



Case Study: Advertising Success for New Product Launch



THE GOAL

Drive visibility and sales of new item (1 sku) with advertising on the Walmart Platform.

THE APPROACH

Allocate majority of budget to an automatic campaign for maximum exposure and click opportunity. The remaining budget was allocated to a manual campaign to serve ads against specific, high volume, high relevancy keyword searches (2 search terms).

THE RESULT

The item was #2 in their category during their black Friday Wave #2 deals. Average daily sales increased from **\$426 to \$1,321 (210% increase during campaign period)**



CASE STUDY – Advertising Success for New Product Launch

\$3,518

Ad Spend

\$20,138

Attr. Revenue

7,169,804

4

Impressions

\$5.70

ROAS

3,109

Clicks

\$1.13

Avg. CPC

.04%

CTR

+210%

Daily Sales Lift During Campaign

Ad Spend	Impressions	Clicks	CTR	Attr. Revenue	ROAS	Avg. CPC
\$3,518	7,168,804	3,109	0.04%	\$20,138	\$5.7	\$1.13

Year over Year Performance		
	Baseline Period	Campaign Period
Avg. Daily POS \$ This Year	\$426	\$1,321
Avg. Daily POS \$ Last Year	\$0	\$0
Avg. Daily POS Chg. YoY (%)	No Sales Ly	No Sales LY
Avg. Daily POS Chg. YoY (\$)	\$426	\$1,321

Campaign vs Baseline	
Baseline Avg. Daily POS \$ TY	\$426
Campaign Avg. Daily POS \$ TY	\$1,321
Avg. Daily POS Chg. (%)	210%
Avg. Daily POS Chg. (\$)	\$895
Est. Campaign Revenue (31 Days)	\$27,741

