

CASE STUDY | SEARCH & DISPLAY

Launching The Pink Stuff brand at Walmart

Opportunity

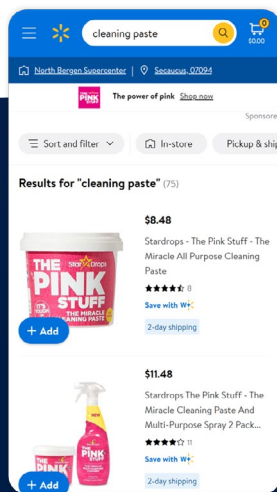
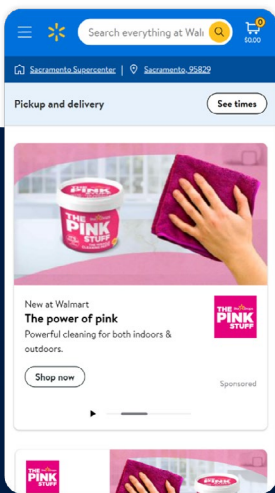
The Pink Stuff, a range of household and laundry cleaning products designed with a tried-and-true formula that is cruelty-free, non-toxic and environmentally responsible launched at Walmart in Q1 2023. The brand saw an opportunity to drive velocity by expanding into Walmart advertising after becoming a TikTok sensation.

Goals

- Awareness
- ROAS

Solution

The Pink Stuff invested in Walmart Connect’s Sponsored Search to help drive ROAS with in-flight performance optimization, plus Onsite & Offsite Display to help increase awareness with advanced targeting capabilities.



Big wins

7.78%

Sales lift

67%

New buyers

\$1.82

ROAS

Source: Walmart First Party data, April 10-June 12, 2022.

PROPRIETARY & CONFIDENTIAL

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Campaign tactics

The Pink Stuff and Walmart Connect activated through various products designed to help deliver awareness and returns.

Search

- Sponsored Products
- Sponsored Brands

Onsite Display

- Homepage Lockout
- Brand page with video

Offsite Display

- Walmart DSP

Targeting

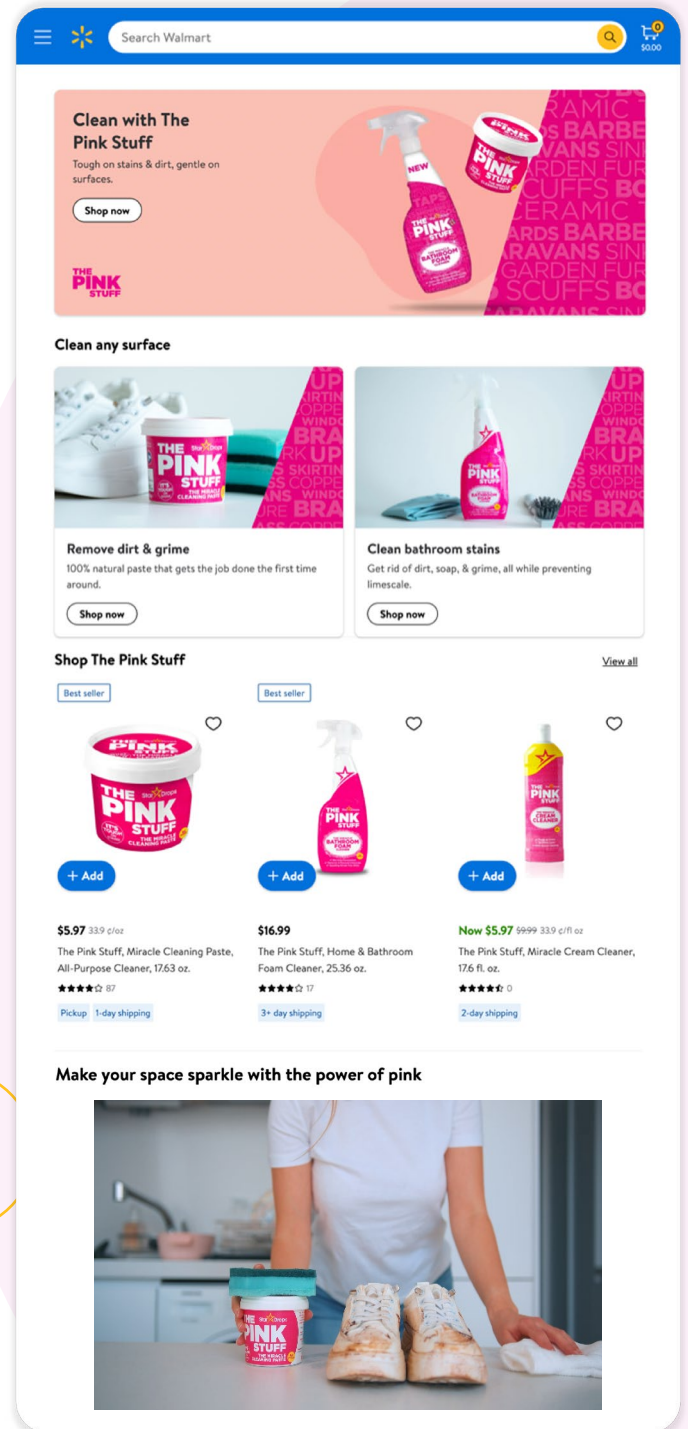
- Onsite: keyword and contextual (bathroom, cleaning)
- Offsite: audience (category, Pickup & Delivery customers, top 10% of APC purchasers)
- In-market: audience (cleaning suppliers, bathroom cleaner)

Campaign dates

April 10 – June 12, 2022

Takeaways

Aligning with Walmart Connect on the goals of your brand launch and understanding strategic investment opportunities can help nurture your customer base and help drive incrementality.



The screenshot shows a Walmart Connect search results page for 'The Pink Stuff'. At the top, there is a search bar with 'Search Walmart' and a shopping cart icon showing \$0.00. Below the search bar is a promotional banner for 'Clean with The Pink Stuff' with a 'Shop now' button. The main content area is titled 'Clean any surface' and features two product cards: 'Remove dirt & grime' (100% natural paste) and 'Clean bathroom stains' (get rid of dirt, soap, & grime). Below these is a 'Shop The Pink Stuff' section with three product listings, each with a 'Best seller' badge, a heart icon, an '+ Add' button, price, and shipping information. The products are: 'The Pink Stuff, Miracle Cleaning Paste, All-Purpose Cleaner, 17.63 oz.' (\$5.97), 'The Pink Stuff, Home & Bathroom Foam Cleaner, 25.36 oz.' (\$16.99), and 'The Pink Stuff, Miracle Cream Cleaner, 17.6 fl. oz.' (Now \$5.97). At the bottom, there is a section titled 'Make your space sparkle with the power of pink' with an image of a person cleaning a pair of shoes.