

Walmart Is Said To Want \$200,000 Minimums for Vizio Ads



Walmart is gearing up to make its pitch for TV advertising dollars.

Walmart closed its \$2.3 billion acquisition of Vizio in December, but advertisers have been thinking through the advertising opportunities from the pairing of America's biggest retailer and a smart TV manufacturer since the deal was initially announced in February 2024.

Now, Walmart is getting the first tests off the ground that allow advertisers to use shopping data to target Vizio ads, according to three ad buyers who have either been briefed by Walmart or run early tests of Vizio ads.

Walmart chief growth officer Seth Dallaire—who played a big role in Walmart's decision to acquire Vizio—told investors at an event on April 9 that beta tests of Walmart-run Vizio ads will begin in the next couple of months.

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