



# Maximizing patio & garden season

## Opportunity

Walmart Marketplace seller, PowerSmart, wanted to leverage the spring season to grow its customer base and establish the brand as a household name in battery-powered outdoor tools.

## Goals

- Maximize brand footprint on Walmart’s site and app
- Drive sales at an efficient cost

## Solution

The Walmart Connect team proposed a scalable campaign structure that utilized product expansion opportunities, strategic keywords and hourly sales trends. This approach helped the advertiser maximize item exposure, improve relevancy and expand time on site in preparation for the summer season.

## Results

More than 1 in 3 lawn mower customers saw PowerSmart products on Walmart’s site and app.

**Campaign dates:** March 1 - April 30, 2023

## Testimonial

*“Walmart Connect has made a big difference in our development as a brand and for our growth on Walmart’s site. Since launching, our advertising clicks have gone up 198% and advertising sales have increased 267%. We also saw an increase of 41% in our share of voice. It has been a fantastic experience; would highly recommend them to anyone looking to grow their marketplace business.”*

Joanna Zhang  
Online Sales Team Lead, Powersmart

## Big wins

**+41%**

Share of voice  
MOM

**+198%**

Clicks MOM

**+267%**

Ad-attributed sales  
MOM

**+8%**

ROAS MOM

Source: Walmart first-party data, March 1–April 30, 2023.

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