Walmart Connect | Walmart Data Ventures

Scintilla Insights Activation

Powered by Walmart Connect

May 2025

Introduction to Scintilla Insights Activation

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About Insights
Activation

Walmart Connect | Walmart Data Ventures

Introducing: **Insights Activation**

Discover new opportunities to help grow your business at Walmart.

Scintilla Insights Activation for **Walmart Connect** lets you seamlessly apply behavioral insights to inform and optimize Walmart Display campaigns using a self-serve, automated solution.

With Insights Activation, you can quickly **uncover compelling opportunities to help increase your sales and grow your business**, with minimal data analysis efforts and resources, and directly apply those to Walmart Display campaigns. Now, tailor your campaigns using **unique audience attributes** like price sensitivity with **custom audience creation**.

Behavior-based insights

Automatically-generated opportunities and custom audiences

Walmart Display campaigns

PRODUCT OVERVIEW

# Seamlessly integrates **deep insights** to **media activation** opportunities

Great On Their Own...

Walmart suppliers rely on **Scintilla** data to understand customer trends and buying patterns – and on **Walmart Connect** to reach customers with winning media strategies.

...But Better Together

Scintilla and Walmart Connect are now working together to not only **diagnose** customer trends in the data, but to directly **target an audience** for follow-up media activation.

With this seamless integration, suppliers can **automatically identify** and **act on** relevant media opportunities or hypertarget valuable custom audiences.
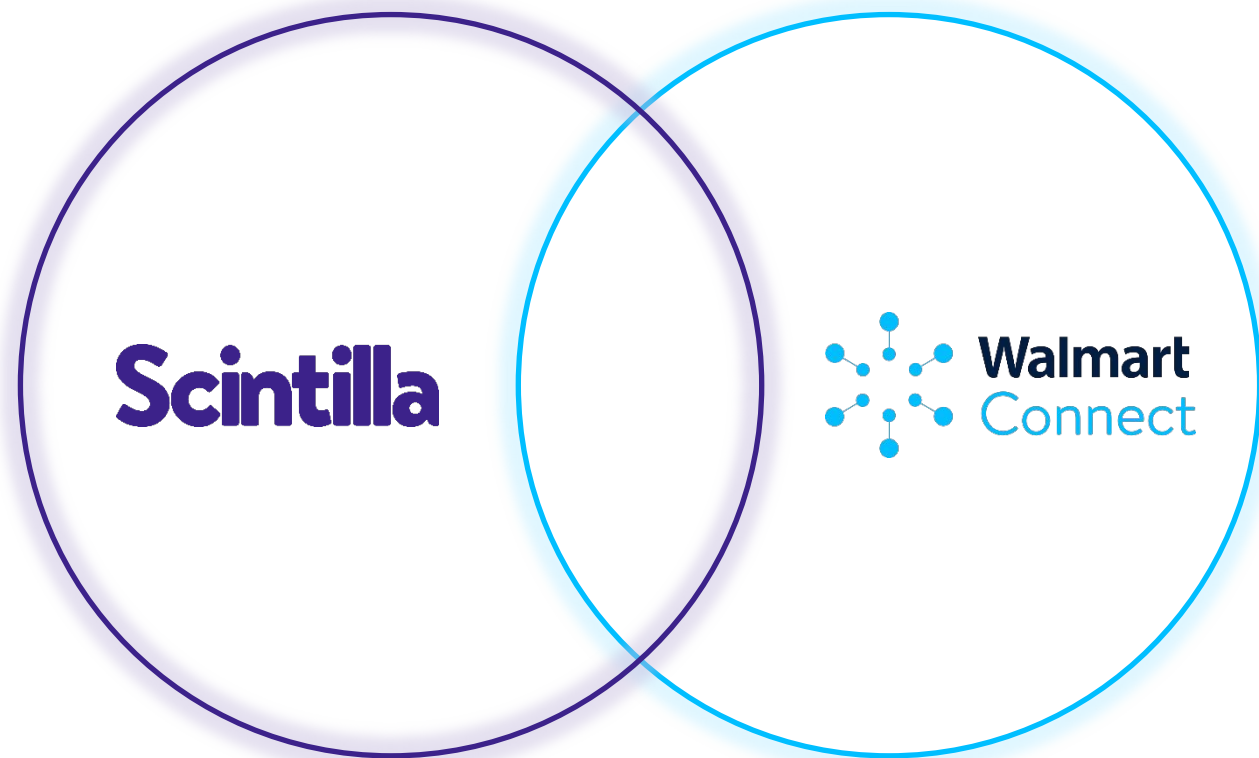
ABOUT INSIGHTS ACTIVATION

Offers as much **customization** or **automated support** as you need

New! Create my own

The new *audience creation* flow provides greater flexibility to craft audiences using your insights from Scintilla. Options include:

- **Pre-built audience strategies**, **commonly used audiences to activate**. Customize and leverage unique audience attributes, such as price sensitivity, loyalty levels, or demographics.

- **Custom audience strategies**, allowing you to **create your own custom audiences from top to bottom**. Include audience criteria based on trends and insights identified within Scintilla.

Do it for me

Autogenerated opportunities allow you to quickly **identify audiences to activate with minimal data analysis efforts and resources**. Opportunities are generated based on Key Performance Indicators, such as sales, customer count, frequency of purchase, and more.

PRODUCT OVERVIEW

Surfaces **automatically-generated** recommendations

Insights Activation automatically extracts **shopping behavior** and **purchasing pattern insights** from Scintilla to **generate business-critical media activation opportunities** and associated target audiences.

Insights Activation runs **root-cause analyses** to seamlessly recommend actions and targetable audiences based on Key Performance Indicators (KPIs) such as:

- Sales
- Customer count
- Spend per customer or transaction
- Units per customer or transaction
- Frequency of purchase
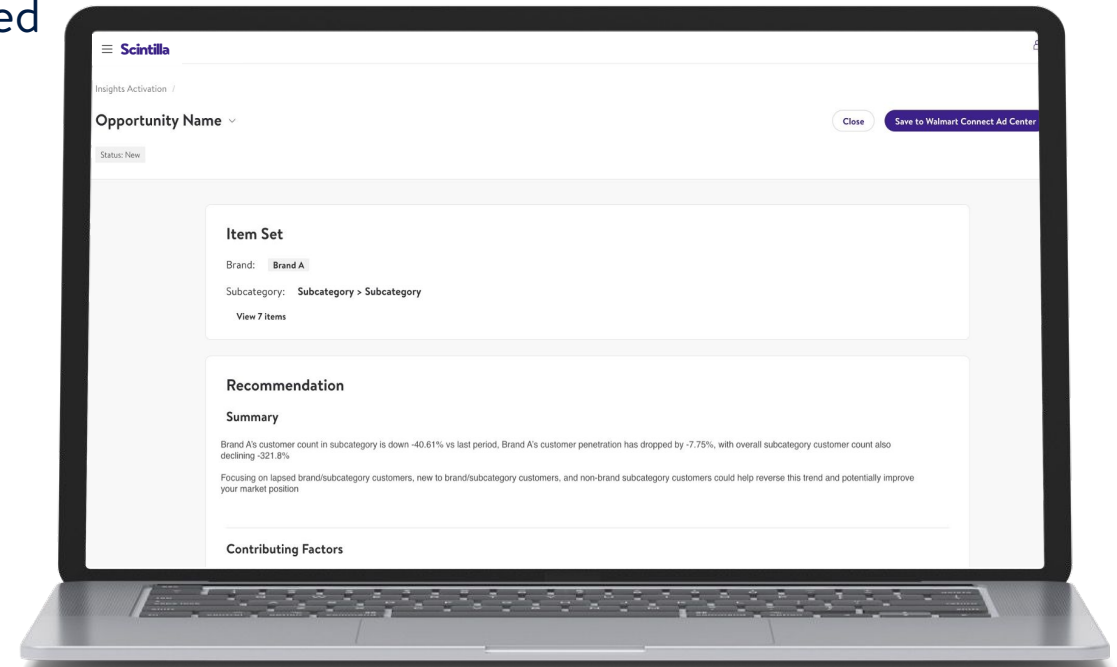
INSIGHTS ACTIVATION

Identifies audiences based on goals that help you grow your business

Insights Activation opportunities are **rank-ordered** based on potential impact to your business.

Opportunities and associated audiences can then be used for Walmart Display campaigns to help drive your **conversion or reach goals** such as:

- o Acquisition
- o Retention
- o Cross sell
- o Awareness
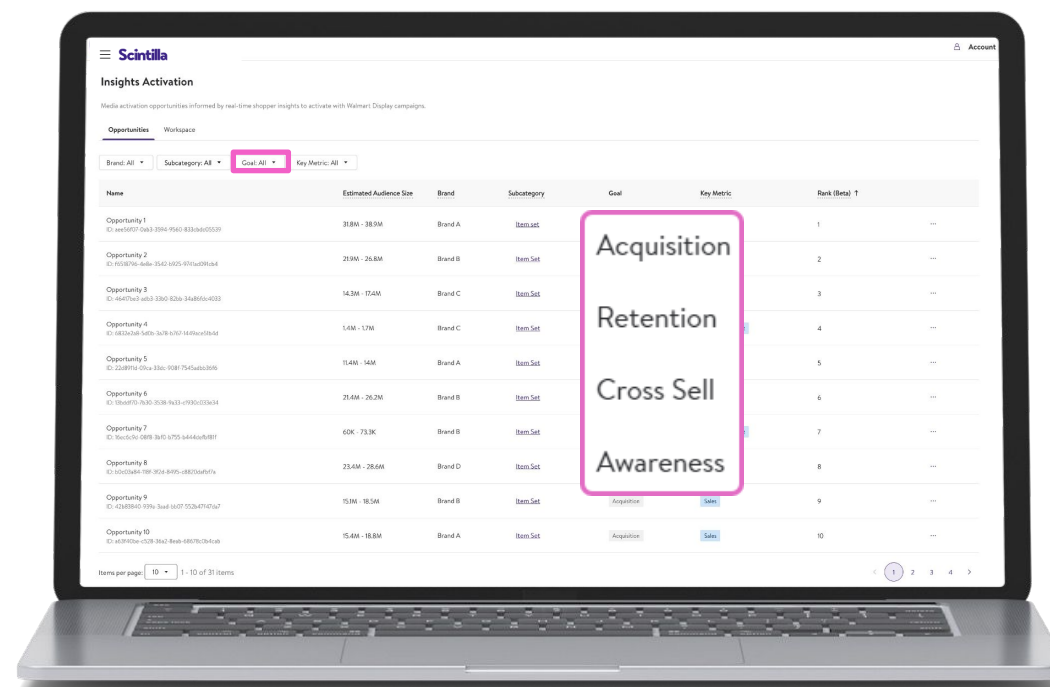
Create **custom audiences** to suit your needs

Choose the level of customization that's right for you with Insights Activation **custom audience workflows.** Leverage templates for our most popular strategies or build from scratch for **a more tailored approach** to reaching your most critical audiences.

Insights Activation allows advertisers to easily target audiences based on **granular shopper data** and attributes, including:

- Price sensitivity
- Cross-shopping
- Brand loyalty
- Retailer loyalty
- Channel preferences
- Other shopper demographics
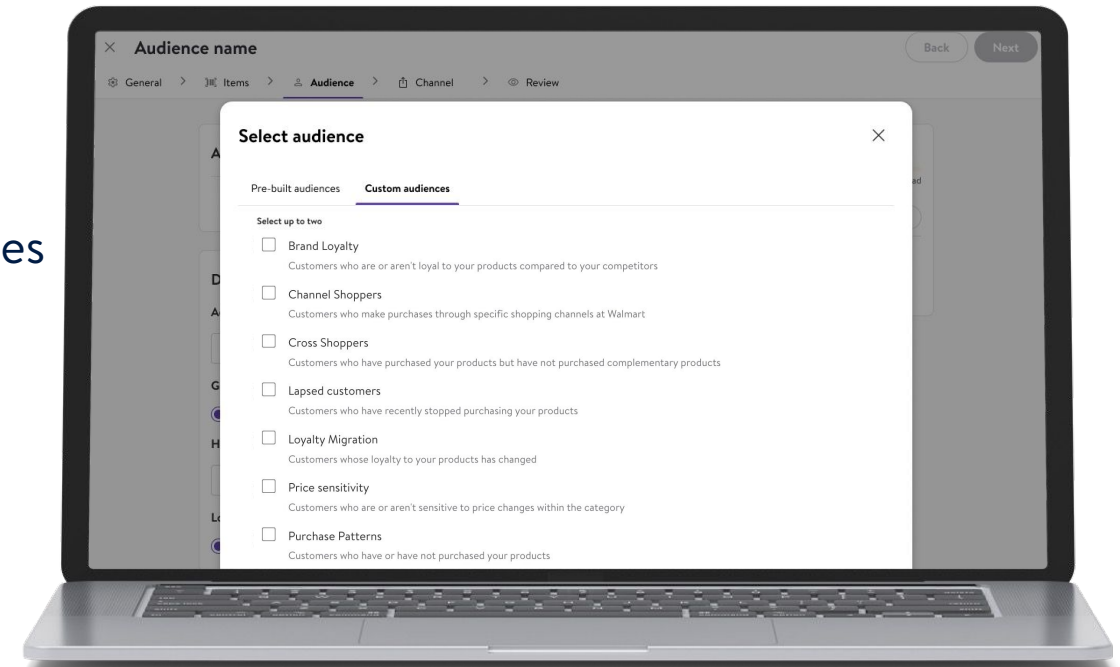
B E N E F I T S

Scintilla Insights Activation is designed to...

Streamline media activation

As a seamless solution that bridges Scintilla and Walmart Connect, Insights Activation **streamlines and accelerates media planning and execution**, making it easier and quicker to launch a campaign.

Identify new opportunities

By tapping into Scintilla's behavior-based insights, Insights Activation **automatically identifies valuable opportunities** based on shopping behavior trends and purchasing patterns at Walmart.

Leverage insights to create new audiences

Choose your own level of customization, whether creating audiences from top-to-bottom, leveraging popular pre-built strategies, or fully customizing the audience creation process.

AUTO-GENERATED OPPORTUNITIES | HOW TO USE

Discover new campaign strategies and augment your media plan

Consider available sources to build media plan (past campaigns performance, purchasing trends, new product launch, etc.)

Navigate to Insights Activation for recommended opportunities based on Scintilla insights.

Explore opportunities surfaced for specific brand(s).

Select most relevant opportunities based on goal and key metrics.

Send & activate opportunities and associated audiences with Walmart Display campaign(s).

Product Walkthrough:
## *Auto-generated opportunities*

Explore auto-generated opportunities

Review opportunities and associated audiences that are **automatically generated and based on customer spend and purchase behavior** such as brand loyalty and migration, lapsing, cross-shopping, and more.

New opportunities by brands and subcategories are automatically populated on a **bi-weekly cadence**.

Opportunities are **ranked based on impact** to sales and customer count and can be **filtered by name, estimated audience size, and rank**.
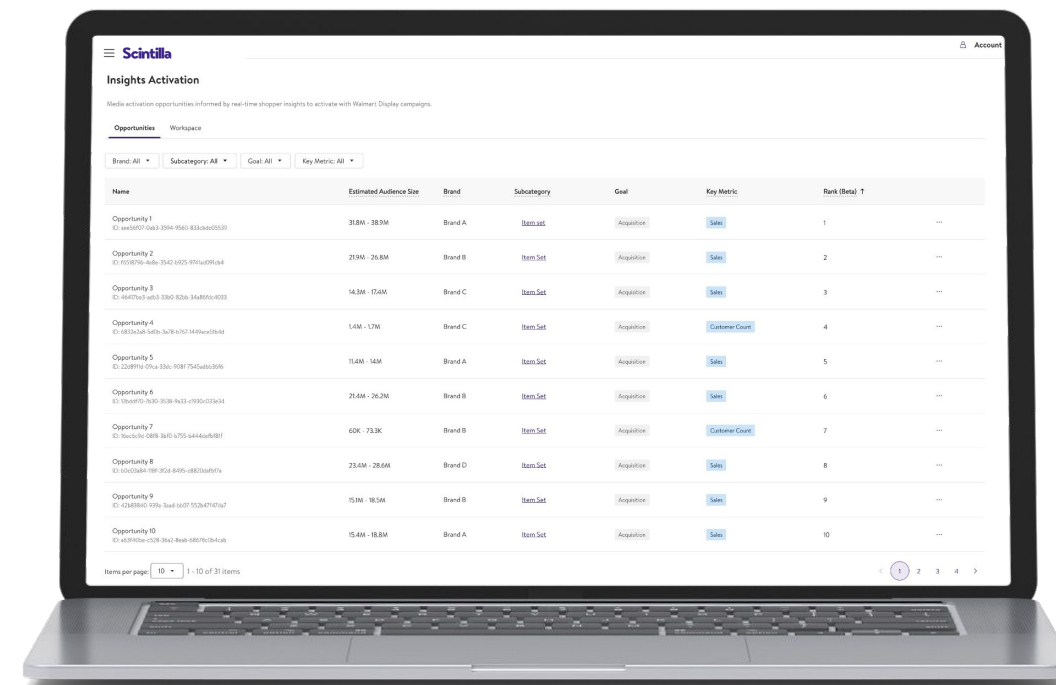
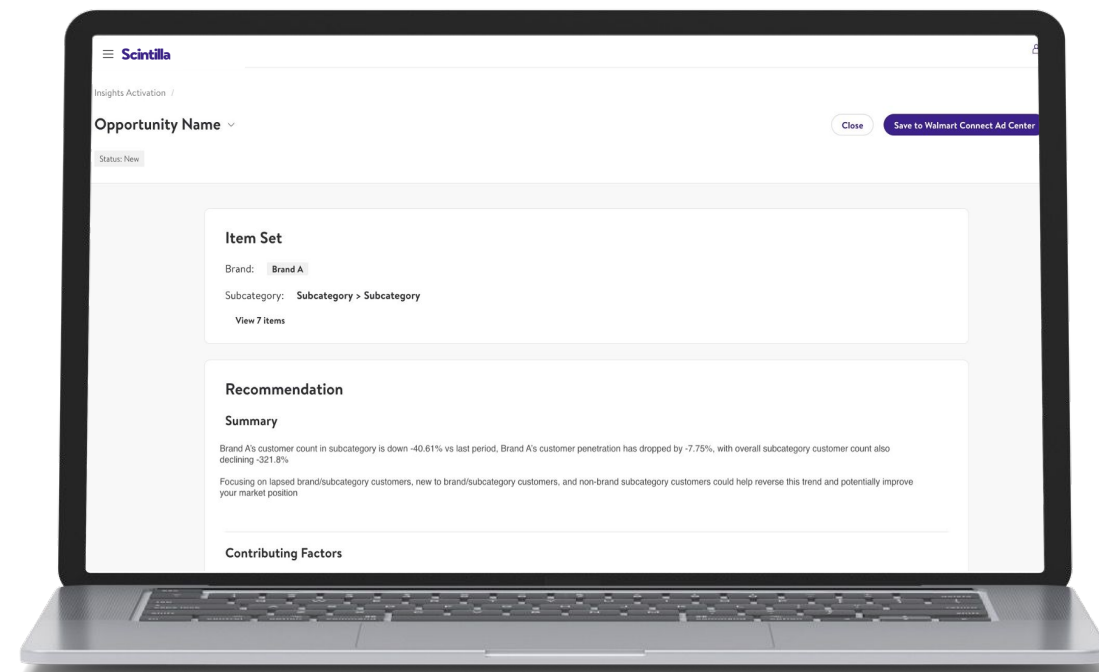| Insights Activation identifies business opportunity | Supplier selects business opportunity audience | Insights Activation exports audience to Walmart Connect | Supplier activates audience in a Walmart Connect campaign | Walmart Connect measures & reports campaign performance |

Review opportunity details

Select an opportunity to learn more about the metrics and insights behind it.

Selecting an opportunity will open the detailed view, where you may review the product (item) set, the recommendation summary, and underpinning goals, audience details, and contributing factors.

Recommendation summary outlines the insight behind a specific opportunity.

Contributing factors show the data that was used to create the recommendation and goal.

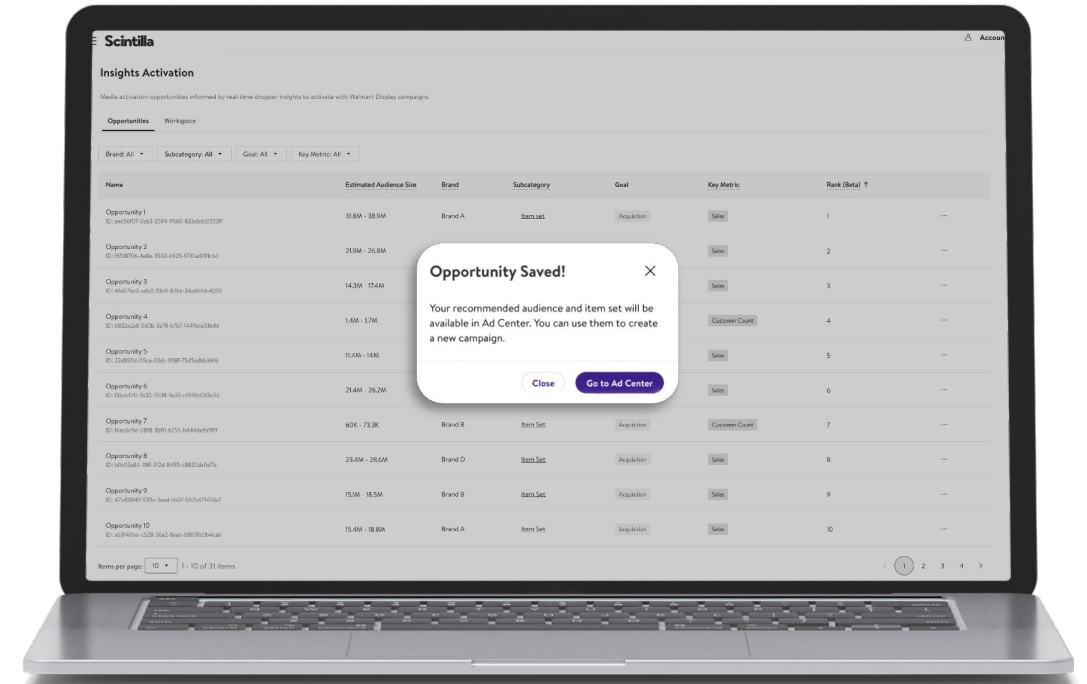| Insights Activation identifies business opportunity | Supplier selects business opportunity audience | Insights Activation exports audience to Walmart Connect | Supplier activates audience in a Walmart Connect campaign | Walmart Connect measures & reports campaign performance |

Export opportunity for activation

Select and send directly to Walmart Connect Ad Center.

From the opportunity details page, you can export the opportunity directly into **Walmart Connect** for activation.

Click **Save Walmart Connect Ads Center** to export the selected audience.

Audiences can be shared to multiple accounts from Scintilla.

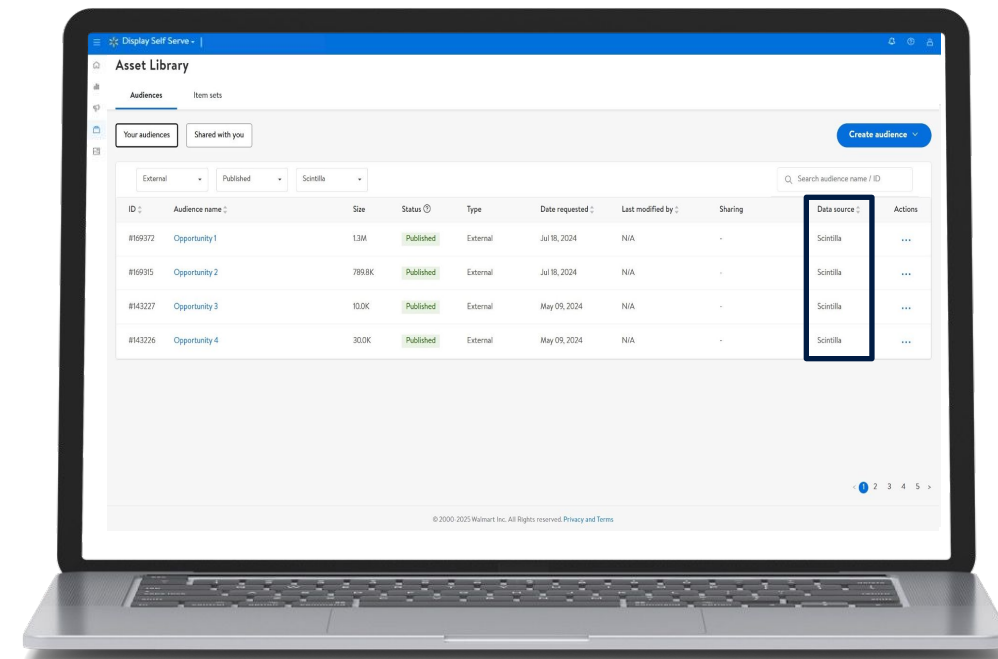| Scintilla identifies business opportunity | Supplier selects business opportunity audience | Insights Activation exports audience to Walmart Connect | Supplier activates audience in a Walmart Connect campaign | Walmart Connect measures & reports campaign performance |

Launch a Walmart Display campaign

Activate the audience in Walmart Connect Ad Center.

The exported audience will be available in **Asset Library** and ready for activation with a Walmart Display campaign.

You may **create a new campaign or attach the audience to an existing campaign or line item**.

Exported audiences will be labeled as **sourced from Scintilla Insights Activation** for easy identification.


ID	Audience name	Size	Status	Type	Date requested	Last modified by	Sharing	Data source	Actions
#169372	Opportunity 1	1.3M	Published	External	Jul 18, 2024	N/A	-	Scintilla	...
#169315	Opportunity 2	789.8K	Published	External	Jul 18, 2024	N/A	-	Scintilla	...
#143227	Opportunity 3	10.0K	Published	External	May 09, 2024	N/A	-	Scintilla	...
#143226	Opportunity 4	30.0K	Published	External	May 09, 2024	N/A	-	Scintilla	...

Scintilla identifies business opportunity ➤ Supplier selects business opportunity audience ➤ Insights Activation exports audience to Walmart Connect ➤ **Supplier activates audience in a Walmart Connect campaign** ➤ Walmart Connect measures & reports campaign performance

Track campaign performance

Measure campaign performance in Walmart Connect Ad Center.

Campaign performance will be available in the **Display Performance Dashboard** and include traditional reporting metrics.
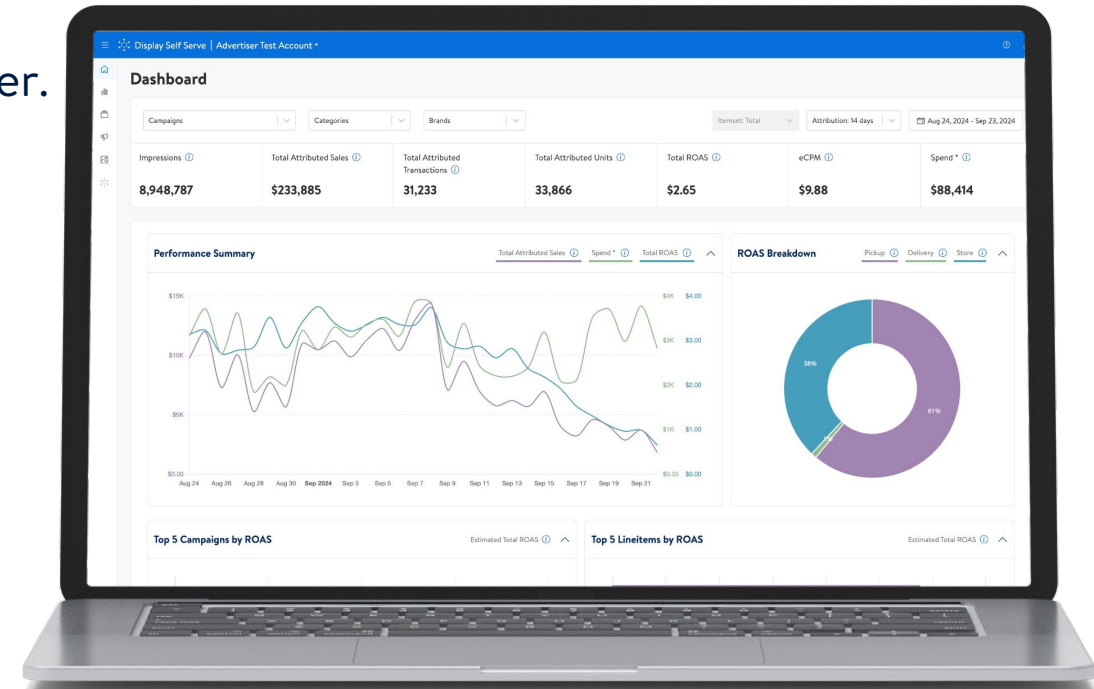
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CUSTOM AUDIENCE CREATION | HOW TO USE

Target Audiences using Unique Shopper Attributes

Define your brands and categories of interest, and Insights Activation will filter to that dataset

Assess your audience strategy needs with ready-made templates addressing the most popular approaches to acquisition and retention

Or customize your approach with granular attribute data, from price sensitivity to loyalty to channel preference

Select the Walmart Onsite or Offsite Display channel you wish to leverage to reach your new audience

Send & activate opportunities and associated audiences with Walmart Display campaign(s).

Product Walkthrough:
Custom Audience Creation

Create a customized audience

Create new audiences that are **tailor-made for your needs**, any time you wish, specific to the brands and categories you choose. Simply select items to include or exclude from your campaign to begin building your audience.

Opportunities are **specific** to the assortment of interest, which can be filtered and selected manually.
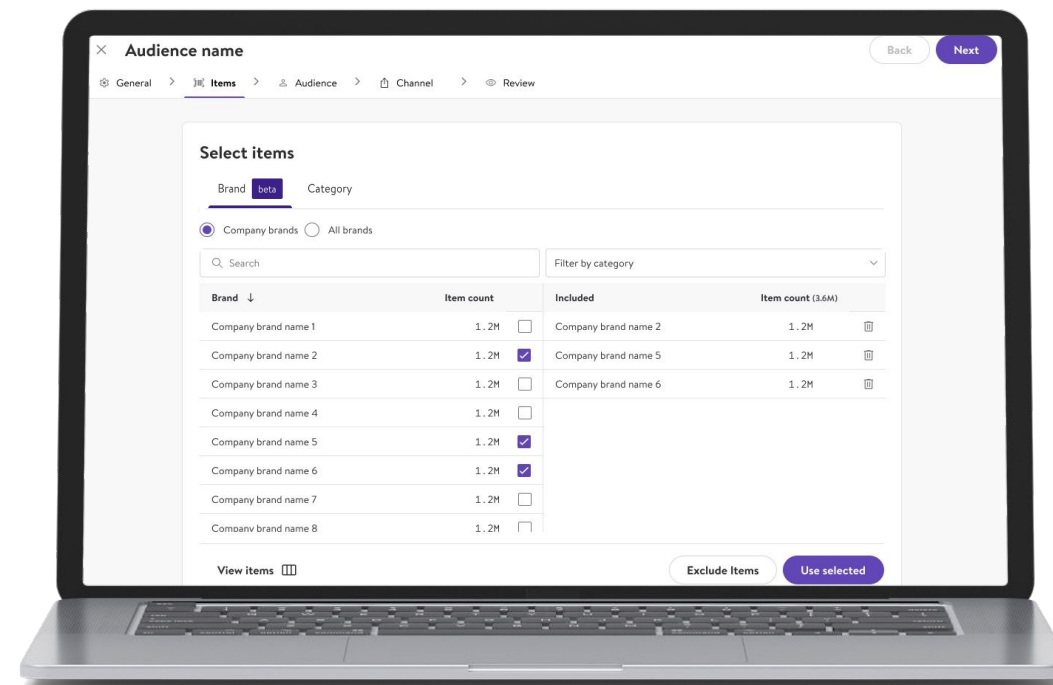
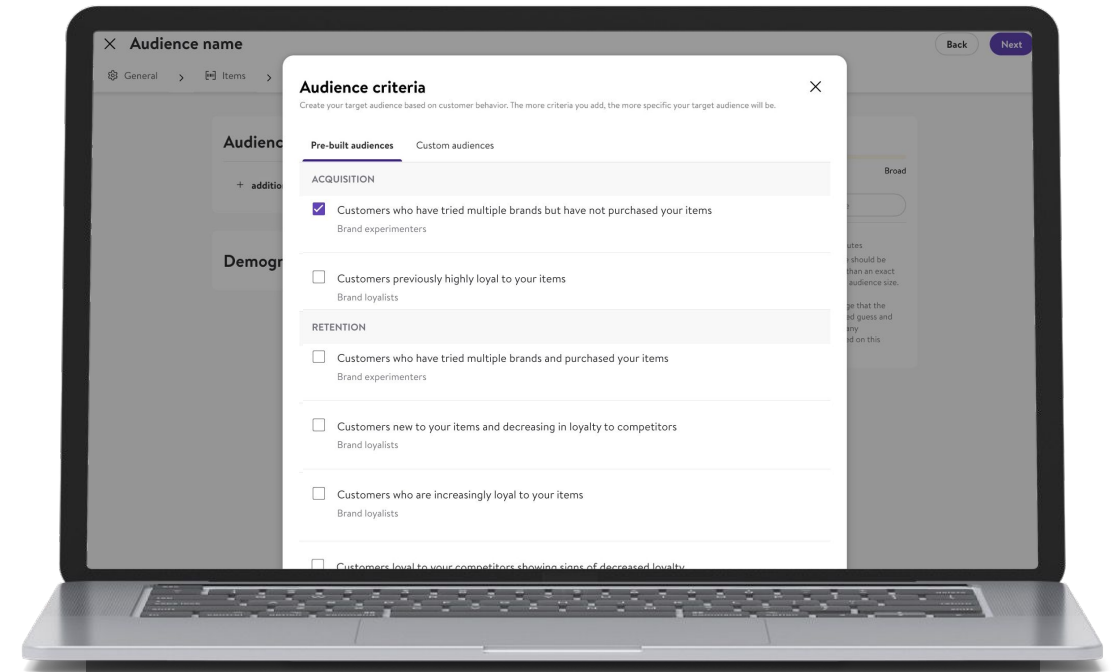| Supplier defines scope of brands and categories for a new campaign | Supplier defines custom audience campaign | Insights Activation exports audience to Walmart Connect | Supplier activates audience in a Walmart Connect campaign | Walmart Connect measures & reports campaign performance |

Review popular strategies & templates

Consider starting from a ready-made template for our most popular strategies

Selecting an assortment will open the audience view, where you may review suggested audience strategies based on your intended goal and consider the shopper attributes that enable them.

Pre-built audience strategies deliver against your goals:

- **Acquire** existing shoppers that do not buy your brand

- **Retain** customers that may be considering a change

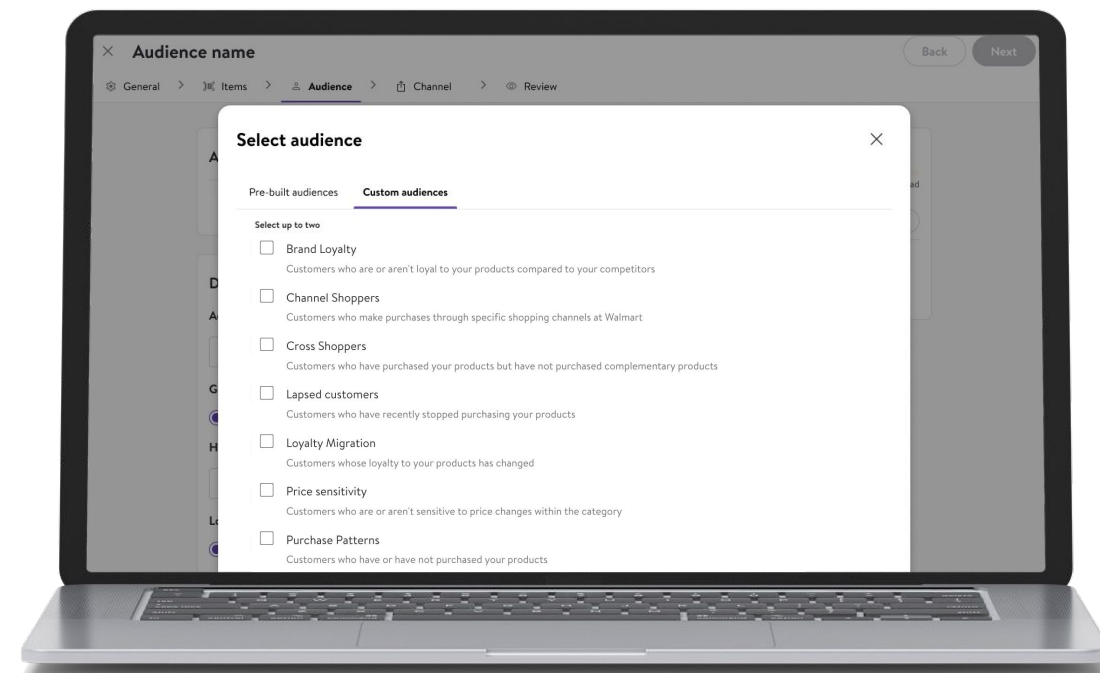| Supplier defines scope of brands and categories for a new campaign | Supplier defines custom audience campaign | Insights Activation exports audience to Walmart Connect | Supplier activates audience in a Walmart Connect campaign | Walmart Connect measures & reports campaign performance |

Customize from top to bottom with granular attributes

Select your own shopper attributes for a fully customized audience strategy

For greater control over your audience strategy, consider **custom audiences**. Mix and match detailed shopper behavior attributes (up to two) to **define your ideal target**.

Shopper data provides targeting not only based on **demographics**, but **key behaviors** that define **what** and **where** they buy, and their **relationship with your brand.**

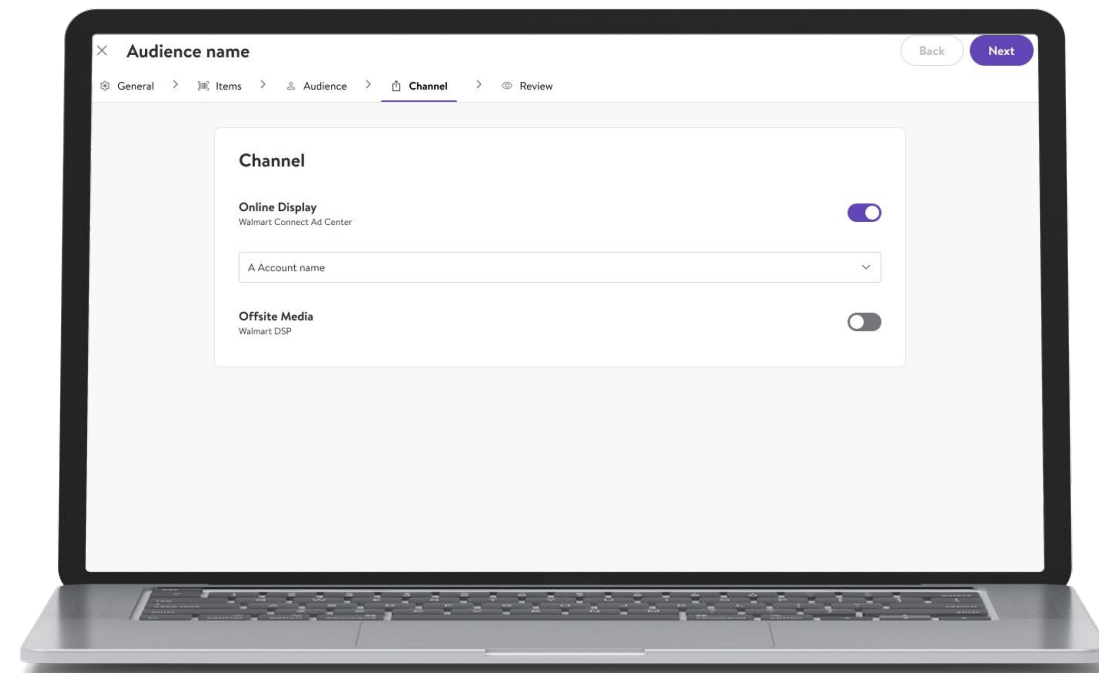| Supplier defines scope of brands and categories for a new campaign | Supplier defines custom audience campaign | Insights Activation exports audience to Walmart Connect | Supplier activates audience in a Walmart Connect campaign | Walmart Connect measures & reports campaign performance |

PRODUCT WALKTHROUGH

Select a channel for the campaign

Choose where your ads will be delivered to finish building your audience

Audiences can be targeted for Online Display ads, Offsite Media ads, or both. Simply select your preferred channel and the account associated with the campaign.

Online Display through Walmart Connect Ad Center

Offsite Media such as Walmart DSP

× Audience name	Back	Next
⚙ General ⟩ ≣ Items ⟩ ⚇ Audience ⟩ ⬆ Channel ⟩ ⊙ Review		

Channel

Online Display
Walmart Connect Ad Center

A Account name

Offsite Media
Walmart DSP

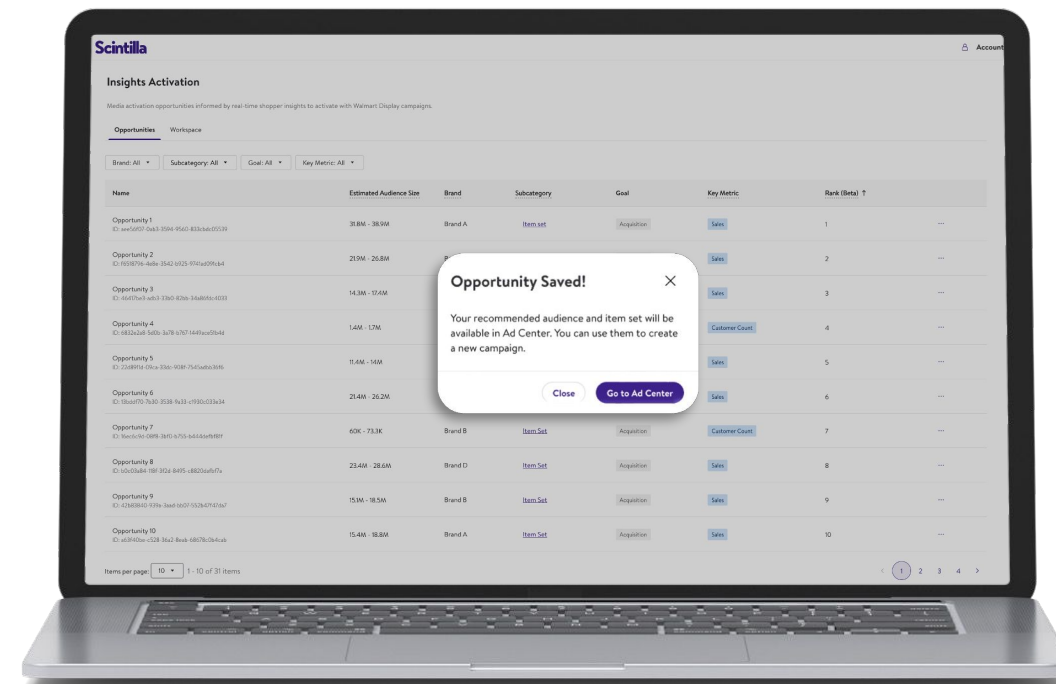| Supplier defines scope of brands and categories for a new campaign | Supplier defines custom audience campaign | Insights Activation exports audience to Walmart Connect | Supplier activates audience in a Walmart Connect campaign | Walmart Connect measures & reports campaign performance |

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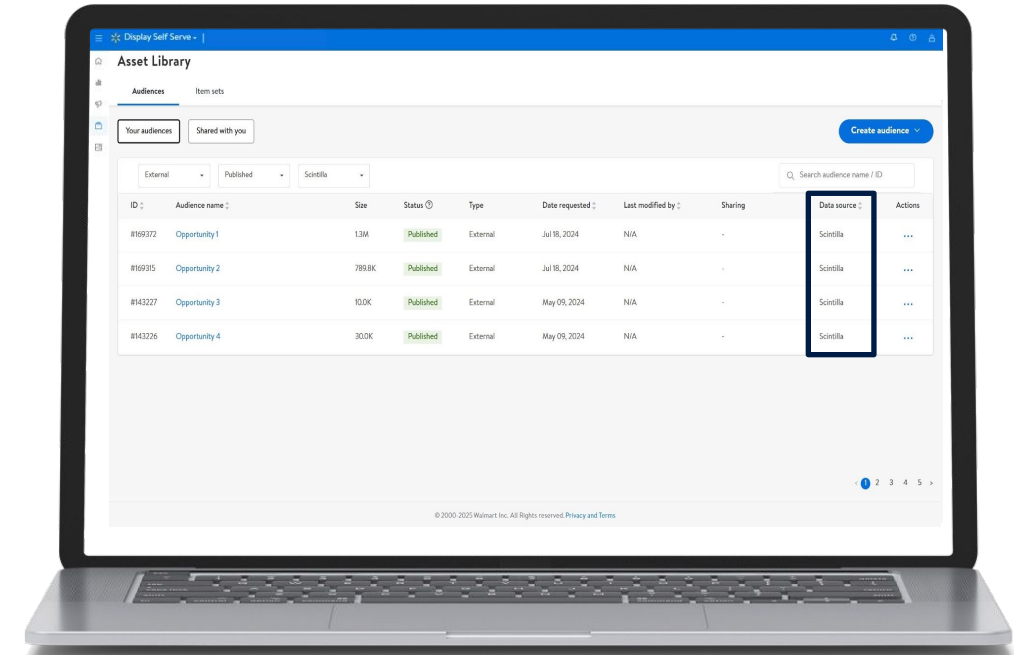| Supplier defines scope of brands and categories for a new campaign | Supplier defines custom audience campaign | Insights Activation exports audience to Walmart Connect | Supplier activates audience in a Walmart Connect campaign | Walmart Connect measures & reports campaign performance |

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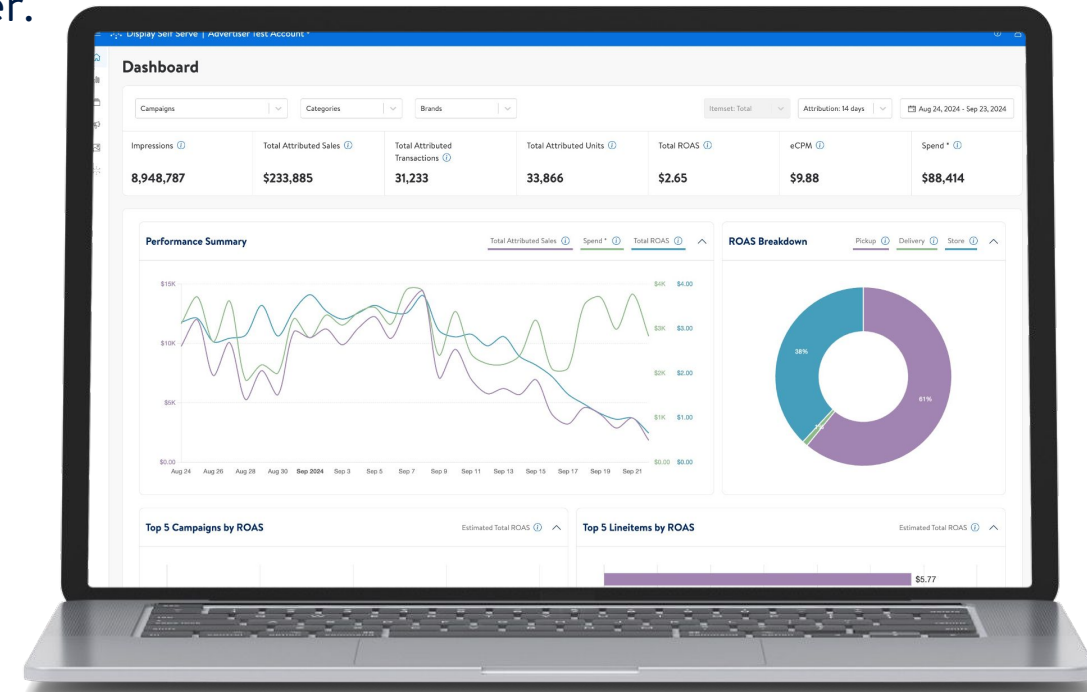| Supplier defines scope of brands and categories for a new campaign | Supplier defines custom audience campaign | Insights Activation exports audience to Walmart Connect | Supplier activates audience in a Walmart Connect campaign | Walmart Connect measures & reports campaign performance |

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