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CASE STUDY

A better recipe for success

BetterBody Foods, a trusted brand for healthy and natural food products, saw search campaign performance growth with support from a Walmart Platform Partner.

Opportunity

In 2021, BetterBody Foods wanted to increase their sales volume after seeing year-over-year growth plateauing with self-serve.

Goals

- Online sales
- ROAS

Solution

BetterBody Foods partnered with Teikametrics to optimize their always-on Sponsored Products campaigns.



Year-over-year improvements



Source: ¹Walmart first-party data: March 21 – May 27, 2021 vs. March 21 – May 27, 2020. PROPRIETARY, CONFIDENTIAL

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CASE STUDY

Combining the best ingredients

To boost sales of key products, Teikametrics worked closely with BetterBody Foods to identify inefficiencies with previous campaigns. Those findings allowed BetterBody Foods to apply their investment more concisely and allocate the budget toward clear, effective growth opportunities.

Campaign dates: March 21 - May 27, 2021

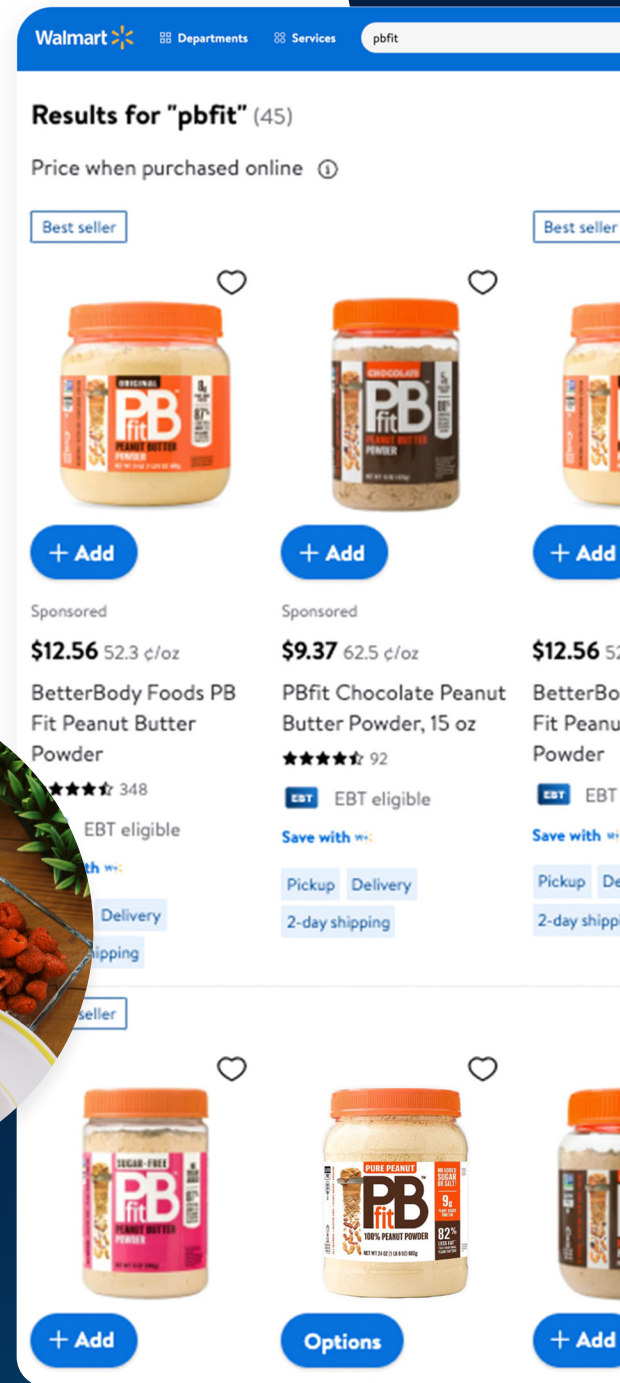
Tactics

- **Restructure campaigns** to improve quality and effectiveness
- **Optimize ads** to boost performance and conversion
- **Adjust bids** to remove wasted spend while increasing volume
- **Monitor keywords** to capitalize on top performers



Takeaways

- The right tools, insights, and support can allow advertisers to allocate their budget wisely, which can lead to an increase in investment with better returns.
- Walmart Platform Partners provide the expertise and technology that can help drive efficiencies and improve the performance of Walmart Search campaigns.



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