

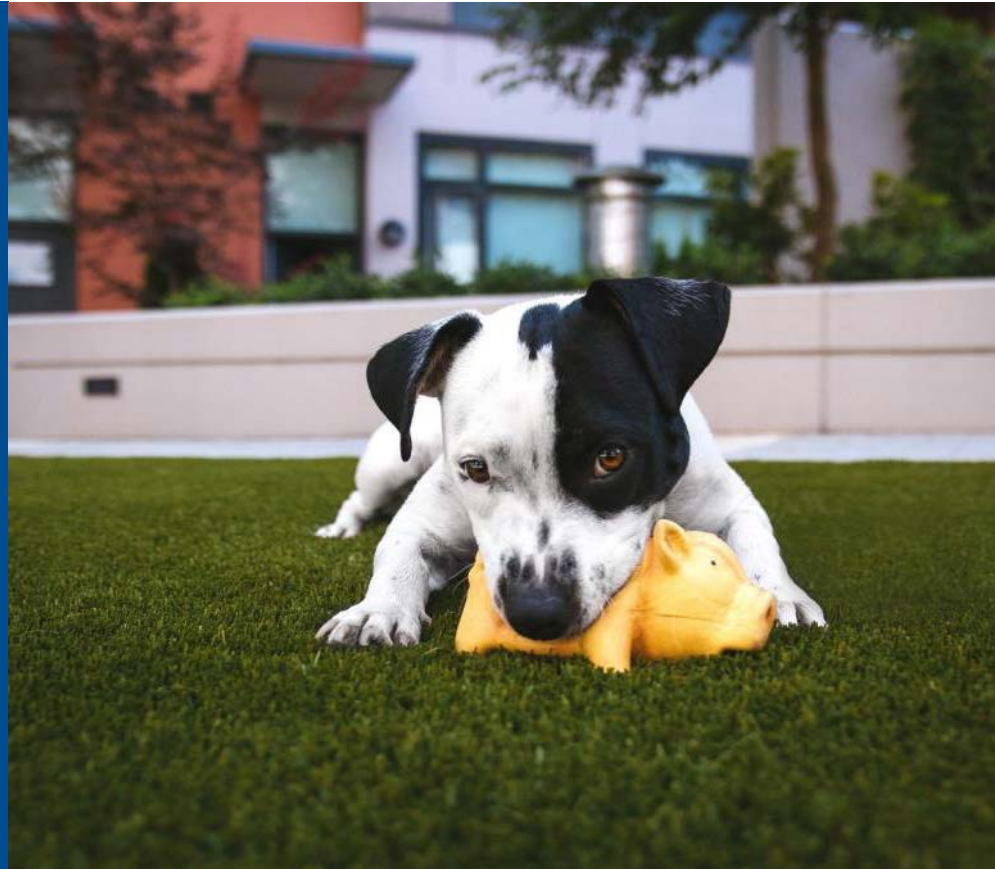
Messaging 'Gifts for Pets' Drives Holiday Sales and Attracts New Buyers

Campaign Objective

A leading pet brand sought to drive awareness and sales for its line of holiday treats by reaching new and existing customers.

Strategy & Tactics

- ✓ Target in-market shoppers for dog and cat treats.
- ✓ Use "gifts for pets" messaging to help build awareness and increase holiday sales.
- ✓ Reach shoppers on and off Walmart.com with a robust media mix including native ad units and relevant, 100% share-of-voice category lockouts.
- ✓ Drive shoppers to a custom brand page to learn more about the products and make a purchase.



Results

5.4%

Shoppers were 5.4% more likely to purchase the product if exposed to the ad; **3x higher** than the average pets benchmark.

43%

of buyers were new to the brand on Walmart.com; **21% higher** than the average pets benchmark.

