

Expanding into Walmart

Sales increase 2,107.96% over one year

Overview

A growing plastics manufacturer and seller on Amazon wanted to expand their online presence into additional marketplaces. They already had a Walmart Seller Central account but did not have the know-how to get things up and running on this new platform. Our team evaluated their catalog and took the top performing merchandise on Amazon to create and launch listings on Walmart.

Obstacles

- They did not know how to identify the best market for their catalog
- Listings were not showing live on Walmart
- Client was not familiar with the best ways to utilize Walmart's marketplace

Solutions

- + Identified top performing product SKUs from the client's extensive catalog on Amazon. Then, organized the process of adding those top sellers to Walmart.
- + Adopted the listing copy that we already created and optimized for Amazon to follow Walmart's best practices.
- + Applied for and began advertising on Walmart to drive traffic and increase exposure to new listings.
- + Conducted training on Walmart best practices with the client.

Results

GMV (Gross Merchandise Value / Sales) increased by 2,107.96% compared to the previous year.

