

CASE STUDY | OMNICHANNEL

Fire & Smoke Society

Opportunity

Fire & Smoke Society is a company specializing in spices, sauces and rubs for grilling. The supplier wanted to stand out in this competitive space at Walmart to grow brand awareness, as well as increase product sales, ROAS and new-to-brand orders.

Solution

Ramping up to the Holiday campaign, Fire & Smoke Society initially kicked off a set of Sponsored Products ads in September. The advertiser then expanded the campaign in December to include Sponsored Brands, Sponsored Videos and Walmart Onsite Display. This approach helped the supplier occupy a large piece of real estate on Walmart search results pages during peak shopping weeks.

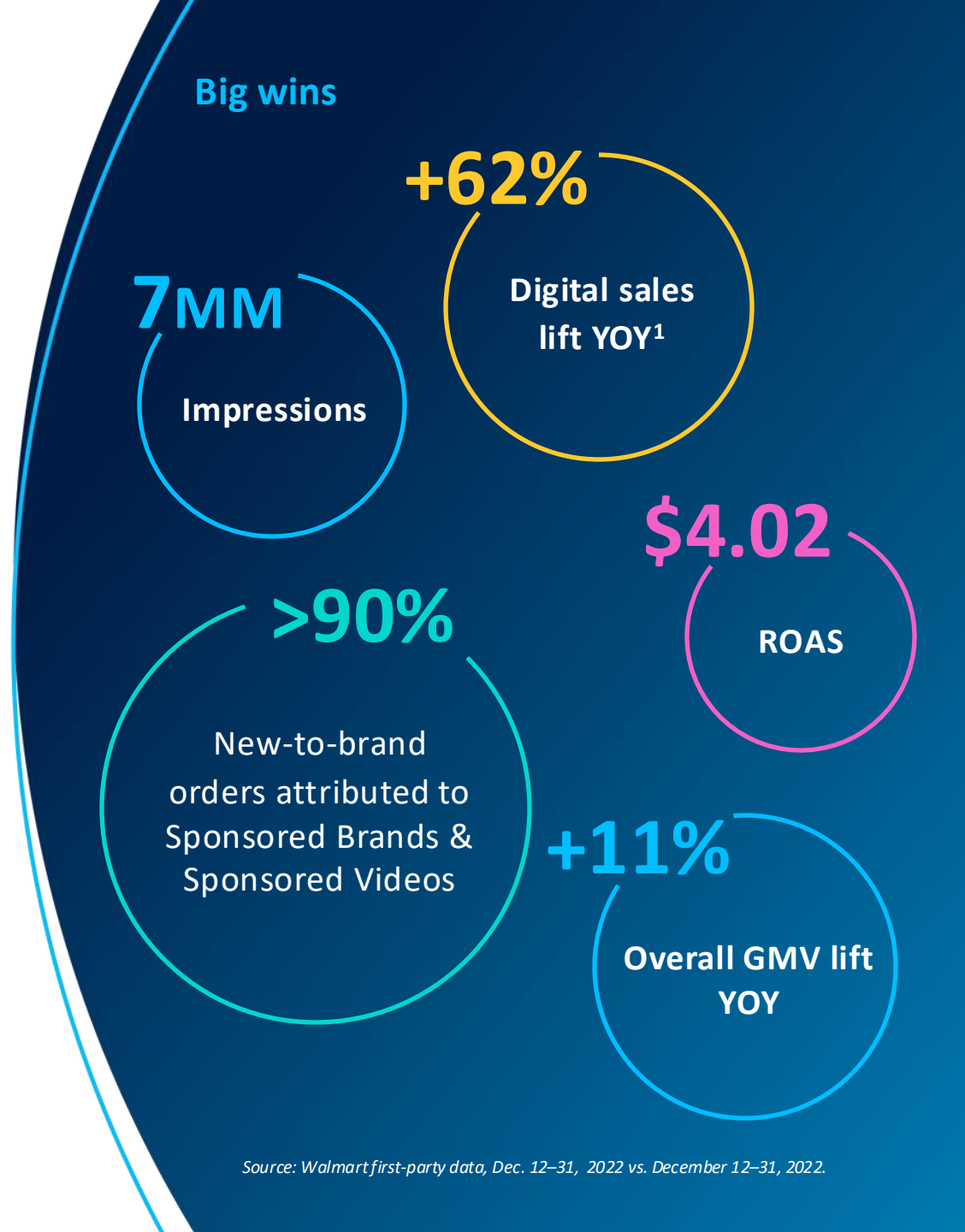
- **Sponsored Brands** were used to amplify BBQ seasoning products.
- **Sponsored Videos** promoted top-selling product, Sweet Preacher Pork Rub.
- **Walmart Onsite Display** was sprinkled on Sponsored Search campaigns to help target customers actively searching the Walmart site and app for similar products.

Tactics

- **Keyword targeting** utilized high-performing keywords from the earlier Sponsored Search campaign run since September.
- **Seasonal audience targeting** focused on reaching customers with high intent to purchase while they looked at similar items during the seasonal moment.

Campaign dates: December 12 – 31, 2023

These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent. Past results do not guarantee future performance.



Source: Walmart first-party data, Dec. 12–31, 2022 vs. December 12–31, 2023.