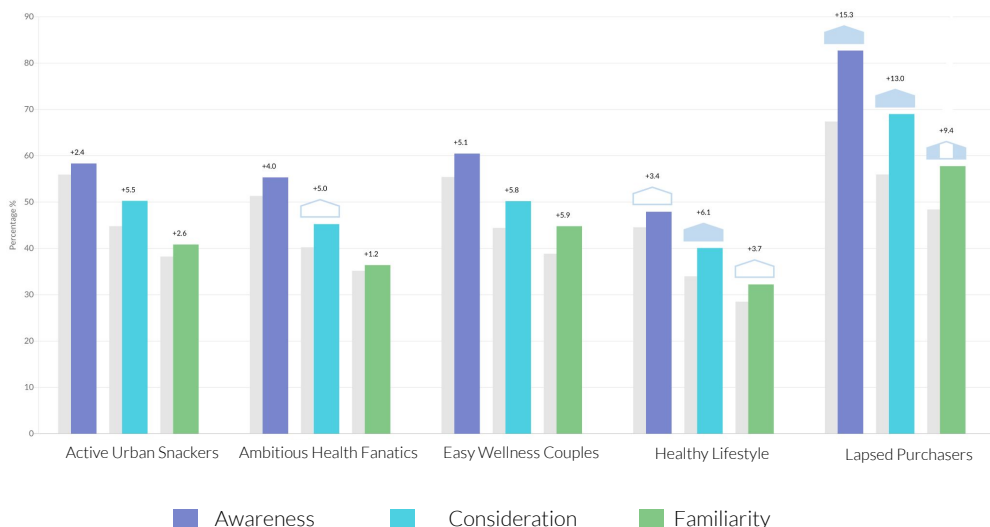


OVERVIEW

A popular snack brand launched a self-serve DSP campaign with OLV media through Walmart Connect to increase Awareness and drive Consideration among their target audiences. By leveraging Walmart Connect's partnership with Upwave, the Brand Outcomes Measurement Platform, they gained insights throughout the campaign into which target audiences were driving Brand Outcomes.

DRIVING CONSIDERATION

Walmart Connect generated positive lift for Awareness, Consideration and Familiarity across all target audiences, with particularly strong results among Lapsed Purchasers of the brand. This audience saw a **+15.3%** lift in Awareness, **+13.0%** in Consideration, and **+9.4%** in Familiarity.



The campaign also drove an increase in Consideration among several past users of competitive brands.



+6.1% Competitor A
+8.1% Competitor B
+5.6% Competitor C

KEY LEARNINGS

Upwave also identified several Brand Optimization learnings, including which Creative Concepts performed best across the brand funnel. This information gave Walmart Connect and the snack brand the information necessary, should they choose to reallocate dollars towards better performing creatives based on primary brand KPI(s).

In this campaign, Concept C outperformed the other seven Creative Concepts at the top of the brand funnel (Awareness and Consideration), while Concepts D and E showed stronger results with bottom of the brand funnel KPIs (Purchase Intent). Creative Concept E also led in Purchase Propensity.

