

CASE STUDY | WALMART DSP

On the cutting edge

Walmart DSP achieved exceptional omnichannel results for BIC

Opportunity

BIC, a Walmart Connect partner always enthusiastic about new innovations, was eager to **put Walmart DSP's advanced targeting to work** for its Holiday 2021 shave campaign.

Goals

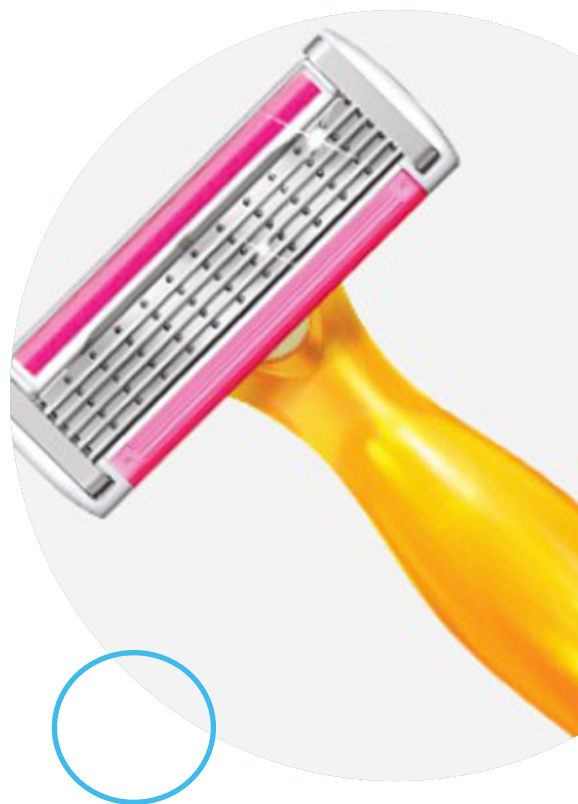
- In-store sales
- High ROAS

Solution

A Walmart DSP test-and-learn leveraging our first-party customer data for precision and performance.

A sharp strategy

We recommended two **Walmart Offsite Display** campaigns—one for men's Comfort 3 Hybrid razor and one for women's Soleil Click 5 disposable razor—run through Walmart DSP and served across The Trade Desk inventory.



Big wins



Men's shave

456%

In-store ROAS¹



Women's shave

447%

In-store ROAS¹



Combined

+51%

ROAS vs. previous campaigns²

CASE STUDY | WALMART DSP

Closed-loop measurement

Through Walmart DSP, BIC built audience segments of recent category customers and likely brand customers based on their **Walmart omnichannel purchase history and online search and browse history**.

Understanding where these audience segments were in their **shopping journey** allowed BIC to serve them **more relevant ads**.

BIC could also see where customers purchased the advertised products, and whether they received the products **inside one of our stores**, at **curbside pickup** or via **home delivery**.

Testimonial

“We had suspected The Trade Desk would be a powerful complement to Walmart’s capabilities, and this test validated our [hypothesis].”

Matt De Paolo
Senior Manger, Omnichannel Growth
BIC

Campaign dates

December 2 - 31, 2021



Takeaway

Walmart DSP advertisers can **tap into Walmart proprietary data** to activate media on channels outside of our digital properties.