

Walmart.com Case Study

WMX Targeting Delivers 22% Sales Lift for Top Baby Supplier

Objective

Introduce new moms to the brand and create customer loyalty by providing education on the right diapers for baby's growth stages.

Strategy

The learning agenda for this program demanded a new segmentation strategy to deliver variable content and messaging. Moms were divided into segments and the creative was A/B tested against those segments to determine the most effective combinations.



Baby Results

Shoppers who saw this campaign were

**23.5% more likely
to purchase the
brand products**

than shoppers who had not seen the media.¹



**39.6MM+
branded impressions**