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Insights Activation

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# Scintilla Insights Activation │ for Walmart Connect Ad Center

Scintilla Insights Activation for Walmart Connect lets you seamlessly apply insights to inform and optimize Walmart Display campaigns using your choice of a time-saving automated solution or a robust custom audience creation tool.

Using Insights Activation, you can quickly **uncover compelling opportunities to help increase your sales and grow your business**, with minimal data analysis efforts and resources, or leverage granular shopper data to **hypertarget your most valuable customers** with tailor-made audience strategies.

Insights Activation will automatically generate new opportunities every two weeks to recommend media activation opportunities for goals to:

- **Retain** at-risk customers showing signs of decreased loyalty

- **Acquire** shoppers who are experimenting with multiple brands

- **Drive awareness** with shoppers who are new to a category

New! Insights Activation now includes the ability to *create audiences customized to your needs.*
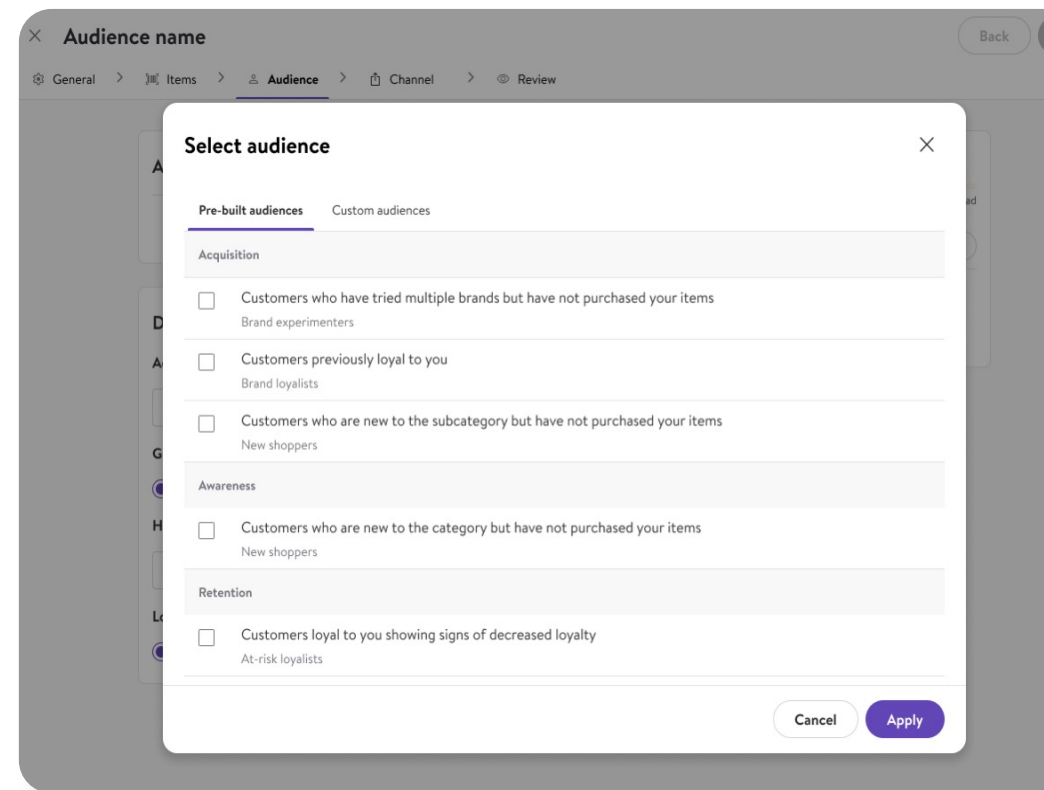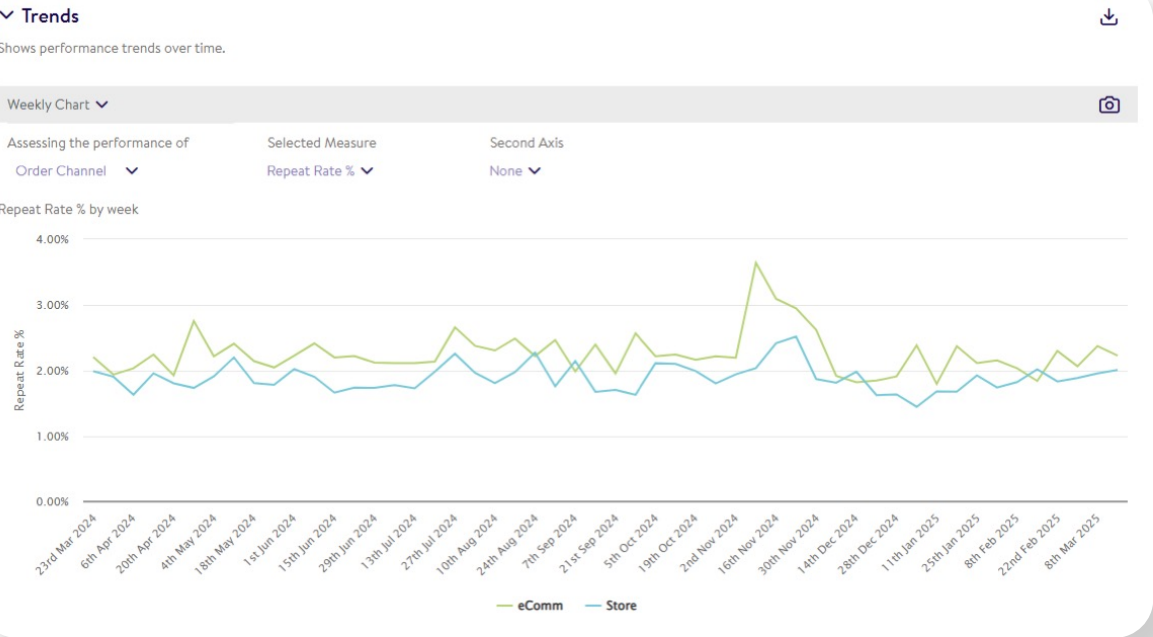
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Shopper Behavior

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Walmart Data Ventures

# Easily differentiate purchases by order channel in Basket Profile

What's new: Diagnose what's driving your performance over time with the new Order Channel feature in the Basket Profile.

What this means for you: With the added ability to filter between store (in-store) and eCommerce (pickup, delivery, and shipping) purchases, this update **simplifies the process of comparing shopping behaviors across different channels** and provides clearer insights into Walmart shoppers' purchasing patterns.

This can help answer questions like:
- How do purchasing behaviors differ between in-store and eCommerce orders?
- Which products are more popular for shoppers to purchase in-store vs. online?

Gain insight into unit performance with new Sales Units analysis for the Channel Switching report
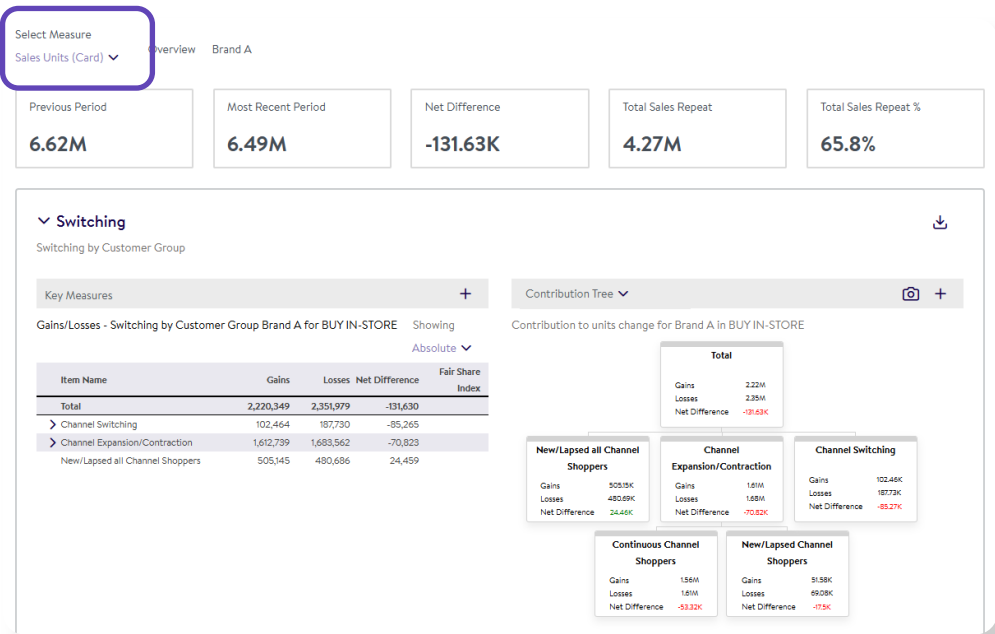
What's new: The Channel Switching report is expanding to provide detailed insights into how customer behavior impacts unit performance with Sales Units analysis.

What this means for you: Develop an understanding of how customer behavior drives unit performance over time. Identify whether changes in channel spend are driven by quantity or package size and determine the impact of quantity-driven shifts.

Use cases:

- Compare dollar sales against unit purchases to determine the impact of price changes across channels
- Understand if shifts in channel sales are driven by quantity, package size, or price
- Identify the drivers behind channel sales, broken down by customer type: lapsing, new, or switched

Unlock new assortment views with advanced filtering options in ADD Performance Table

What's new: Advanced filtering capabilities enable multiple attribute selection and consecutive text-based searches in the ADD Performance Table.

What this means for you: Unlock new ways to look at assortments by filtering on multiple attributes in text-based fields. This customized view can unearth new insights on specific subsets of the assortment.
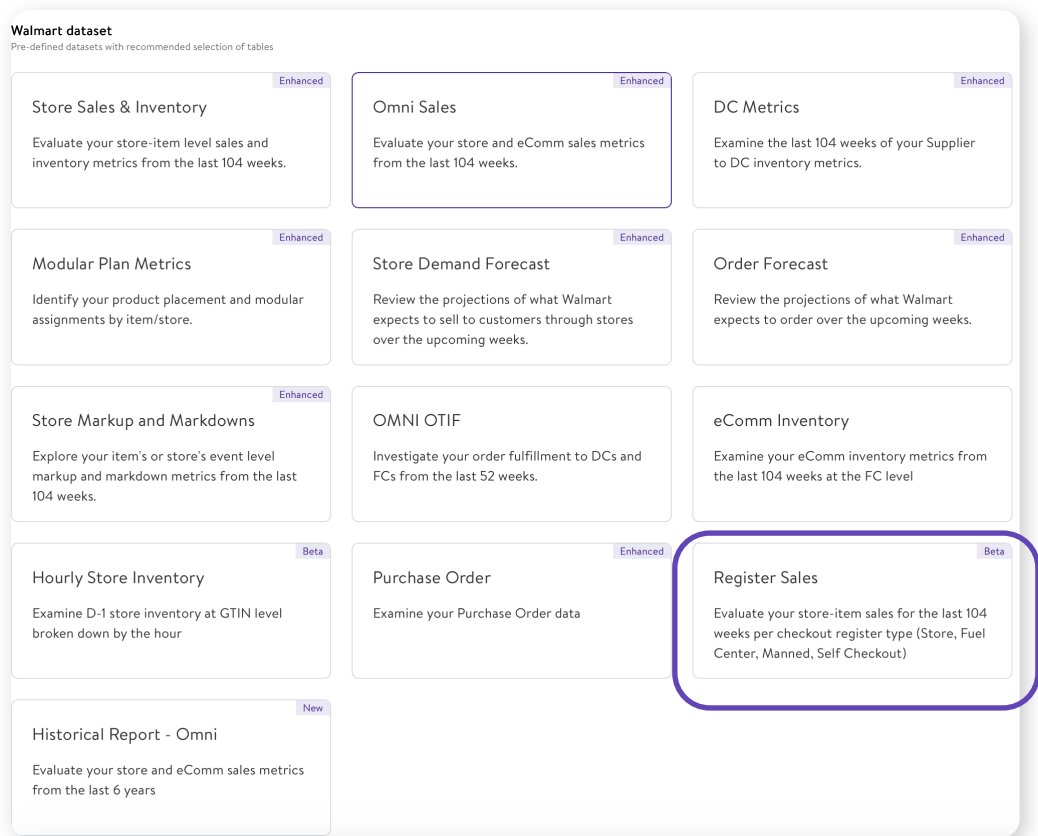
Use case: Filter on all available attributes across columns for new insights, like viewing all products within a specific price range that match a "size small" description from Brands A and B.

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Channel Performance

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Walmart Data Ventures

Improve reporting accuracy by distinguishing store and fuel center sales with Register Sales report

Walmart dataset
Pre-defined datasets with recommended selection of tables

Store Sales & Inventory	Enhanced
Evaluate your store-item level sales and inventory metrics from the last 104 weeks.	

Omni Sales	Enhanced
Evaluate your store and eComm sales metrics from the last 104 weeks.	

DC Metrics	Enhanced
Examine the last 104 weeks of your Supplier to DC inventory metrics.	

Modular Plan Metrics	Enhanced
Identify your product placement and modular assignments by item/store.	

Store Demand Forecast	Enhanced
Review the projections of what Walmart expects to sell to customers through stores over the upcoming weeks.	

Order Forecast	Enhanced
Review the projections of what Walmart expects to order over the upcoming weeks.	

Store Markup and Markdowns	Enhanced
Explore your item's or store's event level markup and markdown metrics from the last 104 weeks.	

OMNI OTIF
Investigate your order fulfillment to DCs and FCs from the last 52 weeks.

eComm Inventory
Examine your eComm inventory metrics from the last 104 weeks at the FC level

Hourly Store Inventory	Beta
Examine D-1 store inventory at GTIN level broken down by the hour	

Purchase Order	Enhanced
Examine your Purchase Order data	

Register Sales	Beta
Evaluate your store-item sales for the last 104 weeks per checkout register type (Store, Fuel Center, Manned, Self Checkout)	

Historical Report - Omni	New
Evaluate your store and eComm sales metrics from the last 6 years	

What's new: Enhance sales visibility by separating data between store sales and fuel center sales, allowing for more detailed, item-level insights.

What this means for you: Improved reporting accuracy can help you understand assortment performance to improve your effectiveness at offering the right products in the correct quantity and price.

Use case: Want to see where you're the majority of your candy sales are coming from? Use register sales to investigate if they're an impulse purchase while at the register or apart of regular grocery runs with center store sales.

Walmart Data Ventures

Optimize inventory levels with node-level eComm insights from the eComm Inventory Percent Report

Choose a **dataset** to start.

Dataset   Reports

FY24 Vendor Scorecard

Holistic View of vendor performance for FY24. View by category/brand as per need. (Data as of Week 1 FY25)

FY25 Vendor Scorecard

Holistic view of vendor performance for FY25. Data last refreshed as of 2/1/2025 will not include any updates post this date.

Vendor Scorecard

Holistic View of vendor performance across last 104 weeks. View by category/brand as per need

Future Valid Item/Store

Pull back future effective items by store for upcoming 14 weeks

Tender Analysis

Evaluate your item-tender type level sales from the last 52 weeks

Bottle Deposit

Beverage Manufacturers can leverage this report to track sales and deliveries across Bottle Territories for their eCommerce Sales.

eComm Instock

Evaluate your eComm Instock% at a Node level for the last 104 weeks

Quick Item Information

Suppliers can use this report to view the latest item-setup info for all of their items at least 48 hours after setup in Item360.

What's new: Evaluate eCommerce in-stock levels at the node level to measure your available fulfillment center inventory against customer demand in specific locations.

What this means for you: This report helps optimize inventory levels, ensuring you effectively meet customer needs.

Use case: Want to understand how your camping tents are moving along the supply chain journey to prepare for the fall season's uptick in customer demand? Use eComm instock % to track inventory at every stage of the journey for the last 104 weeks.

Walmart Data Ventures

Uncover more insights with higher level hierarchy viewing options in Insights Dashboard
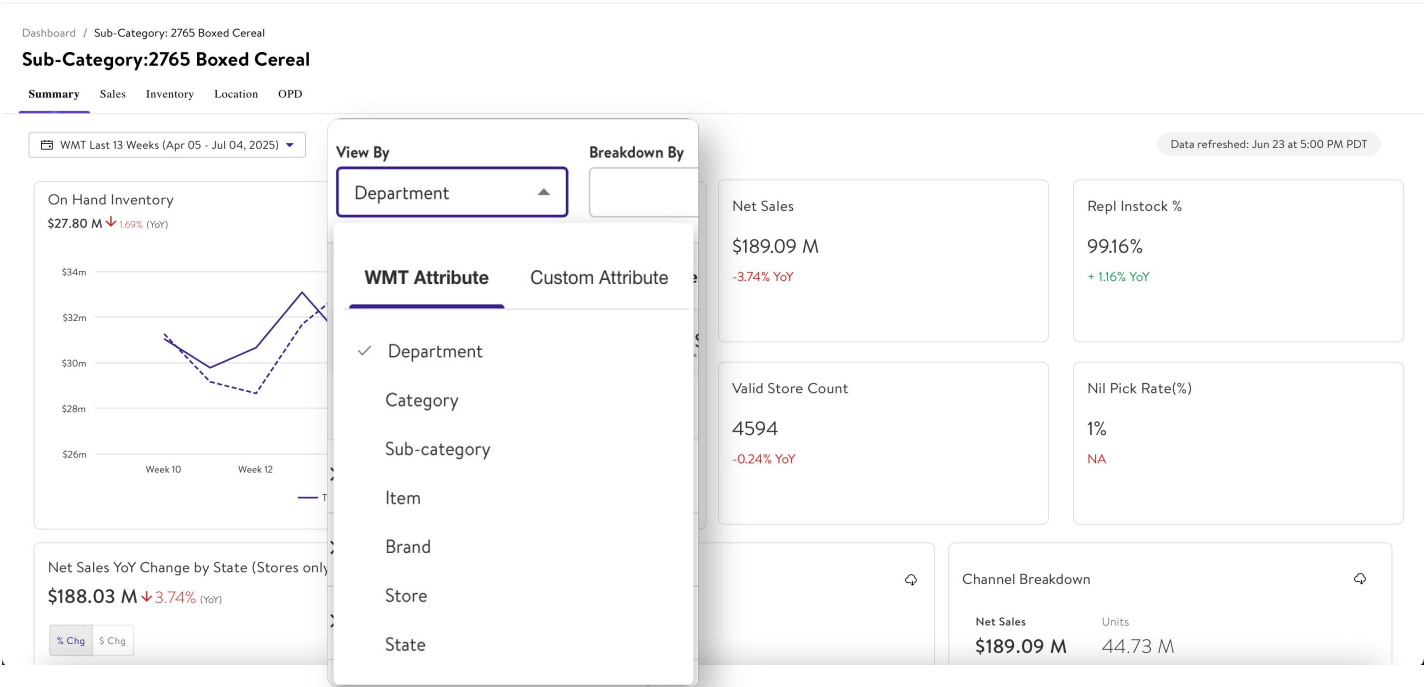
What's new:
The Channel Breakdown of the Insights Dashboard homepage now features four new viewing options at the department, category, sub-category, and brand level.

What this means for you:
These added views make it easier to identify your top-performing products and dig deeper into the root causes of potential issues. By leveraging expanded, macro-level insights, quickly investigate and develop a more thorough understanding of your performance at Walmart. And with the added capability to view by brand, you can perform quick comparisons within each category for even richer data investigations.
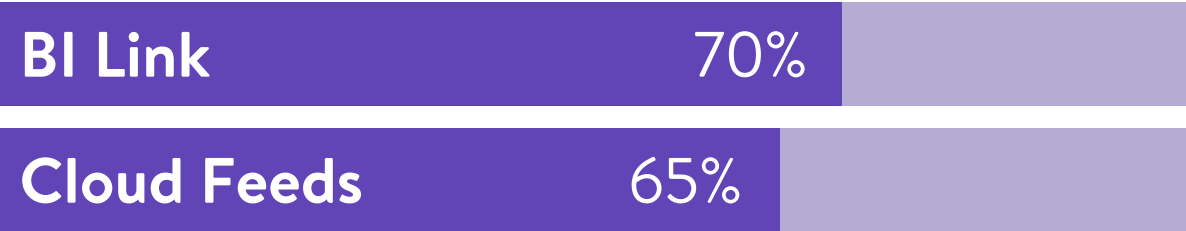
Walmart Data Ventures

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Data Access

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Experience more accessibility in tooling with increased parity between API Feeds, BI Link, and Cloud Feeds

Data parity with API Feeds:

BI Link	70%
Cloud Feeds	65%

What's new: As of July 2025, BI Link and Cloud Feeds are closing in on parity with API Feeds data access.

What this means for you: This marks a turning point in our data delivery journey as Scintilla's most used datasets are becoming available across the board. Whether you prefer using Scintilla's native platform, cloud-to-cloud delivery, or plug-and-play access in your analytics tool of choice, Scintilla is making Walmart data more accessible every day.

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