

CASE STUDY | SPONSORED SEARCH

# Product searches help filter in sales

## Opportunity

Hitt Brands sells a diverse portfolio of consumer products to environmentally conscious, early adopters. The company wanted to expand brand awareness and sales for its line of bathtub and sink strainers at Walmart.

## Solution

The advertiser initially ran a Sponsored Products campaign for three months to gather data on how new customers discovered Hitt Brand products across the Walmart site and app. The insights were then used in follow-up targeted campaign that delivered more focused placements based on specific customer searches.

## Tactics

The below keyword and bid optimizations were used to help improve campaign performance across sales, ROAS and GMV:

- **Automatic bidding** used in the initial campaign helped products place at the top of Search In-grid results.
- A **list of keywords** that customers used to find products on the Walmart site and app were assessed and used to plan subsequent campaigns.
- **Manual bidding** was then used to produce more focused placements based on customer searches from the initial campaign.

**Campaign dates:** December 13, 2023 – March 19, 2024

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## Big wins

Hitt Brands saw an increase in ROAS within 30 days of campaign launch



Source: Walmart first-party data, Dec. 13, 2023-Mar. 19, 2024 vs. organic sales during the time period Dec. 13, 2022 – Mar. 19, 2023.