



+



+



CASE STUDY | WALMART PLATFORM PARTNERS

More rice, please

Riviana Foods scaled its Sponsored Products campaigns through the Walmart Platform Partners program

Opportunity

Riviana Foods is America’s largest processor, marketer and distributor of branded and private-label rice products. In 2021 Riviana and its agency, Harvest Group, wanted to **scale its Walmart Sponsored Products campaigns**.

Goals

- Increase ROAS
- Improve category presence



Solution

Always-on **Sponsored Products campaigns** in partnership with Skai.



Campaign dates: April 1 – June 30, 2021

Big wins

Year over year



+232%

Sales, pickup & delivery

vs. previous three months



+75%

Conversion rate



2X

Sales



+26%

Spend



+20%

ROAS

Source: ¹Walmart First Party data, 2021; April 1 – June 30, 2021, vs. April 1 – June 30, 2020. ²Walmart First Party data, 2021; April 1 – June 30 vs. January 1 – March 31.

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.



+



+



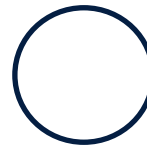
CASE STUDY | WALMART PLATFORM PARTNERS

Campaign strategy

Walmart Connect recommended an **always-on Sponsored Products** campaign for each of Riviana’s brands, with a combination of Manual and Automatic Sponsored Products campaigns to **increase category reach** and **amplify sales**.

Because this recommendation would increase the **size and complexity** of its campaigns, Riviana transitioned from Walmart’s self-serve platform to **Walmart Platform Partners**.

Riviana and Harvest Group chose to partner with Skai and **increased spend** when the campaigns performed successfully.



Takeaways

Walmart Platform Partners can help improve the **performance, efficiency and scale** of Walmart Search campaigns.

With eight partners to choose from, you can find the one that best suits your **business needs and goals**.

A robust campaign investment can help you **win Walmart Search**.