

# Walmart.com Case Study

## *WMX Targeting Delivers 25% Store Sales Lift for Vacuum Supplier*

### Objective

Raise awareness of brand innovation and drive total brand sales among in-market vacuum shoppers with a WMX-targeted campaign.

### Strategy

This program went live with a 70/30 split between contextually targeted and behaviorally targeted impressions. Contextual targeting captured in-market shoppers who may be new to the brand or category. Behavioral targeting was used to reach brand loyalists and category shoppers. Targeted email sends complemented the on-site banners by driving traffic with awareness.



## Home Results

*Shoppers who saw this campaign were*

**15% more likely  
to purchase the  
brand products**

*than shoppers who had not seen the media.<sup>1</sup>*



**20MM+  
branded impressions**