



CASE STUDY | WALMART MARKETPLACE

Racing to results

A Marketplace seller with diverse inventory in the automotive category wanted to increase sales and found exponential success when they restarted their Sponsored Products ads using the “crawl, walk, run” approach.

Opportunity

A major auto seller of trucks, SUVs and UTV accessories wanted to increase GMV, sales across their assortment and ROAS. As one of Walmart’s largest Marketplace sellers in this category, having an elevated presence on Walmart is essential to maintaining their position.

Goals

- Increase GMV
- Increase ROAS
- Increase in units/assortment sold

Solution

The Walmart Connect Marketplace team optimized product listings to improve relevancy, prioritized best-selling products and restructured multiple ads into a single campaign.

A pit stop to success

The Walmart Connect Marketplace team ran a full account analysis of their campaigns and provided the seller with a “crawl, walk, run” optimization playbook that encouraged a return to profitability with Sponsored Products. For more information on how you can optimize your Marketplace campaign, check out [Walmart Connect’s 2022 Marketplace Seller Insights Guide](#).

Campaign dates July 1–31, 2022 – Sept 1–30, 2022



Takeaway

The Walmart Connect Marketplace team is focused on helping sellers make the most of their Sponsored Products ads. Through data-driven recommendations and best practices, sellers can launch effective ads that can help them reach their goals.

Big wins



[Learn more](#) about how to partner with Walmart Connect.

Source: ¹Walmart first-party data, 2022; August 18–August 31, 2022, vs. June 27 – July 10, 2022.