

## CASE STUDY

# Ga-Ga over Product Listing Ads

## Opportunity

In Q2 of 2022, Enfamil, a Reckitt brand, was open to innovative solutions that could grow their sales on Walmart's site and app, and simultaneously increase their digital media presence without negatively impacting item or brand ROAS.

## Goals

- ROAS
- Increased digital sales
- Reach

## Solution

Enfamil invested in a six-month Google Product Listing Ad (PLA) Managed Serve campaign with Walmart Connect.



## Big Wins

**30MM**

Impressions

**2.6%**

% business GMV  
attributed to  
campaign

**2X**

ROAS above  
goal

**+21%**

ROAS above  
category  
benchmark

Source: Walmart first-party data, August 1, 2022 – January 31, 2023.

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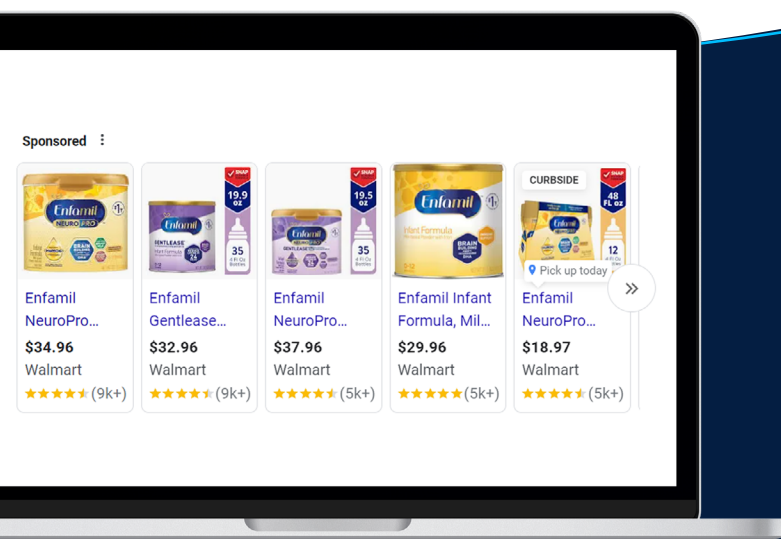
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**Campaign dates:** August 1, 2022 – January 31, 2023

### Formula for success

To set Enfamil's PLA campaign up for success, the Walmart Connect team made sure the product feed included all of Enfamil's Walmart products. They then implemented a bid strategy that focused on maximizing profitability while maintaining a competitive edge.

Walmart Connect closely monitored the campaign, adjusting as needed. This involved analyzing the data, identifying trends and opportunities to improve performance – continuously optimizing the campaign around Enfamil's specific goals: reach, growth and ROAS.



### Takeaways

- Added items with high potential for conversion, based on performance
- Removed underperforming products
- Adjusted bids for specific products to maximize budget

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