

CASE STUDY | OMNICHANNEL

# Full-funnel strategy helped coffee creamer brand rise to the top

The collaboration between advertiser, agency partner and Walmart Connect delivered a massive and impactful product launch campaign



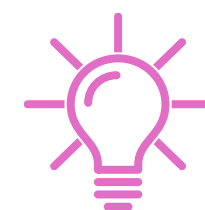
## Opportunities

Danone wanted to deploy a full-funnel strategy to launch a new Cold Foam Creamers line for its International Delight brand and drive awareness with customers at Walmart.



## Goals

Boost awareness, maximize sales, increase ROAS.



## Solution

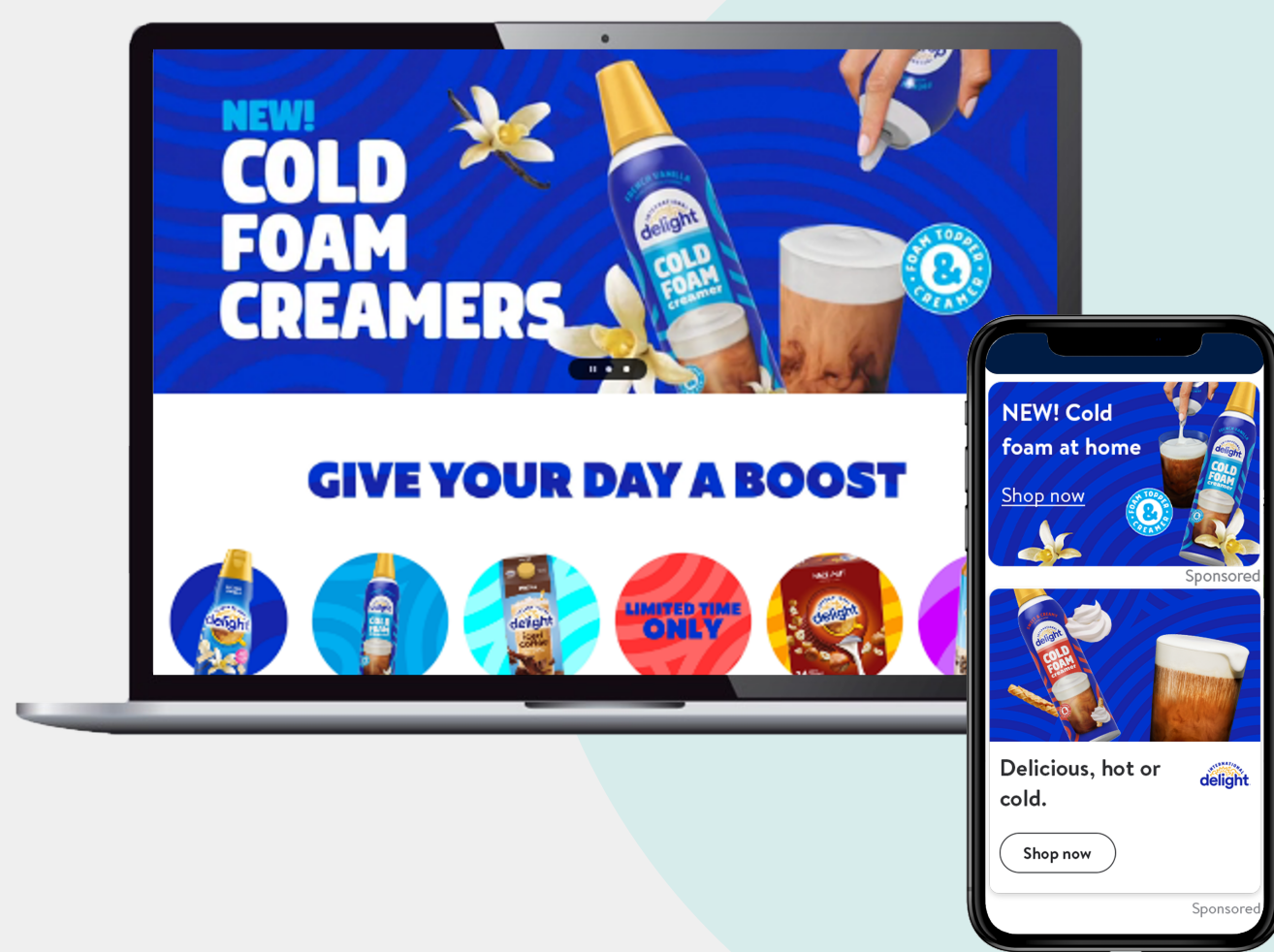
The advertiser worked with Wavemaker Global, an Agency Partner with the Walmart Connect Partner Network, to deliver ads across our digital and in-store solutions.

## Strategy

Walmart Connect assisted Danone and Wavemaker in developing an omnichannel campaign that tapped into our full suite of advertising solutions. The approach helped the brand strategically reach customers along multiple touchpoints of the shopping journey.

## Tactics

The campaign focused on relevant demographics and categories including coffee, milk and Gen Z (adults 18+) coffee buyers.



### Upper-funnel

- CTV
- Category takeover (Coffee)
- Homepage feature
- Gallery takeover

### Mid-funnel

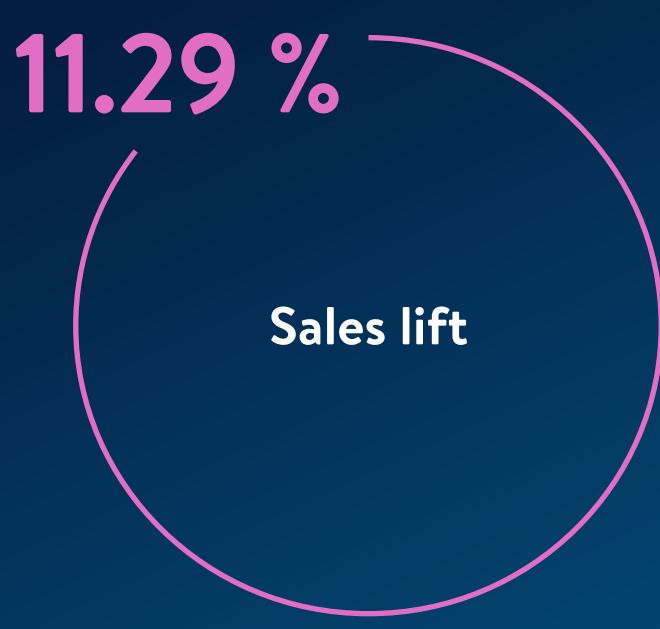
- Pre-roll DSP
- Pinterest
- TV Wall
- Self-checkout ads

### Lower-funnel

- Display
- Sponsored Search

**Campaign dates:** January 16 – March 31, 2024

## Big Wins



Source: Walmart first-party data Jan. 16 – May 1, 2024.

## Key takeaways

- Upper-funnel ad formats used to build awareness can also help drive results further down in the funnel, with metrics such as ROAS.
- Strategic targeting tactics, like a category takeover, can help brands reach the right audience at multiple points along the path to purchase.
- As part of a healthy always-on strategy, campaign reach can be improved with formats like CTV and social.

## Let's connect

### Evolve your business

The evolution is happening, and you can be at the forefront of it all. Join Walmart Connect and put our partners, expertise and data work for you.

