

CASE STUDY | SPONSORED SEARCH

It's pool season year-round with Sponsored Search

Opportunity

BioLab, manufacturer of the popular Clorox® Pool & Spa™ brand, wanted to increase awareness and sales of its pool cleaning chemicals at Walmart throughout the year. The company hoped that digital ads would help improve sales during 'slump' seasons and provide valuable data about customer shopping behaviors.

Goals

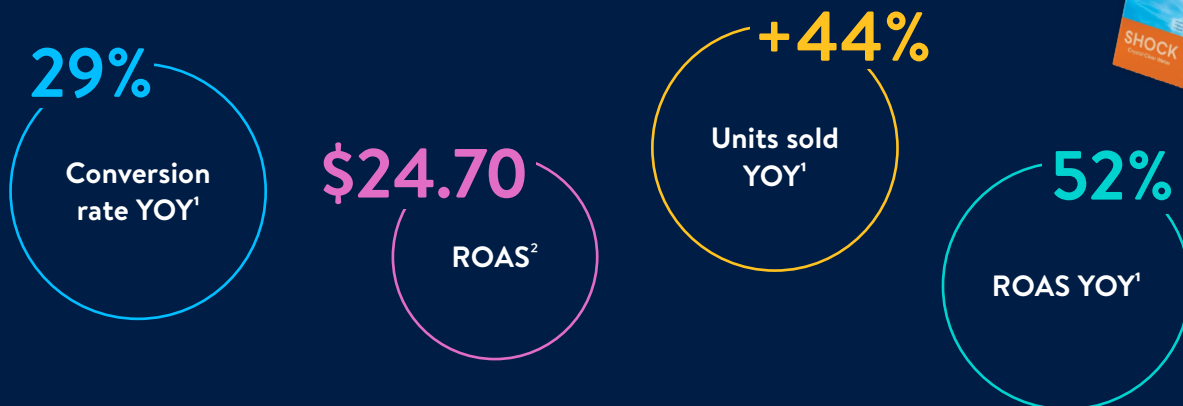
- Maintain and boost brand awareness
- Increase sales
- Optimize ROAS

Solution

BioLab partnered with Teikametrics, a Technology Provider in the Walmart Connect Partner Network, to launch a full-funnel Sponsored Search strategy. The campaign combined tiered-bidding across match types (broad, phrase, exact) with aggressive bids on top performing keywords.



Big wins



Sources: ¹Walmart first-party data, April 2023 vs. April 2024. ²Teikametrics data representing first month of campaign management, June 2023.

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Campaign dates: June 2023 – April 2024

Strategy

Peak seasons during warmer months brought a natural surge in demand, but traditional advertising left off-season stretches a bit dry when it came to sales of BioLab's pool-cleaning products. The advertiser hoped to address this and other business challenges to help increase sales of Clorox® Pool & Spa™ products at Walmart. The advertiser also wanted to attract new buyers with a combination of lower- and upper-funnel approaches.

Partnering with Walmart Connect and Teikametrics allowed BioLab to effectively revamp its advertising structure based on product type/category for improved control and optimization.

Tactics

- **Multi-format content:** included Sponsored Products, Sponsored Brands and Sponsored Videos to help maximize visibility with those searching for similar products.
- **Keyword management:** focused on generic terms, excluded branded keywords and added high-performing terms across exact and phrase matches.
- **Placement targeting:** excluded low-performing carousel and Buy Box placements, focused on Search In-grid for manual campaigns.
- **Campaign optimization:** used aggressive multipliers on Search In-grid placements to help maximize traffic and ROAS.

The combination of these tactics, and the assistance of Teikametrics's retail media technology, could be attributed to helping enable BioLab to improve results year-round.

Takeaways

- **Always-on advertising** combined with actionable data insights can lead to increased sales and a stronger brand presence, even during non-peak seasons.
- **A suite-based Sponsored Search approach** can help deliver results across lower-, mid- and upper-funnel goals.
- **Data-driven optimizations** are a key component to help advertisers make incremental improvements, maximize budget allocation and reach campaign goals.
- **Budget distribution** based on campaign type, product category and seasonality can help lead to a more efficient and effective advertising strategy.

