

# Unleashing the power of full-funnel advertising

## Opportunity

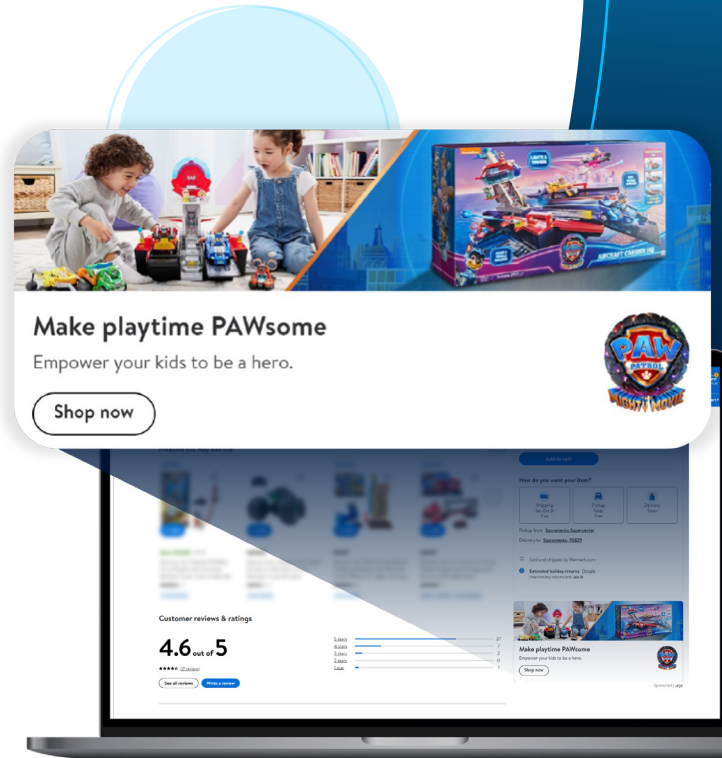
Spin Master wanted to increase sales of its PAW Patrol® toy brand leading into the Holiday season. The toy manufacturer sought to ride the momentum of a new fall film about the crew of search-and-rescue dogs to capture the attention of Walmart customers shopping for gifts for kids.

## Goals

- Increase brand awareness
- Boost sales

## Solution

The advertiser launched a full-funnel retail media approach by adding new solutions like premium CTV and Homepage Lockout to existing Walmart Connect onsite and offsite campaigns to help fetch customers where they shopped, when they shopped.



Desktop - Buy Box

**\$14.38**

ROAS

## Big wins

**30.13MM**

Impressions

**89K**

New-to-brand buyers

**63%**

Sales attributed to "halo effect" (products not advertised in the campaign)

**\$710**

ROAS for Branded Keyword Lockout

Source: Walmart first-party data, Oct. 23-Dec. 22, 2023.

**Campaign dates:** October 23 – December 22, 2023

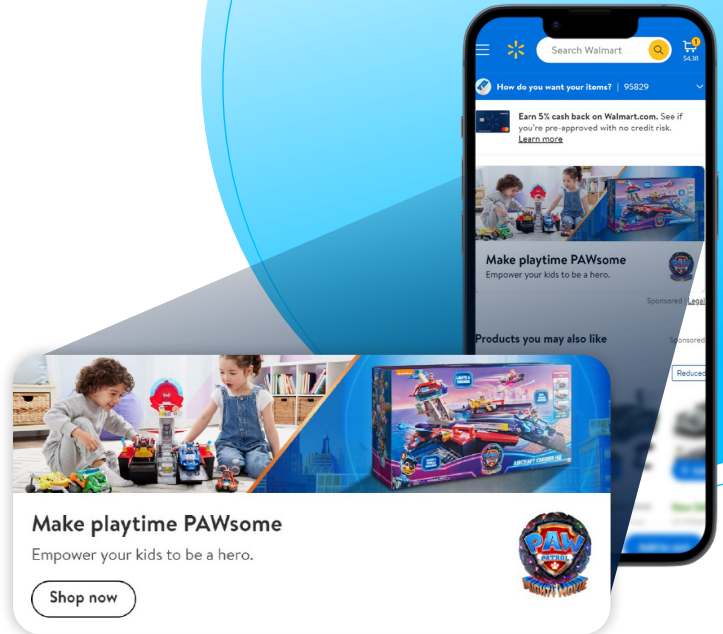
## Strategy

Spin Master wanted to use excitement around PAW Patrol®: The Mighty Movie™ (released on September 29, 2023) to inspire parents shopping for toys and other Holiday gifts to purchase at Walmart.

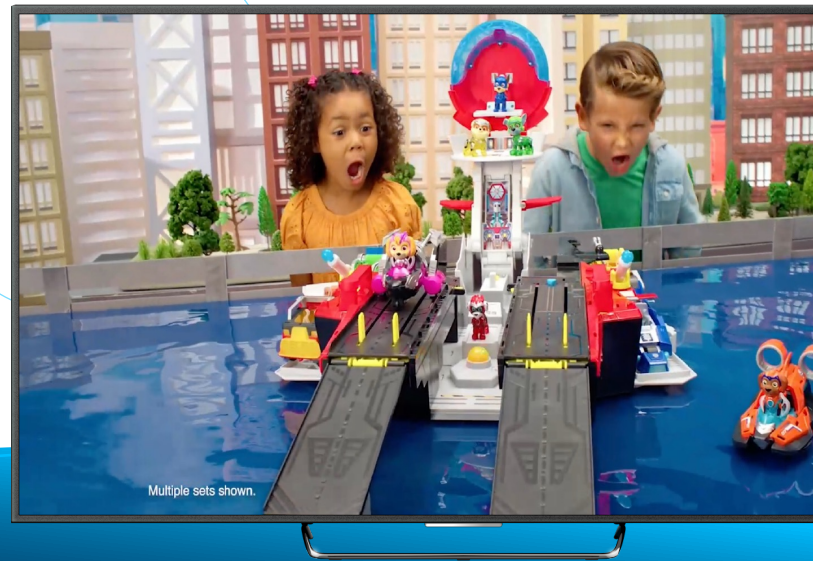
The advertiser looked to amplify the impact of its existing display and search campaigns by adding new upper-funnel tactics. A full-funnel approach helped expand the PAW Patrol® sandbox, and included Walmart Onsite and Offsite Display, Sponsored Search, premium CTV, Branded Keyword Lockout and a custom Shelf page.

## Tactics

Ad creative across the campaign focused on toys that featured characters, vehicles and playsets from PAW Patrol®: The Mighty Movie™. Audience and contextual targeting were used to attract Walmart customers as they shopped. This helped lead to a “halo effect” on sales of other PAW Patrol® items during the campaign.



Brand Box - Mobile



CTV

## Takeaways

- Our full-funnel retail media solutions can help advertisers reach and retain Walmart customers.
- Consider complementing your campaigns with a variety of onsite and offsite offerings to help customers find items not promoted in your ads.
- Expand your ad exposure with premium CTV and help reach viewers as they stream content from their devices.
- Focusing ad creative on specific items across all channels can help increase awareness and sales.