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Steps for API Partners to gain account access

Existing Walmart API Partners can contact their advertiser admin for Walmart Connect Ad Center and Sponsored Search API access or changes.

To check which Walmart Connect Ad Center Sponsored Search accounts you have access to, follow the below steps:

1. Call the new Advertiser Attributes API endpoint to retrieve your "Snapshot ID".
2. Using your "Snapshot ID", call the Snapshot API endpoint, which will generate a link to download a report that details the Sponsored Search ad accounts you can access.

New API Partners looking to work with Walmart Connect, please reach out to us and our sales team will be in contact with you.

Steps for agencies to gain account access

Agencies operating via an API Partner platform, please follow the steps outlined above for API Partners. If you are looking for user access to your advertiser's Walmart Connect Ad Center Sponsored Search account, please reach out to the account admin for access.

New streamlined activation for API Partners

Enhanced access management for advertisers running Sponsored Search campaigns now available in the Walmart Connect Ad Center.



Walmart Connect has simplified the activation process for users and API Partners within the Walmart Connect Ad Center. These new capabilities allow advertisers to easily:

- Grant or revoke user and API Partner access
- Easily transition from one API Partner or agency to another
- Work with multiple API partners via one account

To learn more about the updated advertiser Admin management page experience, including how your advertiser admin can grant, change or revoke user and API Partner access, please see the [Advertising Help Centre](#).

Benefits

- Get up and running quickly
- Experience enhanced access privileges

Partner Types and API Access

The Walmart Connect Partner Network offers different types of API Partner access when integrating with the Sponsored Search Ads APIs including Full-Service or Reporting Only.

A **Reporting Only API Partner** will have reporting access only to their advertisers' Sponsored Search campaign performance data. Partners will not be able to perform any tasks related to Campaign Management (a.k.a Campaign Creation, Editing, and Optimization) via the Sponsored Search API for their Advertisers. Partners will have access to all Sponsored Search GET API Operations as well as all Sponsored Search POST snapshot reporting endpoints.

A **Full-Service API Partner** will be able to perform tasks related to both Campaign Management (aka Campaign Creation, Editing, and Optimization) as well as campaign reporting via the Sponsored Search APIs for their Advertisers. Full-Service API Partners will have access to all Sponsored Search POST/PUT/GET API operations.

FAQs on Access Type

Q: Why am I receiving the error *"You do not have access to this advertiser"* when making an API request despite being granted access?



A: This is an expected error that occurs when a Partner with Reporting-only API access attempts to make an API request that isn't within scope of the Reporting-only operations. Reporting-only Partners are not able to perform any tasks related to Campaign Management (including aka Campaign Creation, Editing, and Optimization) via the API and will receive this error when attempting to request any API Operations outside of all GET API Operations as well as all POST snapshot reporting endpoints.