

# Ready-to-share results

## Opportunity

Ben's Original — the number one rice brand in the world and a Mars Food product — sought to run a test-and-learn campaign using Onsite and Offsite tactics with their agency, Essence Mediacom.

## Goals

- Drive awareness with new users
- Re-engage lapsed customers
- Boost sales

## Solution

They selected a two-pronged approach of Walmart Onsite Display (customer targeting) coupled with Walmart Offsite Display (granular targeting) to increase awareness and penetrate new segments.



## Big Wins

106.9MM

Impressions<sup>1</sup>

38%

New buyers<sup>1</sup>

+19.34%

Sales lift<sup>1</sup>

+80%

Higher ROI vs. Mars Food's 2021 ROI<sup>1</sup>

## CASE STUDY | ONSITE & OFFSITE DISPLAY

**Campaign dates:** August 14 – November 20, 2022

### Campaign strategy

The Walmart Connect team worked with Mars Food and Essence Mediacom to implement a campaign that would engage customers across their shopping journey and drive relevant experiences.

### Campaign tactics

The combination of Onsite and Offsite Display helped the brand drive sales, gain new customers and deliver a higher incremental return on investment.

#### Onsite Display

- Homepage Lockout
- Run of Site
- Full Reach
- Targeting: pickup & delivery customers

#### Offsite Display

- Self-serve targeting: Ben's Original customers



### Takeaways

- Walmart Connect's Managed Serve Onsite efforts combined with the programmatic knowledge of Essence Mediacom for Offsite, helped Mars Food successfully implement the test-and-learn campaign.
- Resulted in 80% higher incremental ROI vs. the brand's 2021 results.

Source: Walmart first-party data, August 14-November 20, 2022.

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