

# Walmart.com Case Study

## *WMX Targeting Delivers 6.7% Sales Lift for Pet Supplier*

### Objective

Raise awareness and convert relevant pet shoppers through a Walmart.com targeted awareness, interaction and engagement campaign.

### Strategy

Using specific media and engagement tactics, bring pet consumers to brand-specific product pages in order to discover the features and benefits of the products and, ultimately, purchase from Walmart (in-store or online).



## Pet Results

*Shoppers who saw this campaign were*

**6.5% more likely  
to purchase the  
brand products**

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



**216MM+**  
**branded impressions**