



Table of Contents

<i>Overview</i>	<i>1</i>
<i>Create Sponsored Brands Profile for Campaign</i>	<i>2</i>
<i>List SBA Profile for Campaign</i>	<i>12</i>
<i>Update Sponsored Brands Profile for Campaign</i>	<i>17</i>
<i>Upload Logo Image to Sponsored Brands Profile for Campaign</i>	<i>24</i>

Overview

Sponsored Brands (earlier known as Search Brand Amplifier or SBA) is a unique Search solution to improve brand recognition and showcase your product portfolio. It's a premium search placement that showcases your brand and a curated product portfolio to customers actively searching Walmart's site and app for products like yours.

Note: We recommend begin using v2 as in future we plan to deprecate v1

Your **logo, a custom headline and up to four SKUs** appear together above relevant search results, with clickable links.

Use the Sponsored Brands Profile API to create, retrieve, update Sponsored Brands products profile. Sponsored Brands profile for a campaign comprises of: Brand Logo Image, Headline, Brand Name, and Logo Click URL.

You can, now, create 2 profiles for a Sponsored Brands campaign to be able to switch between them based on your campaign strategy. You can use v1 URLs to create single Sponsored Brands profile and v2 URLs to create dual Sponsored Brands profiles.

Note: Sponsored Brands profile comprises of the following components:

- Brand Logo
 - format: png, Size ≤200kb
 - should be 300px wide and 180px tall
- Brand Name (max. 35 characters)
- Headline Text (max 45 characters)



- Logo Click URL that displays product(s) for the advertised brand must be from below URLs for each tenant. It should adhere to clickUrl requirements mentioned in the document below.

Tenant id	URL
WMT_MX	https://www.walmart.com.mx
WMT_BD	https://www.bodegaurrera.com.mx
SAMS_MX	https://www.sams.com.mx
WBD_OD	https://despensa.bodegaurrera.com.mx
WMT_CA	https://www.walmart.ca

Create Sponsored Brands Profile for Campaign

Description

Create a new Sponsored Brands profile, for a campaign, that is relevant to the products in the respective campaign. This defines the look and click behavior of your Sponsored Brands placement. Successfully created profiles will be assigned a unique Sponsored Brands Profile ID. You can create only one Sponsored Brands profile by using URL v1

Using v2 URL, you can create dual Sponsored Brands profiles for a campaign

Note: A profile is created with review status set as "pending review" by default

v1 URL: POST/api/v1/sba_profile

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	The ID of the campaign	integer	Y	A valid campaign ID
adGroupId	The ID of the	integer	Y	A valid ad group ID



Parameter	Notes	Type	Required	Possible Values
	ad group			
searchAmpName	The name of the Brand. This field should not be left empty.	string	Y	Name of the brand that is part of this profile. It should be max. 35 characters, all of which are NOT recommended to be special characters
headlineText	Custom headline text showcasing why customers should buy your products. This field is required.	string	Y	Piece of text that explains your brand value within following constraints: <ul style="list-style-type: none"> • It should be max. 45 characters • It is recommended to NOT use all special characters in this field
clickUrl	The destination URL or landing page	string	Y	Clickable URL that displays product(s) for the advertised brand must be <ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico



Parameter	Notes	Type	Required	Possible Values
	<p>URL. It is the website address that a visitor lands on when he/she clicks on the ad. This field is required.</p>			<ul style="list-style-type: none"> • https://www.bodegaaurrera.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaaurrera.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada <p>clickUrl requirements:</p> <ol style="list-style-type: none"> 1) Any ":" in the URL should be replaced with "%3A" 2) Any "+" in the URL should be replaced with "%20" 3) Any "\" in the URL should be replaced with "%7C%7C" 4) URL query string should not contain "typeahead=" parameter 5) For 3P sellers, add hidden_facet=retailer_id%3A<seller_id> to the end of clickURL <p><i>Note: If requirements not met, the request will fail with encode issue.</i></p>



Headers

Header Name	Description	Required	Values
Authorization	The token will provide you the access to the API. It is same for all advertisers you access through the API.	Y	Please utilize the generated auth_token shared with you at the time of partner onboarding from the Getting Started Guide
WM_CONSUMER.ID	We will provide you the consumer ID to access the API. It is same for all advertisers you access through the API.	Y	Please use the generated ConsumerId shared with you at the time of partner onboarding. Refer to the Getting Started Guide for further explanation on this
WM_SEC.AUTH_SIGNATURE	Auth signature as an API key	Y	Use the signature generator code from Getting Started Guide to generate this value
WM_SEC.KEY_VERSION	We will provide you with the KEY VERSION to access the API. It is	Y	1



Header Name	Description	Required	Values
	same for all advertisers you access through the API		
WM_CONSUMER.intimestamp	Timestamp for which the auth signature is generated. Use Unix epoch format for the timestamp	Y	Use the signature generator code (Getting Started Guide) to generate this value
wap-tenant-id	Walmart Ads Platform Tenant identifier.	Y	Pass one of these value for tenant. <ul style="list-style-type: none"> • WMT_MX : For Walmart Mexico • WMT_BD : For Walmart Bodega EA • SAMS_MX : For SAMS Mexico • WBD_OD : For Walmart Bodega OD • WMT_CA : For Walmart Canada

Sample Request 1

```
curl -X POST \  
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/sba_profile' \  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'WM_SEC.AUTH_SIGNATURE: *****' \  
--header 'WM_SEC.KEY_VERSION: 1' \  
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \  
--header 'WM_CONSUMER.intimestamp: 1565309779\  
--header 'Content-Type: application/json' \  
--header 'accept: application/json' \  
--data '[  
{  
  "campaignId": 12345,  
  "adGroupId": 54321,  
  "searchAmpName": "Great Value",  
  "headlineText": "This is Great Value",  
  "clickUrl": "https://www.walmart.com"  
}  
]'
```

Sample Request 2

```
curl -X POST \  
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/sba_profile' \  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'WM_SEC.AUTH_SIGNATURE: *****' \  
--header 'WM_SEC.KEY_VERSION: 1' \  
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \  
--header 'WM_CONSUMER.intimestamp: 1565309779\  
--header 'Content-Type: application/json' \  
--header 'accept: application/json' \  
--data '{{  
  "campaignId": 12345,  
  "adGroupId": 54321,  
  "searchAmpName": "Great Value",  
  "headlineText": "This is Great Value",  
  "clickUrl": "https://www.walmart.com/search?q=abcd%20xyz"  
}}'
```



Response

Element	Description	Type
code	The response code can have following values: success, failure	string
details	Details of the error if value of response code is failure	string
sbaProfileId	ID of the SBA profile	integer

Sponsored Brands Profiles can be either created or not based upon different scenarios. Sample response here provides an idea of how the response looks like in either case.

Sample Response 1

```
[
  {
    "code": "success",
    "details": "",
    " sbaProfileId ": 50001
  },
  {
    "code": "failure",
    "details": "error message",
    " sbaProfileId ": 0
  }
]
```

Sample Response 2

```
[
  {
    "code": "failure",
    "details": "",
    " sbaProfileId ": 50001
  },
  {
    "code": "failure",
    "details": "The Click URL has not been correctly
    encoded. Please encode and retry",
    " sbaProfileId ": 0
  }
]
```



v2 URL: POST/api/v2/sba_profile

Note:

- Firstprofile created will be enabled by default
- Second profile created will be disabled by default
- Any new profile will be created as “pending review” by default
- Only enabled profile will serve on a live campaign
- Only two profiles can be created at max per ad group
- If you create two profiles for an ad group then:
 - Only 1 profile can be enabled at a time
 - To disable an “enabled” profile, you need to enable the “disabled” profile

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	The ID of the campaign	integer	Y	A valid campaign ID
adGroupId	The ID of the ad group	integer	Y	A valid ad group ID
searchAmp Name	The name of the Brand. This field should	string	Y	Name of the brand that is part of this profile. It should be max. 35 characters, all of which are NOT recommended to be special characters



Parameter	Notes	Type	Required	Possible Values
	not be left empty.			
headlineText	Custom headline text showcasing why customers should buy your products This field is required.	string	Y	Piece of text that explains your brand value within following constraints: It should be max. 45 characters. It is recommended to NOT use all special characters in this field
clickUrl	The destination URL or landing page URL. It is the website address that a visitor lands on when he/she clicks	string	Y	<p>Clickable URL that displays product(s) for the advertised brand must be</p> <ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaurrera.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaurrera.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada



Parameter	Notes	Type	Required	Possible Values
	on the ad. This field is required.			<p>clickUrl requirements:</p> <ol style="list-style-type: none"> 1) Any ":" in the URL should be replaced with "%3A" 2) Any "+" in the URL should be replaced with "%20" 3) Any "\" in the URL should be replaced with "%7C%7C" 4) URL query string should not contain "typeahead=" parameter 5) For 3P sellers, add hidden_facet=retailer_id%3A<seller_id> to the end of clickURL <p><i>Note: If requirements not met, the request will fail with encode issue.</i></p>

Sample Request 1

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/sba_profile' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: *****' \
--header 'WM_SEC.KEY_VERSION: 1' \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--header 'Content-Type: application/json' \
--header 'accept: application/json' \
--data '[
{
  "campaignId": 12345,
  "adGroupId": 54321,
  "searchAmpName": "Great Value",
  "headlineText": "This is Great Value",
  "clickUrl": "https://www.walmart.com",
}
]
```

Response

Element	Description	Type
code	The response code can have following values: success , failure	string
details	Details of the error if value of response code is failure	string
sbaProfileId	ID of the Sponsored Brands profile	integer

Sample Response

```
[
  {
    "code": "success",
    "details": "",
    "sbaProfileId": 600001
  },
  {
    "code": "failure",
    "details": "error message",
    "sbaProfileId": 0
  }
]
```

List SBA Profile for Campaign

Description

Retrieve a specific Sponsored Brands profile for a specific campaign by providing campaign ID and ad group ID.

You can retrieve only enabled Sponsored Brands profile by using URL v1. Using v2 URL, you can retrieve both the enabled and disabled profiles, in case you have created two profiles for the ad group.

v1 URL: GET/api/v1/sba_profile

Query Parameters

Parameter	Description	Type	Required	Possible Values
campaignId	The ID of the campaign for which the Sponsored Brands Profile is retrieved	integer	Y	A valid campaign ID
adGroupId	The ID of the ad group belonging to this campaign	integer	Y	A valid ad group ID

Sample Request

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/sba_profile?campaignId=600001&adGroupId=500003' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: *****' \
--header 'WM_SEC.KEY_VERSION: 1' \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--header 'accept: application/json' \
```

Response

Element	Description	Type
searchAmpName	The name of the Brand	string
headlineText	Custom headline text showcasing why customers should buy your products	string
logoUrl	The direct link that is embedded in the logo	string
clickUrl	The destination URL or landing page URL. It is the website address that a visitor goes to when he/she clicks on the ad. Clickable URL that displays product(s) for the advertised brand must be	string



Element	Description	Type
	<ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaurrera.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaurrera.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada 	
reviewStatus	The current status of Sponsored Brands Profile review performed by Ad Ops team. Possible values of reviewStatus are: pending, approved, rejected	string
reviewReason	<p>If value of reviewStatus is rejected, you will receive the reason for why it was rejected.</p> <p>Example: Invalid logo</p> <p>Note: Value of reviewReason is "null" when reviewStatus is pending.</p>	string
sbaProfileId	Id of the Sponsored Brands profile	integer

Sample Response

```
[
  {
    "searchAmpName": "Pepsi",
    "headlineText": "The coolest cold drink",
    "logoUrl": "logo URL",
    "clickUrl": "https://www.walmart.com",
    "reviewStatus": "pending",
    "reviewReason": null,
    "sbaProfileId": 50001
  }
]
[
  {
    "searchAmpName": "Pepsi",
    "headlineText": "The coolest cold drink",
    "logoUrl": "logo URL",
```



```
"clickUrl": "https://www.walmart.com",
"reviewStatus": "rejected",
"reviewReason": "Invalid Logo",
"sbaProfileId": 50001
}
]
```

v2 URL: GET/api/v2/sba_profile

Query Parameters

Parameter	Description	Type	Required	Possible Values
campaignId	The ID of the campaign for which the Sponsored Brands Profile is retrieved	integer	Y	A valid campaign ID
adGroupId	The ID of the ad group belonging to this campaign	integer	Y	A valid ad group ID

Sample Request

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/sba_profile?campaignId=600001&adGroupId=500003' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: *****' \
--header 'WM_SEC.KEY_VERSION: 1' \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--header 'accept: application/json' \
```

Response

Element	Description	Type
searchAmpName	The name of the Brand	string



Element	Description	Type
headlineText	Custom headline text showcasing why customers should buy your products	string
logoUrl	The direct link that is embedded in the logo	string
clickUrl	<p>The destination URL or landing page URL. It is the website address that a visitor goes to when he/she clicks on the ad.</p> <p>Clickable URL that displays product(s) for the advertised brand must be</p> <ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaurrera.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaurrera.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada 	string
reviewStatus	The current status of Sponsored Brands Profile review performed by Ad Ops team. Possible values of reviewStatus are: pending, approved, rejected	string
reviewReason	<p>If value of reviewStatus is rejected, you will receive the reason for why it was rejected.</p> <p>Example: Invalid logo</p> <p>Note: Value of reviewReason is "null" when reviewStatus is pending.</p>	string
sbaProfileId	Id of the enabled Sponsored Brands profile	integer
status	Indicates if a profile is activated to serve	string

Sample Response

```
[
  {
    "searchAmpName": "Pepsi",
    "headlineText": "The coolest cold drink",
    "logoUrl": "logo URL",
    "clickUrl": "https://www.walmart.com.mx",
    "reviewStatus": "pending",
    "reviewReason": null,
    "sbaProfileId": 50001,
    "status": "enabled"
  }
]
[
  {
    "searchAmpName": "Pepsi",
    "headlineText": "The coolest cold drink",
    "logoUrl": "logo URL",
    "clickUrl": "https://www.walmart.com.mx",
    "reviewStatus": "rejected",
    "reviewReason": "Invalid Logo",
    "sbaProfileId": 50001,
    "status": "disabled"
  }
]
```

Update Sponsored Brands Profile for Campaign

Description

Update an existing Sponsored Brands profile for campaign.

You can only update the enabled Sponsored Brands profile by using URL v1. Using v2 URL, you can update both existing Sponsored Brands profiles for campaign if it has two profiles (one is enabled, and the other is disabled).

Note: You can update Sponsored Brands profile for a live Sponsored Brands campaign as well. To update the enabled Sponsored Brands profile in a live campaign, you will have to pause the campaign, update the profile, and submit it for review. To avoid pausing the campaign, we recommend that you create a 2nd profile with the desired changes using v2 URL, submit a review request for its approval, and enable it once it is approved.

v1 URL: PUT/api/v1/sba_profile

Query Parameters



Parameter	Notes	Type	Required	Possible Values
campaignId	The ID of the campaign	integer	Y	A valid campaign ID
adGroupId	The ID of the ad group	string	Y	A valid ad group ID
searchAmpName	The name of the Brand. This field is required.	string	Y	Name of the brand that is part of this profile. It should be max. 35 characters all of which are NOT recommended to be special characters
headlineText	Custom headline text showcasing why customers should buy your products This field is required.	string	Y	Piece of text that explains your brand value within following constraints: 1) This field should not be left empty. 2) It should be max 45 characters. 3) It is recommended to NOT use all special characters in this field



Parameter	Notes	Type	Required	Possible Values
clickUrl	The destination URL or landing page URL. It is the website address that a visitor lands on when he/she clicks on the ad. This field is required.	string	Y	<p>Clickable URL that displays product(s) for the advertised brand must be</p> <ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaurra.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaurra.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada <p>clickUrl requirements:</p> <ol style="list-style-type: none"> 1) Any ":" in the URL should be replaced with "%3A" 2) Any "+" in the URL should be replaced with "%20" 3) Any "\" in the URL should be replaced with "%7C%7C" 4) URL query string should not contain "typeahead=" parameter 5) For 3P sellers, add hidden_facet=retailer_id%3A<seller_id> to the end of clickURL <p><i>Note: If requirements not met, the request will fail with encode issue.</i></p>

Sample Request

```
curl -X PUT \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/sba_profile' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
```



```
--header 'WM_SEC.AUTH_SIGNATURE: *****' \
--header 'WM_SEC.KEY_VERSION: 1' \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--header 'Content-Type: application/json' \
--header 'accept: application/json' \
--data '{
  "campaignId": 12345,
  "adGroupId": 54321,
  "searchAmpName": "Great Value",
  "headlineText": "This is Great Value",
  "clickUrl": "https://www.walmart.com"
}'
```

Response

Element	Description	Type
code	The response code can have following values: success, failure	string
details	Details of the error if value of response code is failure	string
sbaProfileId	ID of the Sponsored Brands profile	integer

Sample Response

```
[
  {
    "code": "success",
    "details": "",
    "sbaProfileId": 50001
  },
  {
    "code": "failure",
    "details": "error message",
    "sbaProfileId": 0
  }
]
```

v2 URL: PUT/api/v2/sba_profile

Note:

- None of the profiles can be updated if a campaign review is pending or in-progress

- An approved profile will be switched to pending review when it is updated

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	The ID of the campaign	integer	Y	A valid campaign ID
adGroupId	The ID of the ad group	string	Y	A valid ad group ID
searchAmpName	The name of the Brand. This field is required.	string	Y	Name of the brand that is part of this profile. It should be max. 35 characters all of which are NOT recommended to be special characters
headlineText	Custom headline text showcasing why customers should buy your products This field is required.	string	Y	Piece of text that explains your brand value within following constraints: 1) This field should not be left empty2) It should be max 45 characters3) It is recommended to NOT use all special characters in this field
clickUrl	The destination URL or landing	string	Y	Clickable URL that displays product(s) for the advertised brand must be



Parameter	Notes	Type	Required	Possible Values
	<p>page URL. It is the website address that a visitor lands on when he/she clicks on the ad. This field is required.</p>			<ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaurrera.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaurrera.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada <p>clickUrl requirements:</p> <ol style="list-style-type: none"> 1) Any ":" in the URL should be replaced with "%3A" 2) Any "+" in the URL should be replaced with "%20" 3) Any "\" in the URL should be replaced with "%7C%7C" 4) URL query string should not contain "typeahead=" parameter 5) For 3P sellers, add hidden_facet=retailer_id %3A<seller_id> to the end of clickURL <p><i>Note: If requirements not</i></p>



Parameter	Notes	Type	Required	Possible Values
				<i>met, the request will fail with encode issue.</i>
sbaProfileId	ID of the Sponsored Brands profile	integer	Y	A valid Sponsored Brands profile ID
status	Indicator of the enabled state of Sponsored Brands profile	string	N	enabled, disabled

Sample Request

```
curl -X PUT \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/sba_profile' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: *****' \
--header 'WM_SEC.KEY_VERSION: 1' \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--header 'Content-Type: application/json' \
--header 'accept: application/json' \
--data '{
  "campaignId": 12345,
  "adGroupId": 54321,
  "searchAmpName": "Great Value",
  "headlineText": "This is Great Value",
  "clickUrl": "https://www.walmart.com",
  "sbaProfileId": 600001,
  "status": "enabled"
}'
```

Response



Element	Description	Type
code	The response code can have following values: success, failure	string
details	Details of the error if value of response code is failure	string
sbaProfileId	ID of the Sponsored Brands profile	integer

Sample Response

```
[
  {
    "code": "success",
    "details": "",
    "sbaProfileId": 600001
  },
  {
    "code": "failure",
    "details": "error message",
    "sbaProfileId": 0
  }
]
```

Upload Logo Image to Sponsored Brands Profile for Campaign

Description:

Upload brand logo image for your brand on the Sponsored Brands profile using this operation

Using v1 URL, you can only upload logo for the enabled profile. However, if you have created 2 profiles, you should use v2 URL to update logo for the desired profile.

Note:

- You can change the brand logo image if the campaign is in "proposal" state, by resubmitting POST request
- Brand logo image:
 - format should be png with size ≤ 200kb

- should be 300px wide and 180px tall
- Brand name should not be more than 35 characters long
- Logo Click URL that displays product(s) for the advertised brand must be from below URLs for each tenant. It should adhere to clickUrl requirements mentioned in the document below.

Tenant id	URL
WMT_MX	https://www.walmart.com.mx
WMT_BD	https://www.bodegaurrera.com.mx
SAMS_MX	https://www.sams.com.mx
WBD_OD	https://despensa.bodegaurrera.com.mx
WMT_CA	https://www.walmart.ca

v1 URL: POST/api/v1/sba_profile_image_upload

Query Parameters

Key	Value	Notes	Type	Required
SBABaseProfileRequest	<pre>{"campaignId": "<CAMPAIGN_ID>", "adGroupId": "<ADGROUP_ID>"}</pre>	SBABaseProfileRequest is a JSON object specifying campaignId and adGroupId. campaignId and adGroupId are IDs of the campaign and ad group respectively. Both these IDs are type integer	string	Y
file	Any image file of the format png	The binary data for the suitable image file demonstrating your brand to	file	Y



Key	Value	Notes	Type	Required
		potential buyers. Note: 1) Brand logo image file size should be ≤ 200kb 2) Supported format is png 3) Brand image should be 300px wide and 180px tall File name field cannot be empty 4) It is recommended to NOT use all special characters in this field		

Sample Request

```

curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/sba_profile_image_upload' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'Content-Type: multipart/form-data' \

-form
'SBABaseProfileRequest ={"campaignId": "500001",adGroupId":"500001"}',
-form
'file=@"/Users/Downloads/abc.png"; "type"= image/png'
    
```

Response

Element	Description	Type
code	Possible values of response code: success, failure	string



Element	Description	Type
details	Details of the error if value of response code is failure	string
sbaProfileId	ID of the Sponsored Brands profile	integer

Sample Response

```
[
  {
    "code": "success",
    "details": "",
    "sbaProfileId": 500002
  },
  {
    "code": "failure",
    "details": "Missing form param SBABaseProfileRequest",
    "sbaProfileId": 0
  }
]
```

v2 URL: POST/api/v2/sba_profile_image_upload

Query Parameters

Key	Value	Notes	Type	Required
SBABaseProfileRequest	{ "campaignId": " <CAMPAIGN_ID>", "adGroupId": " <ADGROUP_ID>", "sbaProfileId": " <SBAPROFILE_ID>" }	SBABaseProfileRequest is a JSON object specifying campaignId, adGroupId and sbaProfileId. campaignId, adGroupId and sbaProfileId are IDs of the campaign, ad group and	string	Y



Key	Value	Notes	Type	Required
		Sponsored Brands Profile respectively. All these IDs are type integer		
file	Any image file of the format png	<p>The binary data for the suitable image file demonstrating your brand to potential buyers.</p> <p>Note:</p> <ol style="list-style-type: none"> 1) Brand logo image file size should be ≤ 200kb 2) Supported format is png 3) Brand image should be 300px wide and 180px tall 4) File name field cannot be empty 5) It is recommended to NOT use all special characters in this field 	file	Y

Sample Request

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/sba_profile_image_upload' \
```



```
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'Content-Type: multipart/form-data' \

-form
  'SBABaseProfileRequest = {"campaignId": "500001", "adGroupId": "500001", "sbaProfileId":
"600001"}',
-form
  'file=@"/Users/Downloads/abc.png"; "type"= image/png'
```

Response

Element	Description	Type
code	Possible values of response code: success, failure	string
details	Details of the error if value of response code is failure	string
sbaProfileId	ID of the Sponsored Brands profile	integer

Sample Response

```
[
{
  "code": "success",
  "details": "",
  "sbaProfileId": 500002
},
{
  "code": "failure",
  "details": "Missing form param SBABaseProfileRequest",
  "sbaProfileId ": 0
}
]
```