

CASE STUDY | MARKETPLACE

Sponsored Videos as a full-funnel solution

Opportunity

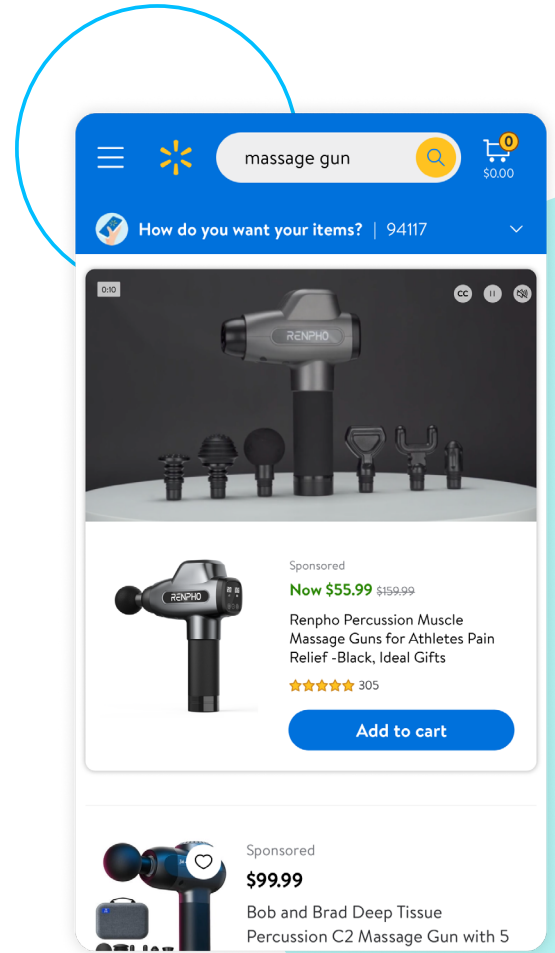
Renpho wanted to boost awareness and sales of its Percussion Massage Guns at Walmart leading into the Holiday season. The global healthy living company was looking for opportunities that could help it become a best seller on the Walmart Marketplace ahead of Black Friday/Cyber Monday.

Goals

- Boost brand awareness
- Increase product visibility in search results
- Maximize sales

Solution

The advertiser worked with Walmart Connect to create a Sponsored Videos campaign that would spotlight the product line while reinforcing the Renpho brand throughout. A new video was created that demonstrated the many uses for the brand's Percussion Massage Guns.



Big Wins

33%

of sales attributed to view-through and completed-view metrics

96%

higher ROAS with competitive keyword bidding vs. non-competitive

6.5%

more orders for keywords at or above the suggested bid

95%

New-buyer rate

\$5.95

ROAS

Source: Walmart first-party data, Oct. 31-Nov. 30, 2023.

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Campaign dates: October 31 – November 30, 2023

Strategy

Aiming to ride the momentum around Black Friday/Cyber Monday traffic increases, Renpho partnered with Walmart Connect to create an advertising campaign that could help the company maximize sales potential leading up to the Holiday season.

Keyword bids focused on those at or above the suggested amounts. Higher bids helped the advertiser gather more impressions, leading to larger attributed metrics such as view-through and completed-view sales, as well as improved ROAS across the campaign.

Tactics

Selected keywords included a mix of branded and non-branded terms and bids set above the suggested amount to maximize impressions. Additionally, Renpho increased bids for keywords that were attributed to higher sales as well as view-through and completed-view sales.



Takeaways

- **Tracking view-through and completed-view sales** can be a key component in analyzing the performance of Sponsored Videos campaigns.
- **Strategically increasing bids around top keywords** can help advertisers make a broader impact on campaign-attributed sales.
- **Impression share reports** also provide valuable insights to advertisers mining for high-impression keywords.