

CASE STUDY | DISPLAY + CTV

Oikos fuels healthy performance

Opportunity

Oikos, a Danone brand, wanted to test effectiveness of connected TV for a campaign aimed at inspiring customers to make strong snack choices that power their strength.

Goals

- Increase ROAS
- Increase sales
- Brand awareness

Solution

Oikos worked with Walmart Connect to create a connected TV campaign paired with Onsite & Offsite Display leveraging first-party data.



Strong Wins

15MM

 Total
impressions

100%

 Over ROAS
benchmark

+18%

Sales lift

32%

 New brand
buyers

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Campaign dates: December 9, 2022-January 15, 2023

A PRO strategy

Danone and its agency, Wavemaker, worked with Walmart Connect on a campaign promoting Oikos using connected TV and Display to reach customers. The campaign launched just before the big game in February, so the creative assets leaned into a football theme with the aim of enticing target audiences.

Purchased-based targeting

Onsite

- Oikos brand purchasers
- Propensity to buy yogurt

Offsite

- Brand purchasers
- Lapsed Oikos purchasers

The campaign strategy tested efficiencies in media buys to drive incremental sales and reach new households using Closed-loop Measurement paired with overlaying Walmart Connect first-party-data.

[Start advertising.](#)



Takeaway

Investing in both CTV and Onsite Display can help suppliers reach and engage a broader audience across different channels in a personalized way using Walmart Connect first-party-data.

