



CASE STUDY | WALMART MARKETPLACE

# Power of 3: Scaling with Walmart Connect, Walmart Marketplace & Walmart Fulfillment Services

## Opportunity

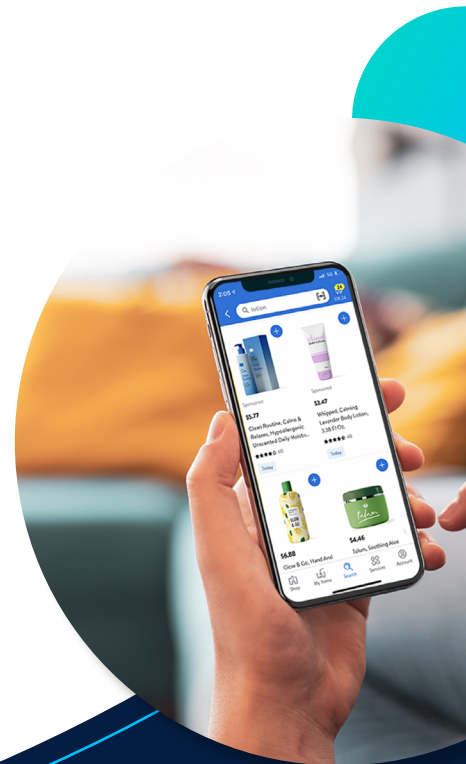
BuyTheCase, a Marketplace seller highlighting online deals, saw an opportunity to use Sponsored Products to help improve overall product visibility, conversion, search relevancy on Walmart.com and customer satisfaction.

## Goals

- Acquire new customers
- Increase sales
- Improve conversion and customer satisfaction

## Solution

BuyTheCase used the suite of capabilities offered to third-party sellers by Walmart Connect, Walmart Marketplace & Walmart Fulfillment Services.



Big wins

**+135%**

Attributed sales revenue<sup>1</sup>

**+83%**

GMV lift<sup>1</sup>

**+113%**

Impressions<sup>1</sup>

**+17%**

Conversion rate<sup>1</sup>

Source: <sup>1</sup>Walmart First Party data, 2022; July 2022 vs. August 2022.

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### Campaign Strategy

BuyTheCase adopted a 3-pronged approach to gain more customers on Walmart's site and app. In addition, applying category insights expanded their target market and increased sales.

**Campaign dates:** July – August 2022

### Walmart Connect

Increased advertising budget and keyword optimization to improve visibility.

### Walmart Marketplace

Improved Listing Quality Score to 69% and above 90% on select items by optimizing content and adding SKUs to drive more sales.

### Walmart Fulfillment Services

Partnered with Fulfillment Services to ensure faster delivery, even during busy holiday seasons.

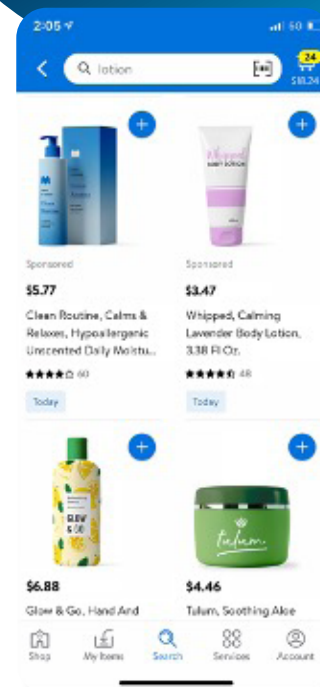
### Walmart Sponsored Search advertising

- **Sponsored Products** ads appear in high-visibility placements, including within relevant search results and on item pages. A click advances customers to your product's item page.
- **Sponsored Brands** is the Sponsored Search placement with the highest viewability on search pages. It sends your brand logo, custom headline and up to four products of your choice to the top of relevant search results.

### Get started with Sponsored Search advertising

### Takeaway

To help maximize the success of Sponsored Products advertising, leverage the 3-pronged approach by optimizing keyword bidding strategy, improving the quality of listings and converting more customers with a 2-day delivery promise.



Source: Walmart First Party data, 2022; July 2022 vs. August 2022.