

Big screen wins on display

Opportunity

In January 2023, Hisense, one of Walmart's largest suppliers of value-priced TVs, wanted to capitalize on the annual momentum that surrounds professional football activity at the beginning of the year to drive sales.

Goals

- Reach sports enthusiast customers
- Increase sales online and in-store
- Deliver strong ROAS

Solution

The team spun up a Walmart Onsite Display campaign via Display Self-serve. The Big Game = Big Savings campaign would target sports enthusiasts looking to purchase TVs around major sporting events.



Big wins

1.68MM

Impressions

\$6.90

eCPM

+12.6%

Units sold

\$70.35

ROAS

Source: Walmart first-party data, 2023; Jan. 22-Feb. 13, 2022 vs. Jan. 22-Feb. 13, 2023.

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CASE STUDY | DISPLAY

Campaign dates

January 22 – February 13, 2023

Quick pivots necessary to beat the clock

Hisense wanted to activate a campaign that could align with major sporting moments starting in January but did not have ad creative built out in time to launch via Managed Serve.

Using Display Self-serve, Hisense could plan, launch and manage successful Walmart Onsite Display campaigns while still achieving results on par with their Managed Serve opportunities. Ads also drove traffic to help entice in-store sales at Walmart locations.

Campaign tactics

Hisense used keyword, contextual and behavioral targeting tactics that aligned with their Managed Serve campaigns in the past. They also used various bidding tactics with Walmart Onsite Display to help access additional ad placements.

Takeaways

- Campaigns with shorter turnaround times can benefit from launching on Display Self-serve.
- Digital ads can help to boost traffic and sales online but should not be overlooked when it comes to inspiring in-store purchases.

