Walmart Connect + **BAZIC** PRODUCTS Everyday**essential**

Saving time while boosting sales

Opportunity

As the back-to-school season approached, a Walmart Marketplace seller of school supplies wanted to prioritize their Walmart Sponsored Products campaigns but had minimal time and resources to do so.

Goals

- Category share of voice
- Sales

Solution and tactics

To help BAZIC strategically scale their business and improve campaign performance, while reducing the time they spent on our platform, we recommended two automated tools.

They used **bulk operations** to add and remove items and keywords and to make cost-per-click optimizations; and **item-keyword report** to gather top performing keywords to add to their campaigns**.**

Campaign dates: June 1 – August 31, 2023

Big wins

"Bulk operations made **optimizing our ads** smoother, **saving our team hours of manual updates** to focus on the back-to-school peak season. This feature didn't just **boost our sales figures**, it solidified our brand's reputation and visibility on Walmart.com."

Richmond Van
eCommerce Manager, BAZIC Products

Edited for length and clarity.

+192% Sales YOY

+121% Units sold YOY

+30% Share of voice in priority categories YOY

+166% Clicks YOY