

CASE STUDY | WALMART MARKETPLACE

Driving sales

Priority Tire wanted to increase sales across their entire portfolio and worked with the Walmart Connect Marketplace team to restructure their account and increase revenue.

Opportunity

Priority Tire, a Walmart Marketplace brand owner with a line of discount and top-tier auto and truck tires, wanted to increase sales across all tire sizes. The company is one of Walmart's largest Marketplace sellers, but they wanted more consistency overall.

Goals

- Increase revenue
- Increase sales

Solution

The Walmart Connect Marketplace team provided strategic, consultative support, including account restructuring and strategic best practices, to increase revenue and incremental sales.



Big wins

+9%

MoM increase
in units sold¹

+63%

Clicks¹

+62%

Attributed sales
revenue¹

+77%

Units sold¹

Source: ¹Walmart first-party data, 2022; August 18- August 31, 2022, vs. June 27 - July 10, 2022.

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A strategy with traction

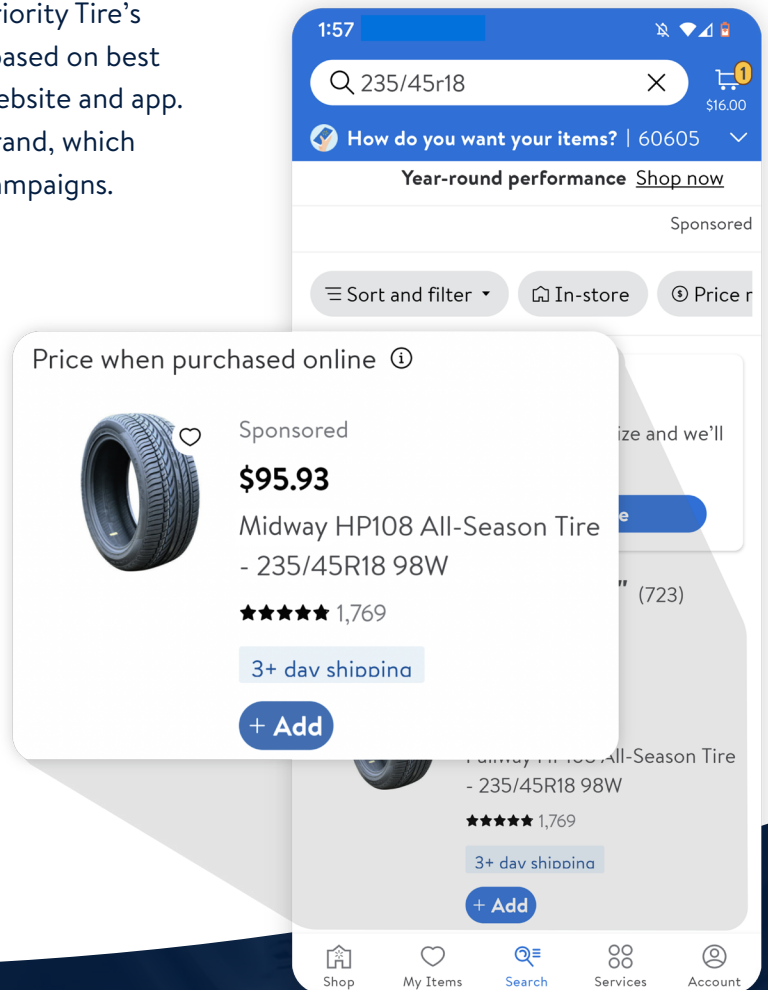
The Walmart Connect Marketplace team analyzed Priority Tire's Sponsored Products campaigns and restructured it based on best practices and how customers search on Walmart's website and app. This included structuring by tire size, instead of by brand, which allowed Priority Tire to consolidate and scale their campaigns.

Targeting tactics

- Broad keywords
- Phrase exact keywords
- Tire size keywords
- In-grid & item page targeting
- Devices: mobile, app, desktop

Campaign dates

June 27 – August 31, 2022



Takeaways



Priority Tire got direct access to the Walmart Connect Marketplace team, which helped them implement Sponsored Products best practices and launch more effective ads to connect better with their target audience.



Dedicated to providing customized support to Walmart Marketplace sellers, the Walmart Connect Marketplace team can help sellers reach their business goals through more effective advertising.