

Sports & Fitness Manufacturer **Increased Ad Revenue 930%** in 12 Months



CONVERSIONS
INCREASE **814%**

AD REVENUE
INCREASE **930%**

ROAS
INCREASE **327%**

Client

This client manufactures sporting goods and accessories that are sold both in-store and at Walmart.com. They are a well-known national brand.

Situation

The client initially launched in the Walmart marketplace with limited SKUs, hesitant to create problems with their flourishing Amazon business. They wanted to drive unit sales on a select number of Walmart exclusive products, garner the attention of Walmart in-store buyers, and prove the Walmart business model.

Approach

We created Sponsored Product Ads, focusing automatic and manual campaigns on each SKU to ensure visibility in their category. Campaign adjustments are constantly made to ensure the average cost per click remains affordable and visibility of products top notch. Keyword Targeting was the primary driver.

Results

After 12 months, we saw conversions of Walmart exclusive products increase exponentially. Ad Revenue increased by 930% over the previous period, resulting in a ROAS increase of 327% over the previous period. The Amazon SKUs were never affected, and the Walmart business model is firmly proven for this client.