



CASE STUDY | WALMART DSP

The Bayer maximum

Opportunity

In 2022, Bayer wanted to showcase Aleve and One A Day products to Walmart customers. Walmart Connect recommended Walmart DSP to reach and engage with offsite audiences.

Goals

- Increased sales
- Increased ROAS
- Media efficiency

Solution

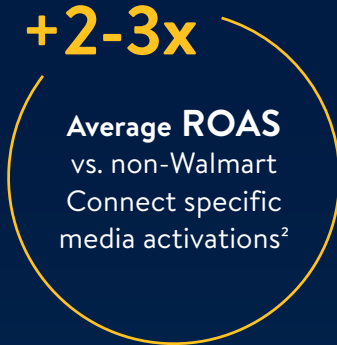
One of the first Walmart advertisers to onboard to Walmart DSP, Bayer was enthusiastic about the efficiency, autonomy and unique data available to their in-house media team, so they could launch an offsite Display campaign and help improve media performance.

Add One A Day[®] every day
and triple your key nutrient[†] intake

BUY NOW

[†]One A Day tablets
*Vitamins A, C, D & E.
Based on nutrition data
from multivitamin users
vs non-users.

Healthy wins



Source: ¹Walmart first-party data, January 1–June 30, 2022; ²Bayer internal advertising data, January 1 – June 30, 2022
Walmart Connect activation defined as any media run in conjunction with Walmart Connect; non-Walmart Connect specific media activation is defined as any Bayer media that is not run in partnership with Walmart Connect
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A painless strategy

Bayer usually tests new strategies for six months before incorporating them into marketing activations. This time, compelled by their access to Walmart's **proprietary omni customer data** and the strength of Walmart Connect's **Closed-loop Measurement**, Bayer's in-house media team integrated **Walmart Offsite Display banner ads** into their campaign right away.

Campaign dates: January 1 – June 30, 2022



Big takeaway

Walmart DSP combines the **best-in-class technology** and performance of The Trade Desk with the robust scale of Walmart's unparalleled **first-party omni customer data** to produce offsite media campaigns that deliver accountable and efficient return on investment. Bayer is now one of the largest Walmart DSP users because of this.