

CASE STUDY | CTV

Raising the bar with CTV

Opportunity

Mondelēz International, Inc., wanted to explore advertising channels that could help it reach new customers.

Goals

- Build brand awareness
- Increase CLIF BAR® sales at Walmart

Solution

Mondelēz tested the power of Walmart Connect audience targeting using our CTV solution via Walmart DSP to help increase awareness and sales of CLIF BAR energy bars at Walmart.



CTV helps CLIF BAR brand scale new heights

The campaign strategy helped Mondelēz increase ROAS and gain new Walmart customers.

3.5MM
Total impressions

35%
New-to-brand buyers*

2X
ROAS vs. benchmark

Source: Walmart first-party data, October 2023; May 30-Jun. 30, 2023.

*New-to-brand buyers are defined as customers who have not purchased from the brand at Walmart in the prior 12 months

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Campaign dates: May 30 – June 30, 2023

Unlocking peak ad performance

In August 2022, Mondelēz completed the acquisition of Clif Bar & Company and decided to try out new advertising methods for the energy bar brand. With an increased interest in non-linear advertising and previous success with Walmart Offsite Display via Walmart DSP, Mondelēz looked to launch a CTV campaign promoting CLIF BAR energy bars at Walmart.

Campaign Tactics

The Mondelēz team worked with Walmart Connect to test different targeting tactics using video creative of various lengths in their CTV campaign. The campaign also helped amplify Mondelēz investments in other Walmart Connect onsite tactics like Sponsored Search.



Takeaways

- The combination of Walmart Connect’s CTV bundled with The Trade Desk’s inventory can help brands engage Walmart customers whenever, wherever and however they spend their time.
- Amplifying Walmart Connect onsite campaigns with offsite tactics like CTV can help brands maximize awareness and bring in new Walmart customers.