

CASE STUDY | WALMART DSP

# Mattel buzzes with success

## **Opportunity**

Mattel, a leading global toy company and owner of one othe strongest portfolios of children's and family entertainment franchises in the world, and their agency, Flywheel, sought to drive sales, gain new buyers and increase ROAS of their products while being efficient with media spend.

## Goals

- Increase ROAS
- Increase sales
- Gain new buyers

## Solution

Implementation of five Walmart DSP offsite Display campaigns with prebuilt audiences for Mattel to reach new buyers and increase overall ROAS.





## +120%

Better than Mattel's ROAS benchmark<sup>1</sup>

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## Strategy

Mattel and Flywheel ran five Walmart DSP campaigns for three of their products and implemented prebuilt audiences to drive ROAS, gain new buyers, and increase sales.

## **Tactics**

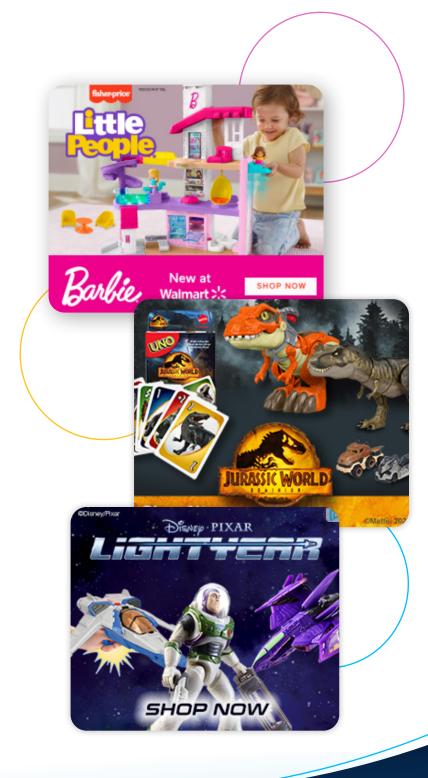
- **Historical and Recent Buyers**: Prebuilt audiences that use Walmart first party data to target recent purchasers.
- Predictive Buyers: Prebuilt audience that uses Walmart first party data to target audiences with specific behaviors, traits, and likelihood to purchase based on past behaviors.

### **Takeaway**

Mattel and Flywheel utilized Walmart Offsite Display banners on Walmart DSP to reach historic, predictive purchasers and new customers. The campaign drove significant sales, particularly in-store, which accounted for 90% of total sales.

#### Campaign dates:

June 10 – September 11, 2022



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