

CASE STUDY | SPONSORED VIDEOS

# "Seriously good" promotions

# **Opportunity**

ZURU, a global consumer goods manufacturer, wanted to expand its presence on Walmart by testing new Sponsored Search ad types for Rascal + Friends, its premium disposable diaper brand.

#### Goals

- · Increase video click-through rate
- Boost sales
- Increase ROAS

### **Solution**

The advertiser participated in a **beta test** of **Sponsored Videos** to help boost engagement with high-quality video content and inspire sales by having ads serve prominently in Search In-grid results.



# Big wins

2.3X

Units sold vs. similar video campaigns<sup>2</sup> 17X

Click-through rate vs. similar video campaigns<sup>2</sup>

2.6X

Conversion rate vs. similar video campaigns<sup>2</sup> +80%

ROAS vs. similar video campaigns<sup>1</sup>

Sources: Walmart first-party data, 2023; Mar. 15–May 1, 2023 vs. Walmart DSP reporting, Apr. 19–May 16, 2023. Walmart first-party data, 2023; Mar. 15–May 1, 2023 vs. other Sponsored Videos campaigns using similar tactics run during the same time period.

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# **Sponsored Videos strategy**

This was an opportunity for ZURU to test new Sponsored Search placements to help grab the attention of additional Walmart customers. The advertiser also recognized the benefits of **activating different formats** to enrich campaigns beyond standard Sponsored Products placements.

# **Campaign tactics**

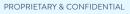
ZURU used **branded keyword targeting** to test Sponsored Videos ad placements and activated **nonbranded keyword targeting** to boost visibility around the Rascal + Friends | CoComelon co-branded offering by pulling in new Walmart customers searching for similar items.

# Campaign dates

March 15 - May 1, 2023

# **Takeaways**

- Sponsored Videos offer a visually engaging format that can help brands stand out beyond standard Sponsored Products placements.
- Incorporating nonbranded keyword targeting can help increase brand visibility.
- Co-branded content can help boost interest by drawing on the audiences of both brands.



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