

Walmart.com Case Study

**WMX Targeting Delivers
9.7% Sales Lift to
Beauty Supplier's
New Product Launch**

Objective

Raise awareness of new beauty product and convert Walmart Beauty shoppers through a Walmart.com targeted awareness, interaction and engagement campaign.

Strategy

Using specific media tactics, bring beauty consumers to a customized brand page to learn more about the new product via educational videos and additional product information, ultimately enticing the shopper to purchase on Walmart.com.



**Beauty
Results**

Shoppers who saw this campaign were

**7.8% more likely
to purchase the
brand products**

than shoppers who had not seen the media.¹

**31MM+
branded impressions**