

# A soaring Return on Ad Spend for Hisense



## Background

In early 2020 Hisense, a major multinational electronics manufacturer, wanted to increase U.S. market share for its smart TVs.



## Goals

- Maximize sales
- Extend reach to gain share
- Improve Return on Ad Spend



## Solution

A highly efficient Walmart Sponsored Products campaign launched and optimized through the Walmart Advertising Partner platform Pacvue.

## BIG WINS

After two weeks, the campaign had far exceeded expectations. As a result, Hisense increased its 2020 investment with Walmart Media Group by 10X.



**+71.8%**

**ROAS**  
over previous month



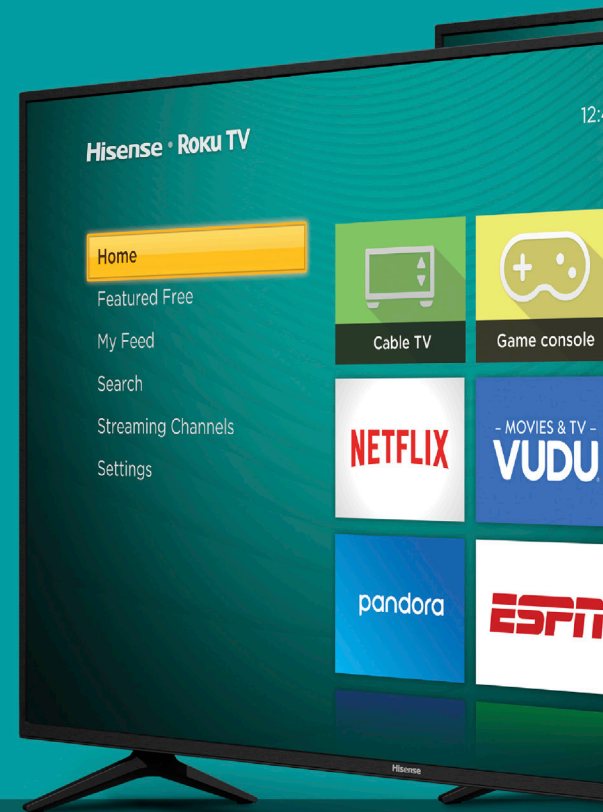
**+55.6%**

**Click-through-rate**  
over previous month



**+45.6%**

**Conversion rate**  
over previous month



Walmart first party data; June 15, 2020.

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## CAMPAIGN DATES



February - March 2020

## PRE-LAUNCH STRATEGY



Pacvue used Automatic campaigns to assess keyword performance, then built Manual campaigns around the highest performers.

## IN-FLIGHT OPTIMIZATION TACTICS



- Page-type, platform and search-term performance analysis
- Share-of-voice competitive analysis
- Dayparting
- Bulk operations

## TAKEAWAY



Work with the Walmart Advertising Partners AdTech platform of your choice for an effective campaign.

“

Pacvue is a powerful Walmart advertising tool that saved us a lot of time in reporting and optimizing our Walmart campaigns...[and] definitely helped us exceed our Walmart advertising goals.

Max Shen  
Director of Ecommerce  
Hisense

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