**How Walmart's Vudu is Wooing Advertisers**

Walmart's video streaming service, Vudu, is venturing into original content in partnership with MGM and enables advertisers to target ads to viewers based on their shopping history with the retailer. Vudu is also expected later this year to debut shoppable ads that will enable viewers to click and directly add products to their Walmart shopping cart.

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<https://digiday.com/media/walmart-vudu-shopper-data-advertising-video-market/>