

# Huge returns on a small budget

Baby Trend's hesitant investment in Walmart Advertising Partners paid off with a stunning improvement in ROAS.



## Background

Baby Trend was running successful managed-serve Walmart Sponsored Products ads. To conserve budget, the cost-conscious midsize brand planned to transition to self-serve.

We believed Walmart Advertising Partners would bring better results, but the brand was hesitant to make the extra investment.



## Goal

Improve return on ad spend



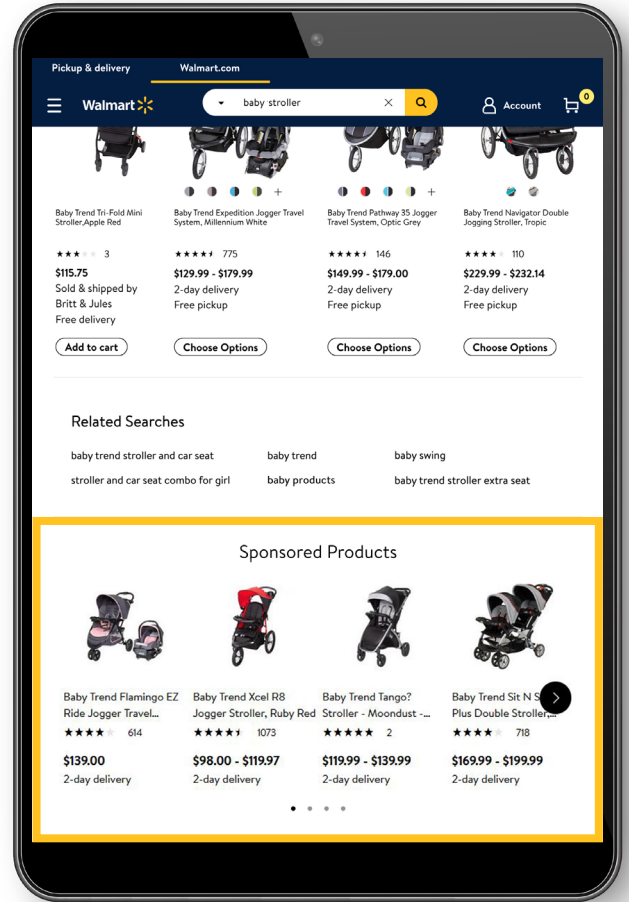
## Solution

A Walmart Sponsored Products campaign run through Teikametrics, with a monthly budget commitment.

## BIG WINS

**5X ROAS**

Walmart Advertising Partners campaign vs. previous Walmart managed-serve campaign<sup>1</sup>



## TACTICS

Teikametrics built out a custom campaign that fit the brand's budget. The pandemic hit its business hard early on, but Baby Trend bounced back. By June, sales were strong and rising, allowing Baby Trend to double its Walmart media budget.

**+100%**

increase in Baby Trend's Walmart advertising budget through November 2020.

Source: <sup>1</sup>Walmart First Party data, 2020.

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