

Familiar activewear brand drives awareness by targeting active shoppers during the holidays

A leading activewear brand partnered with Walmart Connect to engage active Walmart shoppers and drive awareness by targeting select audience segments across Walmart's digital ecosystem. The campaign focused on both male and female apparel shoppers, generating awareness for advertised products to deliver measurable, high-impact results.

Who

A familiar activewear brand.

What

Increase brand visibility and strengthen recall among active shoppers.

How

The Performance Bronze campaign utilized audience targeting to connect with high-intent shoppers across digital channels. By focusing on pre-defined segments such as active lifestyle shoppers and fashion-focused audiences, the campaign aimed to increase awareness and brand recall among engaged apparel shoppers.



Campaign results

\$9.21

Total ROAS

771k

Unique visitors

2.7M

Total impressions



Driving our own results

Leverage a mix of onsite and offsite tactics with tailored targeting in your next campaign to connect with Walmart shoppers.



Capture Attention

Ensure your brand is top of mind during the holiday season by being discoverable and highlighting your products as a top gifting item.



Purposeful Targeting

Walmart's pre-defined audiences allow for impactful targeting with easy activation, engaging with your target customers across online platforms.



Cohesive Digital Ecosystem

Leverage both onsite and offsite placements, supported by always-on Sponsored Search, to engage Walmart shoppers across the web and measure the full impact of your reach.