

CASE STUDY | WALMART DSP

Sizzling campaign results with Walmart DSP

Opportunity

Smithfield Foods, a supplier aiming to deliver wholesome, safe and affordable food, wanted to test various offsite digital formats to build awareness and increased sales for its Nathan's Famous hot dog brand at Walmart – particularly with new buyers.

Goals

- Increase brand awareness
- Boost new-to-brand sales
- Optimize across KPIs like ROAS and conversion rate

Solution

Red Comma Media helped the advertiser test four self-serve campaigns via Walmart DSP, which used available creative formats that showcased Nathan's Famous products and key brand messaging.



Big Wins

\$7.54

Campaign
ROAS¹

\$1.56

Audio cost-per-
acquisition²

1.14%

Audio
conversion rate¹

\$0.83

Total cost-per-
acquisition²

44%

Total new
buyers¹

Sources: Walmart first-party data, Sept 1-Dec. 31, 2023. 2Walmart first-party data, Sep. 1-Dec. 31, 2023; Analysis provided by Red Comma Media.

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Campaign dates

September 1 – December 31, 2023

Strategy

Working with Red Comma Media, the advertiser aimed to increase meaningful brand visibility with new audiences. To grow their customer base at Walmart, beyond past or loyal customers, Smithfield Foods knew that it could not focus solely on in-market audiences and media tactics.

The supplier saw an opportunity to grill up inspiration and tantalize tastebuds through appealing ad creative, layered with strategic audience building. The combination of tactics was used to build brand equity and ultimately earn Nathan's Famous a place in customer carts.

Takeaways

Develop awareness campaigns that can help impact meaningful lower-funnel results

- Upper-funnel tactics like audio in a programmatic environment is an effective way to brand build at scale.
- Choosing predictive and category audiences while suppressing existing brand buyers can help increase trial buyers.
- Custom purchase-based audiences can help reach niche targets based on brand marketing research.
- Combined with The Trade Desk's frequency cap solutions, these tactics can help maximize unique reach across your campaigns.

Tactics

Red Comma Media combined a variety of ad creative formats – audio, CTV, online video and display – to target Northeastern markets, using Walmart DSP.

All targeting tactics excluded existing customers to maximize reach efficiency. Walmart custom audiences included:

- Predicted category and brand buyers
- Behavioral targeting, such as heavy category purchasers

