

Impactful packaging: Hypothesis confirmed

A mobile shopper's view of a product on the digital shelf can be greatly impacted by its hero image. This hypothesis was posed by a Lawn and Garden supplier and then validated by **Walmart Luminate Digital Landscapes**, which informed updated packaging, and led to an increase in online page views and purchases.

The opportunity

The supplier noticed that one of their products was not performing up to expectations.

- They hypothesized that the product's online hero image was not driving the amount of expected Product Detail Page (PDP) views
- They were concerned that the packaging was not digitally relevant and did not communicate that it was a premium item

The insights

Walmart Luminate Digital Landscapes helped provide a deeper understanding of the product and where they could improve to increase sales.

- The supplier saw that their PDP view rate was as low as 0.99% while the average for the category was 5.17%
- If they could increase the PDP views, they would potentially convert more shoppers into purchasers

The result

Utilizing these insights, the supplier updated the packaging to showcase unique selling points with a more contemporary design.

- In just two weeks, this update led to an increase in the PDP view rate by 390% and the Purchase Count rate by 185%
- To confirm their findings, they ran an A/B test against their prior hero image which saw the PDP rate and Purchase Count rate returning to the initial percentages

Innovative advertising: Updated spend based on traffic

Understanding where Walmart customers are shopping for your product is imperative to a successful advertising strategy. By leveraging Walmart Luminate data, a Lawn and Garden supplier substantially improved a below-average Return on Ad Spend (RoAS).

The opportunity

The supplier noticed that their digital penetration was significantly below category average and that their sales were slightly declining.

- The supplier wanted to improve their RoAS performance on existing campaigns, as measured by the Walmart Connect Ad Center
- They hypothesized that they were not targeting the right audiences due to their understanding they had a better right to win within their category

The insights

Working off the hypothesis that their shoppers were mobile, they decided to put Walmart Luminate data to work.

- Digital Landscapes Search Traffic showed that most Walmart shoppers were visiting the Product Detail Page using the Walmart mobile app
- The product was underpenetrating in Walmart mobile app search compared to the performance of others in the rest of the category

The result

These insights helped the supplier target the right customers with the right ads and saw a self-funding RoAS in week 1.

- They paired Walmart Luminate data with a Walmart Connect campaign to increase bid multipliers by 100% targeted at online shoppers
- Their RoAS drastically increased to \$19.90, becoming the highest that this supplier has ever seen in a category that averages \$6 to \$9