



Walmart Advertising Partners

Brand Category: Office

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

2.4X

ROAS

2.4X

CONVERSION RATE

-65%

REDUCTION IN
AD SPEND

Advertising Goal

Drive sales and improve ROAS

Initial Strategy

This office furniture brand was focused on efficiently growing its business on Walmart.com. To facilitate more granular bid adjustments on a per-item basis, Teikametrics implemented a granular campaign structure.

Revised Strategy

Based on the new market realities, the Teikametrics team quickly adjusted. Rather than advertise the client's entire catalogue, Teikametrics focused on top products and shifted to exact match, historically high-value keywords to cut down on wasted spend and help drive incremental sales. Using a more aggressive bidding approach based on historical data, win rates improved on keywords and drove major improvements to ROAS and conversion rates, even in the face of reduced spend.

Teikametrics Enables Seller Efficiency

