Walmart Connect

How a connected in-store campaign turned awareness into purchase

IN-STORE 360

More touchpoints. Stronger, measured results.

A leading health and wellness advertiser wanted to build awareness and drive sales across a portfolio of brands through a unified in-store campaign.

The advertiser activated its first In-Store 360 campaign, bringing together multiple tactics to engage shoppers at different moments throughout the store and across the path to purchase.

The campaign combined Audio, Blades, Sampling, and Shrouds across participating brands, creating multiple opportunities to build awareness, encourage consideration, and influence purchase.

Who

Health and wellness advertiser focused on driving growth across a portfolio of brands.

What

Build awareness, consideration, and purchase across participating brands.

How

Audio, Blades, Sampling, and Shrouds engaged shoppers at multiple touchpoints throughout the store.

Connected campaign delivered measurable growth

+7.2%

Average sales lift

Across participating brands

+16.5%

Average new-to-brand increase

Successfully attracted new shoppers to participating brands

28%

Average brand purchase lift among ad recallers

Shoppers who recalled the campaign were more likely to purchase

More touchpoints were associated with stronger results

8% vs 2%

Sales lift

Brands with 3 tactics vs. 2 tactics

+6 pts

6% vs 3%

Brand purchase lift

Brands with 3 tactics vs. 2 tactics

+3 pts

20% vs 14%

Purchase consideration

Brands with 3 tactics vs. 2 tactics

+6 pts

Ready to drive measurable results for your brand? Connect with us today!

Source: Walmart first-party data (2026)
Shrouds: June 4-10
Blades: 3 regular blades June 4-17
Blades w/coupon (excl. QC) June 4-17
In-store audio June 4-July 1
Demo/Sampling June 12-June 13

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