



Banner Redeployment Strategy

aka “Rescuers of the Lost Revenue”

Presented to Walmart US Design and Media Group Leadership in August, 2018

Context: In Q1 Of FY19, Walmart launched “Project New York,” a radical reimagining of its online retail eCommerce platform.

Opportunity: Banner Ads were redesigned to look native, integrated, and relocated below the fold. Subsequently customers scrolled past them, leading to a projected annual loss of over ~\$60m in contribution profit.

Objective: Leveraging humor and data, achieve consensus between Design, Product and Tech stakeholders that would allow for banners above the fold with no impact to look, feel and performance of overall site.

Outcome: Our proposal was approved, banners were deployed, and revenue stream was returned.

Core Team:

- Thomas Misner - Principal Manager II, Design
- Vaishali Bajaj - Senior Director II, Product Management
- Calvin Sun - Ad Operations Manager, Onsite Display
- Bennet Szeto - Ad Operations, Senior Tech Ops

Stakeholders:

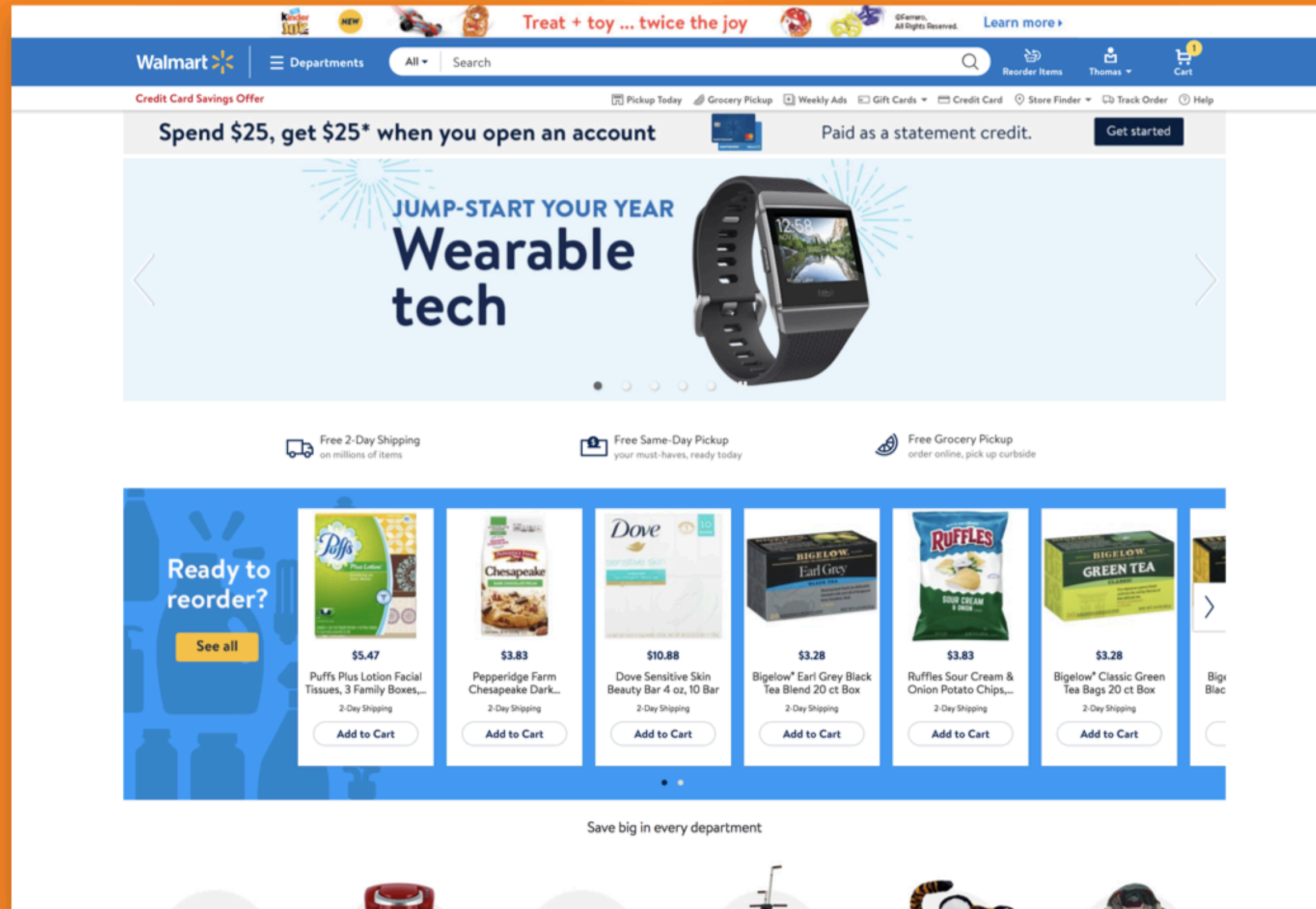
- Valerie Casey - Vice President, Design
- Christine Pun - Senior Director II, Design
- Jeff Clark - Vice President, Product

Ad Banners *They Return!*

Banner Redeployment Strategy

Audiences hate sequels. Why?

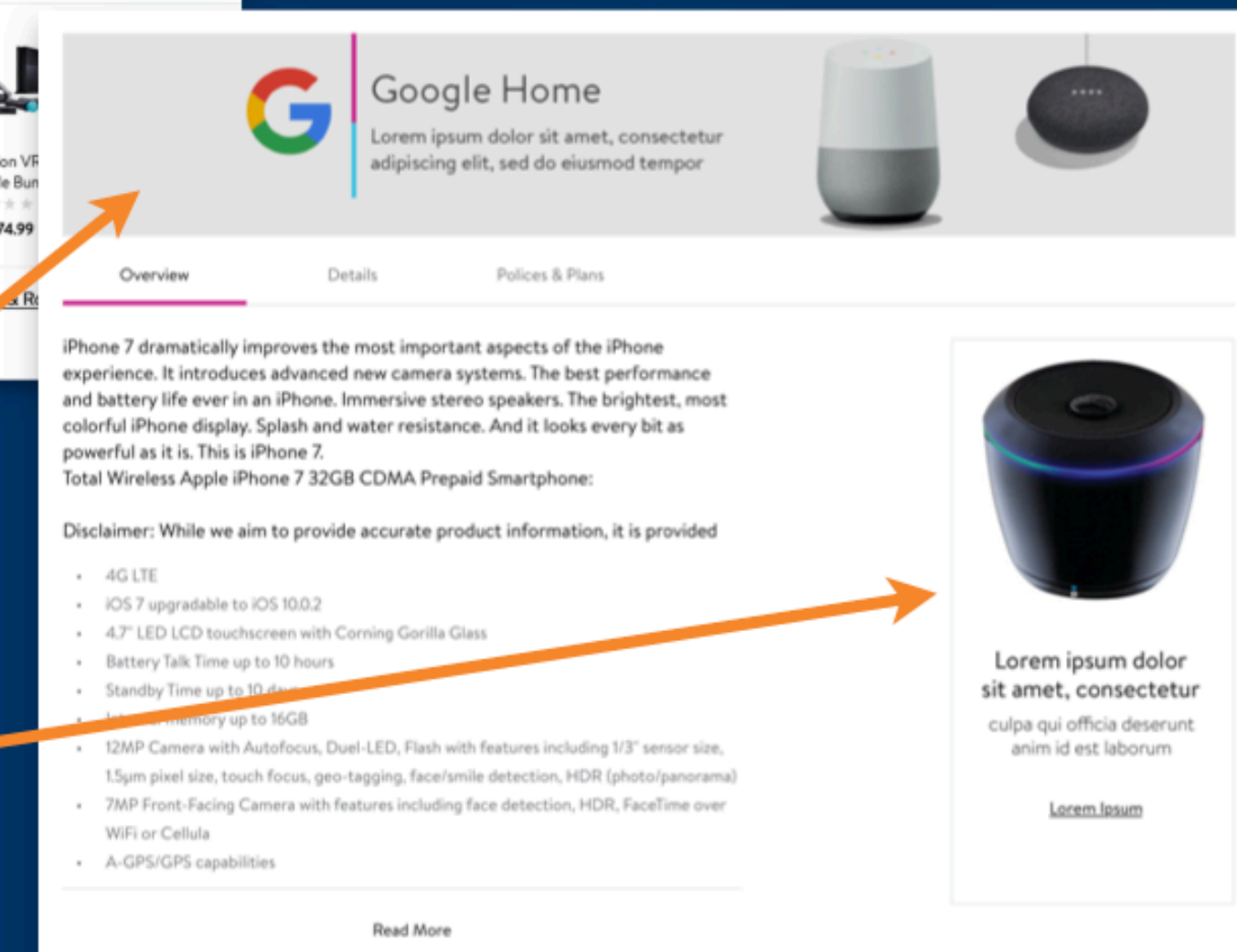
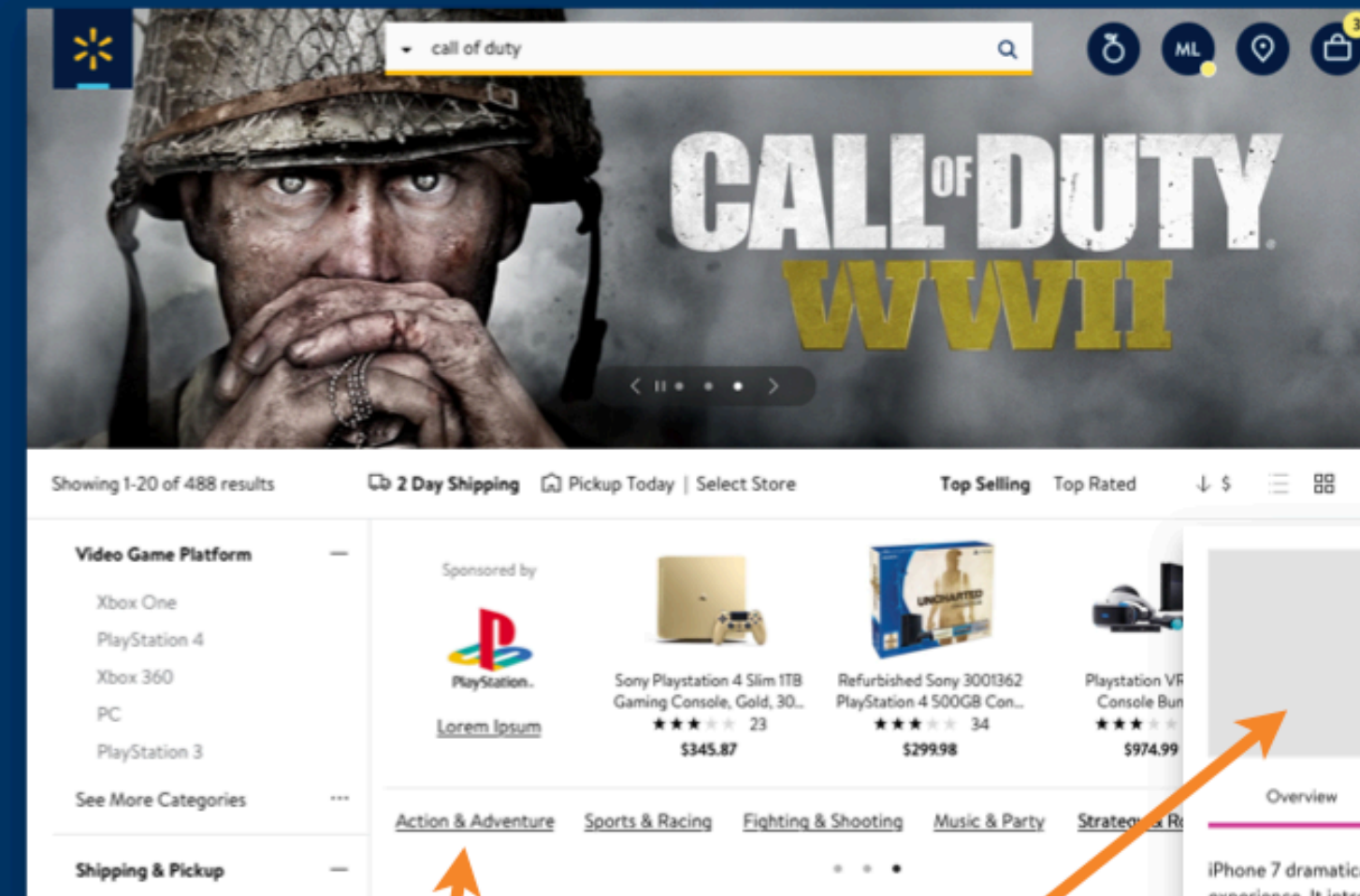
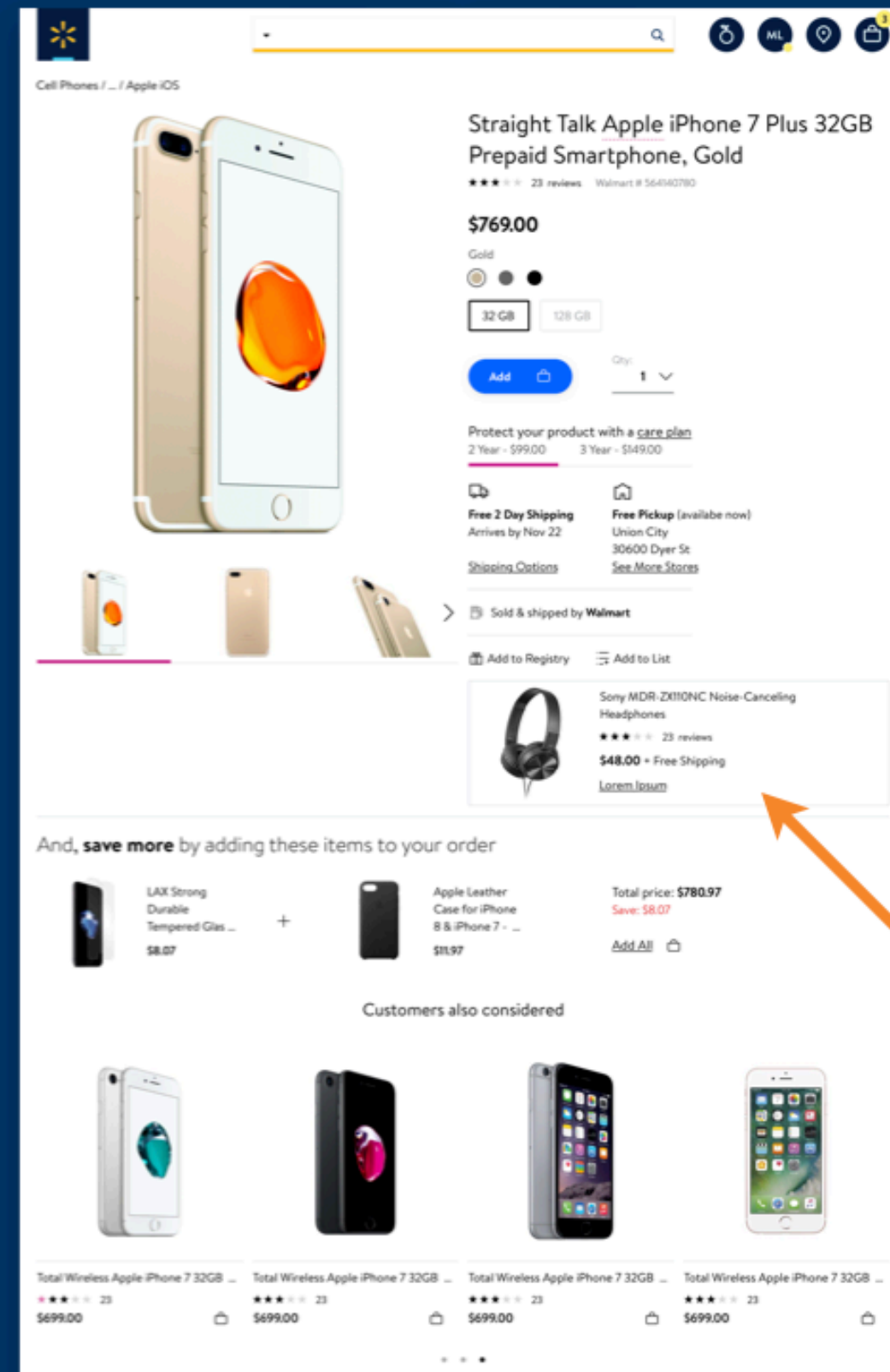
“Old Walmart” Pre-Project NY (2017)



Post-Project NY the premise was:

- Align the Ad experience to look native and visually integrated into the site
- ...but move all Audience-Targeted Ads (Display Banners) below the fold

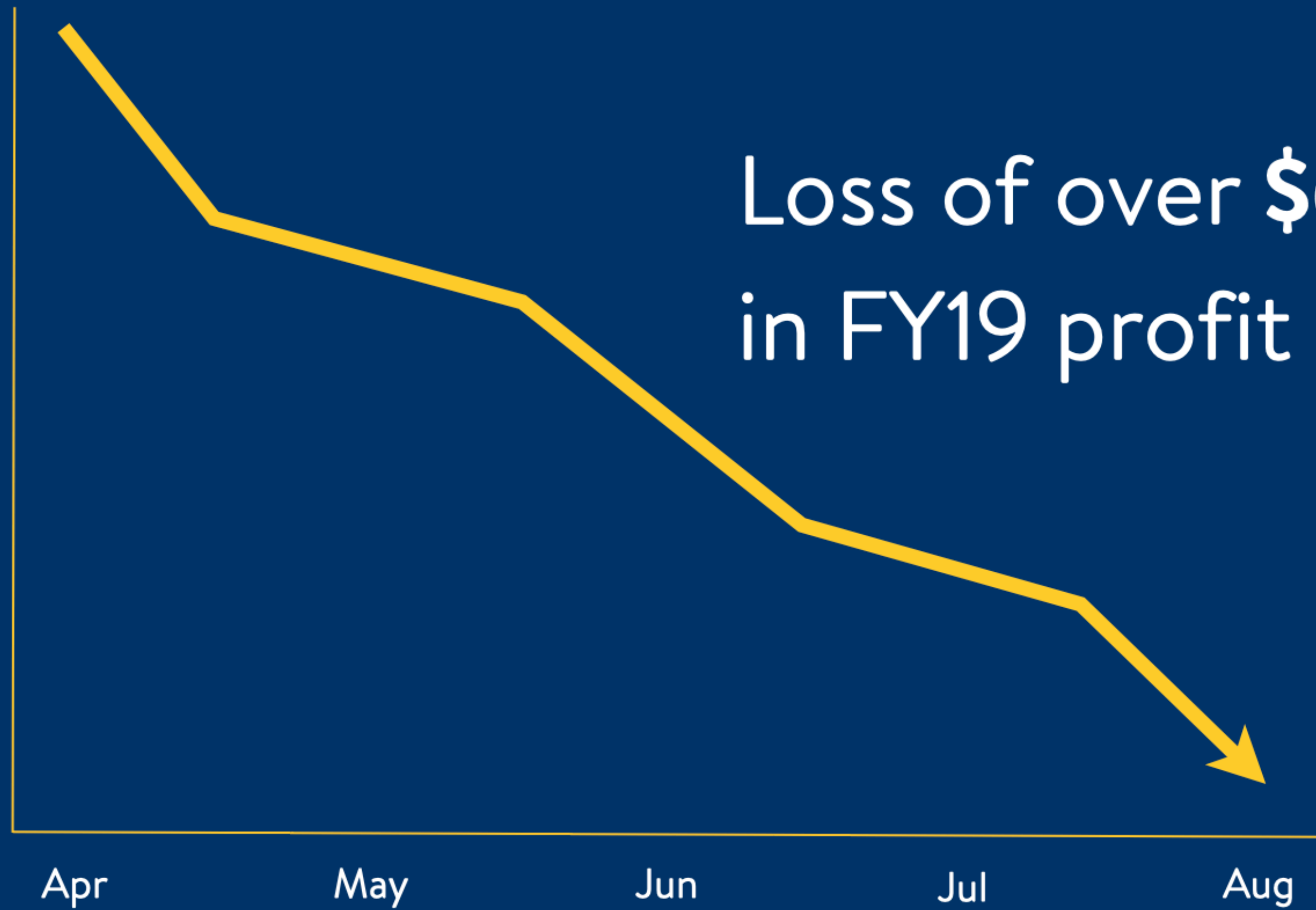
Post-Project NY Walmart (2018)



NY-Styled
Native Ads

Box Office Numbers?

Loss of over \$60m
in FY19 profit contribution




Fans have spoken, though!


- The **native appearance works** when the ad is viewable
- Viewable **Click-Through Rate is 3x** pre-Project NY style

So get to the pitch, kid.


Upgrade the Skyline Banner across all platforms

Retain native look and feel and deploy above-the-fold

→ 

 Google Home Just ask Google. Save up to \$60 when bundle and buy Google Home products today. [Learn more](#)

Video Games / Video Game Titles / Shop by Video Game Franchise / Call of Duty Video Games for PC, Xbox and PlayStation f p t



Call of Duty: WWII, Activision, PlayStation 4, PRE-OWNED, 886162342321

★★★★★ [25 reviews](#) [Activision](#) Walmart # 567946812 Mature

\$33.33

Free **2-day shipping** on orders over \$35
Arrives by Tue, Sep 4 [Options](#)

Free pickup Tue, Sep 4 + discount
Ships to San Leandro, 1919 Davis St [Options](#)

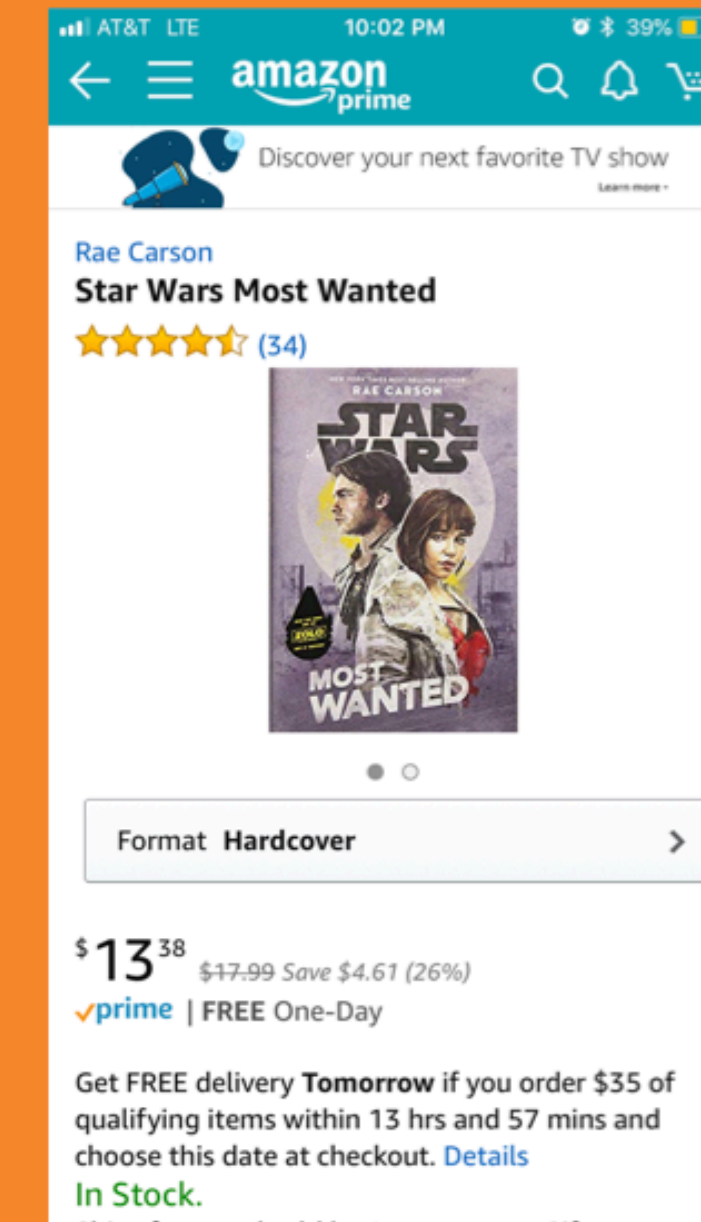
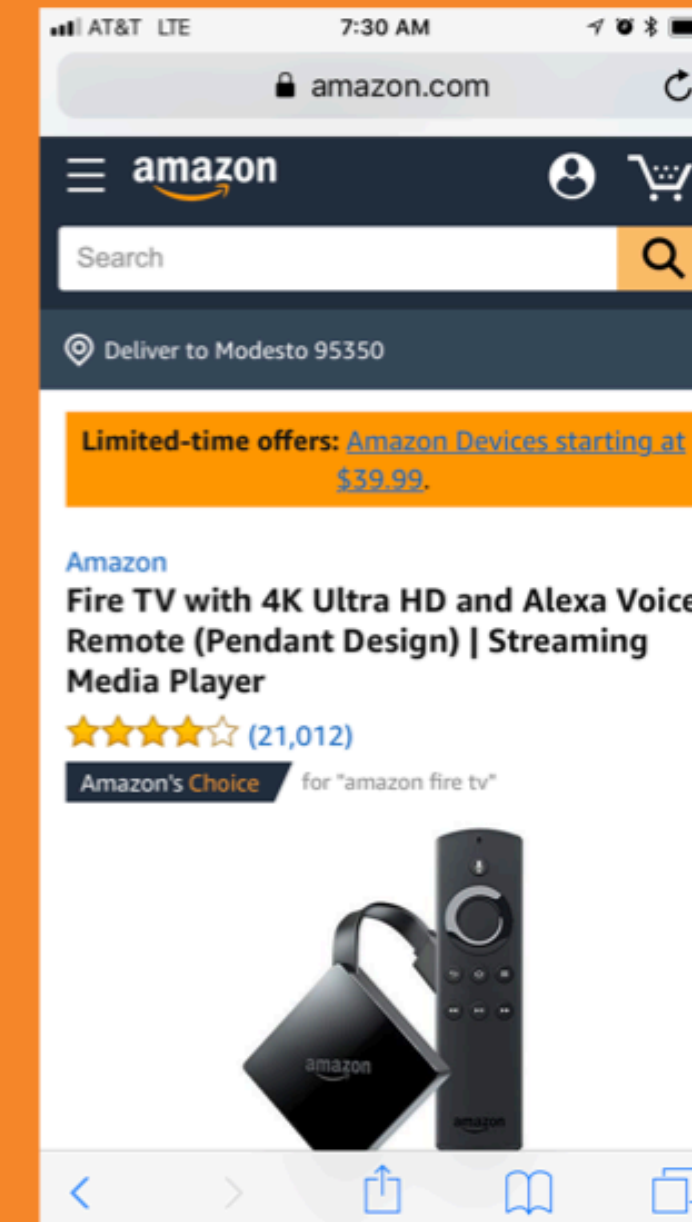
Add a [Walmart Protection Plan](#) powered by Allstate

None	2 Year - \$3.00	3 Year - \$5.00
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Qty: [Add to Cart](#)

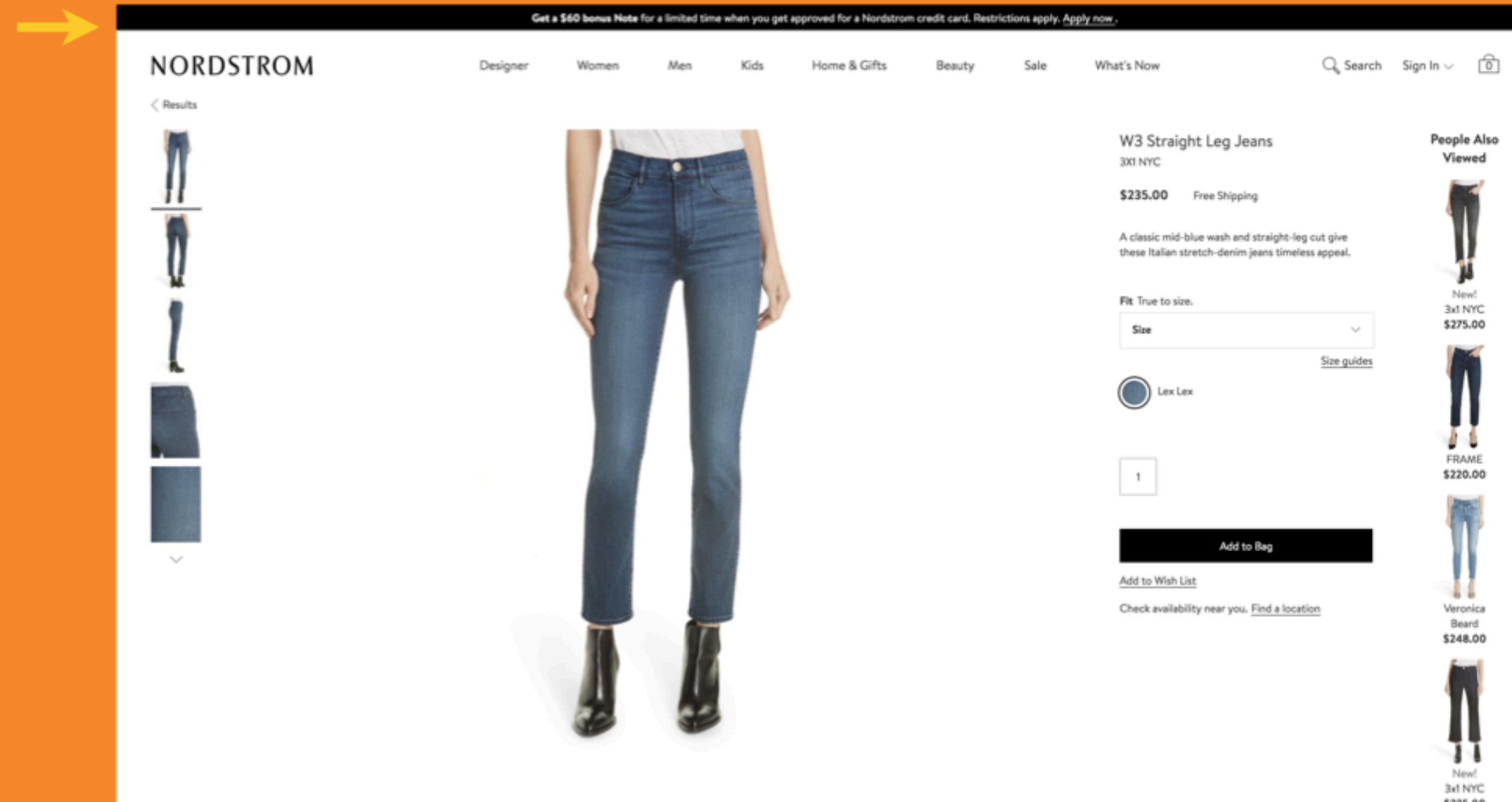
Desktop

Competitor Examples



Amazon Item Page (Desktop, mWeb & App)

Competitor Examples



Nordstrom Item Page (Desktop & App)




Okay, what about a spin-off?


Pull in real-time product info


Advertisers will require supporting copy but Tech says this is doable


→







Search




 Samsung 50" Class FHD (1080P) Smart LED TV (UN50M5300) ★★★★★ 23 \$599.99

 Samsung 28" Class HD (720P) LED TV ★★★★★ 23 \$199.99

 Refurbished Samsung 40" Class FHD (1080P) Smart... ★★★★★ 23 \$238.00





Call of Duty: WWII, Activision, PlayStation 4, PRE-OWNED, 886162342321

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3 Year - \$5.00

Qty:

1

[Add to Cart](#)

Desktop

 Walmart Labs

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Thank you!