

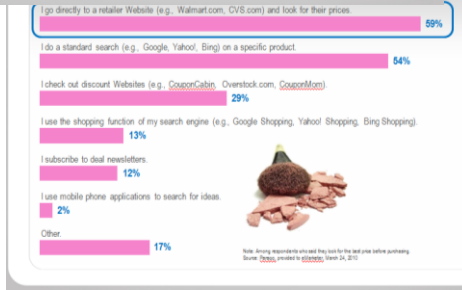
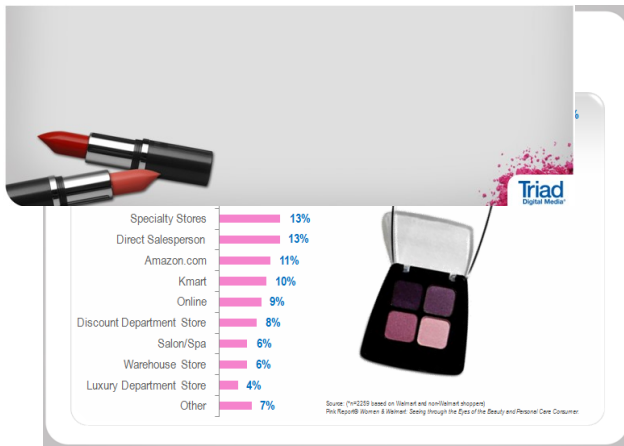
Marketing Communications

Marketing Campaign



RETAIL BEAUTY

4 New Habits of Women Before Choosing a Brand



Walmart Online Media BEAUTY & PERSONAL CARE

Reach up to **17 million women** online where they shop for your brand most!^{1,3}

77% of women shop for beauty and personal care items at Walmart. **2X more** than Walgreens. Nearly **3X more** than Target!

TOP category searched by moms online: **cosmetics/fragrances**

#2 Behind groceries, beauty and personal care is the second-most category purchased at Walmart!¹ **71%** of women have shopped at Walmart!¹

Promote your beauty and personal care brands and target women while they're planning purchases at Walmart.com.

3 Reasons Women Shop at Walmart:¹

- Price
- Convenience
- Value

What They're Buying:¹

- Beauty Products
- Hair Care Products
- Grooming Products
- Cosmetics
- Skincare Products
- Fragrances
- Bath & Beauty Products

Source: Triad Digital Media (based on Walmart and non-Walmart shoppers)
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Beauty / personal care is the top category online

Top Categories Visited by US Mom Internet Users*, ranked by Composition Index, March 2009

Category	Composition Index	Unique Visitors (Thousands)
Beauty / personal care	164	4,936
Home & Garden	145	3,882
Food & Beverage	139	3,564
Health & Wellness	136	1,268
Travel & Education	134	2,548
Finance	130	5,928
Technology	130	11,755
Business	130	2,877
Automotive	129	5,805
Real Estate	129	4,916
Parenting	127	5,652
Gift Cards	127	5,652
Books	127	4,257
Video	126	12,330
Music	125	6,249

*2009 provided by eMarketer, May 2009

Walmart Online Media BEAUTY & PERSONAL CARE

Promote your brands & engage online consumers through several media options.

Robust targeting & optimization options

- Behavioral targeting
- Geo-targeting
- A/B split testing and more

Several media capabilities to connect with consumers

- Display advertising
- Category exclusives
- Brand pages/showcases
- Seasonal showcases and more

Meet media objectives to promote your brand

- Launch new products
- Drive brand awareness
- Offer special savings and more

“...No other retailer is impacting the way the beauty consumer shops more.”

— Pink Report® Women & Internet: Seeing through the Eyes of the Beauty and Personal Care Consumer.

Contact Triad Digital Media to learn more.
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