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CASE STUDY | ONE WALMART

A One Walmart success, litter-ally

Church & Dwight put their best paw forward with a One Walmart activation during National Pet Month (May 1 - May 31, 2022).

Opportunity

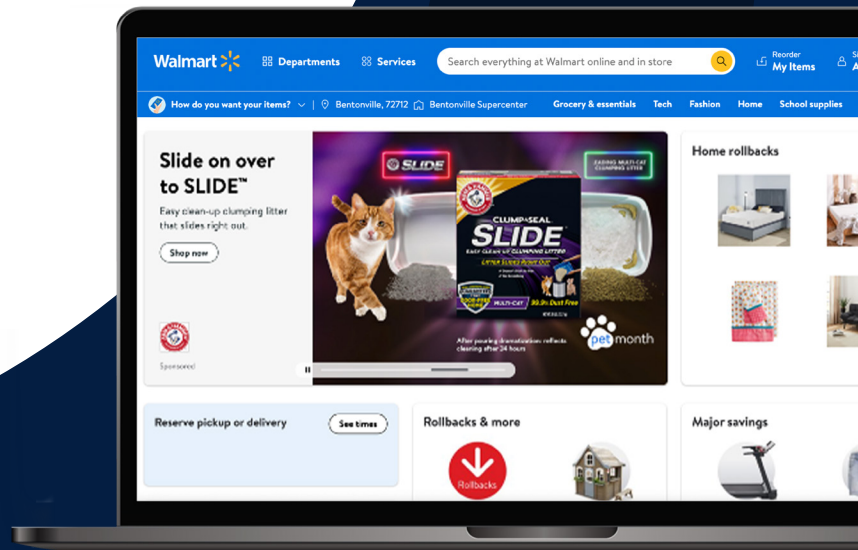
Church & Dwight wanted to increase online and in-store sales of their Arm & Hammer Clump & Seal SLIDE™ cat litter throughout a key seasonal moment in May 2022 by expanding reach to a broader audience at a national level and driving lower-funnel sales.

Goals

- Sales
- ROAS

Solution

A comprehensive omnichannel campaign with One Walmart coordination across multiple Walmart teams.



Cat-egorical wins



62MM
Impressions¹



30.5%
New buyers
of SLIDE™ products¹



38.95%
Sales lift* for SLIDE™
featured products¹



+3.25X
Est. campaign
ROAS above goal¹

¹Sales lift is the incremental increase in aggregate in-store and online sales due to the presence of media. It is measured by calculating the sales between two sample groups of similar Walmart customers during the same period — one group that is exposed to a campaign's display ads (incremental sales) and one group that is not (base sales).
Source: ¹Walmart first-party data, May 1–May 31, 2022.

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A fur-midable strategy

To drive SLIDE™ sales in-store and online, Walmart Connect, Marketing and Merchandising teams worked with Church & Dwight to create an integrated omnichannel plan including Onsite and Offsite Display, Search advertising and merchandising placements to ensure constant influence throughout the shopper journey.

Walmart Connect

Walmart digital properties

- Homepage Lockout
- Onsite Display
- Sponsored Products

Across the web

- Offsite Display

Walmart merchandising

Walmart digital properties

- Product in-shop by category
- Shop by price & brands we love: hub & spoke and potentially top nav. featuring Pets

Walmart marketing

Walmart digital properties

- Brand social
- Merchant, Corporate and Walmart Connect Communications

Testimonial

“Walmart National Pet Month was an a-meow-zing opportunity to drive ARM & HAMMER™ SLIDE™ Cat Litter into omnichannel success.”

SURABHI POKHRIYAL

Chief Digital Growth Officer

Church & Dwight



Takeaways



Church & Dwight’s first ever investment into a larger, national tentpole event at scale with activations across Walmart Connect’s digital properties and Walmart stores led to increased sales.



Our One Walmart way of working aligns and maximizes the mutual business goals of Walmart and our valued suppliers.