

Spreading success on back-to-school campaigns

Opportunity

Back-to-school season is a priority for the Jif Peanut Butter brand and parent company, The J.M. Smucker Company. This year, J.M. Smucker wanted to explore new tactics alongside its existing investment to reach new buyers and encourage existing customers to purchase more.

Goals

- Reach new buyers
- Encourage existing buyers to purchase again
- Boost ROAS
- Increase sales lift

Solution

J.M. Smucker decided to layer Walmart Connect retargeting solutions on its advertising strategies. Starting with Homepage Feature and Walmart Onsite Display to drive awareness and discovery, the advertiser expanded to include Walmart Offsite Display and Pinterest ads to help close the loop and inspire sales.



Big wins

17%

Higher transaction rate with retargeting tactics¹

33%

Higher new-buyer rate than Jif's 2022 back-to-school campaign²

+17%

Higher revenue per mille than Jif's standard campaign tactics¹

+48%

ROAS compared to non-seasonal campaigns run by the same advertiser³

Sources: ¹Walmart first-party data, Jul. 3-Aug. 31, 2023. ²Walmart first-party data, Sep. 13-Oct. 12, 2022 vs Jul. 3-Aug. 31, 2023. ³Walmart first-party data, Jul. 3-Aug. 31, 2023. vs Jan. 9-Mar 16, 2023.

CASE STUDY | OFFSITE MEDIA

Campaign dates: July 3 – August 31, 2023

Strategy

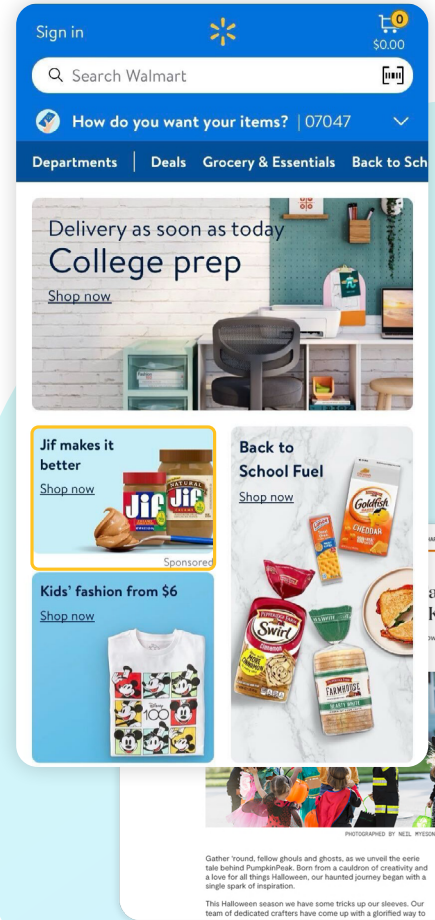
J.M. Smucker was eager to test new Walmart Connect retargeting capabilities to promote its Jif Peanut Butter brand during the back-to-school season. Offsite retargeting complemented existing campaign strategies aimed at reaching new buyers and inspiring Jif’s existing base to buy more.

Due to the success of the initial test, J.M. Smucker decided to activate offsite retargeting for other brands in its portfolio and is considering using it as part of its always-on promotional strategy.

Tactics

Walmart Connect onsite and offsite tactics were sandwiched together using the following ingredients to create a high-performing back-to-school campaign:

- **Onsite** (via Homepage feature and Walmart Onsite Display)
- **Offsite** (via Walmart DSP and Pinterest)



Takeaways

- Walmart Connect’s retargeting capabilities can strengthen a full-funnel campaign strategy by closing the loop on existing exposure from Walmart Onsite Display ads.
- Planning around seasonal moments, such as Back to School, help drive additional sales by capitalizing on heightened customer demand during specific times of year.
- Measuring revenue per mille vs. CPM or ROAS can be a more accurate way to measure the impact of retargeting approaches.
- Offsite retargeting can help drive retention and acquisition, especially when layered with dynamic creative optimization which surfaces the most relevant products to each shopper.