

Heinz Veggie Ketchup

SheSpeaks drove 600 verified Influencer purchases in specific Walmart stores.

Heinz wanted to drive 600 trackable, incremental sales and product awareness of new Heinz Tomato Ketchup with a Blend of Veggies at Walmart via influencer store visits. Targeted Influencers purchased, reviewed on Walmart.com, posted on social and uploaded their Walmart receipt to verify purchase.

2,620
Social Posts

26,300,000
Impressions

126
Reviews

