



HOW WALMART SPARKED A CULTURE OF INNOVATION WITH MORNING CONSULT INTELLIGENCE

CASE STUDY

Driving behavioral change at a traditional big-box store

As a brick-and-mortar store first, Walmart had to adapt to the changing retail environment of the 2000's. Morning Consult Intelligence is part of the suite of technologies empowering the company to compete with the digital-first giants.

INTERNATIONAL DATA WITH CONSISTENT METRICS, IN A SINGLE PLATFORM

Without a unified intelligence platform, insights professionals have to convert disparate datasets to the same metric to compare data across markets with accuracy and soundness. Morning Consult eliminates this hassle for Walmart.

Our rigorous data collection in nearly 50 countries means that Walmart's insights team has reliable, consistent measurements across international markets. Employees are freed up to produce creative and meaningful strategies for the business, instead of having to waste time on tedious calculations.

A MINDSET SHIFT TOWARD INNOVATION ACROSS THE ORGANIZATION

Insights leader Aaron Bernstein began noticing a change in Walmart's culture as our data filtered through the company. Giving employees actionable insights actually spurred greater creativity and

MEET WALMART

Founded in 1962, Walmart began with the mission of offering the lowest price possible. The company had become the nation's top retailer by 1990 and expanded into Canada, China and the United Kingdom by the end of the decade. Today Walmart operates in nearly every corner of the world.

About Walmart

Industry:	Retail
Company Size:	2.3 million+ associates
Product:	Brand Intelligence and Research Intelligence

Let's talk about inspiring a culture of innovation and creativity among employees with Morning Consult Intelligence.

LET'S TALK

openness toward new approaches to the world's increasingly complex questions. "Technology innovation is a mindset," said Bernstein, and Morning Consult is helping drive these behaviors across the company.

EASY-TO-DIGEST INSIGHTS THAT PROVIDE A FOUNDATION FOR SCALE

Morning Consult Intelligence provides easy-to-use tools for visualizing and sharing insights across teams. Our API gives users seamless access to data, without having to submit a request and wait. For Walmart this technology is powerful: Making insights easy to access is preparing the team for even greater scale.

"That's been the biggest impact, of being able to provide people with the see, touch and smell of this world of data and complexity, in a way that is easily digestible and actionable," Bernstein said.

How Walmart uses Morning Consult Intelligence to scale its insight function

As of 2022, Walmart operates in more than 20 countries and employs approximately 2.3 million associates around the world. An organization this massive needed a powerful, agile partner for intelligence.

COMPETITIVE BENCHMARKING ACROSS WALMART'S INTERNATIONAL BUSINESS

Leadership uses our data to guide strategic decisions in North America and the Asia-Pacific region.

CRISIS MONITORING WITH CRITICAL INTEL EVERY 24 HOURS

For example, Walmart leverages Morning Consult Brand Intelligence to track the Xinjiang product controversy in late 2021.

CUSTOM REPUTATION TRACKING AROUND KEY THEMES

Walmart knows how customers in key markets perceive the brand on sustainability, employee treatment, community relations and customer service.

MEASURING THE KEY DRIVERS OF TRUST, FAVORABILITY AND BRAND ADVOCACY

We help the client understand the values, actions and narratives that drive positive sentiment and trust among key consumer groups.

Morning Consult Intelligence can help insights professionals drive behavioral change and innovation across their organizations.

Let's talk about empowering your team.

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