

CASE STUDY | CTV

# Savory success with CTV

## Opportunity

In 2023, Primal Kitchen, a manufacturer of healthy condiments and sauces, wanted to test out promotional channels that could help the brand break into new markets nationwide.

## Goals

- Build brand awareness
- Increase sales

## Solution

Walmart Connect partnered with Primal Kitchen to run a non-linear ad campaign using our premium CTV bundle, which includes Walmart Onsite Display, to help them reach new audiences shopping for similar food items during the summer grilling season.



## Quality results to marinate on

8.3MM

Total  
impressions

3.8MM

Unique  
viewers

53%

New brand  
buyers

10.69%

Incremental  
sales lift

Source: Walmart first-party data, 2023; May 17–July 5, 2023.

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**Campaign dates:** May 17 – July 5, 2023

### CTV Strategy

Since its launch five years ago, Primal Kitchen has been on a mission to create condiments and sauces from high-quality ingredients. As the success of the brand grew, Primal Kitchen planned to expand from local to nationwide Walmart distribution.

The company tested Walmart Connect's premium CTV package to help them reach new audiences and entice Walmart customers to try their products during the summer season when many consumers looked for marinades and other grilling ingredients.

### Campaign Tactics

Primal Kitchen's premium CTV campaign ran for seven weeks, bundled with Walmart Onsite Display, targeting a combination of customers across the Walmart site and app:

- Competitive brand purchasers
- Lifestyle: healthy living
- In-market
- Other custom audiences (category purchasers, brand purchasers)

### Takeaways

- Testing new ad types like CTV during key seasonal moments while continuing to invest, both online and in-store at Walmart, can help brands reach new customers and increase relevance.
- Walmart Onsite Display bundles help advertisers capitalize on different campaign approaches using our first-party data to reach verified Walmart customers.

