

Putting the pedal to the metal with display & CTV

Opportunity

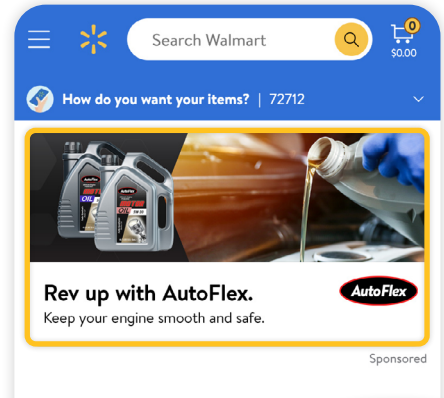
A well-known motor oil brand wanted to attract Walmart customers as they hit the road on family vacations and other highway explorations during the peak “Summer Driving” season. The company looked to test new formats and channels that would help enhance existing campaigns and increase sales at Walmart.

Goals

- Drive awareness with new audiences
- Rev up ad-attributed sales
- Pick up more new-to-brand buyers

Solution

The advertiser worked with Walmart Connect to launch CTV video ads alongside existing Walmart Onsite and Offsite Display campaigns. This approach helped the advertiser drive audiences down the funnel toward purchasing decisions, while also picking up new-to-brand customers along the way.



Big wins

+110%

ROAS, after layered CTV had run with offsite display¹

47%

Sales YOY²

+12%

Display ROAS YOY³

+56%

New-to-brand buyers²

Sources: ¹Walmart first-party data, May 1-Oct 15, 2023 vs. Jul 1-Oct. 15, 2023. ²Walmart first-party data, May 1-Oct. 15, 2023 vs. Jun. 15-Sep. 30, 2022. ³Walmart first-party data, May 1-Oct. 15, 2023.

CASE STUDY | OFFSITE MEDIA

Campaign dates: May 1 – October 15, 2023

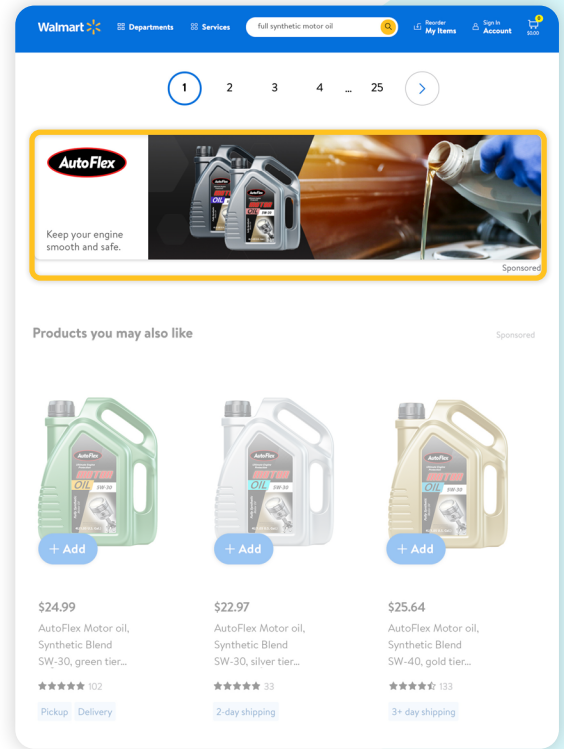
Strategy

In 2023, a motor oil brand wanted to broaden its advertising approach to reach new audiences as they prepped for summer road trips and researched related products.

Walmart Connect recommended CTV video ads for delivering high-level brand messaging to audiences as they streamed their favorite shows. These upper-funnel ads were run in pace with existing onsite and offsite tactics to help route audiences, new and old, toward a buying decision.

Tactics

Campaign tactics started broad with CTV, focusing on upper-funnel awareness, while onsite and offsite display campaigns used more precise targeting. Layering CTV with Walmart Onsite and Offsite Display helped compound positive performance against key metrics, such as ROAS.



Takeaways

- Help enhance existing campaigns and reach new audiences via offsite channels like CTV.
- A full-funnel approach, beyond brand awareness, can help advertisers make a positive impact on their sales at Walmart.
- Testing a single capability against existing efforts is an effective way to explore new advertising strategies.
- Adding offsite solutions like CTV can have a halo effect on campaign performance.