

CASE STUDY | MARKETPLACE

Diving into data with Marketplace

The Walmart Connect Marketplace team used data-driven recommendations to help increase sales for a Marketplace seller.

Opportunity

In April 2022, ahead of the summer season, the Marketplace team identified campaign optimization opportunities for Spreetail, a Marketplace seller of swimming pools. While demand for swimming pools was increasing, Spreetail's Sponsored Products campaigns were capping out early in the day and missing potential sales.

Goals

- Increase ad-attributed sales
- ROAS

Solution

Spreetail implemented the Walmart Connect Marketplace team's recommended campaign optimization tactics, helping improve sales and other KPIs.



A big splash

+36%

Attributed sales revenue¹

33%

Units sold¹

+12%

ROAS¹

-22%

CPC decrease¹

Source: Walmart first-party data, April 7, 2022 – April 14, 2022 compared to April 15, 2022 – April 27, 2022. PROPRIETARY & CONFIDENTIAL

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Campaign dates

April 15, 2022 - April 27, 2022

Strategy

To keep Spreetail from missing out on seasonal activity, the Walmart Connect Marketplace team provided data-driven insights and recommendations to help with demand and overall performance.

Key tactics

- Increase ad budget to avoid capping out early in the day
- Lower bid pricing to stretch budget

With bi-weekly reports supporting the recommendations and frequent collaborative sessions, Spreetail was able to increase their budget and daily ad spend with confidence.

Takeaway

The Walmart Connect Marketplace team offers quality support to Marketplace sellers, helping them find campaign optimization opportunities that can lead to more effective campaigns, avoiding daily budget cap-outs on high demand search terms and delivering Sponsored Products ads that remain active throughout the day.

Contact us today for a Marketplace consultation!