

CASE STUDY | DISPLAY

# Buckled in for big campaign wins

## Opportunity

In 2023, Evenflo, wanted to boost awareness of its new Shyft DualRide Infant Car Seat and Stroller Combo, educate customers on the features and inspire Walmart customers to purchase.

## Goals

- Increase awareness of the new product
- Reach new customers
- Boost sales

## Solution

Evenflo worked with their agency, Tinuiti, to launch a compelling Walmart Onsite Display campaign via Display Self-serve. The campaign used various targeting tactics to help capture the attention of in-market customers while they searched for similar products.



## Big Wins

8.8MM

Impressions

92%

New-buyer percentage

\$12.67

ROAS

\$10.72

eCPM

36%

In-store sales

Source: Walmart first-party data, May 4–July 15, 2023.

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Campaign dates: May 4 – July 15, 2023

### A focus on premium quality and safety features

Evenflo wanted to direct traffic to its new car seat/stroller combination which offered several premium features including eight positions to adjust as children grow. Evenflo worked with their agency, Tinuiti, to launch a campaign via the Display Self-serve platform that would educate Walmart customers on the product's features and benefits.

### Tactics

After analyzing historical category data, Tinuiti identified targeting tactics that had previously delivered successful results for the Baby category in the past with Walmart customers. These targeting tactics helped Evenflo's campaigns stand out with intended audiences and helped to increase exposure and consideration with new customer segments.

### Takeaways

- Walmart Onsite Display can help brands showcase new items in a compelling way that captures the attention of Walmart customers wherever they are in their shopping journey.
- A combination of targeting approaches can help advertisers influence specific audiences by reinforcing messaging at multiple touchpoints and inspiring purchases both online and in-store.
- Working with agencies can also help advertisers scale and optimize their Walmart Connect campaigns to reach new consumer audiences and increase brand recognition.



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