

**Summary Metrics**

<b>COST</b> \$1.6k ↑\$149.48 ↑10.43%	<b>SALES (14 DAY)</b> \$2.5k ↓\$1.5k ↓36.72%	<b>ROAS (\$)</b> \$1.58 ↑\$1.18 ↑42.70%	<b>ACOS</b> 63.14% ↑\$2,696bps	<b>CPC</b> \$1.25 ↑\$0.09 ↑7.99%
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**\$25,258,356** ↑15%  
Monthly Revenue



# The Ultimate Guide to Advertising on Walmart

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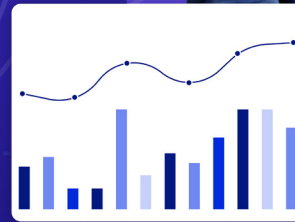
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Part 1

# How to Advertise on Walmart Marketplace



**\$25,258,356** ↑15%  
Monthly Revenue

## Chapter 1

# Why Walmart Marketplace?

With **457 million average monthly site visitors**, Walmart Marketplace is an increasingly popular ecommerce market for shoppers and brands alike. In fact, **59% of consumers** shopped on Walmart.com in the first quarter of 2022, and **31% of ecommerce sellers** who plan to expand their businesses to new ecommerce platforms in the coming year will choose to join Walmart.com. As Walmart's reach continues to grow, so will competition on the channel — making advertising more important than ever for brands looking to build or grow their presence through Walmart.

### In this chapter, we'll cover:

- 1 A Brief History of Walmart Marketplace
- 2 Walmart Marketplace: By the Numbers



# A Brief History of Walmart Marketplace

## 2021

Walmart Marketplace opens to 3P sellers outside the U.S.

## 2018

Walmart acquires Flipkart, expands to India

## 2017

Walmart introduces free 2-day shipping for all online customers

## 2010

Walmart acquires Massmart, expands to African continent

## 2007

Walmart's Site-to-Store service launches (online purchase with in-store pickup)

## 1962

Sam Walton founds Walmart

## 1995

Walmart has 1,995 stores across 50 U.S. states

## 2009

- Walmart Marketplace launches with some 3P sellers
- Walmart acquires Líder, expands to Chile

## 2016

- Walmart begins acquiring several ecommerce brands & platforms
- Walmart Pay for smartphones launches

## 2020

- Launch of Walmart Fulfillment Services & Walmart Plus
- Walmart Marketplace opens to more 3P sellers
- Walmart's first "Black Friday Deals for Days" event

## 2022

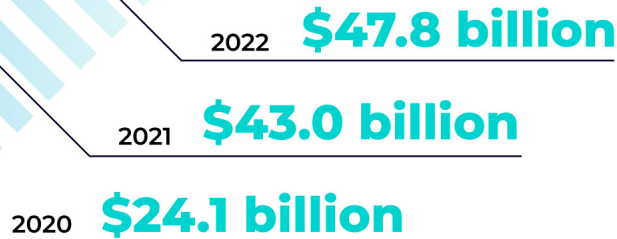
Walmart reports advertising revenue as its own business vertical for the first time, clearing \$2.1 billion in global advertising revenue for fiscal year 2022

# By the Numbers

Walmart U.S. ecommerce penetration:

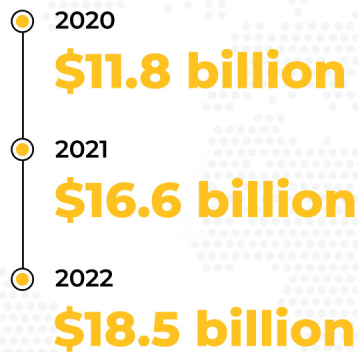


Portion of Walmart U.S. net sales attributable to ecommerce<sup>1</sup>



Walmart U.S. ecommerce sales increased **98%** over the past **two** fiscal years

Portion of Walmart International net sales attributable to ecommerce<sup>1</sup>



Walmart ecommerce operations span **7 global marketplaces**

Walmart International ecommerce penetration: **21%**<sup>3</sup>



Walmart.com average unique monthly visitors:

**100 million**<sup>2</sup>

Walmart.com digital search inquiries increased

**56%** year over year in fiscal 2021<sup>4</sup>

**20,000** new sellers joined the U.S. Walmart Marketplace in 2021<sup>5</sup>



**40,000** new Walmart Marketplace sellers are expected in 2022<sup>3</sup>

**31%** of U.S. consumers begin their product search on Walmart.com<sup>5</sup>

**38%** of ecommerce sellers use Walmart Fulfillment Services<sup>6</sup>

<sup>1</sup>Sales attributable to Walmart fiscal years, Walmart Inc. [Form 10-K Fiscal Year 2022](#), <sup>2</sup>Walmart Inc. corporate homepage, "About" section, <sup>3</sup>As of 1/31/22, Walmart Inc. Q4 Fiscal Year 2022 [earnings release](#) and [call transcript](#), <sup>4</sup>Walmart Inc. [3/2/21 news release](#), <sup>5</sup>Jungle Scout's Q1 2022 [Consumer Trends Report](#), <sup>6</sup>Jungle Scout's [State of the Amazon Seller 2022](#) report

## Chapter 2

# How to Advertise on Walmart Marketplace

Before your brand can advertise on Walmart.com, it must first be approved to become a Marketplace Seller. Walmart's ecommerce marketplace has firm seller qualification standards, presenting a unique opportunity for more established brands; a higher barrier to entry makes for lower competition than other channels. While the qualifications are more strict than other platforms, Walmart provides support throughout the process.

**In this chapter, we'll cover:**

- 1 Apply to Become a Walmart Seller
- 2 Apply to Advertise on Walmart Marketplace

# Apply to Become a Walmart Marketplace Seller

If your brand is just beginning its expansion to the Walmart Marketplace, you must first submit a [Walmart Marketplace Seller application](#).

Once you've submitted your application, you should hear back regarding your approval within a few weeks. After your brand is approved to become a Marketplace Seller, you will need to sign a **Walmart Marketplace Retailer Agreement** and provide your **Bank Account Details**. Then you can start selling products and request advertising access.



## Walmart Marketplace Seller Requirements

- ✓ **United States Business Tax ID** or **valid business license** if outside the U.S. *(unlike other channels, Walmart.com does NOT accept social security numbers)*
- ✓ **United States business address** *(for U.S.-based brands)*
- ✓ **Over a year of experience** selling in North American markets *(for non-U.S. brands)*
- ✓ **EIN Verification Letter** from the Department of Treasury *(you can apply for an EIN online through the IRS)*
- ✓ **Completed W9 or W8** form for your business
- ✓ A planned **method for uploading your product catalog** *(you can use bulk upload, API, or work with an agency/partner to set up and manage your catalog)*
- ✓ **Key product information** *(such as product categories, catalog size, total SKUs, and used or refurbished inventory)*
- ✓ **Current marketplaces** *(where your brand is already selling products)*

## Apply to Advertise on Walmart Connect

Once your brand is a registered Marketplace Seller, you can request to advertise on the channel as well. Like its strict seller qualifications, Walmart Marketplace also has definitive advertising eligibility and ad spend requirements. You will need to submit the advertising application for your brand through Walmart Connect, Walmart's omnichannel advertising and media management platform.

The screenshot shows the Walmart Connect website interface. At the top, there is a navigation bar with the Walmart Connect logo on the left and links for 'Solutions', 'About Us', 'Partners', and 'Insights' in the center. A blue button labeled 'Start Advertising' is positioned on the right side of the navigation bar. Below the navigation bar, the main heading reads 'Start Advertising'. Underneath this heading, a message states: 'Contact Walmart Connect to learn more about what we offer. Fill out some basic information and we'll get back to you soon.' followed by the email address 'walmartconnect@wal-mart.com'. A small note indicates '\* Indicates required field.' Below this, there are three input fields: 'Business/Organization Type\*' with a dropdown arrow, 'First Name\*', and 'Last Name\*'. Each field has a horizontal line below it for text entry.

After approval, your team must attend a **training webinar** before your brand can build and launch ad campaigns.



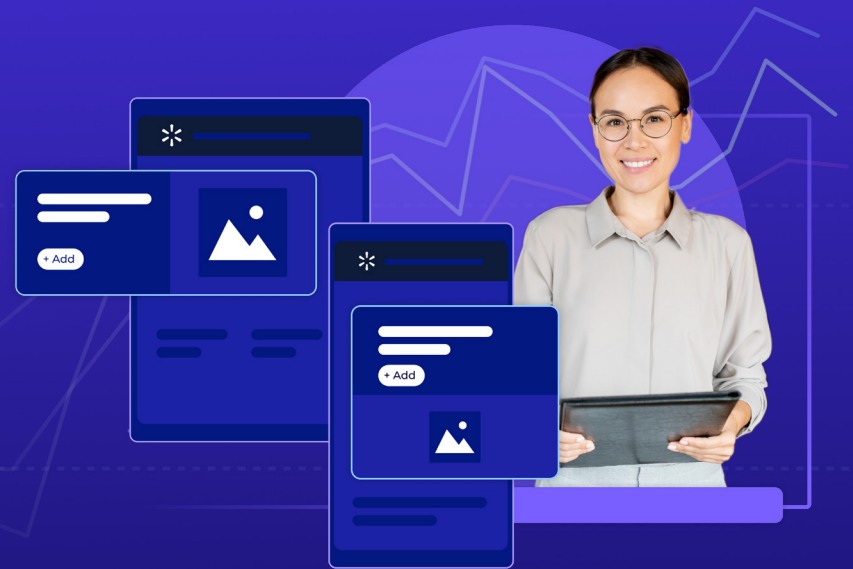
**When submitting your application for advertising approval, you must provide the following information:**

- ✓ **Number of SKUs** your brand is offering on Walmart.com
- ✓ **Primary category** of the products you sell
- ✓ Anticipated advertising **budget**

Part 2

# Walmart Advertising Tools and Ad Types for Enterprise Brands

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## Chapter 3

# Walmart Advertising Tools

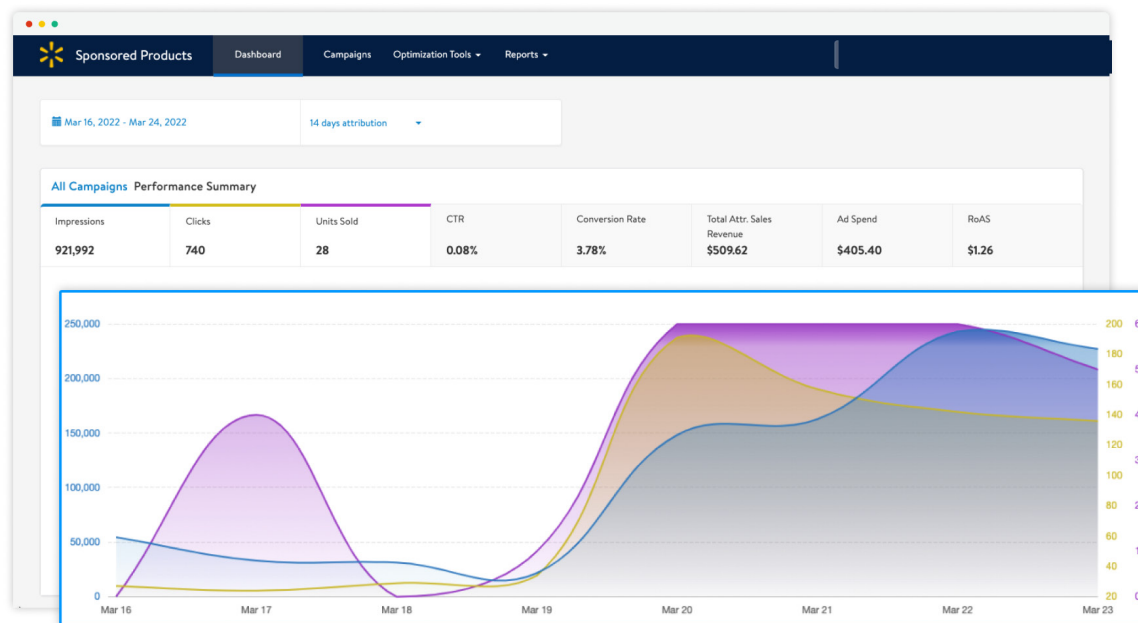
Walmart offers a wide range of advertising tools for brands that sell on Walmart Marketplace. The type of ads you're interested in and where you want them to appear will determine which tools your brand uses for each campaign.

**In this chapter, we'll cover:**

- 1 Walmart Ad Center
- 2 Walmart Connect
- 3  downstream  
by JungleScout

# Walmart Ad Center

**Walmart Ad Center** is a self-serve interface that allows brands or agencies to set up ad campaigns at any time after they are granted advertising access.

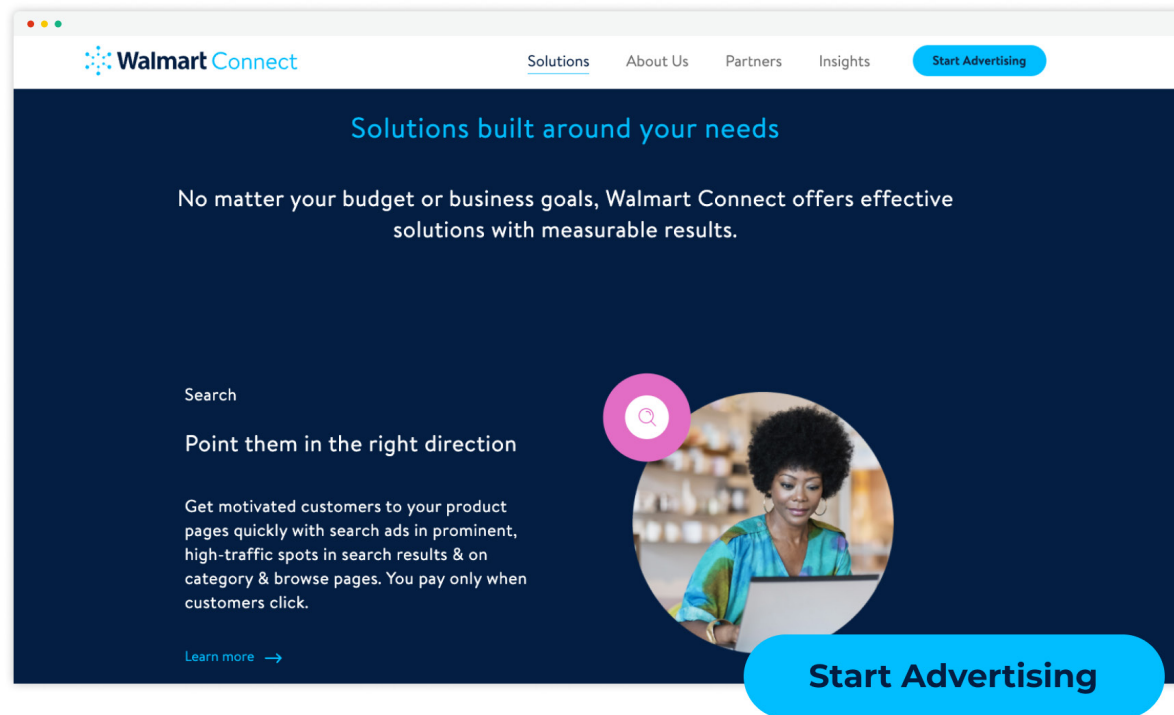


## In Walmart Ad Center, your brand or agency can:

- ✓ Build, launch, manage, and monitor Sponsored Products ad campaigns
- ✓ Create display ads for placement on Walmart.com or offsite across the web and social media
- ✓ View reports on ad campaign performance

# Walmart Connect

**Walmart Connect** is an advertising and media management platform that enables you to work with the Walmart Connect team to launch and optimize additional advertising campaigns.

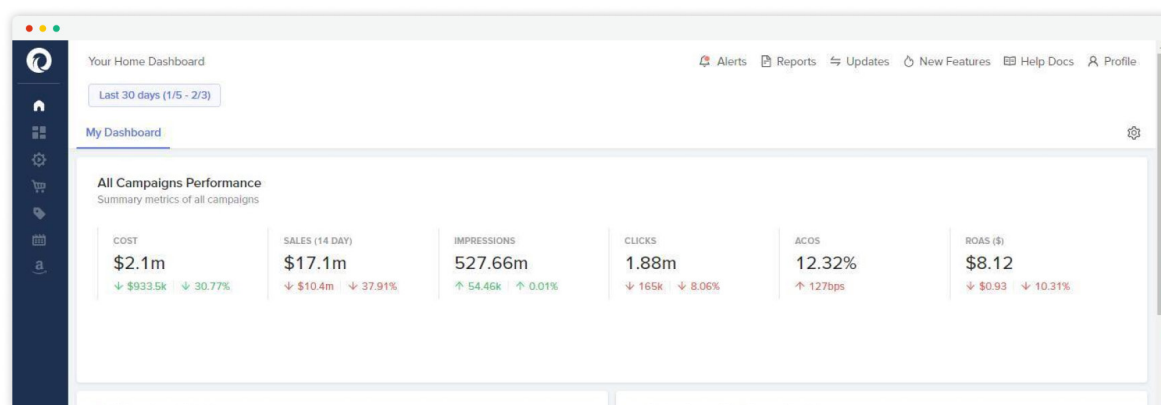


## Use Walmart Connect to:

- ✓ Submit an application for advertising access on Walmart Marketplace
- ✓ Work directly with Walmart ad experts
- ✓ Find **Ad-Tech Partners** to help you optimize and automate campaigns
- ✓ Leverage additional omnichannel and offsite advertising options
- ✓ Find help documentation and knowledge base resources

## Downstream by Jungle Scout

Combining the native resources of Walmart Ad Center and Walmart Connect with a powerful advertising and analytics tool like **Downstream by Jungle Scout** can help you uncover additional product and consumer insights to inform your advertising strategies. With robust filtering, bulk editing capabilities, multi-level performance metrics, powerful automation, and more, it can also help you manage campaigns more efficiently and create custom shareable reports for detailed analysis.



### Expert Advice

Use Downstream's enterprise-grade governance and user controls to precisely manage how your team members access campaign data. Setting access permissions based on each user's role will help you protect your brand's (or clients') information.



#### David Wennberg

Brand Owner, Walmart Expert & Customer Success  
Manager for Downstream by Jungle Scout



### When integrating your Walmart Ad account into Downstream, you can:

- ✓ Initiate the creation of a new Walmart Advertising account
- ✓ Copy legacy campaign structure from an existing Walmart Ad account
- ✓ Upload historical data to house all critical performance insights in one place
- ✓ Use the Rulebooks feature to automate bid adjustments for your campaigns

## Chapter 4

# Walmart Marketplace Ad Types

With an unparalleled brick-and-mortar presence and a rapidly growing ecommerce channel, the full scope of Walmart's advertising options spans both in-store and online placements. This can enable large brands to connect with shoppers across multiple channels and touchpoints, helping to build brand recognition and loyalty. While many of Walmart's advertising options are self-serve, some are built and managed by the Walmart Connect team.

### In this chapter, we'll cover:

- 1 Sponsored Products
- 2 Display Advertising
- 3 Other Walmart Advertising Options

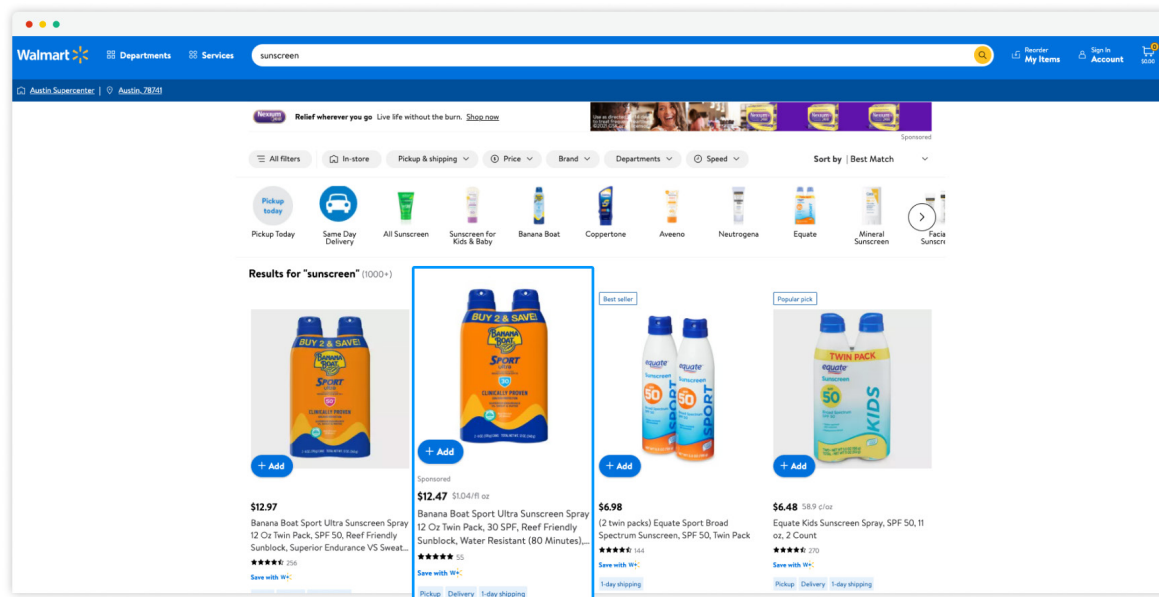
## Sponsored Products

Sponsored Products are pay-per-click (PPC) ads served based on your brand's chosen keyword targets and bid amounts. With high visibility (**44% of consumers** have viewed Sponsored Products on Walmart.com) and detailed targeting, this ad type is highly impactful for a range of campaign goals.

Walmart Sponsored Products are self-serve ads, with several placement options that your team can build, manage, and monitor.

### Search In-grid

Search In-grid ads appear as sponsored product listings within the first 40 slots of search results on Walmart.com. The exact position of these ads when served depends on their relevancy to the shopper's search, as well as the maximum bid amount you choose when setting up your campaign.



#### Search In-grid features:

- ✓ Available for manual and automatic campaigns
- ✓ Send shoppers directly to the product page for the item advertised
- ✓ Advertised products must:
  - Be in the same product category as the search query or a related product category
  - Be of the same product type of at least one non-sponsored product in the top 20 search results

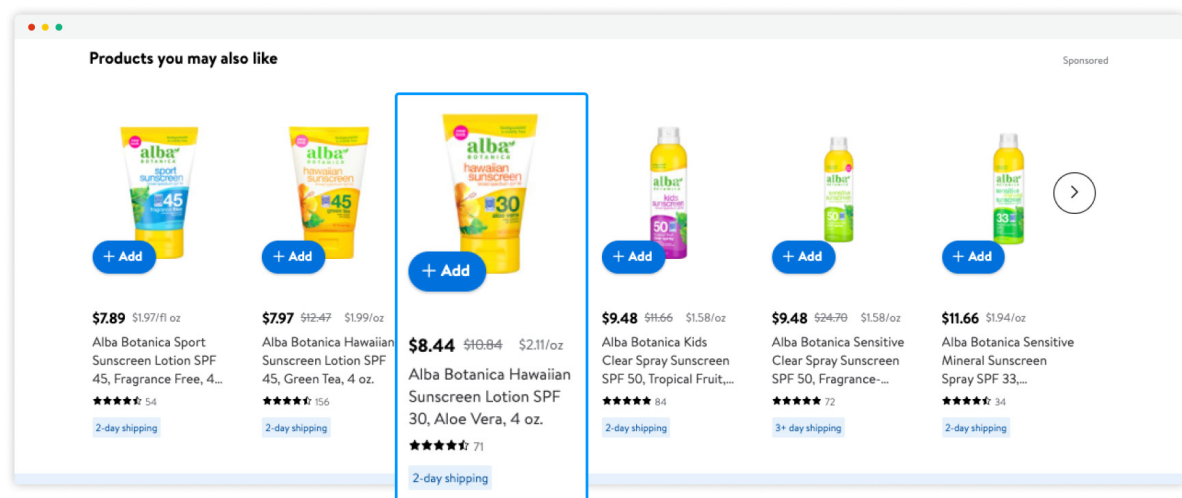
#### Use this ad placement type to:

- ✓ Improve product discoverability by ensuring shoppers find your products on relevant search queries
- ✓ Maintain market share for top-selling products
- ✓ Evaluate your keyword strategy by using Search In-grid placements to test out chosen keywords and bid amounts



## Carousel

Carousel ads appear below the search results on item, product, browse, and category pages. They can also appear in personalized shopper carousels, which are targeted ads that include a selection of items a particular shopper has viewed, considered, or purchased.



### Carousel features:

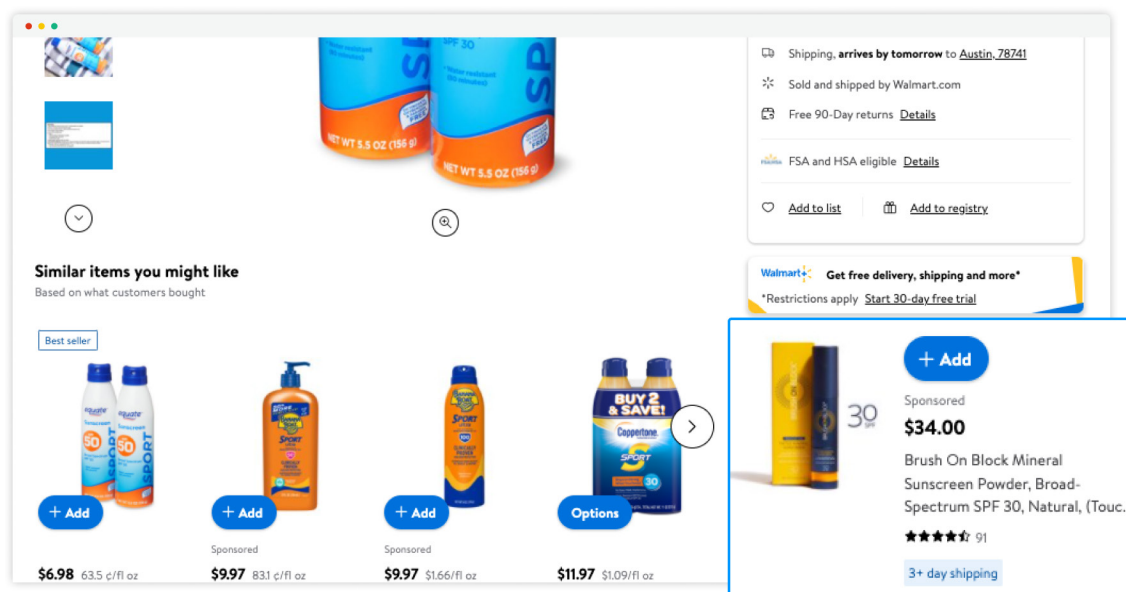
- ✓ All carousel types are available for automatic campaigns. Search, Item Buy Box, and Item Carousels are available for manual campaigns
- ✓ Send shoppers directly to product pages for the item clicked on
- ✓ Maximum of 24 products per carousel

### Use this ad placement type to:

- ✓ Target customers based on their browsing behavior (**45% of customers** say they have clicked on “for you” recommended products on Walmart.com!)
- ✓ Promote new product lines, since products do not have to rank organically to be eligible for carousel placements

## Buy Box Banner

Walmart's Buy Box Banner puts your product directly into the buy box on the detail page for a related or complementary product.



### Buy Box features:

- ✓ Available for manual and automatic campaigns
- ✓ Highly competitive

### Use this ad placement type to:

- ✓ Promote seasonal products during key buying periods
- ✓ Increase conversion value by using the Buy Box to promote products that complement those that customers are already purchasing
- ✓ Increase brand awareness by showing your products as alternatives to high-performing competitors



### Expert Advice

You can use the Buy Box placement to help defend your brand against the competition. Using a manual campaign, target your own items to prevent competitors from appearing on your product detail pages



#### David Wennberg

Brand Owner, Walmart Expert & Customer Success Manager for Downstream by Jungle Scout

# Display Advertising

Unlike PPC ads, which serve based on specific keyword targets, display ads target broader market categories that are ideal for your brand (for example, health and beauty). They also allow you to incorporate your logo and other branding elements into your campaigns. Depending on the type you choose, these ads can appear on Walmart.com, in the Walmart app, on social media, and across the web.

## Onsite Display

Onsite display ads appear on Walmart.com, as well as in the Walmart app.

### Search Brand Amplifier

One of the most popular onsite display options for Walmart Marketplace brands is the Search Brand Amplifier. This is a branded group of products that appear at the top of a search results page when a customer is shopping on Walmart.com or in the Walmart app. Currently, the Search Brand Amplifier placement is only available to first-party (1P) Walmart Suppliers.

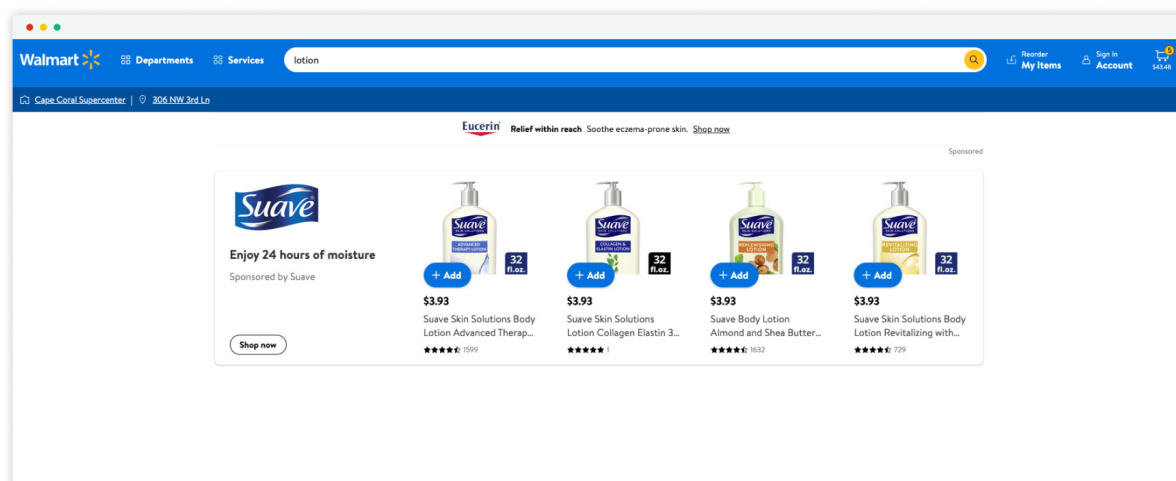


### Search Brand Amplifier features:

- ✓ Features your brand's logo, custom headlines, and up to 3 SKUs
- ✓ Logo can link to a search or browse page for your brand
- ✓ Each SKU within the ad links to that individual product detail page
- ✓ Require minimum bid of \$1.00

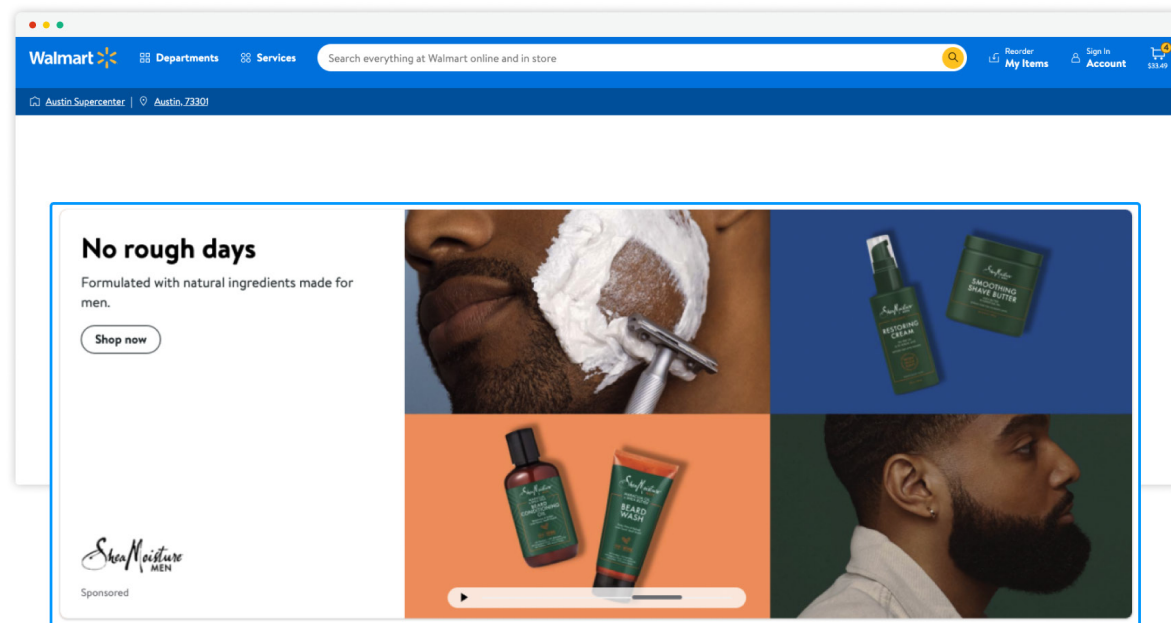
### Use this ad placement type to:

- ✓ Increase brand awareness and product discovery
- ✓ Improve your brand's share of voice for relevant searches
- ✓ Promote new or expanded product lines



## Homepage Lockouts

These high-impact display ads appear as part of a rotating banner at the top of the Walmart.com home page. Homepage Lockouts must be booked through the Walmart Connect team.



### Homepage Lockouts features:

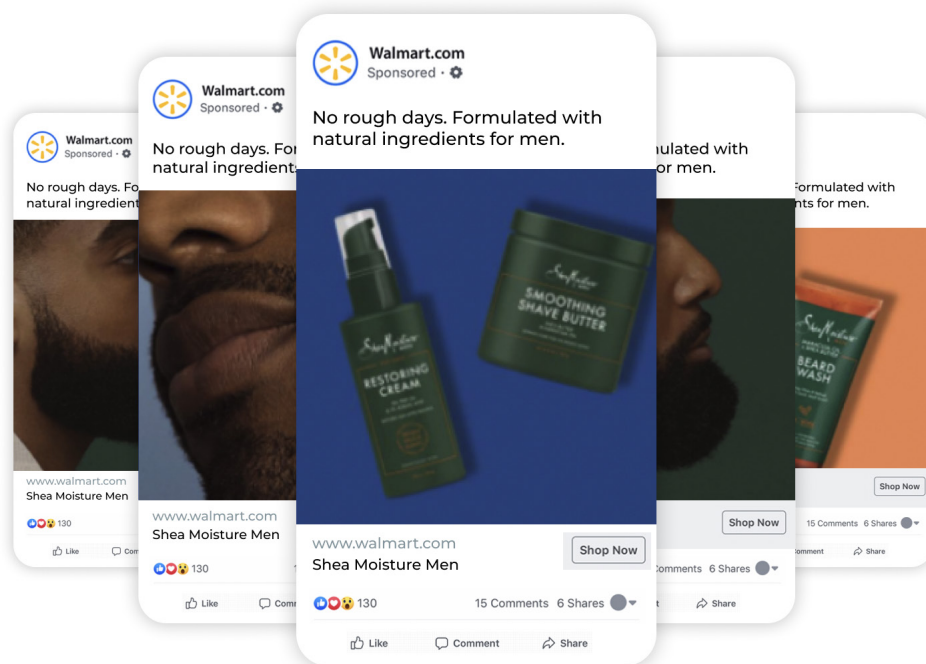
- ✓ Feature custom headlines and your brand's logo
- ✓ Can include both product and lifestyle images
- ✓ Includes CTA button leading to search or browse pages for your products

### Use this ad placement type to:

- ✓ Drive discovery and purchases of seasonal products
- ✓ Promote new product lines
- ✓ Build brand awareness on Walmart Marketplace

## Offsite Display

Offsite display ads appear on social media and across the web on non-Walmart pages. These ads allow you to keep your brand top-of-mind in consumers' daily lives by connecting with them on the channels they visit the most.



### Use this ad placement type to:

- ✓ Build or grow your brand's omnichannel presence
- ✓ Drive brand awareness and reach new audiences

## Walmart DSP

Walmart's demand-side platform, **Walmart DSP**, expands offsite advertising options even further. In addition to display ads on websites and social media, Walmart DSP allows your brand to advertise across mobile, audio, and Connected TV (CTV) devices, like Apple TV, gaming consoles, or Smart TVs. The Walmart Connect team can confirm whether your brand is eligible for Walmart DSP access and help you determine how your brand can best leverage the platform.

## Other Walmart Advertising Options

Walmart offers a number of other advertising options to brands that sell on Walmart Marketplace. These options encompass a number of channels and consumer touchpoints and must be managed by the Walmart Connect Team. While this guide focuses on ecommerce advertising specifically, it's worth discussing these options with the Walmart Connect Team as your brand continues to grow its omnichannel advertising strategy.

### In-store Advertising

Options like TV wall ads, self-checkout ads, and sponsored community events to help your brand expand its brick-and-mortar presence and build omnichannel brand loyalty.

### Brand Interactions

Resources to help your brand connect with influencers and other partners for promotion across social media and other channels

### Targeted Sampling

Targeted product sampling at Walmart stores to help improve discoverability of your brand's products.



### Part 3

# Walmart Advertising Costs: What Enterprise Brands Need to Know

**\$2.50** ✓ Win  
Maximum Bid

**\$600**  
Daily Budget



#### Summary Metrics

COST	SALES (14 DAY)	ROAS (\$)	ACOS	CPC
<b>\$1.6k</b>	<b>\$2.5k</b>	<b>\$1.58</b>	<b>63.14%</b>	<b>\$1.25</b>
↑\$149.48 ↑10.43%	↓\$1.5k ↓36.72%	↑\$1.18 ↑42.70%	↑\$2.696bps	↑\$0.09 ↑7.99%

## Chapter 5

# Understanding the Walmart Search Algorithm

When a shopper searches for a product on Walmart.com, both organic and paid results are determined based on listing quality and relevancy to the search query.

**This chapter will cover the eleven factors taken into consideration to determine whether or not your ads appear in search results:**

- 1 Condition
- 2 UPCs
- 3 Category
- 4 Variations
- 5 Images
- 6 Name
- 7 Descriptions
- 8 Pricing
- 9 Shipping
- 10 Seller Performance
- 11 Bid

# Walmart Ad Relevancy Factors

- 1. Condition:** the product is in new condition
- 2. UPCs:** the product's listing includes the correct UPC
- 3. Category:** the product is categorized correctly
- 4. Variations:** options for size, color, or otherwise are correctly reflected on the product listing
- 5. Images:** the listing contains multiple clear product images
- 6. Name:** the listing includes a clear product name
- 7. Descriptions:** product descriptions are clear and keyword-optimized
- 8. Pricing:** the product is competitively priced
- 9. Shipping:** the cost and timeline for shipping are competitive
- 10. Seller performance:** this includes customer response time and overall policy adherence
- 11. Bid:** the maximum bid amount that you set must be higher than other advertisers competing for the same search query



## Expert Advice

Competitive pricing isn't just part of Walmart's advertising algorithm; it's also the number one reason consumers say they continue to buy from their favorite brands. 47% of consumers agree that consistently lower pricing than competitors is the leading reason they stay loyal to their go-to brands. Search Walmart Marketplace for products similar to yours to understand competitor pricing and ensure that your brand is staying competitive.



**David Wennberg**

Brand Owner, Walmart Expert & Customer Success Manager for Downstream by Jungle Scout



## Chapter 6

# Cost of Advertising on Walmart Marketplace

The right budget is key to a winning Walmart advertising strategy — and that begins with understanding the bid requirements that will impact your campaigns.

**In this chapter, we'll cover:**

- 1 Minimum CPC
- 2 Minimum Campaign Budgets

## Walmart Ad Budget Requirements

Although Walmart does have minimum CPC, lifetime, and daily budget amounts for PPC advertising, the lack of a monthly subscription fee for sellers — along with fewer brands on the channel — actually makes Walmart both cost effective and less competitive than other marketplaces.



### Walmart PPC Ad Minimum CPC

#### Items:

minimum CPC for all items is \$0.20

#### Keywords:

minimum CPC for all keywords is \$0.30

### Walmart PPC Ad Minimum Campaign Budgets

#### Sellers:

\$50 minimum lifetime budget  
\$10 minimum daily budget

#### Suppliers:

\$100 minimum lifetime budget  
\$50 minimum daily budget

**Ad Group: Sunglasses for men**  
Ad Group created on Apr 05, 2022. Currently enabled.

Details | Edit

Content | Edit

Keywords

Suggested Keywords | Additional Keywords | Bidded Keywords

Search Keyword

Ad Group Overview

Campaign: Sunglasses for men

Ad Group: Sunglasses for men

Count: 1 items

Starts on: Apr 05, 2022 | Ends on: No End Date

Keyword	Suggested CPC ⓘ	Exact	Phrase	Broad
sunglasses for men	\$0.43	\$ 0.3	\$ 0.3	\$ .2

+ Add

Please enter a value between \$0.3 & \$20 with no more than two decimal places.

Brands that carefully optimize product listings and execute a strong advertising strategy will find the Walmart Marketplace environment ripe with opportunity.

## Chapter 7

# Selling Opportunity: Walmart vs. Amazon

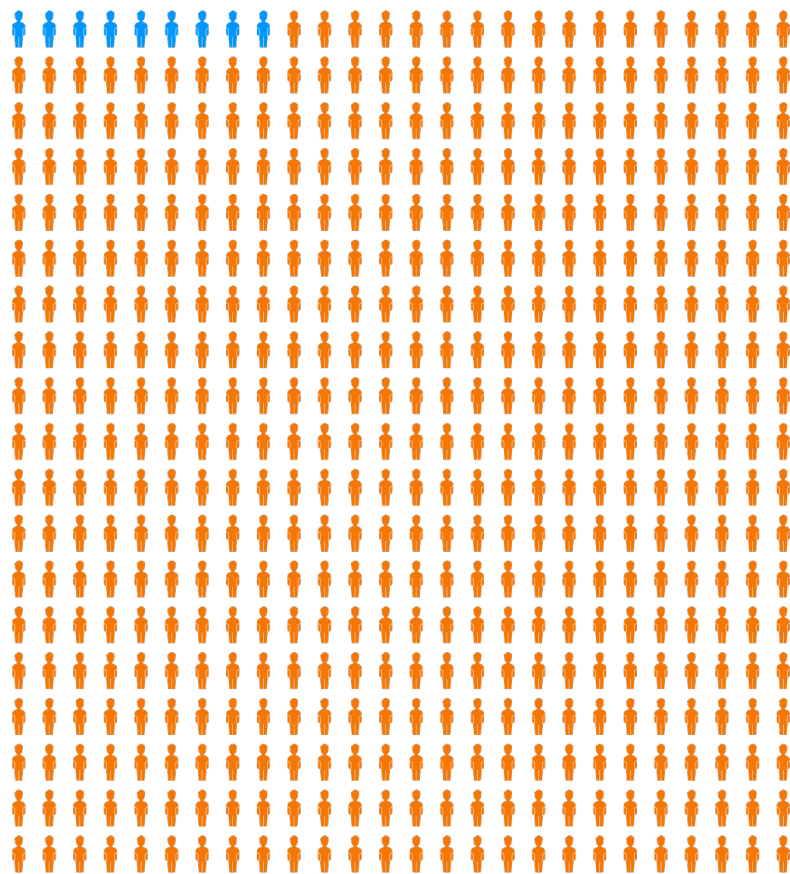
As a growing ecommerce channel backed by an incredible level of brand recognition with consumers, the Walmart Marketplace offers a landscape where your brand can take advantage of less competition to connect with more customers.

**In this chapter, we'll cover:**

- 1 Third-Party Sellers Worldwide
- 2 Customer to Seller Ratio



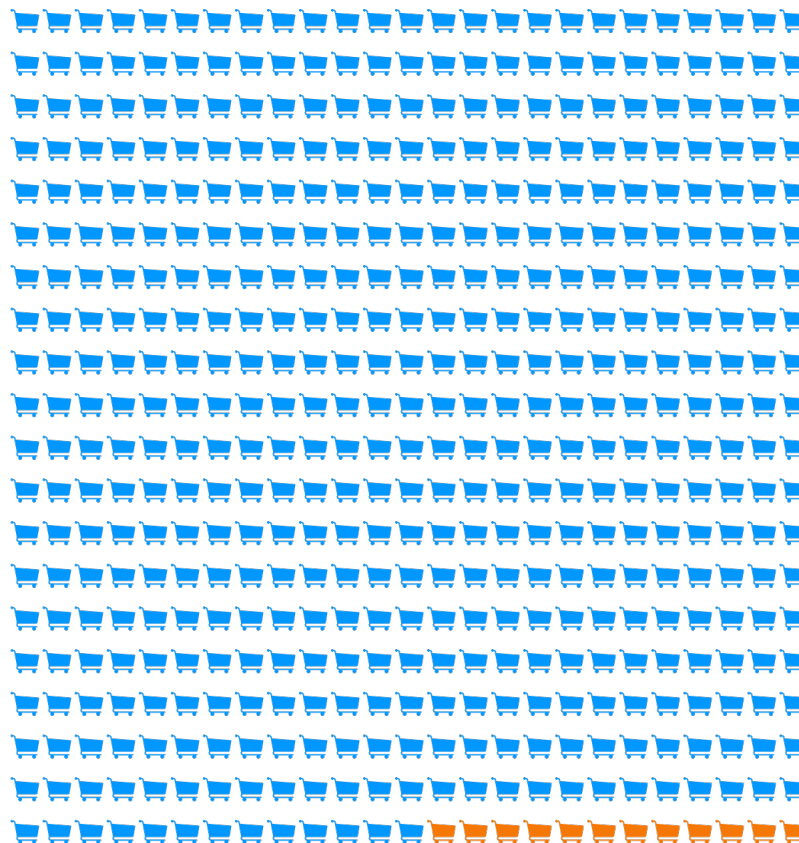
## Third-party sellers worldwide



 Walmart  
**114.7k** Third-Party sellers worldwide

 Amazon  
**6.3M** Third-Party sellers worldwide

## Customer to Seller Ratio



 Walmart  
**1,918** customers to **1** seller

 Amazon  
**48** customers to **1** seller

## Chapter 8

# The Walmart Advertising Auction

One of the most important considerations when planning any advertising strategy is which auction model type you need to plan for. Like many ecommerce channels, Walmart Marketplace uses a second-price auction model to determine which ads are served when a user searches for a product.

**In this chapter, we'll cover:**

- 1 First-price auction model
- 2 Second-price auction model

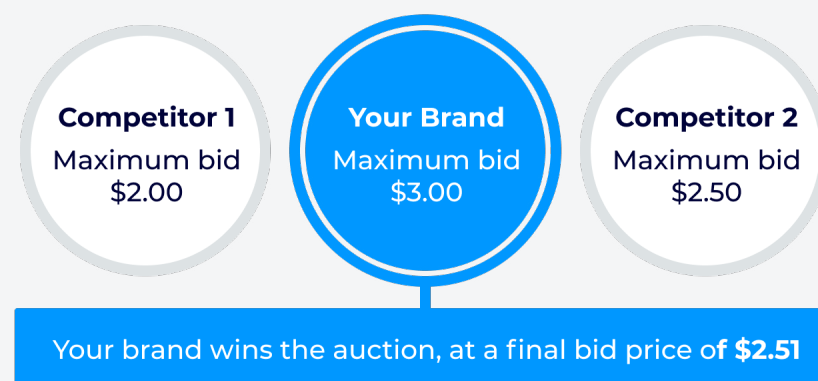
## First-price auction model

In a first-price auction model, the advertiser whose ad is served pays the full maximum bid they set for a particular keyword, regardless of what the next highest bid from another advertiser was. When determining maximum bids for this auction type, advertisers cannot see competitors' bid amounts.



## Second-price auction model

In a second-price auction model, the advertiser pays one cent above the next highest bid, regardless of their full bid amount. When determining maximum bids for this auction type, advertisers can see one another's bid amounts, allowing room for competitive bidding to drive up costs.



Both auction models have their advantages. A first-price auction model allows for more predictability of your brand or client's advertising budget, but also requires more detailed strategic planning up front to ensure your maximum bids are competitive while still allowing you to achieve your target ROI. A second-price auction model, however, can make it easier to optimize your ad spend since you will not necessarily always pay your maximum bid amount to have ads served.

## Chapter 9

# Campaign Targeting Options

The first step in setting up your Walmart Marketplace ads is determining how you want to target each campaign. The campaign targeting option you choose will depend on the goal of each ad, as well as the ad type.

**In this chapter, we'll cover:**

- 1 Automatic campaigns
- 2 Manual campaigns

## Automatic campaigns

Automatic campaigns match ads with consumer searches based on relevancy, which is determined by the information in your product listing and the maximum bid amount you set for your ads. This targeting option can help you find new keywords to add to your manual campaigns, as well as understand consumer search behavior. Automatic targeting is available for Search In-Grid, Carousel, and Buy Box Banner PPC ads.

## Manual campaigns

Manual campaigns give your brand full control over which search terms you bid on by manually entering keywords that you want to target. You can leverage the insights you get from automatic campaigns to create hyper-targeted, highly strategic manual campaigns. Manual targeting is available for Search In-Grid, Item Buy Box, and Carousel PPC ads.



## Part 4

# 15 Tips for a Winning Walmart Advertising Strategy



## Chapter 10

# Keyword and Competitor Research

Understanding how your campaigns and competitors are performing — both on Walmart.com and on other ecommerce channels — will ensure that you are uncovering every opportunity to connect consumers with your brand.

### 3 tips for researching ad strategies on Walmart Marketplace

- 1 Know what makes Walmart Marketplace different
- 2 Identify high-performing (and high-potential) keywords
- 3 Leverage your historical data

# 1. Know what makes Walmart Marketplace different

Consumer search behavior can vary a fair amount between different channels and platforms. For example, consumers are **more likely to search for branded terms** on Walmart.com (48%) than on Amazon (38%).

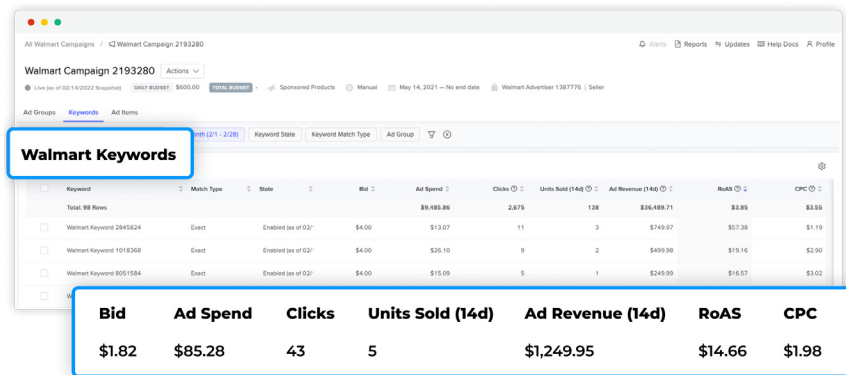
## Top Reasons Customers Shop Walmart over Amazon





## 2. Identify high-performing (and high-potential) keywords

Once your campaigns are running (or if your brand is already advertising on Walmart Marketplace), you can use [Downstream by Jungle Scout](#) to understand which keywords have historically had the highest ROI for your brand. By analyzing **Downstream's keyword data** — including clicks, units sold, Return on Ad Spend (RoAS), Cost-per-Click (CPC), and more — you can determine when and where to make adjustments to the keywords and keyword phrases you are targeting with your campaigns.



Keyword	Match Type	State	Bid	Ad Spend	Clicks	Units Sold (14d)	Ad Revenue (14d)	RoAS	CPC
<b>Walmart Keywords</b>									
Total: 98 Rows				\$8,485.86	2,676	138	\$26,489.71	\$2.85	\$3.55
Walmart Keyword 2845824	Exact	Enabled (as of 5/21)	\$4.00	\$13.07	11	3	\$749.97	\$67.38	\$1.19
Walmart Keyword 1018368	Exact	Enabled (as of 5/21)	\$4.00	\$26.10	9	2	\$499.98	\$19.16	\$2.90
Walmart Keyword 8051584	Exact	Enabled (as of 5/21)	\$4.00	\$15.09	5	1	\$249.99	\$16.07	\$3.02
<b>Bid</b>	<b>Ad Spend</b>	<b>Clicks</b>	<b>Units Sold (14d)</b>	<b>Ad Revenue (14d)</b>	<b>RoAS</b>	<b>CPC</b>			
<b>\$1.82</b>	<b>\$85.28</b>	<b>43</b>	<b>5</b>	<b>\$1,249.95</b>	<b>\$14.66</b>	<b>\$1.98</b>			

### Expert Advice

Organize ad groups by keyword type (exact match, phrase match, and broad match) and use cascading bids to test bids for high-competition keywords. With cascading bids, you set different bid amounts based on the keyword match type, so you can define higher maximum bids for the exact keywords that are likely to drive the most motivated shoppers to your listings, while still allocating lower bids for broader keyword matches. This can help you determine the most effective bidding ratio for all the keywords across a single campaign.



#### David Wennberg

Brand Owner, Walmart Expert & Customer Success Manager for Downstream by Jungle Scout

## 3. Leverage your historical data

If your brand is just starting out on Walmart Marketplace, review your most successful campaigns from other platforms to dig into details about the products that shoppers respond best to, the bidding strategies that deliver the highest ROI, and the ad types that drive the highest conversions. While you should tailor your advertising strategy to the Walmart Marketplace specifically, data from your other ecommerce channels can give you a solid foundation to build from.

## Chapter 11

# Ad Campaign Setup

The way you set up your Walmart Marketplace campaigns will impact not only the success of your ads, but also the detail and ease with which you can analyze and report on performance.

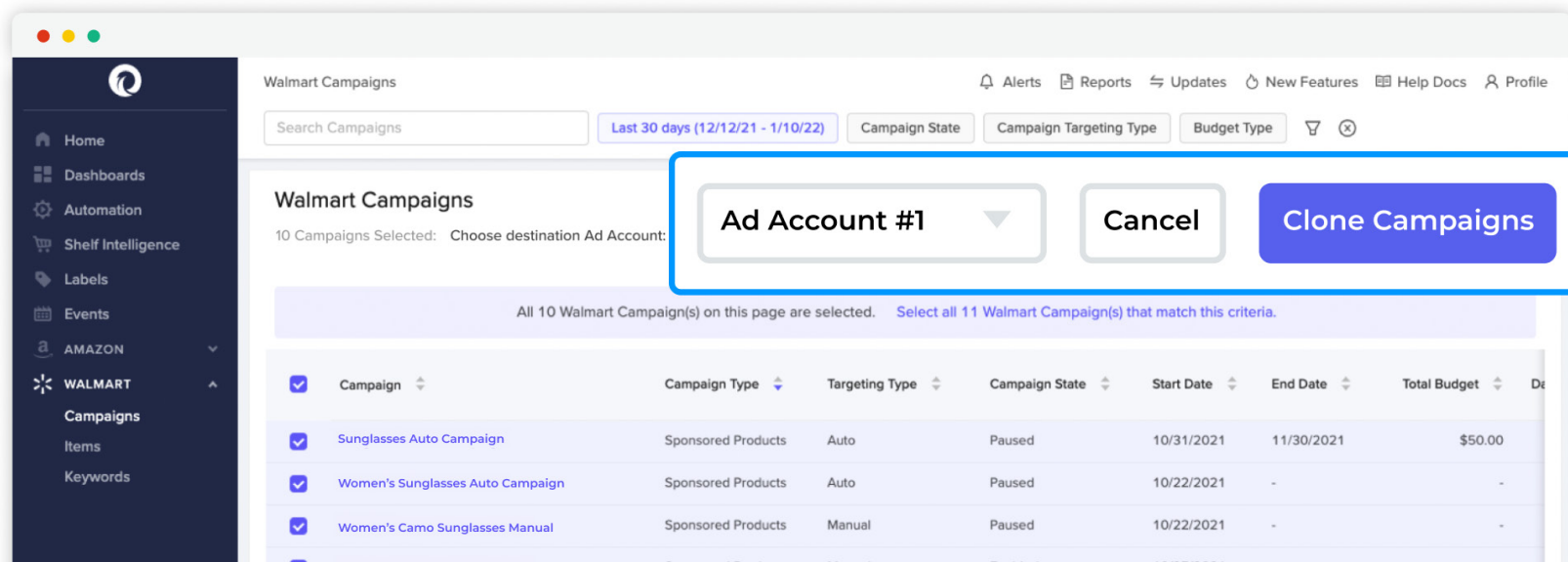
### 3 tips for setting up ad campaigns on Walmart Marketplace

- 1 Use ad groups to organize your campaigns
- 2 Leverage multiple targeting options
- 3 Make sure your product listings follow all best practices

# 1. Use ad groups to organize your campaigns

Organized, consistent ad campaign structures will make it easier to adjust your campaigns in real-time, and will also enable more detailed performance analysis and reporting. You can use ad groups to organize your ads by keyword type, product line, seasonal campaigns, and more. If your brand has already begun advertising on Walmart Marketplace, you can use **Downstream's Campaign Cloning** capabilities to import existing campaign structures into the Downstream environment, which will give you greater control over automated bidding, custom reporting, and more.

## Downstream Campaign Cloning



# 2. Leverage multiple targeting options

The most effective digital advertising strategies use both automatic and manual campaign types to consistently gather data on shopper behavior (automatic targeting), then use that data to create hyper-focused campaigns (manual targeting). If your brand is just beginning to advertise on Walmart Marketplace, use automatic targeting to gather valuable planning data. If you've already identified specific keyword targets, use manual targeting for maximum control over ad spend.

### 3. Make sure your product listings follow all best practices

With Walmart Marketplace's precise eligibility requirements for PPC ads, fully optimized product listings are key to ensuring that your brand's ads make it in front of purchase-ready shoppers. There are 3 key factors that determine a listing's quality score on Walmart Marketplace: **content, offer, and performance**.

#### Walmart Marketplace Best Practices

##### Content

- Accurate product **category**
- Clear, concise **title** with 50-75 characters
- Detailed **description** with 3-10 key features
- All relevant product **attributes** specified
- 4 high-quality product **images**
- **Rich media** (videos, charts, demos, etc.)
- Correct **UPC/GTIN** used
- **No duplicate** listings

##### Offer

- Competitive item **price**
- Product **inventory** stocked and updated
- Multiple **shipping speeds** offered
- **Free or low-cost shipping** available

##### Performance

- **Order Defect Rate (ODR)\*** below 2%
- Follow all **Walmart Marketplace Policies**
- Adhere to **Trust and Safety Performance** guidelines

\*You can find your 90-day ODR in the Performance section of Walmart Seller Central

## Chapter 12

# Determining Bids

Auction model, ad type, keyword competition, and your brand's specific advertising goals will all factor in when determining bid amounts and adjustments for your Walmart Marketplace ads.

### 3 tips for determining advertising bids on Walmart Marketplace

- 1 Scale bids gradually
- 2 Take advantage of additional control over automatic campaigns
- 3 Use automation for precise account management

# 1. Scale bids gradually

When you first launch Walmart ads for your brand or products, determining the correct bid to stay competitive while hitting your target RoAS may take some time. By starting bids low and scaling them up gradually, you can zero in on the ideal bid amounts for each campaign and keyword.

# 2. Take advantage of additional control over automatic campaigns

While manual campaigns give your brand greater overall control over bidding strategies, Walmart does offer some features to give your brand more control over automatic campaigns as well. You can set automatic campaign bids at the item level, which is a higher level of detail than many other ecommerce channels. You can also use bid multipliers to automatically increase your bid amounts for highly-competitive ad placements, like the Buy Box Banner.

The screenshot displays the Walmart Ads campaign configuration interface. On the left is a dark blue sidebar with navigation options: Home, Dashboards, Automation, Labels, Events, AMAZON, and WALMART (expanded to show Campaigns, Items, and Keywords). The main content area is white and contains the following settings:

- Start Date:** 04/07/2022
- End Date (Optional):** 06/07/2022
- Budget:** Set a Total Budget, Daily Budget, or both.
  - Total Budget:** \$ 500
  - Daily Budget:** \$ 10
- Bid Multipliers (Optional):** A section with a blue border containing:
  - BY PLACEMENT:**
    - Buy Box: 10%
    - Search In-grid: 10%
    - Home Page: 5%
    - Stock Up: 5%
  - BY PLATFORM:**
    - Desktop: 0%
    - App: 10%
    - Mobile: 10%

### 3. Use automation for precise account management

**Downstream's Rulebooks** is a powerful rule-based automation tool that will give your brand an advanced level of control over your Walmart campaigns. As your ad strategy evolves, you can use Rulebooks to automate your optimization best practices and apply the same rules across multiple campaigns, giving you a greater level of control over your ad spend.

The screenshot displays the 'Team Rulebook' configuration page in the Walmart advertising interface. The rule is titled 'High ACOS Lower Bids' and is currently enabled, running every day at 6:00am PDT. The configuration is divided into three main sections:

- Choose source:** This section allows for selecting the rule's target. It is set to 'Any' matching 'Keywords'. The source is filtered by 'Ad Type: Sponsored Products', 'Region', and 'Country: United States'. Other available filters include Brand, Portfolio, Label, Campaign, Campaign State, Campaign Targeting Type, Keyword Match Type, Keyword State, and Sales (30 Day) ≤ \$0.
- Set Conditions:** The rule is configured to trigger when the 'total' ACoS is 'is above' 80% over a period of 5 days.
- If the conditions above are met, then:** The action is to 'Decrease bid' for all matching keywords by 5.0%.

A 'Rule Summary' section at the bottom provides a concise overview of the rule's logic: 'For Any Keywords filtered by Country (United States) Ad Type (Sponsored Products) If total ACoS is above 80.00% over the period of 5 day(s) Then decrease bids for matching Keywords by 5%'.

## Chapter 13

# Monitoring and Reporting

The more precisely your brand or agency is able to analyze and report on the performance of Walmart Marketplace ad campaigns, the better your overall ecommerce advertising strategy will become over time.

### 3 tips for monitoring and reporting on Walmart Marketplace ads

- 1 Begin with performance reports in Walmart Ad Center
- 2 Unlock additional detail and customization with Downstream Dashboards
- 3 Prioritize shareability and security

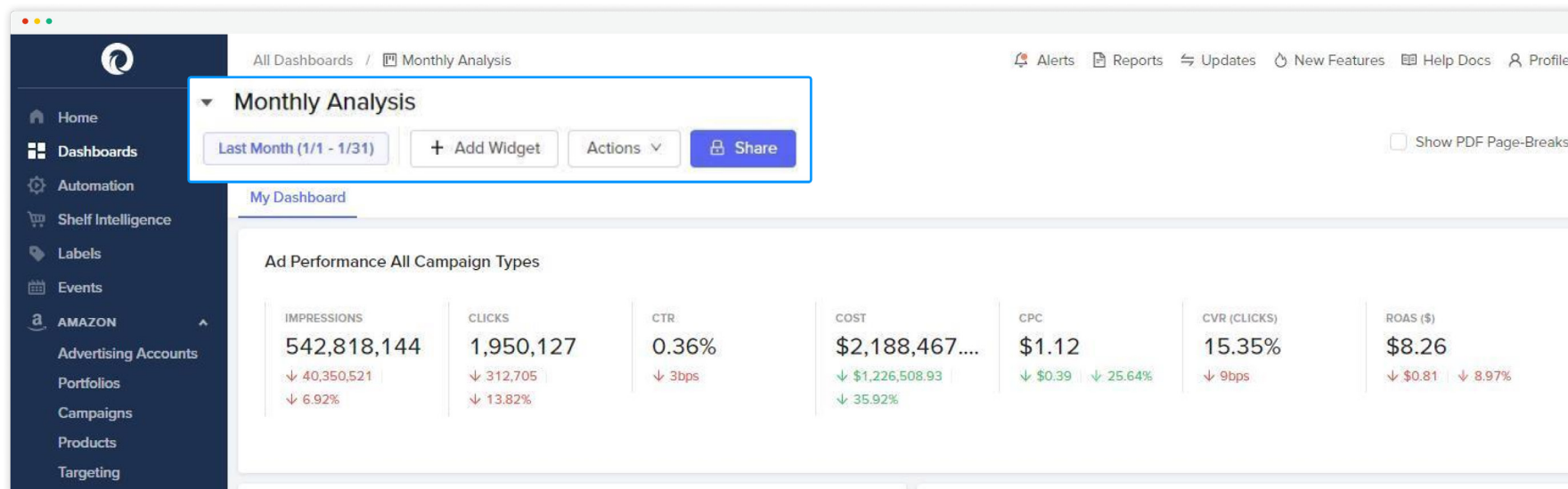


# 1. Begin with performance reports in Walmart Ad Center

Walmart offers over a dozen Performance Reports natively within the Ad Center. These include daily performance, performance by ad group or page type, brand- and category-level reports, item health data, keyword performance, campaign snapshots, and even in-store sales data if your brand's products are also available in Walmart's brick-and-mortar stores. You can use these reports to help monitor your campaigns in real-time, as well as pull in high-level performance metrics to share with stakeholders.

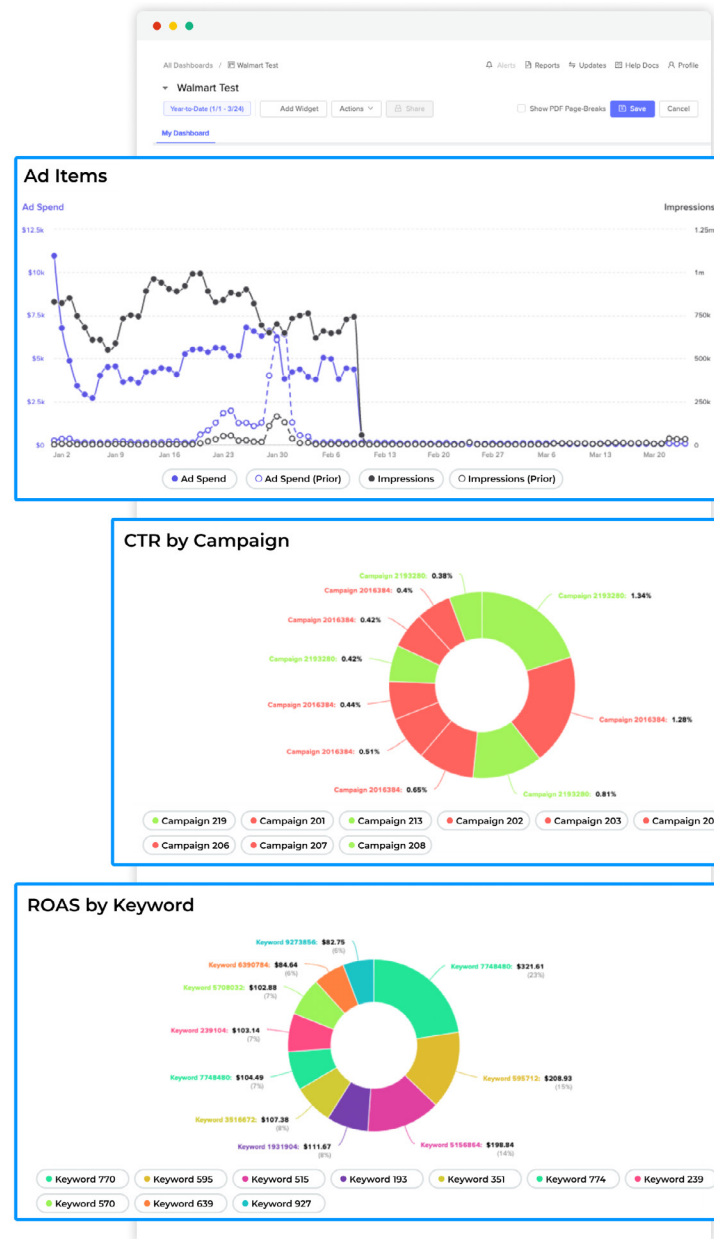
# 2. Prioritize shareability and security

The data you gather about your Walmart advertising campaigns is invaluable for continuously improving your strategy, informing your approach to advertising on other platforms, accurately forecasting your brand's advertising costs, and more. Using Downstream, you can set up recurring shares across your organization, share reports in different currencies, and export data into CSV format to make sharing easy and efficient. You also have full control over user permissions and can grant Dashboard-only access to allow stakeholders or clients to view performance results without compromising the integrity or security of your data.



### 3. Unlock additional detail and customization with Downstream Dashboards

Downstream enables you to build highly custom **dashboards** with detailed data visualizations that give you deeper analytical insight into the performance of your Walmart ads. You can aggregate data from multiple sources, including Walmart Seller Center, to build segmented reports that give you deeper analytical insight into the performance of your Walmart ads at the brand, campaign, ad, and product level. This tool is especially useful for agencies that manage a portfolio of Walmart brands.



## Chapter 14

# Optimization

As your brand's advertising presence on Walmart Marketplace continues to grow, the data you gather should be continuously applied to your future strategies to ensure that you are always in line with the latest shifts in market segments and consumer trends.

### 3 tips for optimizing Walmart Marketplace ads

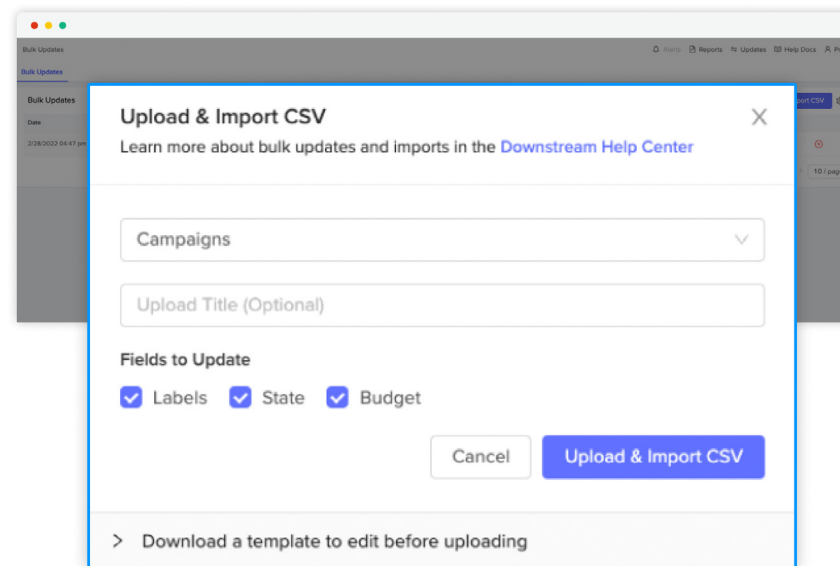
- 1 Optimize ads by device type
- 2 Save time by editing campaigns in bulk
- 3 View performance metrics through a wide range of filters

# 1. Optimize ads by device type

The ability to view and adjust your paid ad campaigns by device type (mobile, desktop, or tablet) is an added layer of control offered by Walmart Marketplace. This additional insight means that you can optimize the allocation of your advertising budget with even greater precision: if you find that conversions are higher on mobile than on desktop for a particular ad or product type, for example, you can funnel more (or all) of your budget towards serving the ad on mobile.

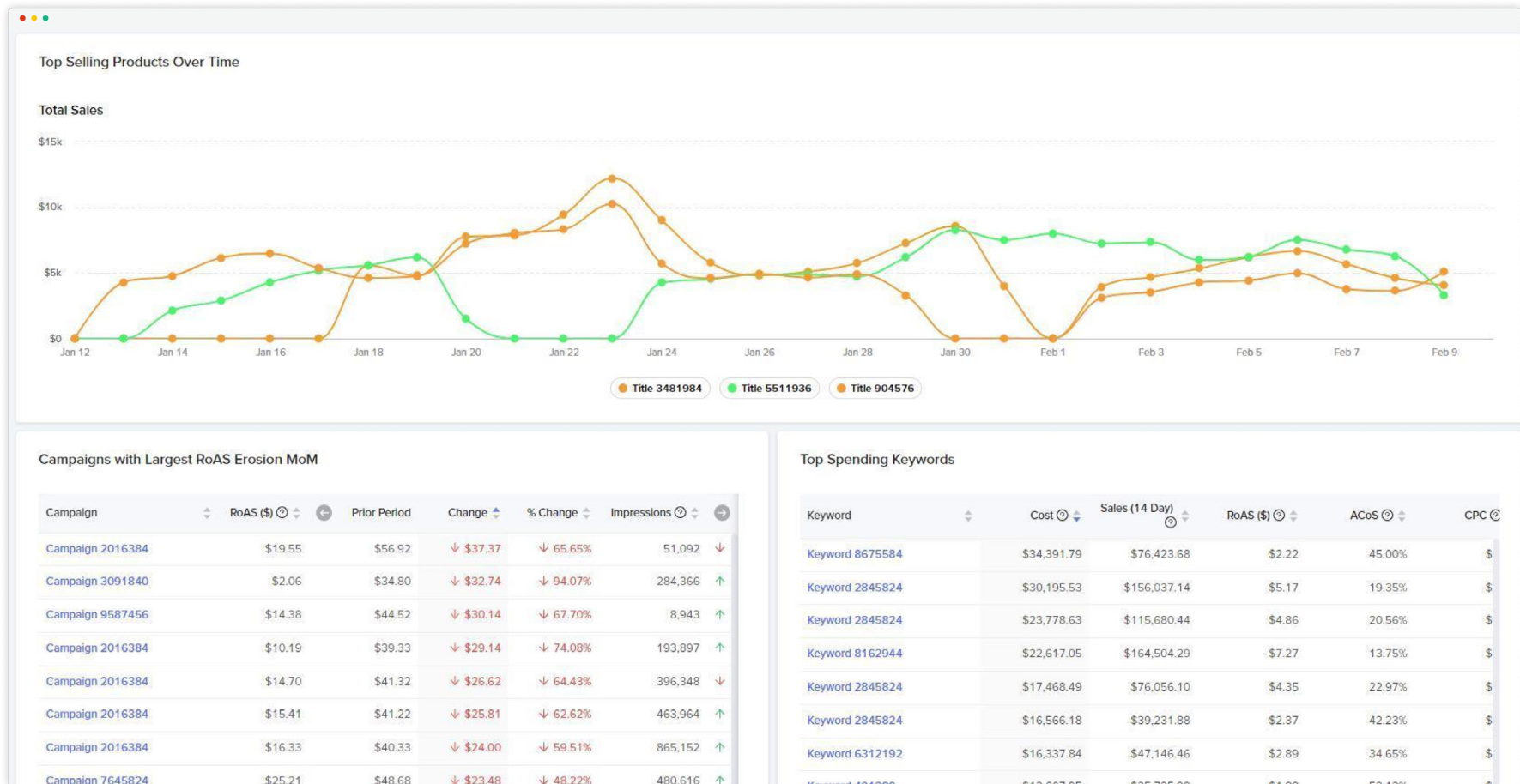
# 2. Save time by editing campaigns in bulk

**Downstream's Bulk Updates** feature simplifies updating multiple campaigns by letting you make mass edits all at once. You can use this feature to edit campaigns, products, keywords, and ad groups. In addition to saving time and effort, this reduces the likelihood of errors caused by manually updating each campaign.



### 3. View performance metrics through a wide range of filters

By analyzing your Walmart ad performance at multiple levels, you maximize your ability to uncover key insights that make your advertising campaigns more effective and competitive. Downstream’s robust filtering options enable you to dig into performance data at a brand, keyword, and product-level to optimize your strategy at every layer.

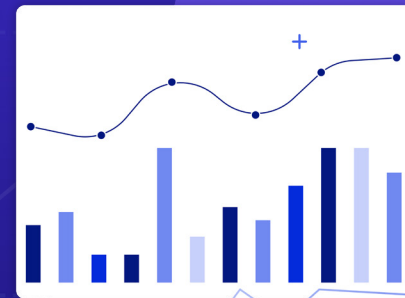


Part 5

# Explore Leading Solutions for Walmart Advertising



**downstream**  
by Jungle Scout



# Explore leading solutions for Walmart advertising

In this guide, we've covered a number of **Downstream** tools to help you build, manage, and optimize a winning advertising strategy for Walmart Marketplace:



## Campaign Cloning:

Import advertising campaign structures from an existing Walmart Ad Center account into Downstream for added flexibility, detail, and control.



## Bulk Editing:

Reduce the likelihood of errors and improve efficiency by updating multiple ad campaigns or products at once.



## Rulebooks:

This automation allows you to set specific rules on how Downstream updates your bids and make bid adjustments in bulk.



## Custom Dashboards:

Create highly customizable and easy-to-share sales analytics dashboards for flexible reporting.



## Recurring Shares:

Save time by automatically sharing ad campaign data with stakeholders and clients at regular intervals.

## About Downstream by Jungle Scout

Downstream is the leading automated advertising and analytics solution and is part of Jungle Scout's suite of ecommerce solutions. Jungle Scout is the leading all-in-one platform for selling on Amazon and beyond. Founded in 2015 as the first Amazon product research tool, Jungle Scout today features a full suite of best-in-class business management solutions and powerful market intelligence resources to help brands, agencies and investors manage their ecommerce businesses.



Supports \$40 billion in Amazon revenue



Serves more than 600,000 customers worldwide



Raised \$110 million in growth equity in 2021



Monitors over 1.8 billion data points daily

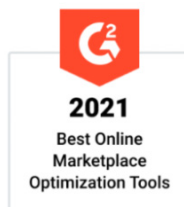


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Marketplace  
Optimization Tools



Top 50  
Commerce Products  
BEST SOFTWARE AWARDS  
2022



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or agency win on  
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