

## **Walmart Connect Drives Advertisers' Growth with Criteo's Intelligent Tool Commerce Insights**

November 14, 2023 — **Walmart Connect**, the Omnichannel Retail Media business of Walmart Mexico and Central America, continues to strengthen and enhance its value proposition by partnering with **Criteo**, the commerce media company, by adding Commerce Insights, previously called Gradient, a cutting-edge suite of insight and data tools which provides digital-shelf insights to support enterprise-level retail media buys. The tool provides valuable information to enhance investments in Sponsored Products, one of Walmart Connect's main digital advertising solutions to increase visibility of products, amplify their impact, and improve the organic performance of brands.

The use of this tool will enable Walmart Connect advertisers to better understand the presence of their products within the ecommerce of Walmart Supercenter and Walmart Express, Walmart Extended Assortment and Sam's Club, staying up to date with changes in consumer behavior to optimize their investments and improve their strategy.

Additionally, Commerce Insights provides key real-time metrics such as brand and product-level positioning, audience affinity, and the most searched keywords, with the goal of assessing shopper trends and making strategic decisions in the highly competitive and dynamic environment.

Commerce Insights allows for concrete actions on brands' Sponsored Products campaigns, enabling advertisers to influence their position on the digital shelf and, consequently, their sales.

According to testimonials from Retail Media business partners, this type of information is highly valuable as it helps brands make better decisions on where to invest money to achieve better results, while also providing greater visibility into the outcomes of executed campaigns.

The incorporation of Commerce Insights by Walmart Connect represents a significant advancement in the Retail Media field, providing valuable and real-time information to drive the growth of investments in Sponsored Products and improve the positioning of brands within the eCommerce of Walmart Supercenter, Walmart Express and Sam's Club.

**Walmart de México y Centroamérica** (MBV/BIVA: Walmex) is a company dedicated to the commerce sector that operates in six countries: Costa Rica, El Salvador, Guatemala, Honduras, Mexico, and Nicaragua. At the close of the first quarter of 2022, it reported sales of \$MXN 186.409 billion. It has a team of over 230,000 associates, who operate 3,631 stores and clubs in 696 cities, as well as 31 distribution centers in the region. In Mexico, it serves over five million customers daily who make their purchases at Bodega Aurrera, Walmart Express, Walmart Supercenter, and Sam's Club, as well as online and in mobile devices. [www.walmartmexico.com](http://www.walmartmexico.com)