

## Ad Match Overview

Increased visibility to social media keeps us more informed on the voice of our customer. When it comes to Ad Match, the voice of our customer and the voice of our store are asking for the same thing: clarity.

There are questions about the definitions of Competitor, identical. Here are the clarifications:

### **What is a Competitor?**

Any retailer that sells identical products to Walmart is a competitor. Second-hand, refurbished etc. are excluded.

### **What happened to "Local"?**

We have removed the requirement of "local" from the guidelines. You will no longer need to consider the location of the retailer of the advertisement. The ad needs to be from a Canadian retailer.

### **Does product need to be identical?**

Yes, products must be identical to the advertisement. Note: for produce, country of origin and grade does not apply to the ad match, and there is no need to interrupt the ad match process to call a CSM or produce manager over on certain produce.