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## CASE STUDY | ALWAYS ON & PULSE

# Ready, set, summer!

A seasonal campaign delivered a sunny sales lift to Atkins

### Opportunity

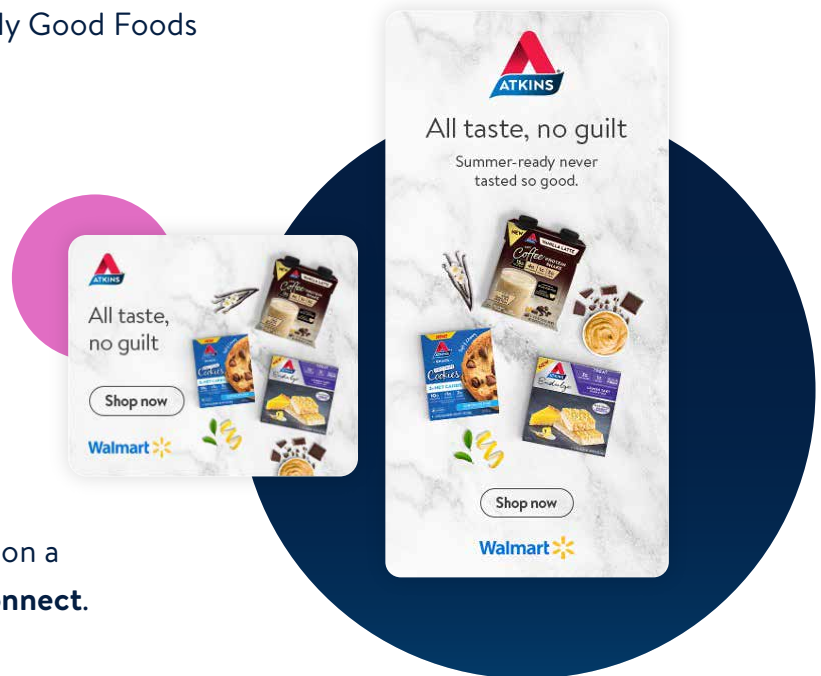
Each year as summer approaches, people seek ways to kickstart a healthy lifestyle and feel more confident. In 2021, **Walmart Connect** saw an opportunity for Simply Good Foods to advertise its Atkins nutritional products.

### Goals

- Customer retention
- New buyers
- Awareness
- Sales

### Solution

Summer Ready, a targeted campaign centered on a seasonal opportunity identified by Walmart Connect.




## Big wins

 **30%**  
New buyers<sup>1</sup>

 **21%**  
Conversion lift<sup>1</sup>

 **34%**  
Sales lift<sup>1</sup>

 **+33%**  
ROAS vs. previous campaign<sup>2</sup>

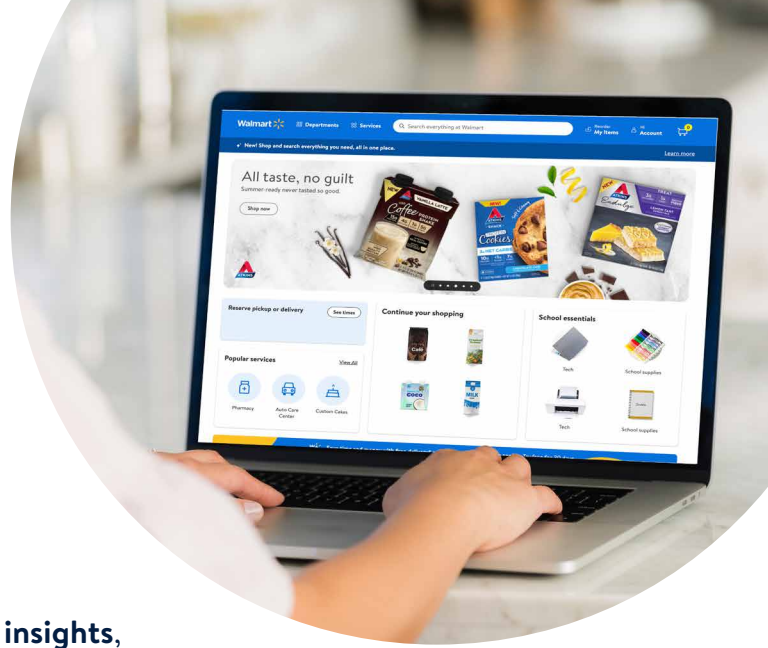
Sources: <sup>1</sup>Walmart first-party data, 2021. <sup>2</sup>Walmart first-party data, 2021; May 3 – June 30 vs. Jan. 1 – March 15.

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### Campaign dates

May 3 – June 30, 2021

### Campaign strategy

Using Walmart **proprietary purchase data** and **category insights**, Walmart Connect identified late spring to early summer as a key moment for customers interested in weight management.

We recommended **Walmart Onsite and Offsite Display** with targeting to reach each campaign goal.

### Awareness

**Homepage Lockout** and **contextual targeting** for exposure to a broad audience

### Retention

**Behavioral targeting** to reach lapsed buyers of Atkins products

### Sales

**Propensity targeting** to reach in-market Atkins customers

**Keyword targeting** to reach customers searching or browsing relevant categories and brands

## Takeaway

Walmart Connect can help brands take advantage of **seasonal moments** – or create a new one – for **incremental sales**.



## Atkins testimonial

“Our partnership with Walmart Connect is an important component of **driving sales** of Atkins products **on Walmart’s site and app** and in **Walmart stores**. We look forward to developing a summer campaign in 2022 that yields **even stronger results**.”