

CASE STUDY | VARIANT BIDDING

# Furnishing campaign wins

## Opportunity

Zinus, a company that helps customers bring happiness home in the form of affordable mattresses and other indoor/outdoor furniture, wanted to drive sales across its diverse catalog. Looking to promote multiple product variants from its catalog, the brand engaged Walmart Connect.

## Goals

- Increase sales
- Increase ROAS

## Solution

With the help of Skai, an API Partner in the Walmart Connect Partner Network, Zinus added variant bidding to their Sponsored Products campaigns to promote other items when their primary item was unavailable.



## Big Wins

**+51%**

Total  
impressions

**+9%**

Conversion  
rate

**+23%**

Sales lift

**+5%**

ROAS vs.  
previous  
campaigns

CASE STUDY | MARKETPLACE

**Campaign dates:**

January 26 – May 31, 2023

## Creating new opportunities for item sales

Zinus worked with Walmart Connect in promoting multiple items (across different sizes and colors) to help increase discoverability and better meet customers' variant needs.

## Providing options while customers actively search

When a top-selling product went out of stock or became unavailable, the campaign did not need to pause until new stock was added.



## Takeaways

- Incorporating variant bidding into a Sponsored Products campaign can help deliver a better user experience for the customer.
- Campaigns using variant bidding can continue running even if the primary product is out of stock or unavailable.
- Walmart Connect Partner Network APIs like Skai are valuable inclusions and help optimize Sponsored Products campaigns to drive sales and boost conversions.

[Learn more](#)

Source: Walmart first-party data, 2023; January 26–May 31, 2022 vs. January 26–May 31, 2023.

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