

# Trans-Ocean Products

## Opportunity

Trans-Ocean Products, a supplier of imitation crab at Walmart, wanted to grow ranking and share beyond its core product and expand into the larger “Seafood Grab N Go” category. The seafood vendor hoped that growing share of voice would lead to increased digital sales, new buyers and more awareness with Walmart customers.

## Solution

Sponsored Products ads were used to help build awareness of the company’s seafood products leading up to and around Lent, a 40-day period of fasting associated with the Catholic faith when many families do not eat meat other than fish. Using this approach, Trans-Ocean Products was able to substantially grow their digital sales and reach new online customers at Walmart.

## Tactics

- **Targeted keywords** that helped drive conversion in previous campaigns and included all match types to help maximize reach.
- **Frontloaded budget** during Lent to attract customers shopping for specific groceries, like fish.
- **Separated imitation crab** ads into its own campaign to measure the impact of the Lent campaign on sales for other, lesser-known Trans-Ocean Products.

**Campaign dates:** February 5 – March 20, 2024

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Big wins

1MM

Impressions

53%

New-to-brand orders

+28%

Digital sales lift YOY

\$4.46

ROAS<sup>1</sup>

Source: Walmart first-party data, Feb. 5–Mar. 20, 2024 vs. organic sales from Feb. 5–Mar. 20, 2023.