



## CASE STUDY | WALMART CONNECT MARKETPLACE

# Stroke of Genius

The Walmart Connect Marketplace team partnered with The Genius Brand to revamp their Sponsored Products campaign strategy & position themselves as a go-to seller for fitness and other health-related supplements.

## **Opportunity**

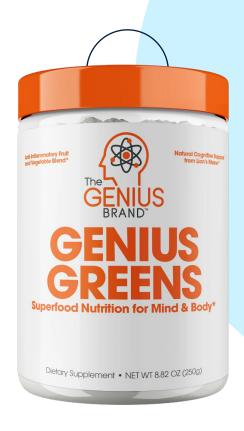
The Genius Brand, a Walmart Marketplace seller in the Health category, wanted to improve the effectiveness of their advertising strategy, generate more sales and increase their market share.

#### Goals

- Increase sales
- Increase market share

#### Solution

The Walmart Connect Marketplace team helped elevate The Genius Brand's Sponsored Products campaign by educating them on the platform and suggesting new tactics.



# **Big wins**





+857%
Impressions<sup>1</sup>



+273%
Ad revenue<sup>1</sup>



+14%
Above goal ROAS¹

www.walmartconnect.com

Source: 1Walmart first-party data; May 30-July 24, 2022 vs. April 4-May 29, 2022 PROPRIETARY, CONFIDENTIAL
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### Campaign dates

April 7, 2022 - July 24, 2022

## A supplemental strategy

The Walmart Connect Marketplace team worked with The Genius Brand to create a more optimized campaign through a combination of tactics including Sponsored Products placements and targeting.

#### **Key tactics**

- · Bid multipliers
- · Item prioritization
- Buy Box placement
- Keyword targeting: health & fitness
- · Item page targeting
- Devices: mobile, app, desktop



## **Takeaways**

The Walmart Connect Marketplace team understands the unique needs of different sellers and can make recommendations to help enhance Sponsored Product results in accordance to campaign goals.

## Contact us today for a Marketplace consultation!

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