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CASE STUDY | WALMART DSP

Mattel buzzes with success

Opportunity

Mattel, a leading global toy company and owner of one of the 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.



Big wins

38.2MM

Impressions¹

+70%

New buyers¹

+90%

In-store purchasers¹

+120%

Better than Mattel’s ROAS benchmark¹

Source: Walmart first-party data, June 10 - September 11, 2022

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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

