

# Driving Omnichannel ROAS Through In-Store Audience Attribution



Retail media plays a meaningful role in driving in-store purchases, yet most brands still measure performance through e-commerce alone. In Mexico, 82%\* of shoppers purchase products by combining digital and physical channels, highlighting how closely online engagement and in-store transactions are connected. However, because brands have historically lacked the infrastructure to connect digital media exposure to in-store sales, a significant portion of media impact has remained unmeasured.

Walmart Connect Mexico, powered by Infillion's white-labeled MediaMath technology, introduced enhanced omnichannel audience activation and measurement – extending advertiser visibility beyond e-commerce to include in-store (POS) sales. Built on Infillion's composable architecture, these capabilities unify first-party audience activation with closed-loop attribution, enabling brands to measure how digital media influences the full shopper journey.

\*Source: AMVO Estudios. Estudio de venta online 2025. Netquest.

## The Challenge

While digital campaigns were driving measurable e-commerce performance, a significant portion of their impact on in-store sales remained unmeasured. Without visibility into offline conversions, brands risked undervaluing media performance and missing opportunities to optimize toward higher-value shoppers.

## Objective

As a globally recognized skincare brand with broad household penetration, NIVEA sought to better understand and improve the return on its digital media investments – particularly how off-site media influenced in-store purchase behavior. To do so, NIVEA focused on:



Measuring the influence of off-site digital campaigns on in-store Walmart purchases



Activating audiences based on both online and offline shopper behavior



Gaining a more complete view of omnichannel performance to inform optimization

## The Strategy

To achieve these goals, NIVEA ran an always-on off-site display campaign through Walmart DSP, leveraging Walmart's first-party data and omnichannel audience and attribution capabilities as they became available later in the campaign period – powered by extensive custom development and innovative solutions co-created by Infillion and Walmart's technology teams. The strategy included:

### OMNICHANNEL AUDIENCE TARGETING

Activating segments built from both e-commerce and POS purchase behavior within the beauty, personal care, and hygiene categories

### OFF-SITE ACTIVATION

Delivering standard display ads outside Walmart's owned properties via Walmart DSP

### UNIFIED ATTRIBUTION

Measuring post-click and post-view impact across online and in-store sales at the brand level

Prior to omnichannel attribution, campaign performance was evaluated solely against e-commerce transactions.

## Results

With in-store attribution incorporated into measurement and optimization, NIVEA uncovered substantially stronger performance from its off-site campaigns.

ROAS increased by more than **80%**

Improved performance was driven by:

- Attributing in-store purchases from shoppers exposed to digital media
- Optimizing toward audiences with demonstrated online and offline purchase behavior.

Omnichannel measurement provided clearer insight into the total sales impact of media, enabling more informed optimization decisions over time.