

Blue Wheel 

PEAK SEASON PERFORMANCE BOOST CASE STUDY

WALMART
MARKETPLACE
ADVERTISING





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The [Peak Season Performance Boost](#) Case Study highlights our strategic advertising efforts and successes on the [Walmart Marketplace](#) through four distinct sections.

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The Challenges & Goals

The Challenges & Goals

A brand approached [Blue Wheel](#) as they headed into their peak season, concerned that results weren't where they should be.

With a ROAS of just 2.6, it was clear something had to change. Their products naturally draw strong interest in late summer and early autumn, so the opportunity was there; we just needed to capture it. Every impression had to count to turn seasonal buzz into real performance.

The main [challenge](#)? Diagnosing why sales weren't scaling and efficiency remained low, all under tight deadlines. Speed, precision, and adaptability were key.

[The Goals:](#)

The client wanted to boost sales on the [Walmart platform](#) and invest more, but the prior advertising felt inefficient. They weren't seeing the returns to justify higher spend, and hesitation was holding them back. Our job was to turn that around.



The Actions

Peak season had already begun, and we had just 48 hours to build out and launch a new strategy. We quickly pivoted to focus on the 1P side of the business while scaling back 3P efforts, zeroing in on top-performing products with the highest sales potential. The goal was to drive immediate growth and improve efficiency before more opportunities were missed.

We restructured campaigns to **highlight best-selling products**, optimized budgets around proven winners, and cut spend on low-performing items. Weak points in the previous approach were addressed, and the campaign structure was rebuilt from the ground up.

Combining **offensive and defensive tactics**, we prioritized visibility when customers were actively shopping. Premium ad formats increased reach and impact, with 10 campaigns launched across two key product groups serving as the foundation for a more aggressive and efficient approach.

Daily optimizations, adjusting bids, reallocating budgets, and refining target audiences helped maintain sales momentum. This fast, **focused strategy** turned seasonal interest into measurable results while steadily improving efficiency.



The Results

After implementing the new campaign strategy and optimizing targeting, bids, and creatives, the [client's 1P account](#) achieved strong year-over-year growth across key metrics, showing improved reach, engagement, and sales efficiency.

August Performance YoY

- Impressions: +293%
- Clicks: +96%
- Ad Spend: +207%
- Orders: +111%
- Sales: +129%
- Average Order Value: +9%
- Conversion Rate: +7%
- ROAS: 4.27

September Performance YoY

- Impressions: +106%
- Clicks: +117%
- Ad Spend: +173%
- Orders: +120%
- Sales: +131%
- Average Order Value: +5%
- Conversion Rate: +1%
- ROAS: 5.05

By focusing on [top-performing products](#) and optimizing campaigns daily, the strategy turned seasonal interest into measurable results, attracted high-quality customers, and maintained profitability while scaling spend efficiently.

August Results YoY

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Impressions

September Results YoY

+106%

Impressions

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Clicks

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Average Order Value

4.27

ROAS

5.05

ROAS





The Conclusion

The Conclusion

Under [Blue Wheel's guidance](#), the client's account achieved measurable, high-impact results. By quickly pivoting strategy and focusing on top-performing products, the team drove significant growth in reach, engagement, and sales, all while maintaining strong ROAS.

Conversion rates held steady, average order value increased, and spend scaled efficiently, showing that the campaigns attracted high-quality, engaged customers. [Year-over-year performance](#) highlights how a fast, data-driven approach can deliver both immediate results and long-term value.

Blue Wheel's strategic insights and rapid execution turned a seasonal opportunity into measurable [success on Walmart](#), creating a scalable foundation for continued growth and proving that every impression and dollar can work harder for the brand.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$2B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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