

WAN(GO) for sales!



Opportunity

WANGO Trading Inc., a Marketplace seller of various products including winter hats, scarves and apparel, wanted to take advantage of the surge in traffic during the winter season and capitalized on shifts in customer behavior.

Goals

- Increase sales
- Increase awareness during a key seasonal period

Solution

WANGO leveraged Sponsored Products ads to increase sales during the high traffic winter season. To avoid cap-out* as they did in previous campaigns due to high search volumes, the Walmart Connect Marketplace team suggested an increased campaign budget. This ensured the WANGO campaign was live for extended periods to be front and center while their audiences were the most active.

Big wins

+192%

Units sold

+79%

Clicks

+205%

Ad attributed sales

+22%

ROAS

+2X

Sales lift

+30%

GMV lift

Source: Walmart first-party data, Nov 17 - 22, 2022 vs. Nov 10 - 15, 2022.
*Cap-out is defined as no longer serving ads due to reaching the max of set advertising budget
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A reasonable strategy

WANGO Trading Inc. increased their campaign budget to serve more Sponsored Products ads while customers were actively searching for winter items. Their Sponsored Products ads were shown to relevant shoppers **throughout the day**, increasing visibility and sales.

Tactics

- Automated rules
- Always on approach
- Increased campaign budget
- Out of Budget notifications

Campaign dates

November 17 – 22, 2022

Takeaways

- An **always on** approach paired with an increased budget during high seasonal traffic helps sellers make the most of their ad dollars.
- The Walmart Connect Marketplace Team can help Marketplace sellers identify seasonal periods and provide best practices to scale Sponsored Products ad campaigns.

Walmart Sponsored Search advertising:

- **Sponsored Products** ads appear in high-visibility placements, including within relevant search results and on item pages. A click advances customers to your product's item page.
- **Sponsored Brands** is the Sponsored Search placement with the highest viewability on search pages. It sends your brand logo, custom headline and up to four products of your choice to the top of relevant search results.

 [Get started](#) with Sponsored Search advertising