# Executive Talking Points – Walmart Canada App Download Strategy

|  |  |
| --- | --- |
| Theme | Talking Point |
| Strategic Objective | Our goal is to increase app downloads by 20–30% YoY by transforming the app into a daily utility and loyalty driver. |
| Structured Approach | We created 20 targeted hypotheses categorized across personalization, exclusivity, timing, and channel interventions. |
| Clear Accountability | Each hypothesis is mapped to a cross-functional owner with defined KPIs and experiment cadence to ensure accountability. |
| Rapid Measurement | We’re using A/B testing, funnel analysis, and channel attribution to measure results in near real-time across weekly and campaign cycles. |
| Expected Results | This initiative will not only increase app adoption but also improve customer lifetime value, order frequency, and cross-channel engagement. |

Prepared for internal leadership alignment. For discussion and execution planning.