

CASE STUDY | SPONSORED VIDEOS

Al fresco patio promotions

Opportunity

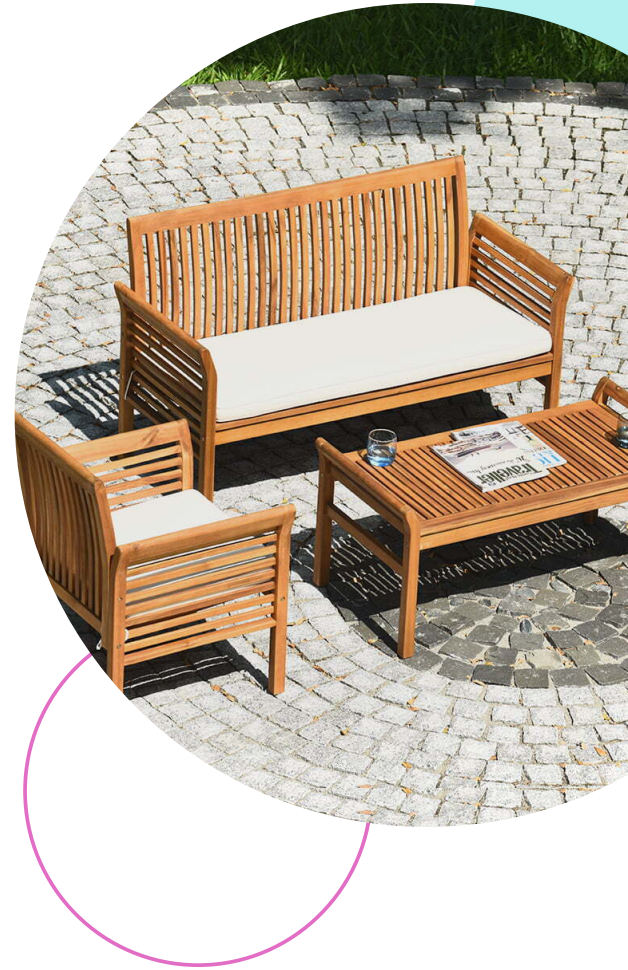
Gymax, an affordable indoor/outdoor furniture and décor brand, was looking to drive engagement around patio sets during the summer season testing new promotion types. To do this, the brand selected a top-selling item at a good price point that included quality supporting video content.

Goals

- Increase customer engagement around a top-performing item
- Maximize efficiency of ad spend
- Educate customers on product features
- Acquire new customers

Solution

The company participated in a beta test of Sponsored Videos targeting in-market patio furniture customers in the search page to showcase the quality, color and durability of the product.



Big Wins

96%

New-to-brand sales

12K

Engagements

+4.92x

Completed videos views while using competitive bids

+40%

Category share of voice

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Campaign dates: April 27 – June 26, 2023

Sponsored Videos strategy

Gymax used Sponsored Videos to promote products using robust video content and targeted keywords. The brand focused efforts on targeting Walmart customers as they actively searched for similar outdoor furniture products and served them one of Gymax's top selling patio sets.

Campaign tactics

A selective keyword strategy put Sponsored Videos ads in front of audiences that were likely to engage with the content.

[Learn more about Sponsored Videos](#)

Takeaways

- More than 20 keywords selected using Suggested Keywords tool
- Mix of exact and phrase match types
- Additional keywords used to maximize exposure with relevant audiences
- Bids set above suggested amount to help maximize competitiveness

