

CASE STUDY | WALMART PLATFORM PARTNERS

New routine, beautiful results

A Beauty supplier turned to Walmart Platform Partners to scale its Search advertising

Opportunity

In 2021 Kao Group, a Beauty and Personal Care supplier, wanted to **scale its Search advertising** by transitioning from Walmart Self-serve to the Walmart Platform Partners program.

Goals

- Grow sales
- Increase campaign reach
- Automate campaign management

Solution

Sponsored Products campaigns activated in partnership with **Teikametrics**.



Big wins



+10X

Clicks¹



+7X

Sales¹



-18%

Cost per click¹

Source: ¹Walmart First Party data, 2021; Feb. 1 – June 30, 2021, vs. Sept. 1, 2020 – Jan. 31, 2021.

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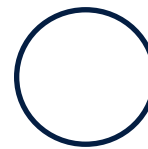
Campaign dates: February 1 – June 30, 2021

Campaign strategy

Walmart Connect recommended that Kao collaborate with a Walmart Platform Partner to support day-to-day Search optimization. Kao chose to partner with Teikametrics.

Teikametrics helped set up **Search Brand Amplifier** campaigns for multiple Kao brands, including Bioré, Jergens and John Frieda; and improved day-to-day optimization through **automated bidding** and **search-term refinement**.

This new strategy was so successful that Kao **increased its spend ninefold**¹.



Takeaways

By driving and executing Walmart Search campaigns, **Walmart Platform Partners** can significantly improve performance and efficiency.

Walmart Platform Partners can **quickly adapt** to market shifts to help advertisers meet their campaign goals.

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