

Rust-Oleum scales with lookalike targeting

Opportunity

In 2023, Rust-Oleum, a leading manufacturer of paint and coating products, wanted to capitalize on and leverage the success of recent Walmart Connect campaigns to support the launch of an innovative new spray paint.

Goals

- Increase awareness
- Boost sales
- Gain new customers

Solution

A Walmart Offsite Display campaign that included lookalike targeting to help Rust-Oleum find new customers.



Big Wins

3.3MM

Impressions

56%

New buyers

\$33.57

ROAS

\$3.71

eCPM

Source: Walmart first-party data, Sept. 1-Oct. 31, 2023.

Lookalike audiences can potentially increase between 2X-10X, depending on the size of the seed.

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CASE STUDY | DISPLAY

Campaign dates: September 1 – October 31, 2023

Campaign strategy and tactics

Rust-Oleum executed a product launch that introduced an innovation in spray paint into their assortment.

Rust-Oleum ran a Display campaign earlier in the year and learned that “propensity to buy paint and stains” was a top-performing audience for them. They needed to create awareness of this new product by leveraging previously successful audiences, but also testing new ones.

Walmart Connect recommended lookalike targeting as a solution, with “propensity to buy spray paint” audience as the seed. This tactic helped Rust-Oleum reach new buyers at scale.



Takeaways

- Lookalike targeting can help advertisers scale their campaigns, gain new customers, boost incremental sales and increase campaign efficiency.
- Consider adding lookalike targeting to product launch campaigns to help boost reach and awareness.
- Use your top-performing audiences as seed audiences to help increase ROAS.

Start advertising

Contact [Walmart Connect](https://www.walmartconnect.com).