantage of those data assets, either to fuel further growth with those retailers or to support non-competing marketing efforts, the options available to them have varied considerably but have been moving towards approaches that give marketers more control than a solely managed service offering.*

On 28 January **Walmart** announced that they would be partnering with **The Trade Desk (TTD)** to power a self-service solution to programmatically activate Walmart Audiences as a cornerstone of their rebranded media offering, **Walmart Connect**.

**Kacie McKee, Wavemaker's US Head of Commerce** says that the move follows the US trend of retailer-to-media networks started by **Target** and **Amazon**, which have had open DSP relationships for the past couple of years. "While not a surprise, it's a welcome change and one that gives all sides a seat at the planning table at one of our clients' biggest customers.

TTD is targeting early Q4 for this solution to be deployed. Walmart will be limiting the initial rollout to its US suppliers and will be the one to determine specifically who will have access to the platform and at which stages. TTD will require advertisers to use a unique platform account to provide access to Walmart Data and Measurement solutions but will otherwise mirror their platform's functionality. The limitations set on the Walmart Connect seats will serve to protect Walmart's proprietary data from leaving the platform and place limitations on competing interests.

There is a lot more to learn about how the unique data and measurement assets Walmart is bringing to the table will be incorporated, and **GroupM** will be collaborating with Walmart and TTD as opportunities to shape this product for clients present themselves leading up to its launch.

Overall, GroupM is supportive of the approach that Walmart has taken with TTD. The transition to a self-service solution allows us to fully infuse their programmatic media buying expertise into a larger strategic approach to commerce with one of the world's largest retailers. By partnering with TTD, Walmart will allow the group to leverage a platform of which they have an extensive knowledge, and to which they can apply their industry-leading buying standards.



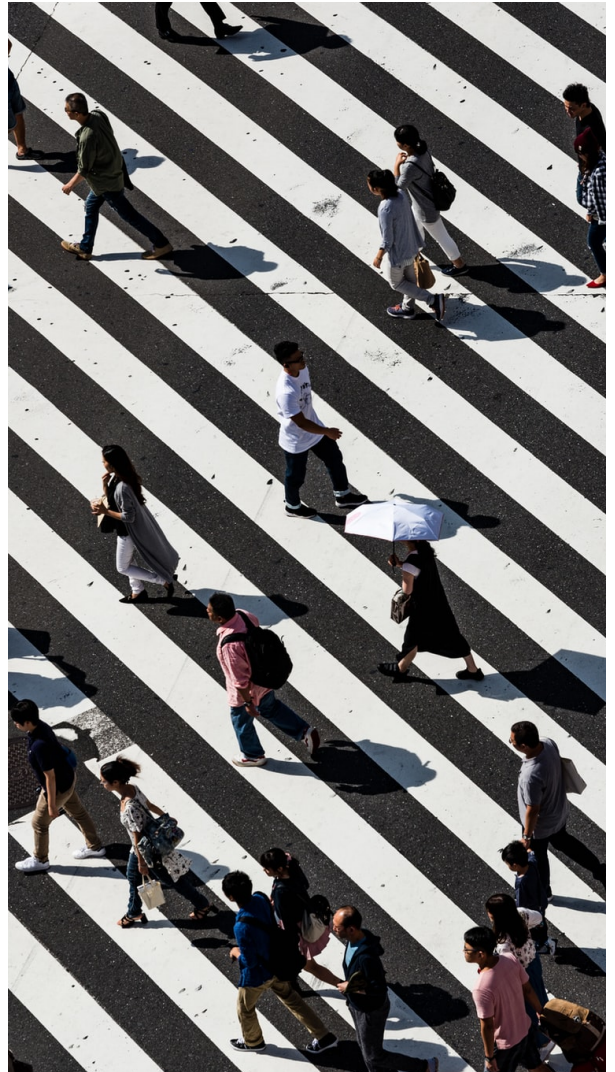
*'Partnering with an established player like TTD, Walmart will offer a compelling proposition that requires a rethink of go-to-market and media strategies,'*

says **Mudit Jaju, Wavemaker's Global Head of Ecommerce.**

*'It's also a strong signal that single-point solutions are no longer viable, as brands need to be able to plan and execute consumer communications across the entirety of the new media ecosystem.'*



**Programmatic buying and ecommerce** are fast-moving spaces that are increasingly starting to intersect. GroupM and its agencies will continue to support clients in navigating how to place their investments across an increasing array of competing solutions. As substantial updates and opportunities for more direct testing present themselves, we'll share further updates and guidance with our clients.



**For any questions or more information contact:**

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