



Walmart Advertising Partners

GoPlus Home Goods



Timeframe: 3/13/20-5/2/20

Efficient sales growth justifies a 4x budget increase after two weeks to double down on volume growth

8.12
ROAS

\$50K
MARCH AD BUDGET

\$200K
APRIL AD BUDGET

Advertising Goal

Drive sales and improve ROAS

Problem and Solution

GoPlus was looking to scale its furniture business on Walmart.com using Sponsored Products, but needed a partner to help them do so efficiently across their entire product catalog. After a careful search across each of Walmart's API partners, GoPlus chose Teikametrics and launched in March 2020.

Advertising Strategy

At launch, Teikametrics created a multi-faceted campaign structure for the client's entire 220-item product catalog. This approach used broad and phrase match keywords to identify opportunities, and exact match to capitalize on key terms with historically good performance. Within 2 weeks, Teikametrics approach resulted in GoPlus exceeding their ROAS goal, allowing the company to 4X their monthly ad budget. Teikametrics then leveraged bid multipliers on top-performing Walmart platforms to utilize additional budget and drive incremental volume.

Teikametrics Enables Scale

