
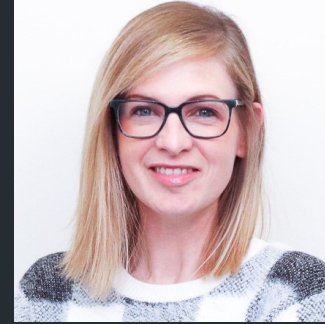


Walmart  +  meredith

**ACTIONABLE CONTENT AND THE
COLLAPSE OF THE PURCHASE FUNNEL**



Sarah Henry
Sr. Director, Head of
Content & Influencer
Marketing, Walmart



Corbin de Rubertis
SVP of Innovation,
Meredith

The Consumer Journey: A Changing Landscape

DISCOVERY

INSPIRATION

SHOP

BUY



COVID

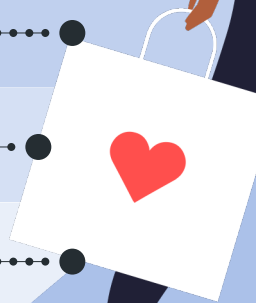
ACCELERATED IT

DISCOVERY

INSPIRATION

SHOP

BUY



+5

years of growth
in 9 months

32%

e-comm growth

\$8B

Online grocery
sales surge



Trusted Brands There to Serve and Guide

Expertise in what matters most to them—now, and always



Entertainment & Style



Food



Parenting



Home



Travel & Luxury



Health & Wellness

Better Homes & Gardens

InStyle

Entertainment

People

TRAVEL+ LEISURE

REALSIMPLE

Living

SHAPE

allrecipes

Parents

People

Health

EatingWell

MAGNOLIA JOURNAL

SWEARBY

FOOD&WINE

SWEET JULY

drew+jonathan reveal

Southern Living

rachael ray IN SEASON

MidwestLiving

weddings

CookingLight

cozi

COASTAL LIVING

my life

Diabetic LIVING

HelloGiggles

Parents Latina

Partnering to Solve Consumers' Needs & Make Daily Life Better



**The largest publisher
in the United States**
with 186M consumers
across our portfolio of
40+lifestyle brands



+



**The largest retailer and
grocer in the United
States** with nearly 150M
visitors a week across
digital/in-store properties

Collectively tapping into vast data and insights to understand what consumers are looking for—and develop useful experiences & easy buying solutions to deliver on it

Walmart  +  meredith

Make it a Meal



INTERACTIVE SHOPPER UNITS
Outlines ingredients for featured recipes with option to customize



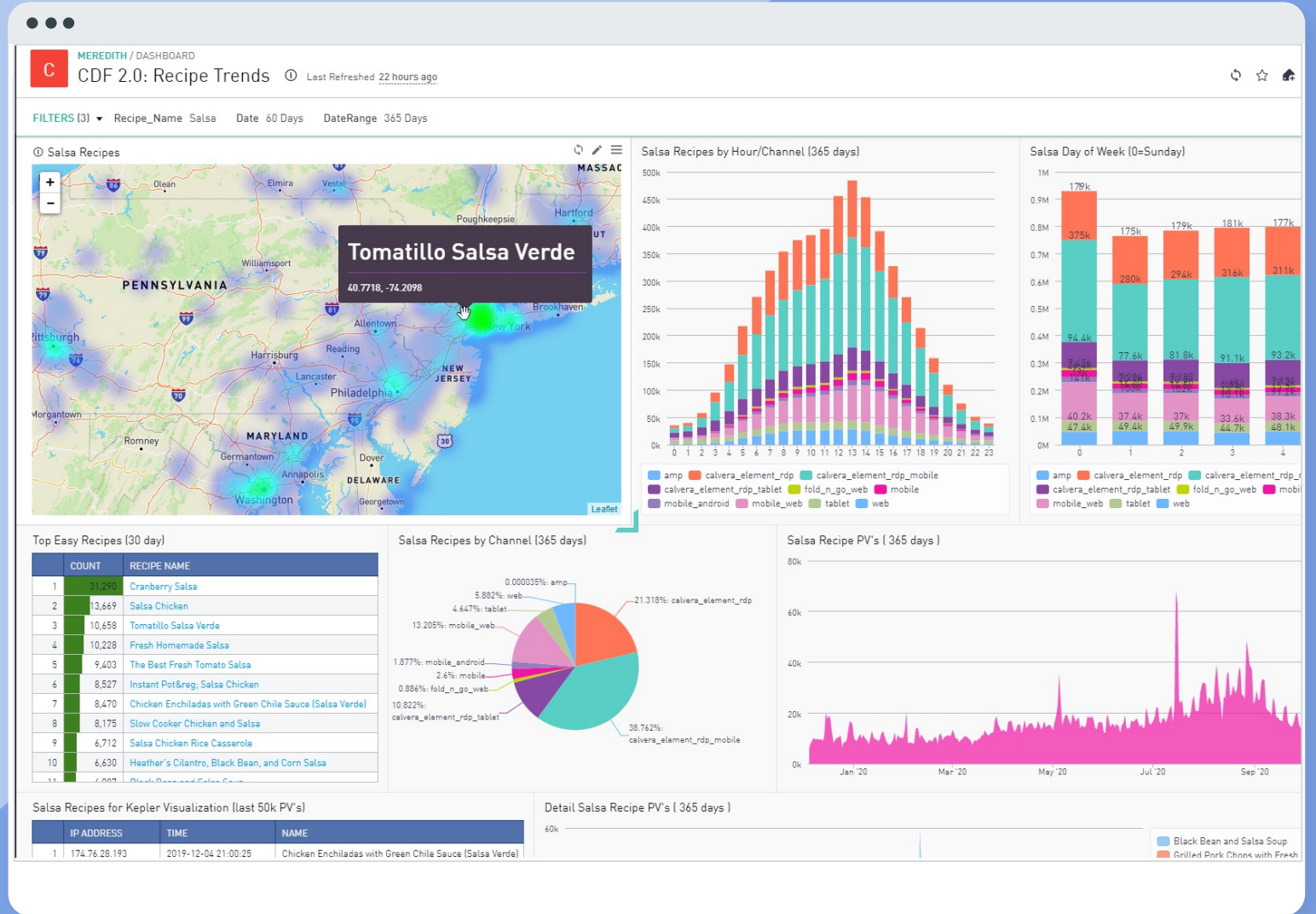
VISUAL SEARCH TOOLS
Analyzes photos or keyword selections to deliver relevant recipes



CHATBOTS
Delivers recipe inspiration based on local trends and pantry items

Using Hyper-Local Trend Data

Walmart  +  meredith



To Bridge Meal Planning & Commerce

Walmart  +  meredith

Walmart+ Plus Ups

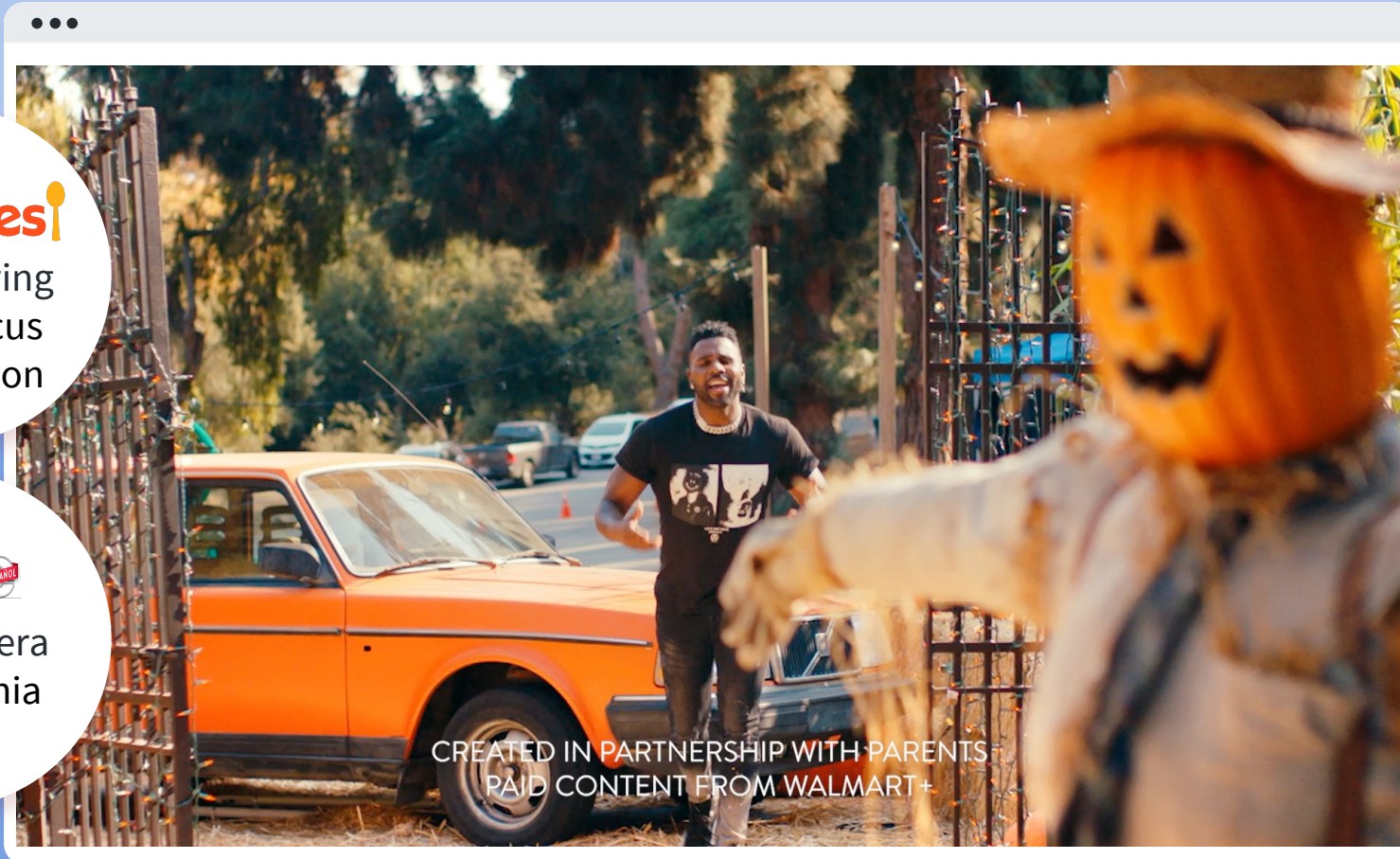
+

allrecipes

Thanksgiving
with Marcus
Samuelsson

People
EN ESPAÑOL

Quinceanera
with Sophia
Reyes



CREATED IN PARTNERSHIP WITH PARENTS
PAID CONTENT FROM WALMART+



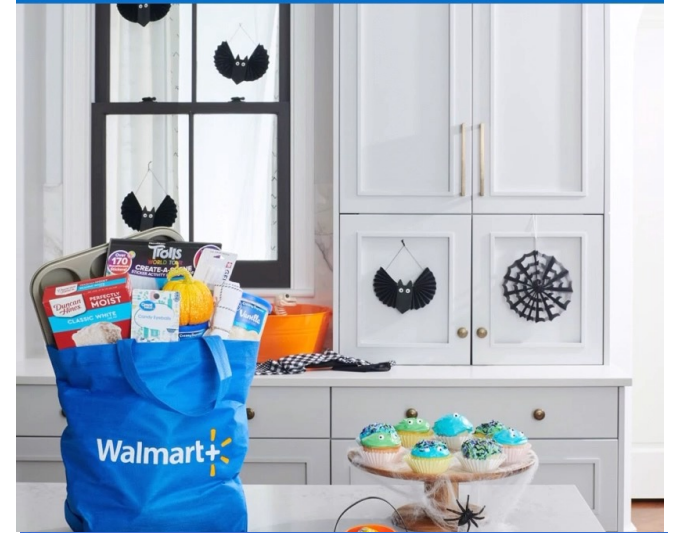
☰ **Parents.**

Celebrate Halloween With

DIY ACTIVITIES
the Whole Family Will Love



Walmart+  Parents



ADD TO CART

Looking Towards the Future

1

Continue to lean into **1P consumer trends, behaviors and signals** to inform ideation

2

Create experiences and utilities that support **evolving shopping behaviors**

3

Develop solutions that **deliver convenience, value, and inspiration** in the moments that matter

thank you

Walmart  +  meredith