



CASE STUDY / TARGETED SOLUTIONS

# Omnichannel strategy drives conversion and sales lift for portfolio meat brand.

Portfolio meat brand finds success, driving conversion and sales lift with multi-tactic approach and robust Targeted Solutions campaign.





## Opportunity

An established grocery brand wanted to engage active Walmart shoppers to increase conversion and sales lift for its portfolio of products.

## Goals

- Conversion/ROAS
- 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 conversion and sales lift, Walmart Connect worked with the brand to strategically utilize a comprehensive mix of tactics, both on- and off-site, including Audience Targeting, Creative and Media to deliver tailored, contextually relevant messaging for relevant target audiences throughout the campaign.



### Audience

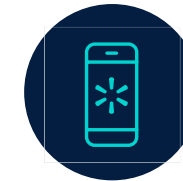
Used Walmart Connect's **Targeted Solutions** to build custom audience segments based on user interest and behaviour that aligned to the brand's target personas, to **deliver relevant product messaging to shoppers both on- and off-site.**

- The **highest engagement rate** was with the **Retargeting (Universal) audience**, capturing users' interest with a more generalized approach.
- **Retargeting (Brand) shows the highest number of conversions**, indicating that targeting shoppers who have previously engaged with the brand is highly effective.



### Creative

The creative strategy was to use a slogan that would capture the attention of Walmart shoppers both on- and off-site. The slogan used was, "**Easy and Affordable Meals,**" which resonated with customers, effectively meeting their needs for simplicity and affordability. This played a crucial role in the success of the campaign.



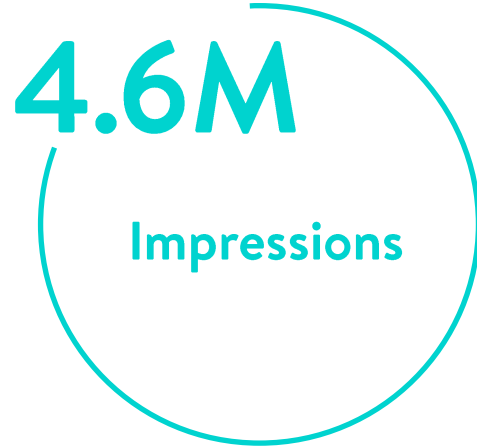
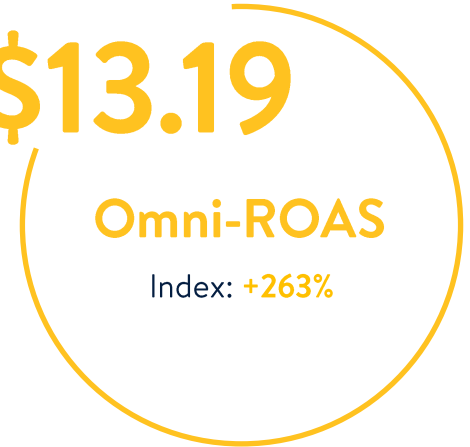
### Media

The brand's strategy was an Omnichannel approach, utilizing both on- and off-site media through a comprehensive mix of tactics, as well as in-store visibility.

- The **campaign used in-store placements to expand reach** and capture the attention of shoppers while they were in the aisle completing their weekly shop.
- To enhance the probability of conversion, the brand **integrated multi-tactic media to target users throughout their shopping journey, both on- and off-site.**



# Results





## 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 rollback periods by serving rollback-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.