

CASE STUDY | PARTNERS

Finish Detergent delivers a spotless performance

Opportunity

Reckitt, a multinational producer of health, hygiene and nutrition products, wanted to increase brand awareness of Finish Detergent while maximizing their media spend.

Goals

- Increase brand awareness, with strong ROAS
- Drive new-to-brand sales

Solution

Reckitt added a Sponsored Brands campaign to their always-on Sponsored Products campaigns and partnered with Pacvue, a Walmart Connect Partner Network API, to access dayparting and make bid adjustments based on hourly performance.



Big Wins



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Campaign strategy

With the aim of driving more sales, Reckitt expanded its ad placements on Walmart's site to include Sponsored Brands, in addition to their always-on Sponsored Products campaigns.

Partnering with a Walmart Connect Partner Network API like Pacvue to further optimize ad placements using dayparting — near-real time data on Walmart's site — helped identify high-conversion opportunities based on customer trends at different times of the day. The resulting data was used to make quick bid adjustments, improve delivery and increase sales of Finish Detergent.

Campaign dates: November 2021-September 2022



Takeaway

Running concurrent Sponsored Products and Sponsored Brands campaigns — using Pacvue's dayparting method to optimize bidding on an hourly basis — can help increase sales and drive higher ROAS.

[Learn more](#)