

CASE STUDY | INNOVATION

No hidden wins

Opportunity

America’s favorite ranch, sought to reach customers during the 2022 holiday season through video content showcasing various festive recipes.

Goals

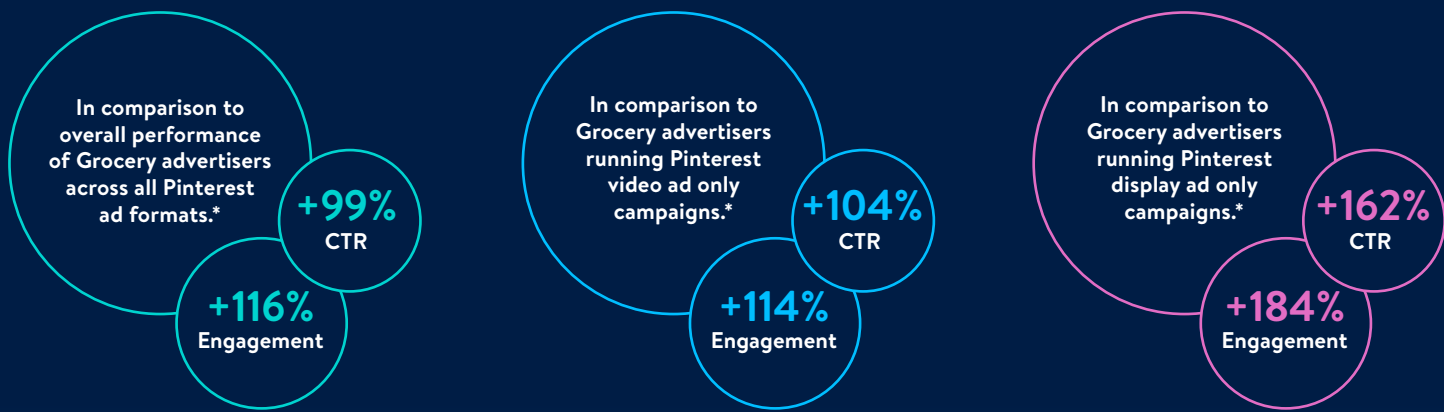
- Increase engagement
- Increase click-through-rate (CTR)

Solution

Utilizing existing Hidden Valley Ranch video content, Walmart Connect leveraged Pinterest Idea ads to make customers aware of holiday recipes that include Hidden Valley Ranch seasonings.

Big wins using Pinterest Idea ads

The holiday campaign featuring Hidden Valley Ranch recipes resulted in significant increases across key metrics including:



*During the same time frame

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A strategy worth dipping into

Hidden Valley Ranch ran a holiday campaign with Walmart Connect using Pinterest Idea ads featuring Hidden Valley Ranch holiday recipes in video formats.

Tactics

Pinterest Idea ads: designed to tell a story that inspires audiences and encourages action.

Campaign dates:

November 7 – December 25, 2022



Big Takeaway

Running a campaign using Pinterest Idea ads can help drive increases across engagement and click-through-rate performance, particularly when compared to grocery advertisers using Display ad only campaigns.

Source: Walmart First-Party Data: November 7-December 25, 2022.

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