

## CASE STUDY | MARKETPLACE

# A natural boost for New Year sales

## Opportunity

Best Naturals, a Walmart Marketplace seller in the Health category, wanted to leverage the seasonal period with a “new year, new you” approach to generate more sales while positioning their brand as a choice seller of vitamins, minerals, and herbal supplements.

## Goals

- Increase visibility
- Increase sales

## Solution

The Marketplace team provided holistic holiday positioning guidance that helped the brand maximize product exposure, improve relevancy during the New Year and maintain a good Listing Quality score.



## Big Wins

**+849%**

YoY  
Impressions

**+733%**

Click  
volume

**+556%**

Ad-attributed  
sales

**+86%**

Above goal  
ROAS

## CASE STUDY | MARKETPLACE

### Campaign dates:

December 26, 2022 – March 14, 2023

### New Year, new strategy

New Year, New You is a One Walmart initiative that runs following the winter holidays into spring, promoting Health and Wellness products as consumers focus on improving their holistic health routines. During this time, the site experiences exponential lifts in site traffic, click-through-rates and sales, making it important for brands to be visible in consumer consideration sets through Sponsored Products ads from Walmart Connect. By helping Best Naturals follow a similar approach, the Walmart Connect team enabled Best Naturals to exceed their goals.



### Big Takeaway

By taking advantage of seasonal programs, brands can reach new shoppers and increase sales.

The Walmart Connect Marketplace team provides consultations to help sellers start the year on the right foot.

### Tactics

- Buy Box placement
- Item health monitoring
- 10% discount on all items
- Keyword targeting: health & supplements

Find out how you can [partner](#) with Walmart Connect.



Source: Walmart first-party data; December 26, 2021-March 14, 2022 vs. December 26, 2022-March 14, 2023

PROPRIETARY & CONFIDENTIAL

These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.