

OVERVIEW

A leading video game brand launched an Offsite media campaign through Walmart Connect to boost awareness of their subscription service. Through Walmart Connect's partnership with Upwave, the Brand Outcomes Measurement Platform, they were able to monitor real-time Lift —especially for key KPIs like Awareness and Consideration. Upwave also surfaced actionable Brand Optimization opportunities to enhance Brand Outcomes.

ELEVATING BRAND PERFORMANCE

The video game brand achieved significant lift across KPIs throughout the brand funnel, with impressive performance against the Overall Audience.

AWARENESS

5.2%



AD RECALL

3.1%



CONSIDERATION

6.3%



PURCHASE PROPENSITY

1.4%

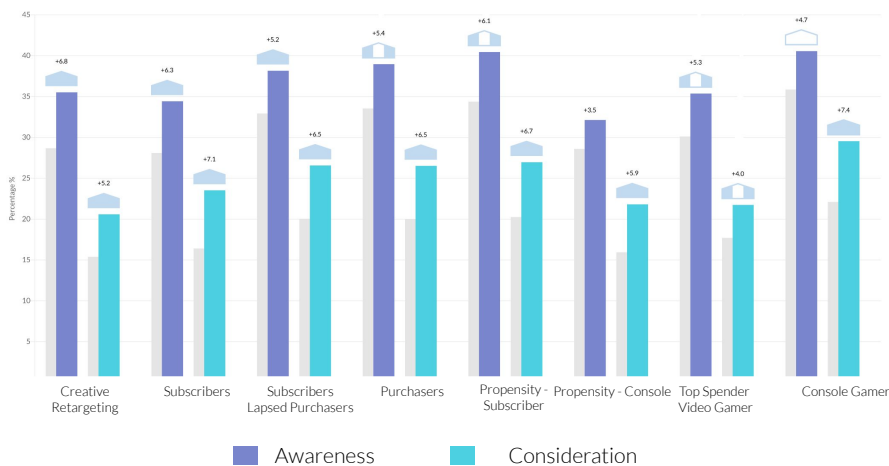


FAMILIARITY

4.5%



PERFORMANCE AMONG KEY AUDIENCES



Upwave data revealed that, alongside the Overall Audience, this Walmart Connect campaign effectively drove Awareness and Consideration among target Video Game Audiences.

Upwave's Brand Reach also indicates that Walmart Connect over-indexed in reaching the campaign's key target.

71% 
more likely to reach the video game subscription audience

KEY LEARNINGS

Upwave identified that individuals aged 55+ were underperforming, particularly in key brand KPIs such as Consideration and Purchase Propensity. This insight allows the opportunity to reallocate dollars towards better-performing demographics, such as the 18 to 24 age group, which showed strong overperformance throughout the campaign.

