



CASE STUDY | MARKETPLACE

A stellar collaboration

The Walmart Connect Marketplace team helped take an advertiser to the next level.

Opportunity

At the end of February 2022, Harvic, a Marketplace seller of Galaxy brand leisurewear, was looking for support in their efforts to increase sales and build their presence on Walmart.com.

Goals

- Sales
- ROAS

Solution

Harvic collaborated with the Walmart Connect Marketplace team to leverage their expertise and resources to optimize their Sponsored Products campaigns.



Astronomical wins



36%

ROAS above goal of \$4.50¹



31%

MoM conversion rate increase¹



1,665%

MoM total attributed revenue¹



3,061%

MoM increase in units sold¹

Source: ¹Walmart First Party data, February 28 - April 30, 2022

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Campaign strategy

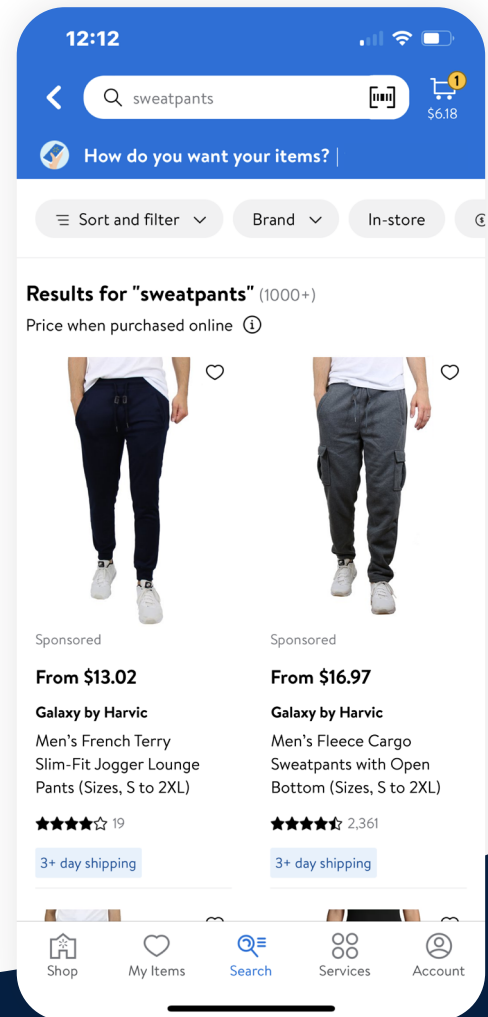
The Walmart Connect Marketplace team began by reviewing the Harvic search advertising campaigns to date. They identified an opportunity to restructure and consolidate the auto campaigns to prevent ad cannibalization, help increase unit sales, and improve ROAS.

They trained the Harvic team on how best to use the Walmart Advertising Center, including how to access actionable insights and apply best practices to optimize their campaigns to scale and drive strong overall performance. This equipped Harvic with the knowledge and tools for success, and the confidence to increase and appropriately allocate their ad spend.

The Walmart Connect Marketplace team also recommended maintaining an always-on strategy and the use of bid multipliers for top performing placements.

Campaign dates

February 28 – April 30, 2022



Takeaways



Marketplace sellers can now partner with the Walmart Connect Marketplace team to help build impactful Walmart Sponsored Products campaigns, that can meet and exceed KPIs and drive growth.



Maintaining an always-on strategy while leveraging campaign set-up best practices can help lead to an increase in units sold and total attributed revenue.