

CASE STUDY | OMNICHANNEL

# Cleaning up with a powerful solution

A wise investment in upper-funnel media boosted the shine of a major Clorox campaign

## Opportunity

For a 2023 Back to School campaign promoting their hero cleaning products, Clorox's **retail marketing** team wanted to add a **national marketing** tactic that would help **measurably improve incrementality** down the funnel.

## Goals

- Incremental sales
- Incremental ROAS
- New buyers

## Solution

A coordinated, targeted onsite and offsite campaign, including **CTV**, with **measurement** and **analysis** to determine the **contribution of each tactic** to incremental conversions and sales.



Walmart offsite media | CTV

## Sparkling wins

On average, exposing customers to upper-funnel + lower-funnel ads delivered **twice the incremental sales** than did exposing customers only to the lower-funnel ads.

2X

Media impact on average incremental sales

CTV exposure vs. no CTV exposure

Source: Walmart first-party data, July 1 – Aug. 31, 2023. Based on traceable conversions without media match rate and sales traceable ratio extrapolation. Media impact on average incremental sales is the portion of sales entirely driven by Walmart Connect media. This excludes organic sales that would have taken place without Walmart Connect media.

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### Campaign dates

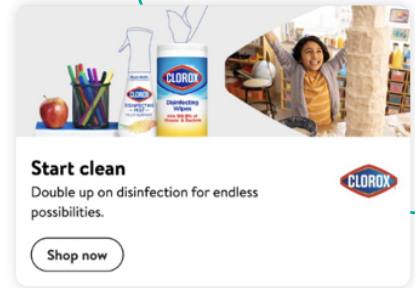
July 1 – August 31, 2023

### Together, we mixed up a full-funnel campaign strategy

Walmart Connect and Clorox partnered to maximize the power of the campaign by adding upper funnel budgets and tactics to the efficient mid & lower funnel campaign. Walmart Connect provided integrated planning, working with both Clorox marketing teams and their Walmart Connect Partner Network partners to capture Walmart customers at **every step of their shopping journey**.

We used **omnichannel multi-touch attribution** to measure the impact of each campaign tactic not only on Walmart’s site and app, but also in Walmart stores.

On average, exposing customers to **upper-funnel + lower-funnel** ads delivered **twice the incremental sales** as did exposing customers only to the lower-funnel ads.



### Spotless takeaways

- Because exposure to full-funnel marketing can help customers spend more, adding **brand budget** and tactics to a Walmart Connect shopper marketing campaign can help **measurably boost** incremental sales.
- We can provide **integrated planning** for complex campaigns that involve multiple teams and partners.



Start advertising

Source: Walmart first-party data, July 1 – Aug. 31, 2023. Based on traceable conversions without media match rate and sales traceable ratio extrapolation. Media impact on average incremental sales is the portion of sales entirely driven by Walmart Connect media. This excludes organic sales that would have taken place without Walmart Connect media.

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