

WALMART DSP

# Custom audiences targeting

## Opportunity

Milk-Bone, a J.M. Smucker Company, used Managed Serve and Walmart DSP for their Display campaigns. They wanted to test new targeting methods to reach new segments of buyers, such as a younger demographic.

## Goals

- New buyers
- Sales
- Improve ROAS

## Solution

Applying custom audiences targeting to Milk-Bone's self-serve Walmart DSP display campaign helped build precise audience groups and reach new buyers.

## Campaign dates

September 26 - November 21, 2022



## Big wins

**30.2MM**

Impressions

**\$3.24MM**In-store and  
online sales**+84%**ROAS vs  
previous campaigns

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# Bone-a-fide results with custom audiences targeting

A pet treat supplier used Walmart DSP to build custom audiences to help engage new buyers.

## Strategy

Leverage Walmart DSP's new self-serve custom audience targeting to build custom audiences and manage budgets more efficiently.

## Tactics

Target custom audiences to reach:

- New buyers and searchers
  - Dog treat category
  - Milk-Bone
  - Age group
- Lapsed buyers
  - Category
  - Milk-Bone dog treats
- Top spenders within the dog treat category

## Contact Walmart Connect



### Takeaway

Walmart DSP's self-serve custom audiences targeting can help advertisers tailor their campaign audience to effectively engage and reach new, relevant customers.

