

CASE STUDY | MARKETPLACE

Tapping into the ecosystem

Opportunity

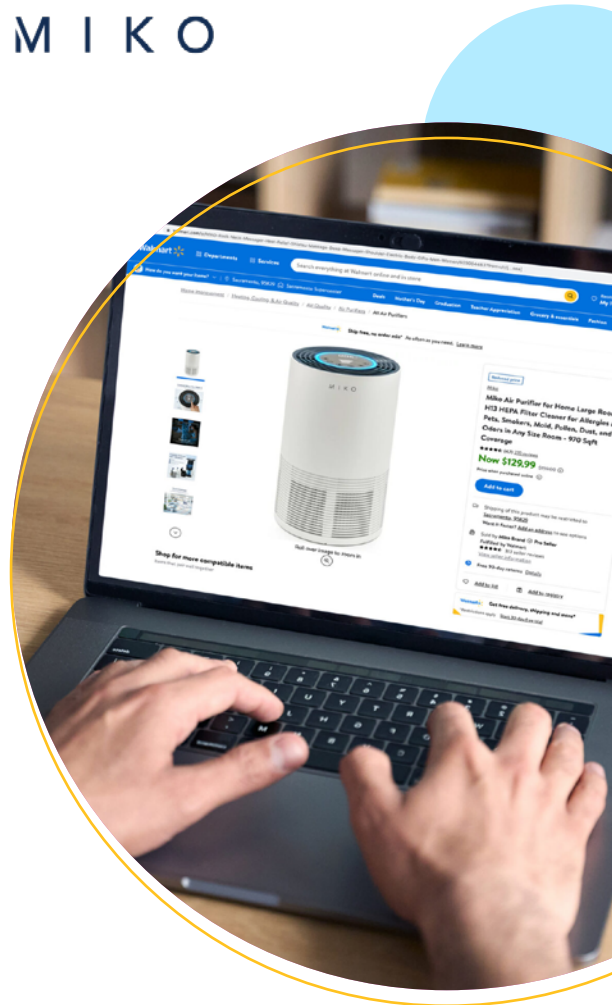
Miko, a direct-to-consumer producer of holistic wellness products, including massagers, air purifiers and humidifiers, began selling on Walmart's site and app in 2018. To improve visibility and sales, Miko enrolled in Walmart Fulfillment Services and Sponsored Search advertising in Fall 2021 via Walmart Connect, with rewarding results.

Goals

- Increase traffic & conversion
- Increase sales
- Maintain on-time shipping

Solution

MIKO combined three strategies to achieve their goals.



Big wins

+\$1.2MM

Ad attributed sales

Top Marketplace brand in Air Purification category

+115%

GMV growth in 2022

+250%

Page views traffic

Source: Walmart first-party data, May 2022 – January 2023.

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Campaign dates

May 2022 – January 2023

Strategy #1: Outsource for reliable and fast shipping

Miko picked up Walmart Fulfillment Services – Walmart Marketplace’s end-to-end fulfillment solution – to store, pick, pack and ship incoming orders, and handle all aspects of the post-purchase experience, such as customer service, returns and replacements.

Strategy #2: Increase exposure through verified API partners

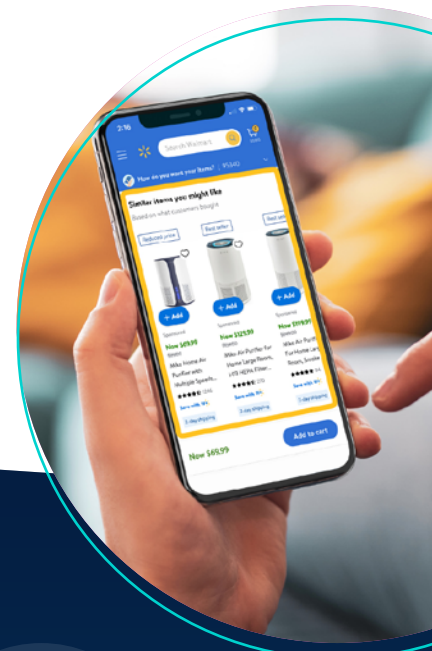
Miko created a custom, automated advertising strategy through Walmart Connect API Partner Teikametrics, promoted products to a wider audience of Walmart customers with targeted advertising in high-traffic areas of Walmart’s site and app and bid on all relevant match keywords to ensure maximum exposure for all products.

Strategy #3: Lean into merchandising programs designed to reach more Walmart customers

The holistic wellness brand was invited to participate in a Walmart Marketplace merchandising program and submitted their most popular products at a compelling, discounted price, leading to a wildly successful turnout.

Takeaways

- Offer competitive pricing and fast delivery options with Walmart Fulfillment Services.
- Get your product out in front with high-visibility Sponsored Search advertising from Walmart Connect.
- Enjoy extra exposure for your products with weekly merchandising programs.

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