

Scintilla



Digital Landscapes

Pre-purchase perspectives on
the shopper journey

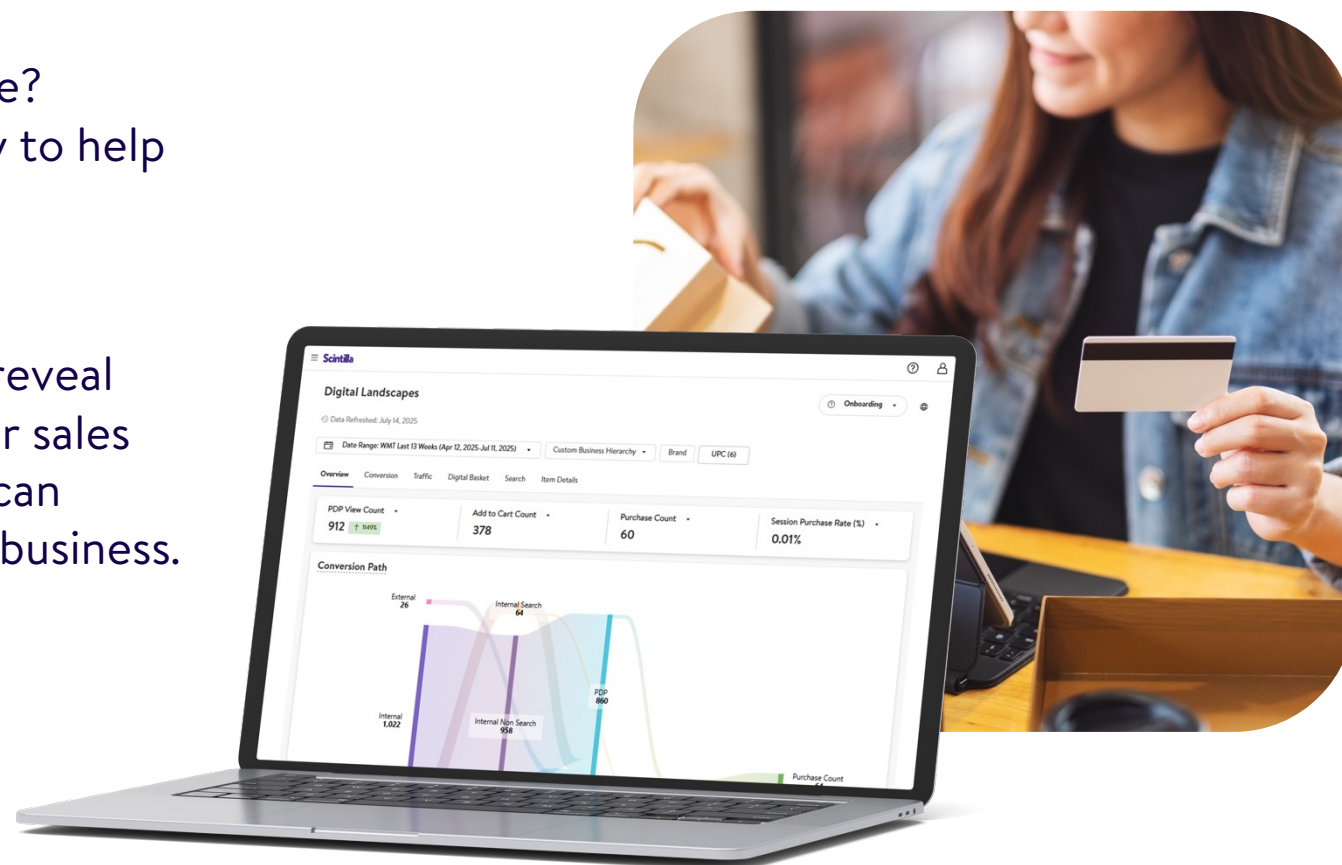


Scintilla Digital Landscapes

Discover how Walmart customers search and shop for your products

What happens **before** a customer makes a purchase?
In Digital Landscapes you can explore that journey to help inform your customer acquisition strategy.

Powered by **pre-purchase behavioral data** from Walmart.com and the Walmart mobile app, it can reveal meaningful insights, like how customers enter your sales funnel and where they might fall out of it, so you can uncover new ways to attract them and grow your business.



Before and after: A crucial combination of purchase data and insights



Pre-purchase perspective

Digital Landscapes helps you understand how potential customers can be more effectively converted by lending visibility into where, when, and how they search and shop—even if they don't complete a transaction.



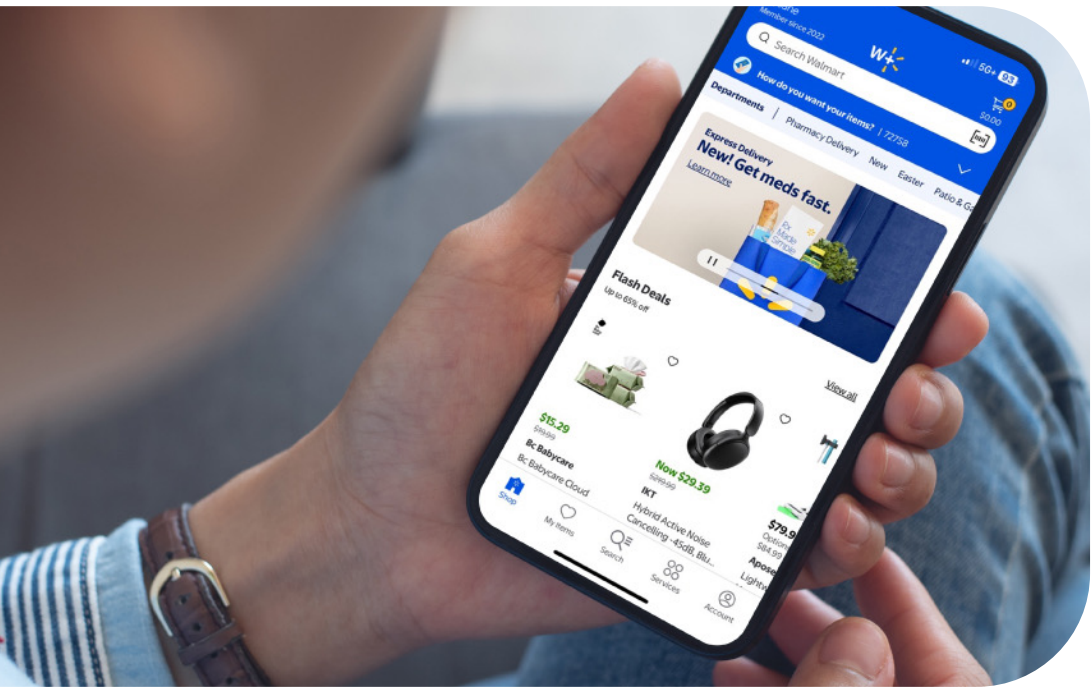
Post-purchase analysis

Shopper Behavior focuses on transactional data after a customer makes a purchase, so you can delve into their shopping habits like basket-building and switching.

Leverage **Customer Perception** to gain feedback and insights from verified Walmart shoppers. Ask them about their likes and dislikes, gauge their brand loyalty, and more.

Digital Landscapes dashboard

Experience a big-picture view of how customers shop for your products and zero in on details that can help you answer key business questions



How are shoppers finding my brands and products?



What does the shopper's path-to-purchase look like, and how likely are they to buy?



When are my potential customers in-market?

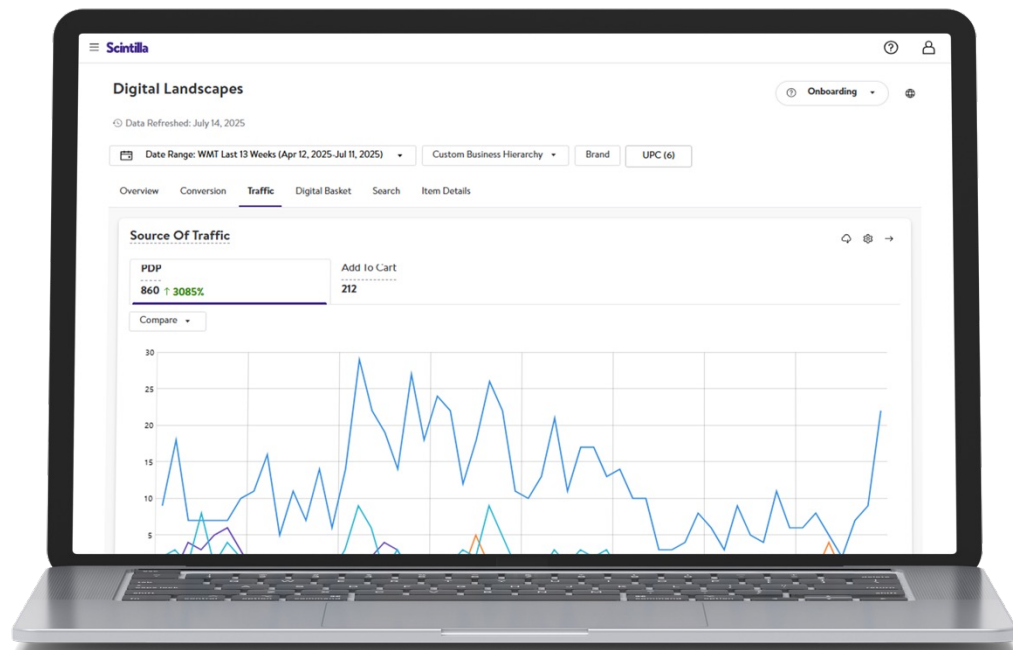


How are my products performing compared to the category at large?

Insights revealed: Traffic

Business questions answered:

- Where do my potential customers come from?
- What days should I prioritize ad spend?
- How should I allocate my digital ad spend?



Understand your mix of key traffic types:



Search traffic information can be used to optimize your spending by advertising channels and micro-channels

- External
- Walmart.com search
- Walmart mobile app search



Non-search traffic refers to shoppers who navigate to a Product Detail Page (PDP) or cart without using the search feature

- Walmart.com non-search
- Walmart mobile app non-search



Understand peak traffic cycles and trends in customer demand



Compare your traffic rhythms to identify behaviors unique to Walmart shoppers who shop your brand

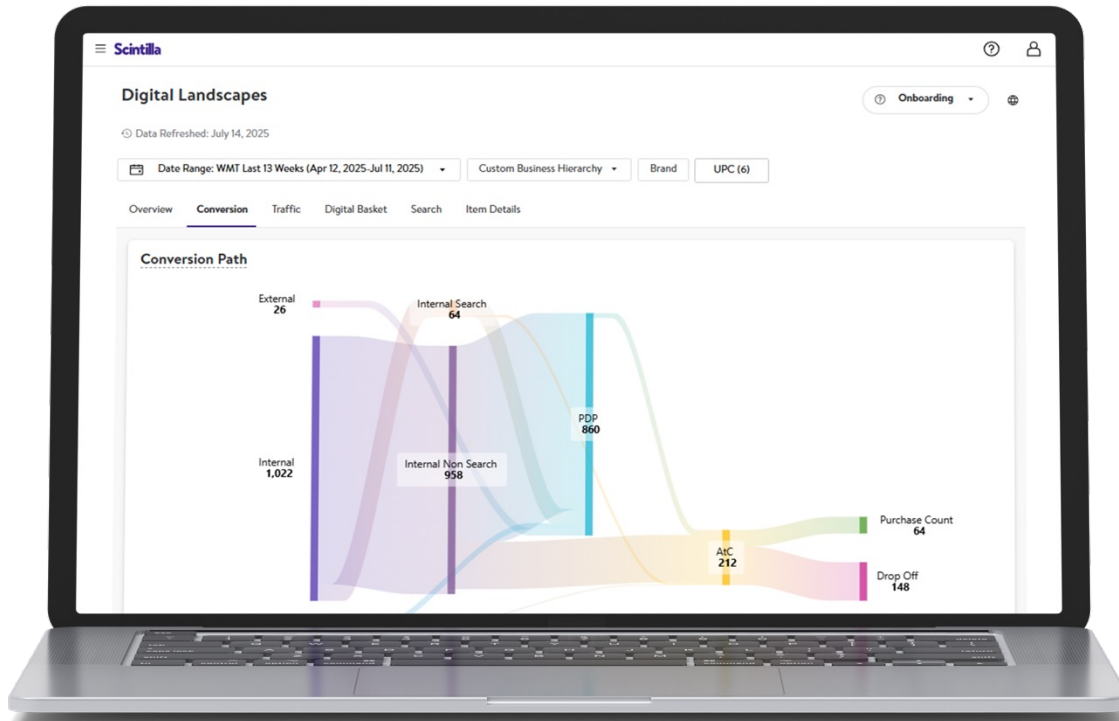


Track changes in your traffic mix over time to understand the impact of new ad strategies

Insights revealed: Conversion funnel

Business questions answered:

- What does my conversion funnel look like?
- At what point are customers abandoning their cart?



Understand the customer's journey as they:

- Discover (product page views)
- Consider (add to cart)
- Convert (purchase)



Diagnose high-leverage areas for funnel improvement at the start or end of the path-to-purchase

- *Examples: Increase Product Detail Page (PDP) views, reduce attrition while in-cart, and more*

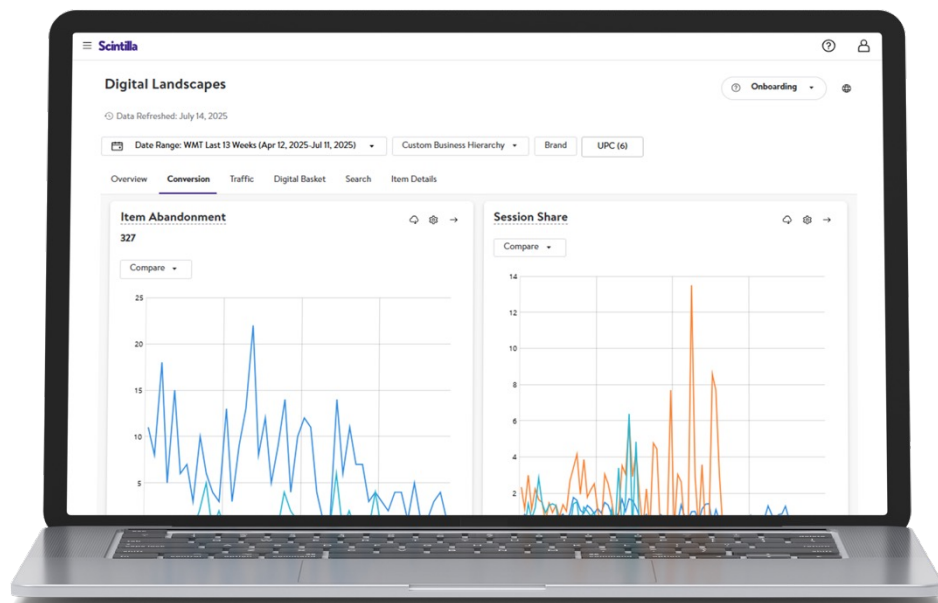


Track funnel performance over time to understand how and where your efforts make an impact

Insights revealed: Conversion funnel to reduce abandonment

Business questions answered:

- What are the reasons for drop-off? Is it due to out-of-stocks or customer saving the item for later?
- How much time do customers spend on a purchase decision?
- How important was the Product Detail Page (PDP) during the consideration process? Is the content of the page up to par?



Understand how to optimize the path-to-purchase for increased conversion and sales



Identify and refine performance trends with metrics such as:

- **Content Quality Score:** Improve page performance to grow market share
- **Out-of-Stocks:** Reduce missed sales with better inventory planning
- **Item Abandonment:** Boost conversions by tracking shopper drop-off

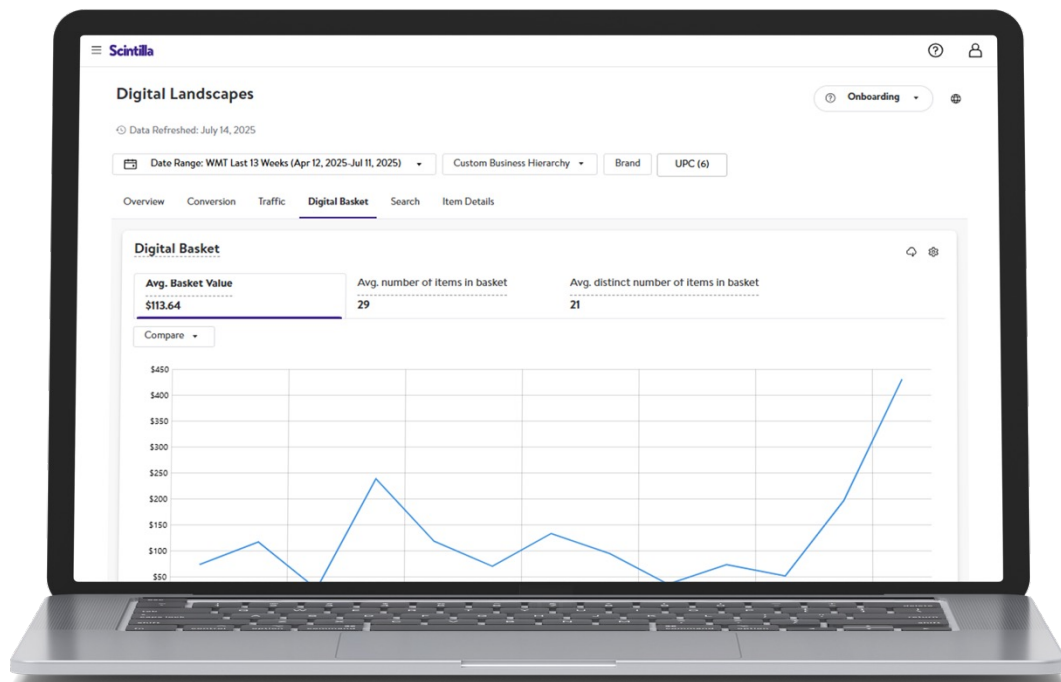


Track milestones such as *product page views, additions to the cart, and purchases*

Insights revealed: Digital Basket

Business questions answered:

- What types of shopping trips are customers taking when buying my products?
- Should I consider my upsell and cross-sell opportunities?



Understand shoppers' online purchasing behaviors by using metrics such as:

- Average Basket Value
- Average Items in Basket
- Average Unique Items in Basket



Identify the shoppers' trip type to help inform your marketing strategy:

- *Examples: Bigger trips like routine weekly restocks versus casual store runs with one-off purchases*



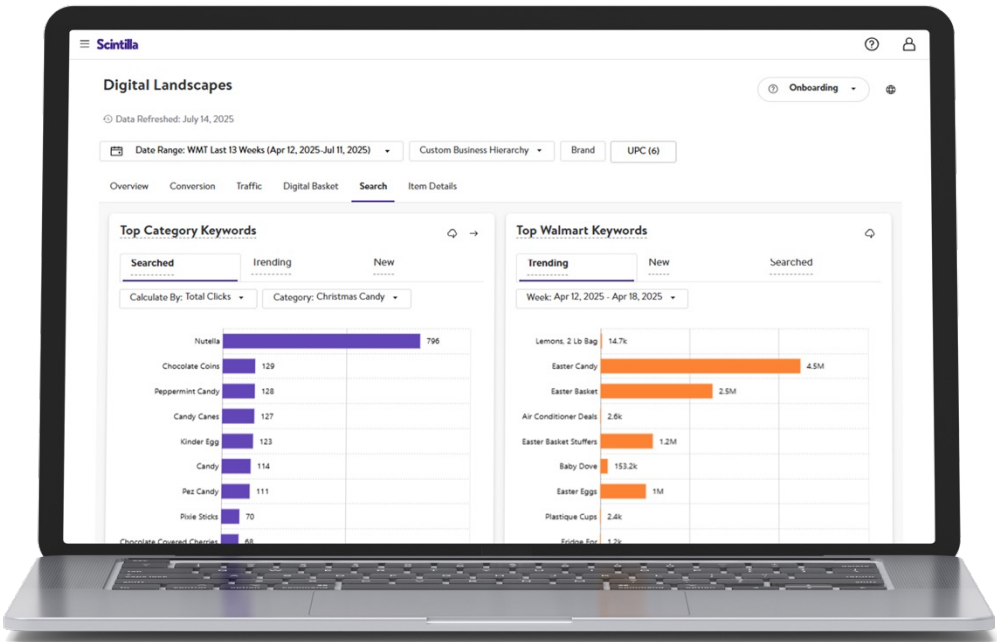
Track metrics to reveal time spent building a basket

- Time spent on a Product Details Page (PDP)
- Time spent on PDP before adding to cart
- Average number of sessions before placing the order

Insights revealed: Search

Business questions answered:

- What are the top keyword search terms that are used where my products are found?
- What are the new and trending keywords that drive the discovery of my products?



Understand how Walmart customers find your product(s) through searched, new, or trending keywords



Benchmark which keywords are driving shoppers to engage with your products:

- Top keywords that led to a PDP view
- Top keywords that led to Add to Cart
- Top keywords that led to any click



Track the percentage of keyword share your products capture, and view the top category keywords used to find those items

What they said about us: Digital Landscapes provides **better** and **earlier visibility** into **the customer's journey**



"We're thrilled about this offering from Walmart Data Ventures and the insights it will reveal into how Walmart customers find and shop for our products. We want to understand the full customer journey, even before a transaction occurs. For example, we want to know the extent that customers add to cart directly from search results versus engage with the product description page."

"Digital Landscapes [...] provide[s] better and earlier visibility into the customer's journey so we can optimize our approach."

Sarah Malinski, Chief Digital Commerce Officer US, SVP Beauty and Wellbeing Customer Business Development

Appendix

Digital Landscapes Beta test disclaimer

Please note that Digital Landscapes is currently in Beta testing.

This means that Digital Landscapes:

- Is considered a Beta Service under the Master Service Agreement
- Is not currently a full-featured product and we may update Digital Landscapes to remove or update features before it becomes Generally-Available
- Is provided “as-is” and is not covered under any warranties or Service-Level Agreements
- May have risks associated with its use; use at your own risk
- May contain product bugs or technical issues that can result in data loss
- Is restricted from third party access during the beta test; access will be granted to third parties during subsequent release periods.

We value your feedback and invite you to share it early and often; however, we cannot guarantee that each piece of feedback will be actioned.

Please note that Digital Landscapes is still in the Beta testing phase and as such is considered a “Beta Service” under your Scintilla Master Services Agreement. By using it, you understand and accept the risks associated with using beta software. Until such time as Digital Landscapes leaves the Beta testing phase and becomes “generally available”, it is provided “as-is” with no warranties and it is NOT covered as a part of any service level agreement that may apply to Scintilla. We are working hard to improve it, but we can't guarantee it will be perfect or bug-free. You should not use Digital Landscapes for production purposes until it becomes “generally available” and your use of Digital Landscapes is at your own risk, including the risk of any data loss. We reserve the right make changes to Digital Landscapes as a result of the beta testing without notifying you of such changes and may suspend access or remove features or functionality of Digital Landscapes as we deem necessary. We value your feedback so if you encounter any issues or have suggestions for improvement, please let us know. However, we're not obligated to act on every suggestion or fix every issue.