



Driving Digital Awareness and Consideration for a new Home Brand

Aiming to boost awareness and inspire consideration amongst online shoppers, a newly introduced home brand at Walmart utilized Onsite Display and Sponsored Search strategies, effectively engaging the target audience and delivering impactful results.



Who

A new to Walmart Home brand.

What

Build awareness and drive consideration amongst online shoppers.

How

Leverage Sponsored Search to ensure their products were visible while active shoppers searched Walmart's online channels. Utilize strategic Onsite Display to ensure visibility amongst online shoppers browsing for home related products.



Campaign Results

140%

ROAS

0.56%

Overall CTR

2.3M

Total Impressions



Driving Your Own Results

Build awareness and drive consideration by pairing Onsite Banners and Sponsored Search



Utilize Sponsored Search

Use both branded and unbranded keywords to capture shoppers influenced by both price and value proposition.



Connect with Active Shoppers

Capture the attention of Walmart shoppers with the intent to purchase.



Be visible on Walmart.ca

Utilize onsite tactics like [Onsite Display](#) to capture customers in the shopping mindset and stand apart from other brands.