



CASE STUDY / TARGETED SOLUTIONS

Established brand drives trial with robust creative & targeting strategy

Established brand finds success driving Masterbrand portfolio sales and new buyer lift with robust Targeted Solutions campaign.





Opportunity

An established beauty & personal care brand wanted to increase consideration and new to brand sales for its portfolio of products with a Masterbrand campaign.

Goals

- Consideration
- In-store visibility
- Incremental sales lift

Solution

A full-funnel, omnichannel campaign spanning in-store and online tactics to target the brand's different audience segments with contextually relevant creative messages across Walmart Connect's ecosystem.





Strategy

To drive consideration and new to brand sales, Walmart Connect worked with the brand to build a robust and comprehensive portfolio strategy that included Audience Targeting, Creative and Media to deliver tailored, contextually relevant messaging for each product category to relevant target audiences throughout the campaign.



Creative

The creative strategy played a crucial role in the success of the Masterbrand campaign, and included several elements to ensure that contextually relevant messaging was served to the right users.

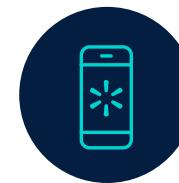
- The brand developed **unique creative messaging** for each product line to drive consideration and educate shoppers about the specific benefits of each product category.
- The brand also **created 'base' creative and 'rollback' creative for each product category**, and the 'Rollback' creative was specifically targeted to a deal-seeking audience.
- **Creative messaging was optimized throughout campaign** to minimize creative fatigue throughout the duration of the campaign which spanned several months.



Audience

Used Walmart Connect's **Targeted Solutions** to build custom audience segments based on user interest and behaviour that align to the brand's target personas to **deliver relevant product messaging to shoppers both on and offsite.**

i.e. Create a Baby Audience to deliver Baby product category creative to.



Media

- The **campaign leveraged prime placements on Walmart.ca** to deliver tailored, contextually relevant messaging to specific audiences to drive consideration and conversion.
- The **campaign also used in-store placements to expand reach** and capture the attention of shoppers while they are in the aisle completing their weekly shop.
- To shorten the path to purchase and enhance the probability of conversion, the brand **built out custom landing pages for each product category.**



Results

+43.6

Sales Lift

+161% compared to previous wave

47.3%

New to Brand

+84% compared to previous wave

\$5.53

Omni-ROAS

+226% compared to previous wave

\$1.68

eROAS

+267% compared to previous wave

Additional Metrics

- **12.7M delivered impressions**
- **0.14% CTR**



Key Takeaways

- Mature, established brands can build demand and drive incrementality for their products with a robust strategy that pairs customized audience targeting with relevant creative messaging.
- Creative is the workhorse of your campaign. Ensure campaign creative captures users' attention with relevant product imagery and copy, features a clear benefit or message to shoppers and offers a clear call-to-action.
- Drive trial among deal seekers during roll-back periods by serving roll-back specific creative to a deal seeker custom audience.



Disclaimer -The results of individual campaigns may vary depending on factors such as the specific product or category being promoted, the level of competition within that category, and the timing of the campaign in relation to seasonal trends.