



**Media Rating
Council, Inc.**

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September 26, 2025

Ms. Misha Coetzer
Senior Manager – Risk & Controls
Walmart Connect
850 Cherry Ave, San Bruno, CA 94066

Dear Ms. Coetzer:

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation to Walmart Connect's first-party measurement and reporting of Sponsored Search ('the Service') for Display, Video and Search Clicks, Click-Through Rate (CTR), Impressions and Invalid metrics originating from Sponsored Product, Sponsored Brand, and Sponsored Video ad placement types, inclusive of General Invalid Traffic (GIVT) filtration within Desktop, Mobile Web, and Mobile In-App environments.

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* and the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC, inclusive of interim guidance; the *Display Impression Guidelines*, the *Video Measurement Guidelines*, and the *Click Measurement Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Walmart's answers to the MRC questionnaire; and (3) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on attaining this important Industry standard of quality, and look forward to continuing our work with Walmart in the future.

Sincerely,

A handwritten signature in black ink, reading 'George W. Ivie', with a stylized, cursive script.

George W. Ivie
Executive Director and CEO

Copy to: MRC Digital Committee, MRC Executive Committee
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar, Shadi Hamdan (MRC)
Alina Townsend, Kayla Goodenough (EY)

Encl: 1 (Specific Accredited Statistics)

Accredited metrics: Walmart Connect

Reported in the “All Campaigns Dashboard” and other UI reports

Display and Video – Desktop, Mobile Web, Mobile In-App (Net of GIVT)

- Impressions
- Clicks
- Click-Through-Rate (CTR)

Reported in the “IVT Report”

Display (“Item”) and Video – Desktop, Mobile Web, Mobile In-App (Net of GIVT)

- Total Impressions (Gross only)
- Impressions
- Item Impressions
- Video Impressions
- GIVT Impression metrics
 - Invalid Impressions
 - Invalid Item Impressions
 - Invalid Video Impressions
 - Invalid Impression Rate
 - Invalid Item Impression Rate
 - Invalid Video Impression Rate
- Total Clicks (Gross only)
- Clicks
- Item Clicks
- Video Clicks
- GIVT Click metrics
 - Invalid Clicks
 - Invalid Item Clicks
 - Invalid Video Clicks
 - Invalid Click Rate
 - Invalid Item Click Rate
 - Invalid Video Click Rate
- CTR
- Item CTR
- Video CTR