

New in Channel Performance Charter: Sales Tender in Report Builder and API Feeds

Easily harness and utilize sales tender data for deeper insights into the payment methods Walmart shoppers use to purchase your products. This can help you make more informed assortment planning decisions, identify potential growth opportunities, and improve your forecasts. Types of sales tender available include, but are not limited to, cash, credit, debit, coupon redemptions, and EBT¹.

Enhanced Customer Understanding

- Unlock a better awareness of customer behavior through preferred payment methods and tailor product offerings accordingly
- Leverage this data to identify and capitalize on potential growth opportunities

Improved Planning & Forecasting

- Gaining a deeper knowledge into the percentage of sales made through each payment method can assist in forecasting future sales and making strategic decisions
- Utilize this data as you target marketing efforts and optimize distribution strategies.