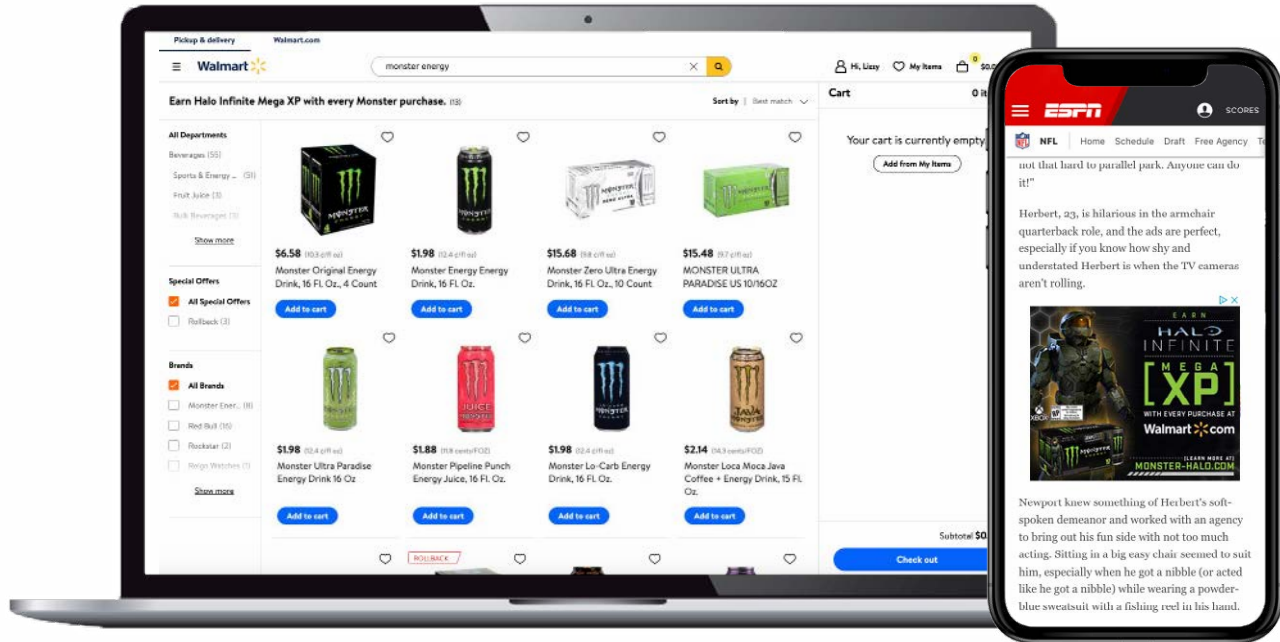


CASE STUDY | ONE WALMART, OMNICHANNEL, MEDIA MIX

# Halo effect



## Background

During a national promotion aimed at Halo players, Monster Energy challenged Walmart Connect to reach a niche audience of gamers.

## Goals

- Awareness
- Sales
- New buyers

## Solution

A Walmart Offsite Display campaign with precision targeting based on Walmart omnichannel purchase history.

## Big wins



**55%**

New buyer percentage<sup>1</sup>



**+5%**

Sales lift<sup>1</sup>



**10.3MM**

Impressions<sup>1</sup>



**2X**

ROAS of previous campaigns<sup>1</sup>

Source: <sup>1</sup>Walmart First Party data, 2021; <sup>2</sup>Walmart First Party data, 2021; Monster Energy Halo campaign average traceable ROAS vs. Monster Energy 2020 Display average traceable ROAS. These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.

## The Monster Energy x Halo Infinite promotion

To promote Halo Infinite, Monster Energy unveiled a limited-edition can. Purchasers received experience points to bank for future play.

Players who purchased the product at Walmart received double the points, and were also entered into a sweepstakes with prizes including travel and Xbox merchandise.

Walmart Connect built four custom audiences, then created Walmart Offsite Display ads that linked back to Walmart's digital properties.

## Takeaways

With proprietary purchase data encompassing every demographic in America, Walmart Connect can connect your brand to the right customer segments – even niche audiences – at scale.

