Walmart Connect

Performance glow up

Opportunity

In 2021, a **global beauty supplier** challenged Walmart Connect to deliver incremental sales and an efficient incremental ROAS for one of its hero brands.
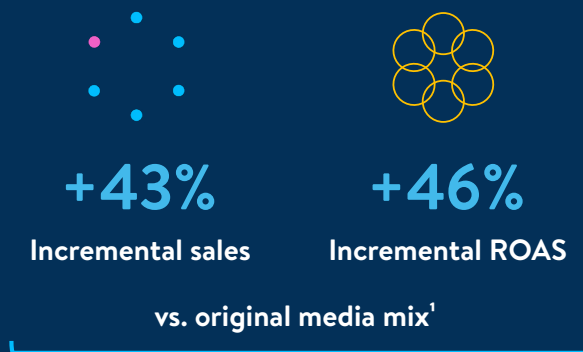
Goals

• Incremental sales
• Incremental ROAS

Solution

A comprehensive Walmart Search and Display campaign with a media mix, placements and pacing determined by **Walmart AdMix Modeling.** The campaign included highly successful social placements not originally requested.

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👍 Like   💬 Comment   ➤ Share

Big wins

+43%
Incremental sales

+46%
Incremental ROAS

vs. original media mix[1]

+28%
Incremental sales

+174%
Incremental ROAS

year over year[2]

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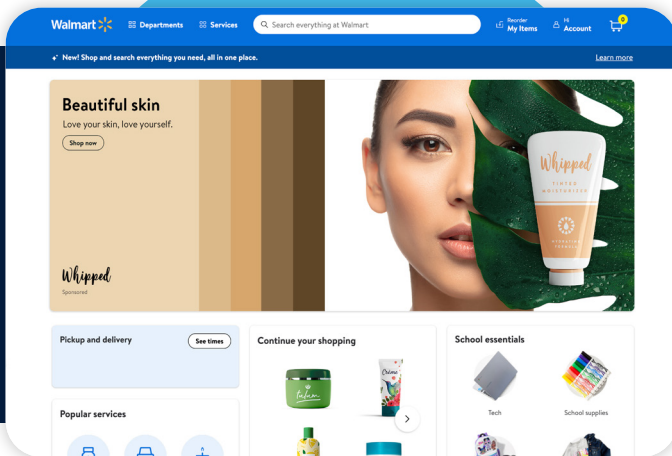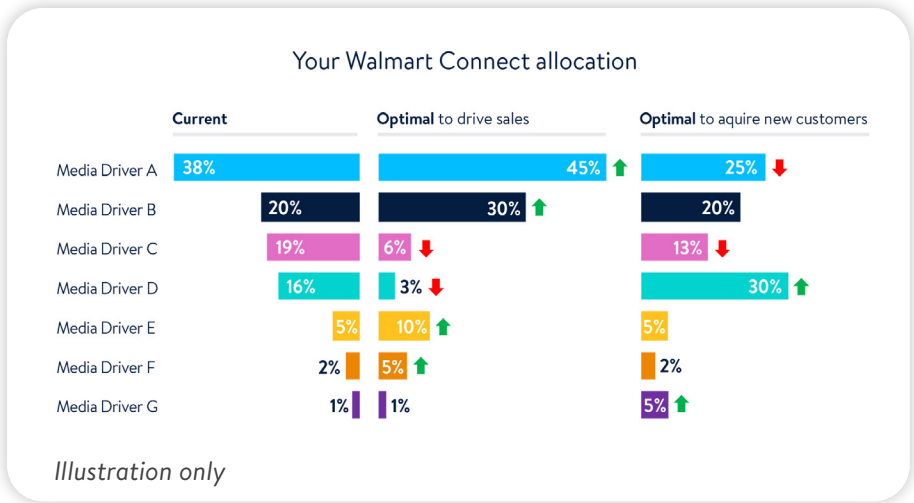
Walmart AdMix Modeling

Media mix modeling

Through a rigorous analysis of Walmart customer data, we determined the **incremental return** contributed by each media driver in the brand's Walmart Connect portfolio.

Portfolio optimization

We ran multi- and single-objective "what if" scenarios to demonstrate how the brand could **rebalance & reallocate** resources to improve its portfolio performance.

The brand **reallocated spend** and **adjusted media mix and pacing** based on Walmart AdMix Modeling recommendations for this campaign.

Your Walmart Connect allocation

	Current	Optimal to drive sales	Optimal to aquire new customers
Media Driver A	38%	45% ↑	25% ↓
Media Driver B	20%	30% ↑	20%
Media Driver C	19%	6% ↓	13% ↓
Media Driver D	16%	3% ↓	30% ↑
Media Driver E	5%	10% ↑	5%
Media Driver F	2%	5% ↑	2%
Media Driver G	1%	1%	5% ↑

Illustration only

Takeaway

Walmart AdMix Modeling can meaningfully improve incrementality.