

# Spotless video promotions

## Opportunity

In 2023, consumer goods manufacturer Church & Dwight was looking to test new promotions that would help the company increase awareness and sales for its ARM & HAMMER® laundry brand.

## Goals

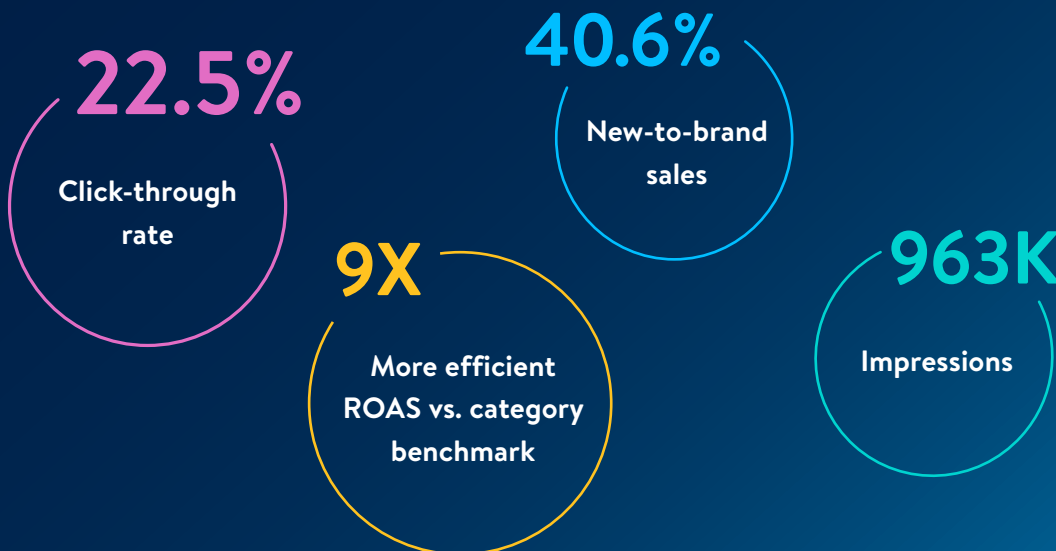
- Expand awareness
- Increase sales
- Boost click-through rates

## Solution

Working with Wavemaker, an Agency Partner in the Walmart Connect Partner Network, Church & Dwight tested Sponsored Videos to help increase click-through rates for high-quality video content and inspire sales by having ads serve prominently in Search In-grid results.



## Big wins



Source: Walmart first-party data, Mar. 1-Apr. 30, 2023.

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## Campaign dates

March 1 – April 30, 2023

## Promotions that play to content strengths

Church & Dwight saw Sponsored Videos as an opportunity to test new placements with Walmart Connect using content that had shown success in campaigns on other advertising platforms.

## Trust the data!

The company compared historical targeting data and performance metrics for the brand on the Walmart site and app as well as how the brand performed in ads on other advertising platforms.

## Takeaways

- Sponsored Videos can help brands stand out beyond standard, static Sponsored Products placements using a visually engaging format.
- Content that has performed well elsewhere can help bridge the gap and expand awareness across platforms, as well as entice customers to learn more about your products.

