



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




+499%
Click volume¹



+857%
Impressions¹



+273%
Ad revenue¹



+14%
Above goal ROAS¹

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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