

Market share touchdown!

Opportunity

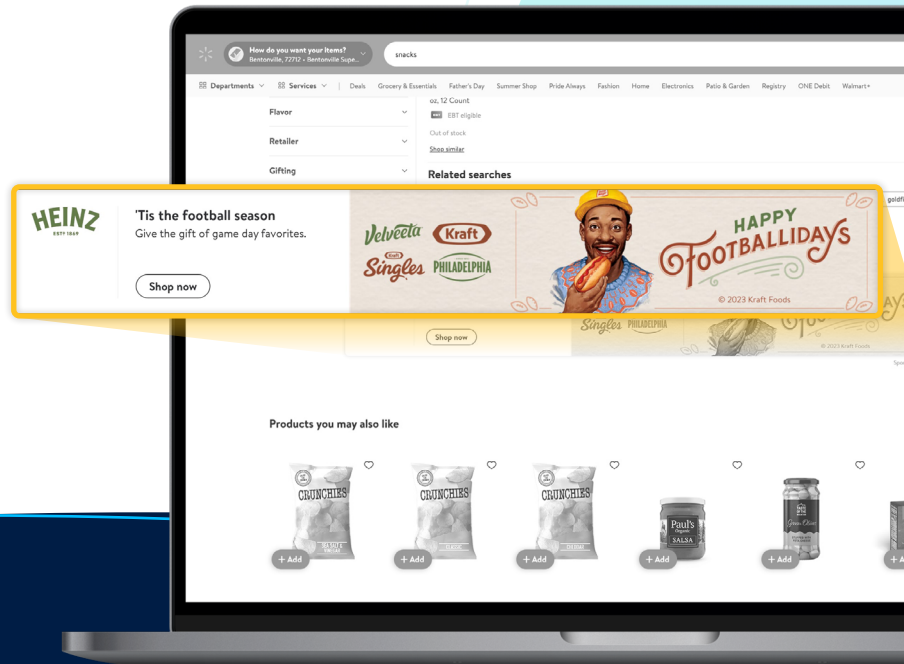
In Fall 2023, Kraft Heinz wanted to increase sales of brands associated with tailgating and test various channels to deliver their brand message to new and existing customers. They were ready to commit a robust budget to achieve these goals.

Goals

- Awareness
- Incremental sales
- New buyers

Solution

Happy Footballiday, a program with multiple tactics and formats designed give Walmart customers a reason to gather for every game of the season and use Kraft Heinz brands when hosting parties.



Score! Full campaign results

Including hero products, strategic targeting and varied ad formats were a winning move

125.46MM

Impressions

\$31.04

ROAS

21%

New buyers

New buyers results are from Offsite Display only.
Source: Walmart first-party data, Sep. 1–Nov. 15, 2023.

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CASE STUDY | OMNICHANNEL

Together, we used robust targeting and tested a variety of ad types to help reach a broad range of customers at scale

Campaign dates: September 1 – November 15, 2023

Walmart Onsite Display

- **11.32%** Sales lift
- **\$5.72** Incremental ROI
- **\$850K** Incremental sales

Offsite Display via self-serve Walmart DSP

Offsite Display

- **14%** Sales lift
- **\$17.86** Incremental ROI
- **\$263MM** Incremental sales

Offsite video pre-roll

- **10.80%** Sales lift
- **\$9.22** Incremental ROI
- **\$908K** Incremental sales

Offsite audio ad

- **\$7.42** Audio ROAS

Takeaways

- Walmart Connect can help plan and execute campaigns designed to deliver **incrementality at scale**.
- A budget that supports a variety of tactics can help advertisers **maintain** and **grow** market share at Walmart.
- Walmart Connect can help build a coordinated campaign across all channels to help improve **efficiency** and **effectiveness**.
- Consider using Walmart Onsite Display and offsite media to inspire **brand discovery** and **product trial**, which could help boost sales.
- Walmart DSP targeting at scale can help advertisers **build custom offsite audiences** designed to engage and convert new buyers.



Start advertising

Contact [Walmart Connect](#).

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