

CASE STUDY | WALMART DATA + WALMART DSP (POWERED BY THE TRADE DESK)

# Finely balanced offsite ads pair well with Walmart data and partner support

## Opportunity

Deutsch Family Wine & Spirits wanted to continue driving interest in its popular wine brand, Josh Cellars. The company looked to increase awareness that had been steadily growing since 2018, while also staying top of mind with Walmart customers.

## Goals

- Maintain customer retention
- Increase category growth
- Boost ROAS



## Solution

Deutsch Family Wine & Spirits worked with AdTheorent, an Agency Partner of theirs, to launch an offsite campaign on the Walmart DSP (powered by the Trade Desk) that would target both new customers and those familiar with the Josh Cellars brand, using Walmart's rich first-party data.

## Big wins

30.7MM

Impressions

\$17.76

Total ROAS

32.5%

Total new buyers

\$19.23

Cost per acquisition

Source: Walmart and The Trade Desk first-party data, Jun. 29-Aug. 14, 2023.

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Seasonal data has not been factored into these results due to the given range of data. Results may vary over a different period of time. Past results do not guarantee future performance.