

## CASE STUDY | SPONSORED PRODUCTS

# Amplifying sales during promotion events

BOSS Audio Systems used Sponsored Products to scale their revenue on Walmart.com during a promotional event.

## Opportunity

BOSS Audio Systems wanted to increase sales of their car audio equipment. An upcoming promotion week could work concurrently with an ad campaign, elevating visibility and helping them reach their goal.

## Goals

- Increase sales
- ROAS

## Solution

While BOSS was showcased in the promotional event, a Sponsored Products campaign was launched. Optimization tactics would maximize visibility on discounted items.



## Big wins

**196%**Ad-attributed  
revenue<sup>1</sup>**209%**Unit sales from  
sponsored products<sup>1</sup>**+18%**ROAS vs. previous  
campaigns<sup>1</sup>

Source: <sup>1</sup>Walmart first-party data, 2022. <sup>2</sup>Walmart first-party data, 2022; Apr. 4–Apr. 17, 2022

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### A sound strategy

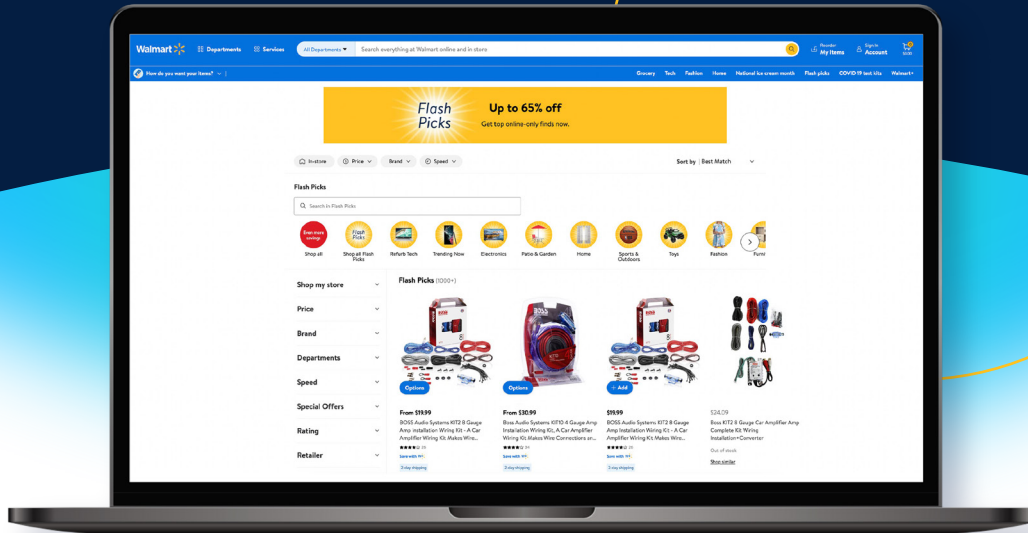
The Walmart Connect Marketplace team recommended using Sponsored Products concurrently with the promotional event. BOSS worked with their Walmart Platform Partner Teikametrics to execute this new strategy that amplified their ad sales and gained incremental sales revenue.

### Sound tactics

- Optimized Manual and Automatic bids for BOSS Audio Systems items
- Increased daily budgets
- Added “sales” and “discount” related keywords

### Campaign dates

April 18–May 1, 2022



## Takeaway



Marketplace sellers can team up with Walmart Connect and Walmart Platform Partners to proactively optimize the performance of a Sponsored Products campaign while simultaneously featured in a promotional event.