

Using Rich Media to Stand Out

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What Is Rich Media?

Rich Media allows brand-registered sellers to add enhanced content below the standard product description. This can include comparison charts, feature callouts, brand storytelling, and additional images.

- Available to sellers registered in the Walmart Brand Portal
- Appears below the standard listing content on product pages
- Can significantly improve conversion rates and time on page
- Helps differentiate your products from competitors

Creating Effective Rich Media

Design Rich Media content that drives conversion.

- Lead with your strongest product benefit or unique selling point
- Include comparison charts that show your advantages
- Use lifestyle imagery to help customers envision product ownership
- Keep text concise and scannable—Rich Media supplements, not replaces, your listing
- Include technical specifications that support purchase decisions
- Test different Rich Media layouts and track conversion impact