



Standing out in a competitive promotion



teikametrics



jonpony



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Standing out in a competitive promotion

Opportunity

“Deal Days” has become must-shop moments for Walmart customers. During the 2024 summer Walmart Deals promotion, Walmart sold 1.4 million units online per hour, driving a significant YOY increase in online unit sales.

For JONPONY, a Walmart Marketplace seller of sofas and chairs, this was the perfect chance to get their products in front of more Walmart customers. As a small brand, they needed a strategic way to stand out in a crowded market.

Walmart Deals 2024

\$1.4M

Units sold online per hour

+23%

Online unit sales

JONPONY used Sponsored Search and Teikametrics AI tools to drive sales

Goals:

- Increased awareness
- Drive sales
- Increased ROAS

Strategy:

During Walmart's competitive sales event, JONPONY focused on maintaining consistent visibility and driving sales across their bestsellers by:

- Planning inventory early to keep bestsellers well-stocked throughout the event
- Offering event-specific discounts to help boost conversions among Walmart customers
- Increasing budgets for their bestsellers on Walmart, while cutting back on underperforming items

With support from Teikametrics, a Walmart Connect Partner Network Premium+ tech partner, JONPONY ran a full-funnel Sponsored Search campaign to help capture customers at every step of their Walmart shopping journey.

Campaign date:

July 8 — 11, 2024



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JONPONY used all three Sponsored Search offerings to promote their gaming chairs and recliners



To inspire awareness, consideration and conversion, they used:

Top-funnel – awareness

Sponsored Brands

to send their brand logo and promoted products to the very top of search results — and stay visible all day.

Mid-funnel – consideration

Sponsored Videos

an eye-catching visual format, to capture customers' attention and educate them about product benefits.

Bottom-funnel – conversion

Sponsored Products

to ensure their products appear consistently to customers who were ready to buy.



JONPONY took advantage of Teikametrics' AI tools



To track performance in near-real time, spot market trends, and find growth opportunities across all three ad types:

Sponsored Brands

- Used Market Intelligence to gain insights into competitive positioning and keyword share of voice, so they could adapt their campaign tactics with precision.

Sponsored Videos

- Actively monitored bids and made smart adjustments, such as increasing bids for certain keywords during high-traffic afternoon and nighttime hours.

Sponsored Products

- Used Ads Manager to monitor real-time performance data and make timely adjustments to bids and status.
- Used bid multipliers of 20% to 40% to increase their chance of winning high-performing search in-grid and desktop placements.

They also used Product Catalog insights to find top-selling items and shifted some of their advertising budget to these items for faster growth and better returns.

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Big wins

The combination of data-driven insights and expert guidance significantly improved overall campaign efficiency and sales performance.

+119%

Units sold

+83%

Ad-attributed ROAS

+31%

Conversions

\$6.30

ROAS

Source: Analysis is provided by Teikametrics, July 8-11, 2024 vs. July 4-7, 2024. Teikametrics is independent third party and not affiliated with Walmart Connect.
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Past results do not guarantee future performance.



Big takeaways

- Combining Sponsored Brands, Sponsored Videos and Sponsored Products can help deliver stronger results, especially during competitive shopping events.
- Increase budgets during major promotions and keep your ads running all day to help maximize your chances of capturing sales opportunities.
- Use AI tools to optimize your campaign in real time to help secure premium ad placements during peak-traffic hours and improve performance across ad types.



Thank you