



Top Food Brand drives retail media growth at Walmart

Case Study: Fortune 500 Food brand with over \$15 Billion in annual revenue

The Problem

- Brand was already using a competing retail media software platform, but ad spend was underperforming by focusing on branded campaigns that cannibalized organic sales
- Old retail media software was a “black box”. Brand team had no means of understanding how their ad spend was allocated and couldn’t see the true drivers of performance
- As a result, retail media strategy could not be improved over time with input from the team

The Solution

Redefine Incrementality with...

CommercelIQ’s integrated retail ecommerce platform

Key Feature - Incremental ROAS (iROAS): By estimating organic performance, the brand can use CommercelIQ to find keywords with the largest opportunities for incremental ad spend that won’t cannibalize organic sales. Example tactics:

- Shifting budget mix from low iROAS brands to high iROAS brands within the same category
- Boosting bids and budgets for keywords with higher iROAS
- Maintaining SOV on priority keywords



Brand's pivot to incrementality drives ROAS surge and sales growth

The Result

In Q1 2023...

+93%

Total attributable sales growth year-over-year as ad spend becomes more efficient

-33%

CPC declines YoY as brand spends less by engaging previously overlooked but incremental areas

+74%

ROAS growth. iROAS also grew over 70% year-over-year



iROAS values began at under \$1 in January but rose to \$2 by March

Brand can easily track and manage their campaigns through one single source of truth