

CASE STUDY | SPONSORED SEARCH

HenrysDeals

Opportunity

HenrysDeals LLC, a seller of top camera brands and related electronics, wanted to increase online sales of these items with budget-conscious buyers at Walmart.

Solution

Using Sponsored Products ads, the seller was able to save time and increase conversions while optimizing budget applications throughout the campaign. Dynamic bidding is an optimized bidding strategy designed to help Sponsored Products advertisers save time and effort, maximize conversion and optimize ad spend.

With dynamic bidding, Walmart Connect’s platform adjusts cost-per-click bids up or down in real time based on the likelihood that a customer will purchase the item if the ad appears in their search. This approach helped HenrysDeals successfully streamline campaign management, increase sales and conversion rates, and improve ROAS leading up to the Holiday season.

Tactics

- **Adjusted CPCs** in real-time with dynamic bidding, which helped improve campaign efficiency during the high-traffic seasonal period.
- **Optimized bids** to increase the likelihood that clicks would result in conversions, which helped increase MOM conversion rates.
- **Decreased time spent** manually adjusting item bids for Sponsored Products automatic campaigns with dynamic bidding, which helped improved efficiency.

Campaign dates: October 1 – November 30, 2023

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Big wins

+35%

Conversion rate lift

+119%

Ad-attributed sales lift

+57%

Increase in clicks

+22%

ROAS lift

+112%

Increase in units sold

Source: Walmart first-party data, Oct. 1- 31, 2023 vs. Nov. 1- 30, 2023.