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## CASE STUDY | WALMART PLATFORM PARTNERS

# At home with Pacvue

BirdRock Brands turned to Pacvue, a Walmart Platform Partner, to scale its Manual Sponsored Products campaigns

### Opportunity

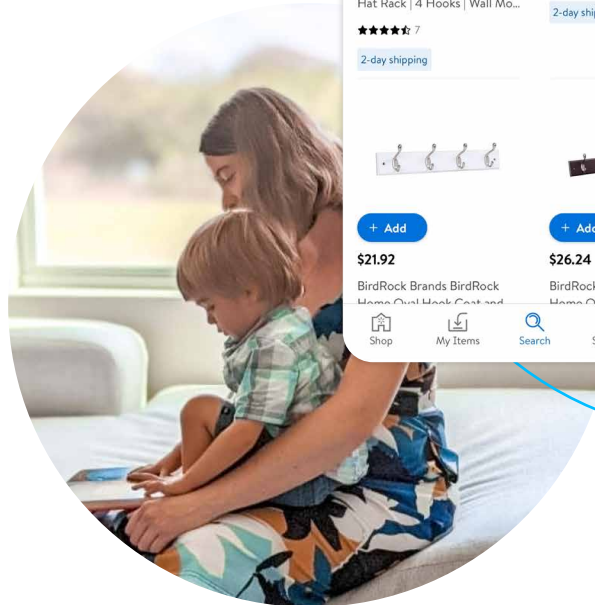
In Q4 of 2021, the high-quality home goods company BirdRock Brands was looking to improve sales by maximizing efficiency and reach, while maintaining a low cost through Self-serve.

### Goals

- Increase sales
- Improve ROAS

### Solution

BirdRock Brands partnered with Pacvue and used their platform to extract data insights to maximize keyword coverage and restructure campaigns for optimal performance.



### Big Wins



# +11%

Above target ROAS<sup>1</sup>



# -21%

QoQ CPA decrease<sup>1</sup>



# +83%

QoQ Sales<sup>1</sup>

Source: <sup>1</sup>Walmart first-party data, 2022.

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### Campaign strategy

BirdRock Brands used the Pacvue platform and tech tools to define campaign goals and increase their Walmart sales.

### Pacvue platform tactics

- AI-powered campaign optimization
- Automatic keyword harvesting
- Bid change rules

### Campaign dates

February 1–March 31, 2022

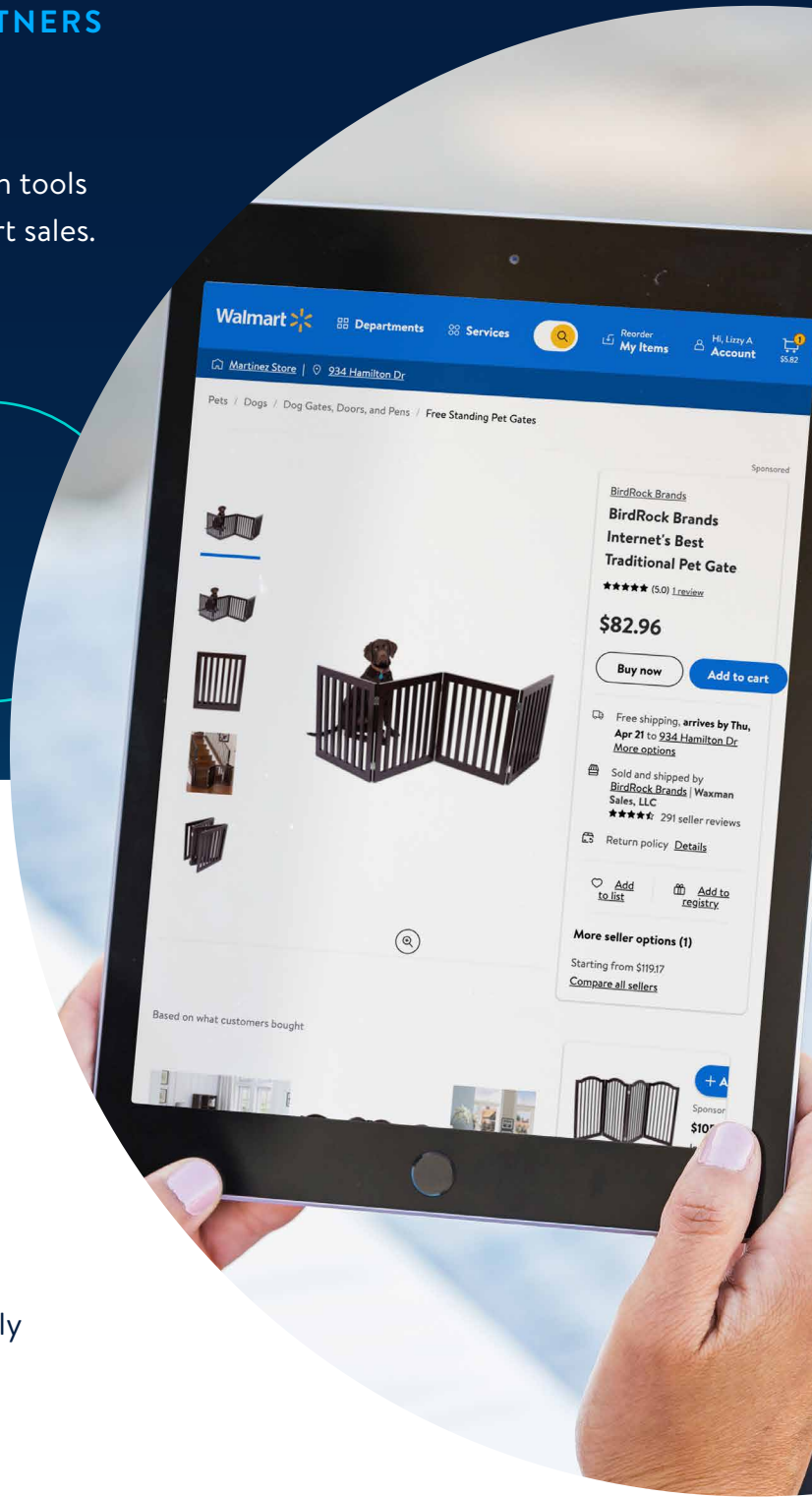
## Takeaways



By partnering with Pacvue, BirdRock was able to maximize keyword coverage and increase sales.



Walmart Platform Partners can significantly improve the performance, efficiency and scale of Walmart Search campaigns.



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