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CASE STUDY | WALMART DSP

Walmart DSP brightens sales

Colgate-Palmolive used Walmart DSP to take control of a Colgate Optic White campaign

Opportunity

Colgate-Palmolive wanted more control over their Walmart Offsite Display campaigns. Walmart DSP appealed to them for its access to our proprietary omni customer data and Closed-loop Measurement.

Goals

- Expand reach and frequency to Walmart customers
- Media buying efficiency
- ROAS

Solution

Walmart Connect recommended Walmart DSP to reach and engage with Walmart customers to drive media efficiency and increase sales.



Shining results



29.2MM
Impressions¹



\$4.19
ROAS¹



+30.8%
Click-through rate
vs. benchmark¹

Source: ¹Walmart first-party data, 2022.

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A strategy with teeth

Using our Closed-loop Measurement system within Walmart DSP, the Colgate team was able to leverage our customer purchase data to get actionable results and optimize their campaign in real time.

Targeting tactics to reach Walmart customers

- Past brand buyers
- Predictive brand buyers
- Oral Care category buyers

Campaign dates

November 23 – December 31, 2021



Takeaways



The success of this campaign encouraged Colgate-Palmolive to integrate Walmart DSP into their larger marketing activations.



Walmart DSP combines the best-in-class technology & performance of The Trade Desk with the robust scale of Walmart's unparalleled first-party omnichannel data to deliver offsite media campaigns with accountable Walmart sales results.