

A watchful monitor

Opportunity

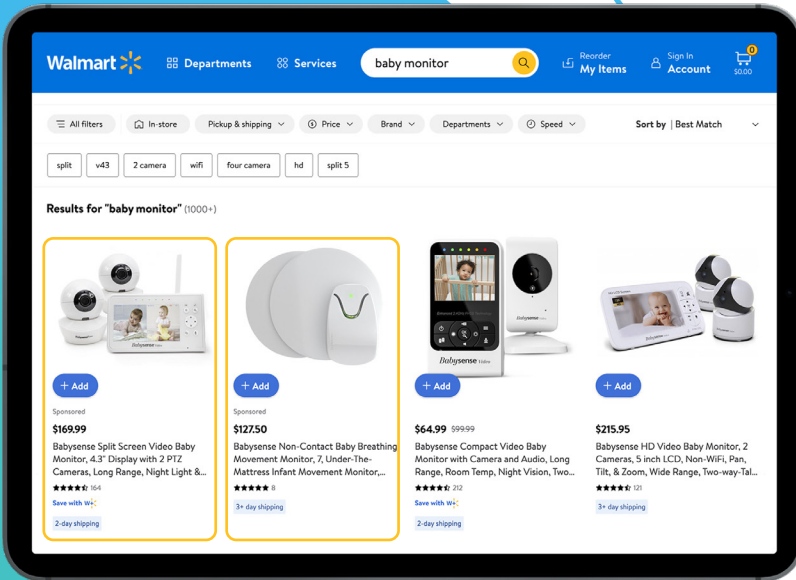
In 2021, Babysense, a Walmart Marketplace seller of baby monitors, wanted to optimize its Walmart Search advertising to **capture more sales**.

Goals

- Increase sales
- Improve campaign performance

Solution

A strategic always-on Search campaign **fully managed by Teikametrics**.



Big wins



+56%

Ad-attributed sales¹



+66%

Conversion rate¹



+86%

Units sold¹



-21%

Cost per click¹



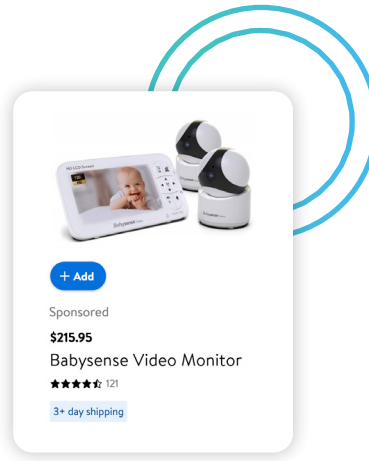
+76%

ROAS¹

Source: ¹Walmart First Party data, 2021; November vs. September 2021. PROPRIETARY & CONFIDENTIAL. These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.

CASE STUDY | WALMART PLATFORM PARTNERS

Campaign strategy



Babysense had been managing Search through Walmart's self-serve platform. The company **transitioned to Walmart Platform Partners** and selected Teikametrics as its partner.

Teikametrics took over **all campaign management** and recommended a combination of strategic Automatic and Manual Sponsored Products campaigns.

By **optimizing strategy**, closely monitoring the campaigns and making continuous **real-time adjustments**, Teikametrics delivered outstanding results.

Takeaway

Walmart Platform Partners can help Marketplace sellers grow their Walmart sales by significantly improving the performance, efficiency and scale of their Walmart Search campaigns.

Campaign dates

October 25 – November 30, 2021

