

Convenience and Safety Messaging Drives Sales for a New Product Launch

Campaign Objective

A leading baby brand sought to drive sales for a new product launch by focusing on the product's convenience and safety features.

Strategy & Tactics

- ✓ Used “safety and easy installation” messaging to help drive sales.
- ✓ Reached shoppers on and off Walmart.com with a robust media mix, including audience targeting, auto-optimized search, native ad units, relevant 100% share-of-voice category lockouts, email and Walmart performance ads.
- ✓ Drove shoppers to a shelf page where they could click to purchase on Walmart.com.



Results

31.8%

Shoppers spent 31.8% more on the featured brand than those not exposed to the ads; **2.3x higher** than the average baby benchmark.

\$27.85

The campaign delivered an ad-exposed payback* of \$27.85; **198% higher** than the brand's previous product launch campaign.

Source: WMX Campaign Results, U.S., 2017.

*Ad-exposed payback is based on total sales from those exposed to the media / campaign investment.

