

Algorithmic Digital Marketing -Assignment 1

Summary	To Analyse the Digital Marketing Strategies of Walmart
URL	https://www.walmart.com
Category	Multinational Retailer
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About Walmart



Walmart Inc. is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores, headquartered in Bentonville, Arkansas. The company was founded by Sam Walton in 1962 and incorporated on October 31, 1969. It also owns and operates Sam's Club retail warehouses. As of January 31, 2020, Walmart has 11,503 stores and clubs in 27 countries, operating under 56 different names. The company operates under the name Walmart in the United States and Canada, as Walmart de México y Centroamérica in Mexico and Central America, as Asda in the United Kingdom, as the Seiyu Group in Japan, and as Best Price in India. It has wholly owned operations in Argentina, Chile, Canada, and South Africa. Since August 2018, Walmart only holds a minority stake in Walmart Brasil, which was renamed Grupo Big in

August 2019, with 20 percent of the company's shares, and private equity firm Advent International holding 80 percent ownership of the company.

Products available on this site

This site consists of both B2B and B2C services.

The B2C services can be broadly classified in two sections which are further section as follows:

Shop:

- Electronics and Office
- Clothing
- Shoes and Accessories
- Home, Furniture and Appliances
- Patio and Garden
- Home Improvement
- Movies, Music and Books
- Baby Products
- Toys, Games and Video Games
- Food, Household and Pet
- Pharmacy
- Beauty
- Sports, Fitness and Outdoors
- Auto, Tires and Industrial
- Photo and Personalized shops
- Art & Craft

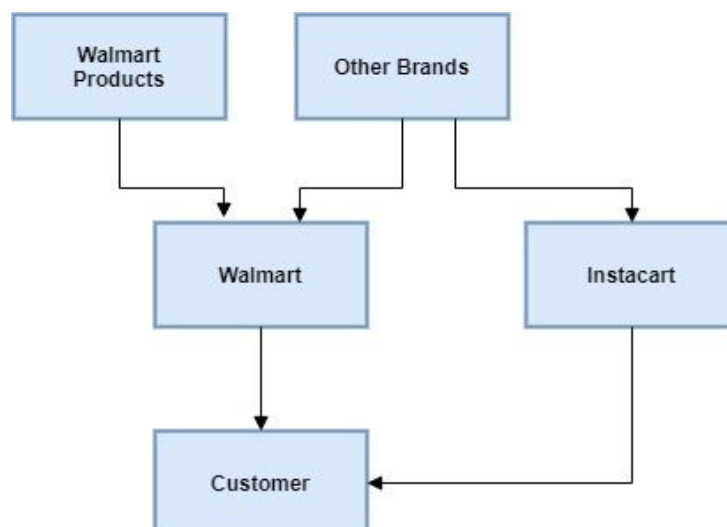
Services:

- Rewards Card
- Assembly, Text Setup and Installation
- Custom Cakes
- Auto Services
- Health Services

Walmart provides B2C services to all its customers

Walmart provides B2B services to where they partner themselves with brands all around the world ranging from Startups to Huge Organizations

The way they are selling



Walmart has both online and retail shop presence.

Walmart partners themselves with other brands to sell their products on Walmart online or through their retail stores.

Walmart also has its own brands:

George – men's casual and dress clothing, shoes, and accessories (previously also women's and children's)

Terra & Sky – plus size women's clothing

Time and Tru – women's clothing, shoes, and accessories

Wonder Nation – children's clothing, shoes, and accessories

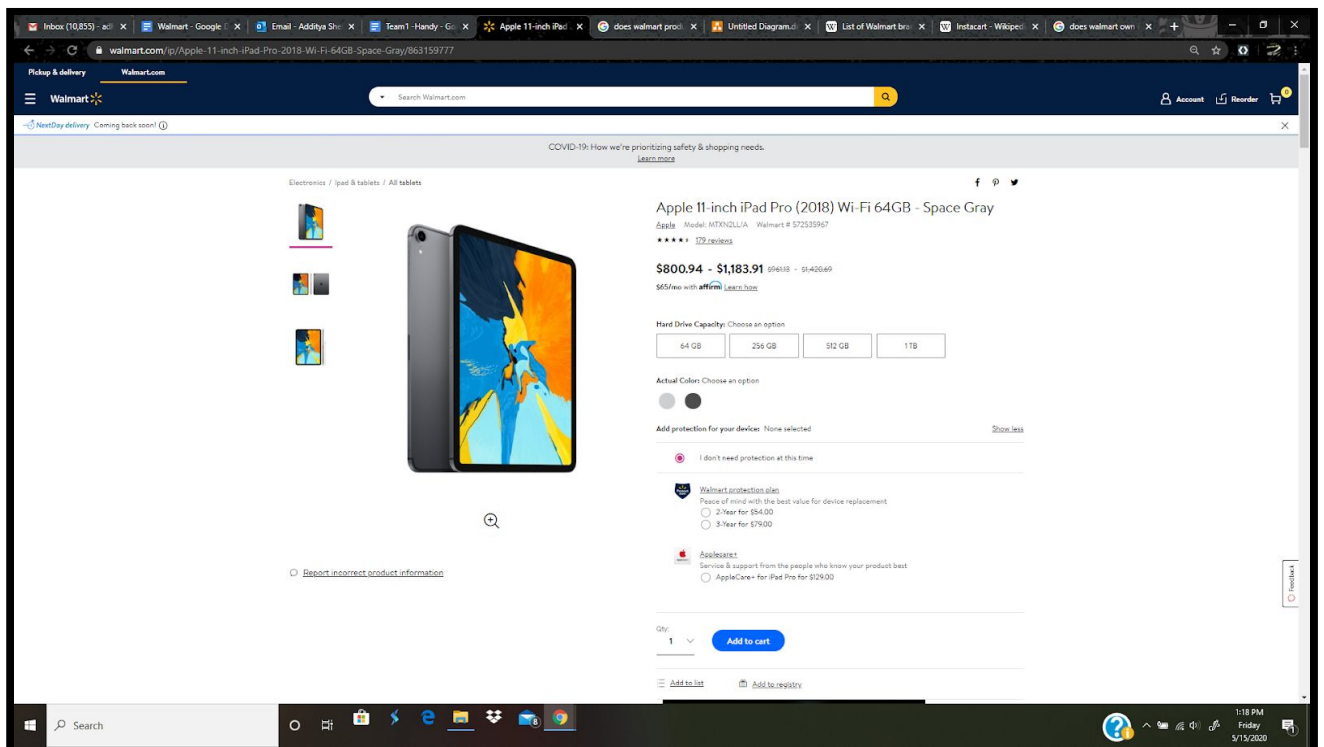
They also sell their own products.

Walmart also has partnership with Instacart which operates as a grocery delivery and pick-up service in the United States of America and Canada

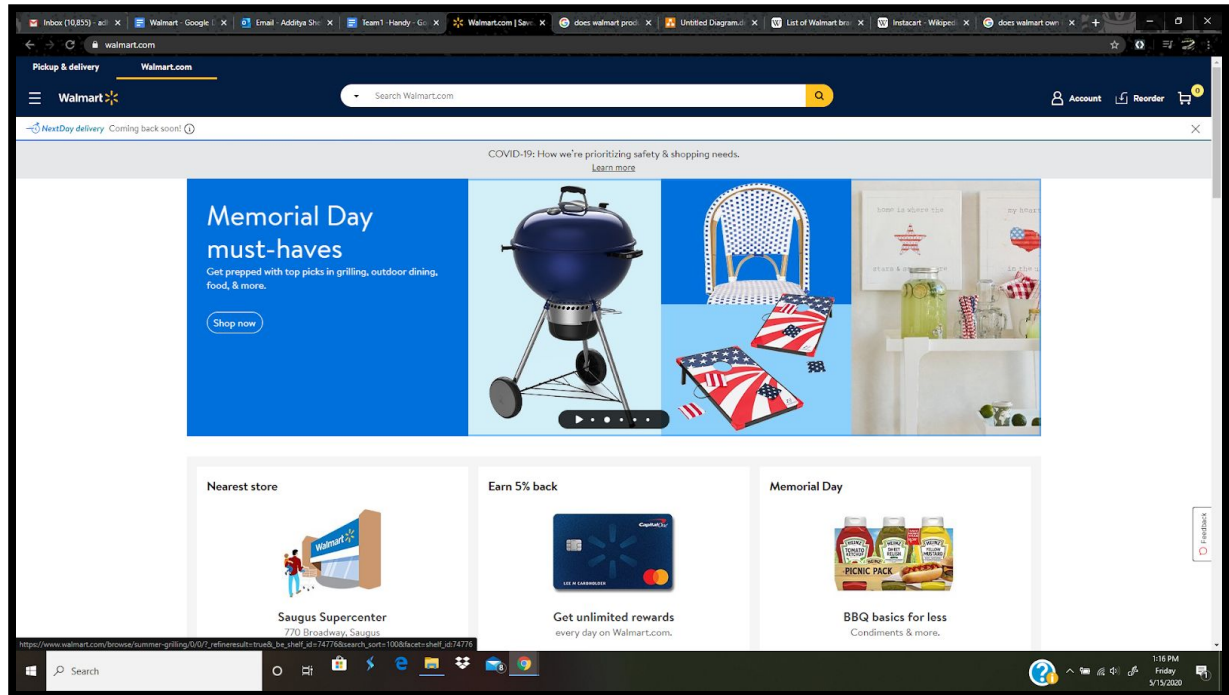
Pricing

The price of the product depends upon:

- Product itself
- Color of the Product
- Dimension of the Product
- Add-on protection plans
- Delivery Method and Duration
- Other Product Specification



Promotions



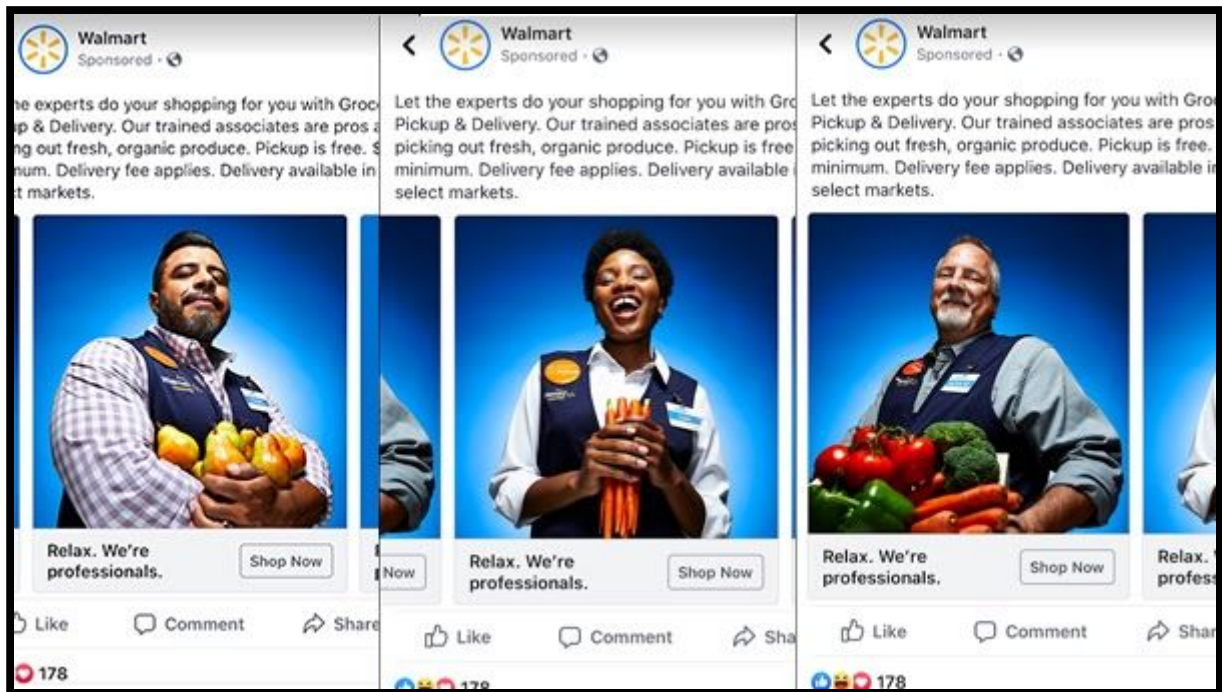
Walmart has deal of the day, deal of the week segment on their homepage.

They also highlight the cashback deals on specific credit card vendors.

Walmart provides a payment method for Walmart money cards which has additional discounts and rewards.

Algorithmic marketing services Advertisement

Advertisement is done through social media through advertising campaigns on Youtube, Facebook, Twitter, Pinterest.



Facebook, Twitter, Pinterest give businesses an ability to run their own sponsored ad campaigns to reach a better customer reach.

Walmart does not advertise the products, it keeps a live social media presence to connect with the customers. Last year they had a big campaign highlighting their new efficient pickup system. They sometimes also take a jab at their competitors for not having the same quality of product or services as them



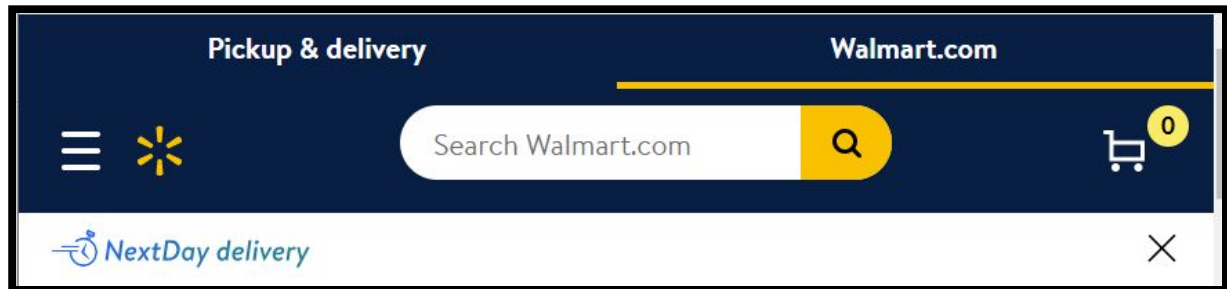
Walmart also runs TV advertisements annually throughout sporting seasons which is massively expensive.

Walmart even runs a Super Bowl Commercial every year:

<https://www.youtube.com/watch?v=suVwYyle1nY>

A lot of Advertisement Budget is spent on TV ads as it has a massive customer outreach

Search



Walmart uses traditional search bars moreover customers can filter out products and services they want according to their requirement.

Products can also be sorted by price

Recommendations

Better Together

The image shows a 'Better Together' recommendation from Walmart. It features two products: an HP T3M72AA#ABA 21.5" LED monitor and a Logitech wireless keyboard and mouse combo. The monitor is on the left, and the keyboard/mouse is on the right, separated by a plus sign. Below the monitor is its full name and specifications: "HPT3M72AA#ABA 21.5" LED FHD 1920 x 1080 Resolution 1000:1 Contrast Ratio 7 ms Response Time 60 Hz Refresh Rate / Monitor White/Silver", with a price of "\$139.99". Below the keyboard/mouse is its name "Logitech wireless keyboard and mouse combo" and a price of "\$19.98". To the right of the products, the text "Total = \$159.97" is displayed above a blue button labeled "Add all to cart".


Whenever a customer is trying to buy a product in our case when we are trying to buy a monitor walmart recommends us a wireless keyboard and mouse combo, it also recommends what other customers have considered to buy

It compares the specification of the products closely similar to our product


Specifications

Comparison Chart


You are viewing



HP 21.5" LED LCD Widescreen Monitor (22er Silver)



HP 23" LED-Backlit Widescreen Monitor (23er Blizzard White)



Dell SE2717HR 27" 1920 x 1080 IPS Monitor


Features			
Computer Monitor Type	LED Monitors	LED Monitors	IPS Monitors
Aspect Ratio	16:9	16:9	16:9
Backlight Type	LED	LED	LED
Color	Natural Silver	White	Black
Resolution	FHD (1080P)	FHD (1080P)	FHD (1080P)
Manufacturer	HP	HP	Dell Technologies
Condition	New	New	New
Manufacturer Part Number	T3M72AA#ABA	T3M76AA#ABA	se2717hr
Connector Type	VGA	VGA	HDMI; VGA
Screen Size	21.5"	23"	27 in
Model	HP T3M72AA#ABA	HP T3M76AA#ABA	93JWK

Pricing


Strategic pricing is done based on the demand of the product according to the seasonality

Assortment


We're betting you'll love...




Tablets & Accessories



PCs



Computer Accessories & Peripherals

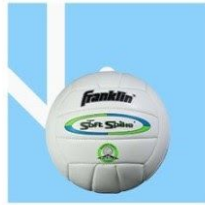


Living Room

Savings on summer's hottest brands



Roku from \$69



Up to 20% off Franklin



Ozark Trail gear from \$20



Up to 50% off Homedics

Assortment is done on the basis of customers order history, browsing history as the customer is more likely to shop in that domain.

It displays products on the homepage based on the previous purchase of customers to maximize the revenue that is realized when customers make purchases

What datasets do you think you will need to build these algorithmic services? How frequently will data change?

Datasets

- Search history and Site Navigating gives emotional, mental and behavioural responses of the consumers which help to segment them and target them.
- Purchase history play a vital role in making specific recommendations and customized offer for the customer
- Customer Directory is used to contact them on a regular basis and keep them informed about the latest products, current offers and for seasonal discounts
- Professional directory is used to track the performance of the professionals by tagging the user ratings and reviews.

Frequency of Data Change

- Search history and Site Navigating these are updated in real time, which depends on the site traffic.
- Purchase history is to be updated as soon as a customer buys a product or service.
- Customer directory is updated whenever the customer signs up or subscribes with mail id.
- Professional directory is updated whenever a new professional shows the intent and someone wants to part away.

Data Analytics

Walmart has created a state of the art Analytics Hub known as Data Cafe

The Data Café allows huge volumes of internal and external data, including 40 petabytes of recent transactional data, to be rapidly modelled, manipulated and visualised.

According to Walmart “If you can’t get insights until you’ve analysed your sales for a week or a month, then you’ve lost sales within that time.”

How would you store these datasets?

With over 20,000 stores in 28 countries, Walmart is the largest retailer in the world. So it’s fitting then that the company is in the process of building the world’s largest private cloud, big enough to cope with 2.5 petabytes of data every hour

Walmart’s cloud has the storage similar to a Data Lake which include structured **data** from relational databases (rows and columns), semi-structured **data** (CSV, logs, XML, JSON), unstructured **data** (emails, documents, PDFs) and binary **data** (images)

What technologies and programmatic services is the company using?

Adnxs(AppNexus)

Adnxs.com is run by AppNexus, a company that provides technology, data and analytics to help companies buy and sell online display advertising.

The technology it uses can plug into other advertising serving platforms, such as Google’s Doubleclick, and “data aggregators”, such as Quantcast, which provide behavioural targeting.

It uses cookies and web beacons to build groups of users (segments) that are used to target advertising.

Yahoo Analytics

Yahoo Web Analytics and Advertising Insights from Yahoo uses web beacons and cookies to collect data about visitors to our customer’s websites.

The data is sent to Yahoo by the customer’s web browser as part of the interaction with a website. The data collected commonly includes IP address, time spent on webpages, links clicked, or advertisements viewed on those pages. This data is collected by Yahoo Web Analytics and other tools so that Yahoo can report statistical information

