

Game-Changing Ads, Big Wins!

ADWEEK Media Plan of the Year Award Winner

CHALLENGE

How do you combine a high-impact, sales-driving campaign with advanced commerce and measurement tools to increase conversions and attract new buyers through Display and CTV at Walmart?

SOLUTION

To tackle this challenge, you'll need the ultimate strategy. By leveraging Kargo, SmartCommerce, and Attain, the consumer journey is streamlined and measurable, making it easier to target and attract new buyers, boost conversions and ultimately drive more sales seamlessly.

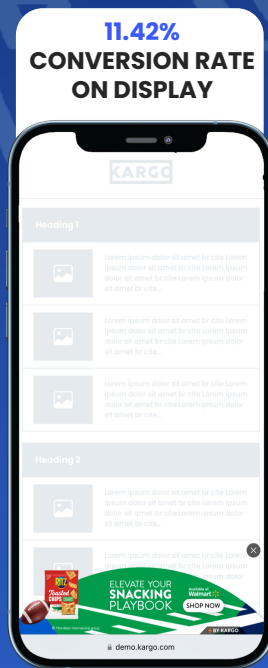
Leveraging Kargo creative and Click2Cart® technology ensures a frictionless ad-to-commerce experience during which consumers can easily drop items in their cart. This powerful combination delivered 4X higher conversions on CTV and drove \$26 ROAS on Display.

Optimization during the campaign happens with Attain's real-time data, enhancing performance and driving better results. Overall, Attain gives visibility to campaign measurement and direct impact on sales.

This integrated solution comes to life almost effortlessly for a big win!



Source: xyz



\$26

**ROAS ON
DISPLAY**

9.65%

**NEW BUYER LIFT
ON DISPLAY**

4X

**CONVERSION VS. OTHER FOOD
CAMPAIGNS ON CTV**