

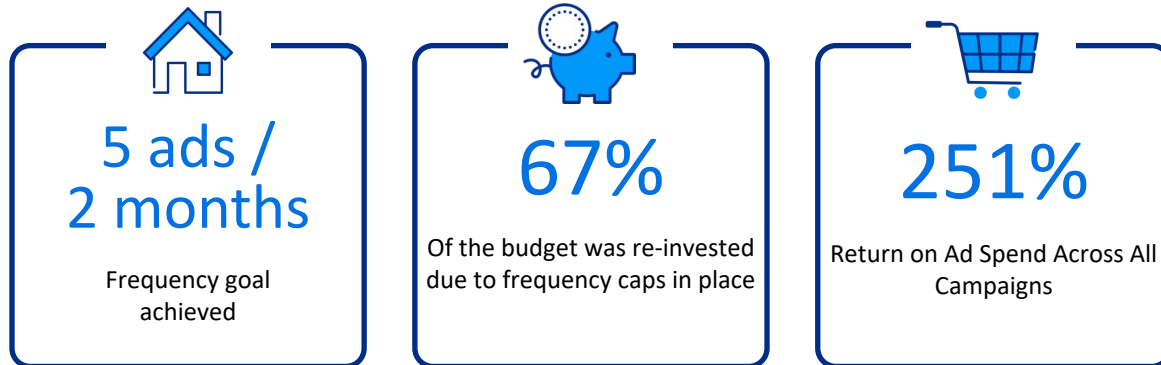
CASE STUDY

Eckrich drives 251% ROAS on Walmart DSP

Using Walmart DSP, Red Comma activated omnichannel campaigns for Eckrich, maximizing return on ad spend (ROAS) across Online Video, Audio, Display, and Connected TV.

Using Walmart Connect audience segments, Eckrich engaged recent and predictive buyers at the category and brand level. Eckrich also used Walmart Connect closed-loop measurement to connect their campaign to online and in-stores sales at Walmart to drive a **251% ROAS**.

Red Comma also used Walmart DSP's frequency control capabilities, implementing multi-level frequency caps, leading to a frequency of 5 ads every 2 months per user, reducing wasted spend and maximizing performance.



Source: Walmart DSP Reporting: 8/1/22 – 9/30/22

