

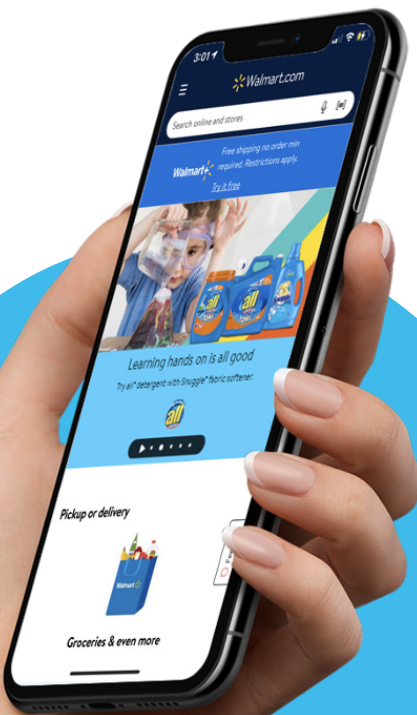
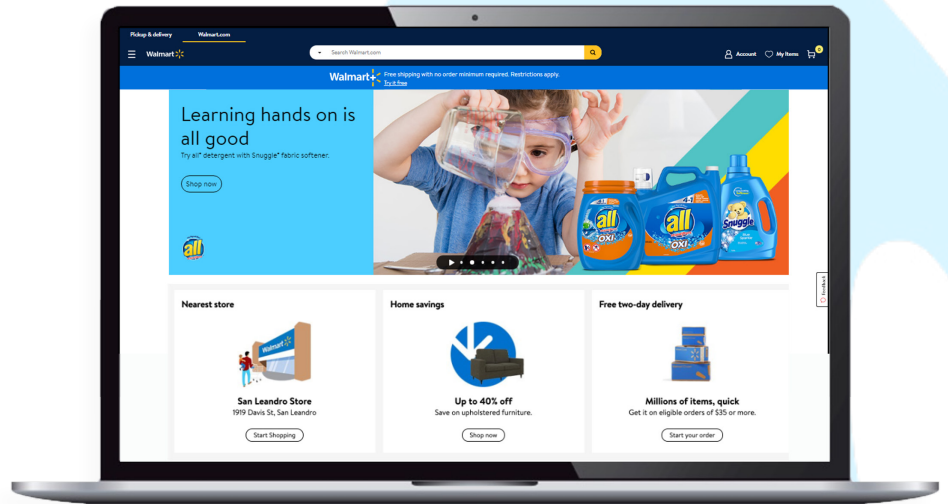
CASE STUDY | PRODUCT INNOVATION

Affinity for All

Walmart Connect brand-affinity targeting propelled Henkel media performance to exceed its ROAS goals

Opportunity

For Back to School 2021, Henkel was excited to promote its All Detergent, partnering with Walmart Connect to reach its target audience.



Goals

- Increase sales
- Improve ROAS

Solution

A Walmart Display campaign using brand-affinity targeting for increased audience precision.

Big wins


12.5MM
Brand-affinity Impressions¹


115%
Brand-affinity ROAS above goal¹


51%
Total campaign ROAS above goal¹

Sources: ¹Walmart First Party data, 2021.

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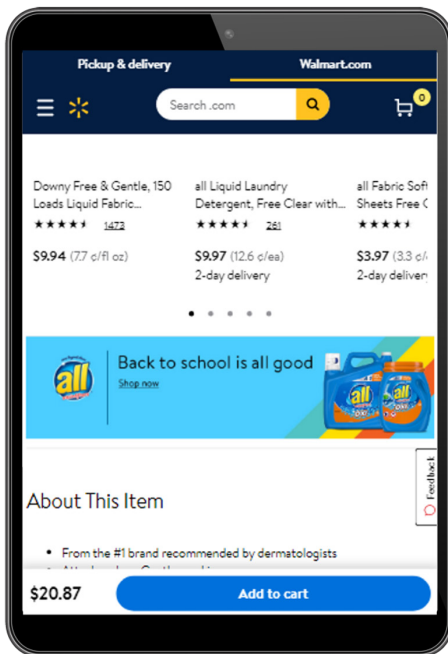
CASE STUDY | PRODUCT INNOVATION

Campaign strategy

Used our proprietary omnichannel purchase data with machine learning to improve Henkel’s campaign ROAS by delivering ads to customers that are likely to purchase All Detergent.

Tactics

Targeted Onsite and Offsite Display ads to brand Loyalists and Switchers, two brand-affinity groups of customers with school-age children.



Takeaway

Brand-affinity targeting can help brands engage with the right Walmart customers to achieve better campaign performance, increasing tactical and overall return on ad spend.

Campaign dates

July 5 - Sept 30, 2021

