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What is sponsored brands?

A powerful Search solution that goes beyond conversion to increase awareness as well.

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

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

Targeting Option



Keyword

Serve ads to Walmart customers searching for the **keywords you specify**.

Benefits



- Products populate automatically
- Shoppable logo and product links
- Cost-effective pricing

Reach and influence Walmart customers at two steps of their shopper journey



Awareness

- Reinforce brand image
- Inspire product discovery
- Gain share of voice

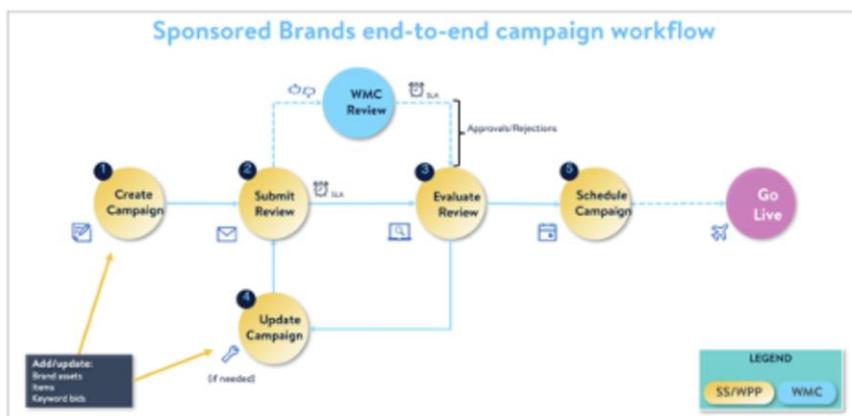


Conversion

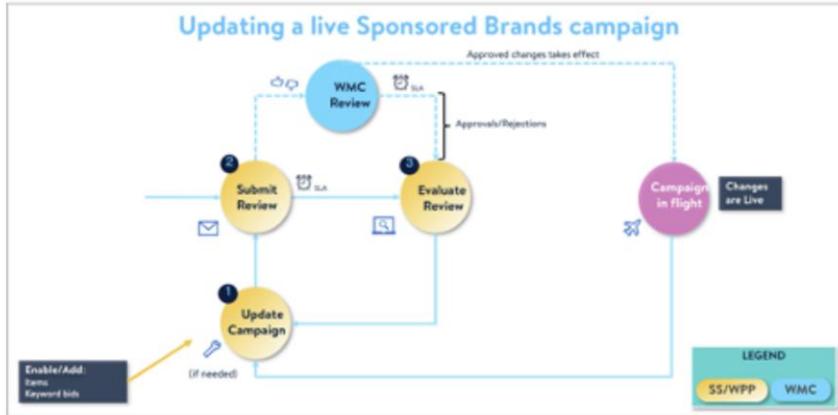
- Launch new or seasonal products
- Improve product visibility
- Boost product performance

Sponsored Brands Workflows

Launching a New Sponsored Brands Campaign:



Updating a Live Sponsored Brands Campaign



Setting up a Sponsored Brands campaign

Create Sponsored Brands campaign

- 1. Use campaignType parameter (value: "sba") and targeting type as "manual"
- 2. If you are a 3P seller trying to create a Sponsored Brands campaign, you need to be authorised by Walmart Connect Mexico or Canada to advertise for the brand. Please reach out to your POC in Walmart Connect if you do not have authorisation.

Once your brand is verified you will be able to create a campaign which will be subject to review as per campaign review guidelines.

You should wait at least 24 hours before trying again in case your request did not go through the first time.

Add Ad group to the campaign

- 1. Create an ad group for the campaign and add items to it
- 2. Maximum 10 items can be added to an ad group
- 3. Minimum 2 items need to be added to an ad group (recommended min. 3 to avoid stop serving ads in case of out-of-stock scenario)
 - 2 Item campaign will only serve on Mobile
- 4. Currently, only 1 ad group is allowed per campaign
- 5. The "reviewStatus" will default to "pending" for each new item added or an item that is re-enabled



Create Sponsored Brands profile for the Ad group

- 1. Create, read, and update the **Sponsored Brands** profile relevant to the campaign's products by using the endpoints drafted in **Sponsored Brands** profile API doc.
- 2. You can create maximum two **Sponsored Brands** profiles for a campaign. You can refer to **Sponsored Brands** profile technical documentation for more details to create a second **Sponsored Brands** profile.
 - 1st profile created will be enabled by default
 - 2nd profile created will be disabled by default
 - Any new profile created will have review status pending by default and must be submitted for review
 - Only enabled profile will serve on a live campaign
- 3. **Sponsored Brands** profile comprises of the following components:
 - Brand Logo (format: png; Size≤200kb)
 - * Recommended 300px wide and 180px tall
 - Headline text (max. 45 characters, all characters cannot be special)
 - Brand Name (max. 35 characters, all characters cannot be special)
 - Click URL (For landing page – secure www.Walmart.com.mx or www.bodegaurrera.com.mx or <https://www.sams.com.mx> or <https://despensa.bodegaurrera.com.mx> or <https://www.walmart.ca> only)

Add Keywords (Additional/Suggested keywords)

- 1. Adding keywords to an **Sponsored Brands** campaign is similar to adding keywords to a non- **Sponsored Brands** campaign
- 2. The "status" for each new or re-enabled keyword be set to "pending" by default
- 3. Only 200 distinct bidded keywords with 1 to 3 keyword-match types for each are permitted to be enabled per ad group
- 4. Minimum bid for keywords in an **Sponsored Brands** campaign is as per below table -



Tenant id	Min Bid
WMT_MX	\$12
WMT_BD	\$8
SAMS_MX	\$12
WBD_OD	\$8
WMT_CA	TBD

Completing Sponsored Brands campaign review

Submit a Review Request for Campaign

- 1. Following campaign components are subject to review approval:
 - Brand Name, Logo, Click URL, and Headline
 - ItemKeyword
 - Whichever profile is "pending review", is reviewed when review is requested
Note: Profile does not need to be enabled to be considered for review
- 2. Review process can take 1-3 days unless we are experiencing heavier than expected load
- 3. Review will provide approval/rejection outcome for each component added to the campaign

Schedule Campaign to go live

- 1. A campaign is eligible to go live if its review is complete and:
 - At least one **Sponsored Brands** Profile (Brand Name, Logo, Click URL, and Headline) is approved and enabled
 - At least 2 items are approved
 - At least 1 keyword bid is approved
- 2. Assess the review outcome and schedule the campaign to go live
- 3. You can make any changes necessary and re-submit for review (if applicable) before scheduling the campaign to go live

Note: You can update an enabled **Sponsored Brands** profile for live campaigns. To update the **Sponsored Brands** profile, you will have to pause the



*campaign, update the profile, get it reviewed and scheduled once again. To avoid an **Sponsored Brands** campaign getting paused, We recommend creating a second **Sponsored Brands** profile that can be reviewed and then enabled.*

Once the review is complete, the campaign can be re-enabled to go live if it is eligible.

Cancel Review

- 1. You can cancel a review when reviewStatus is "pending"/ "in-progress"
- 2. Cancel by submitting a PUT request
- 3. When a review is cancelled, its "reviewStatus" will be changed to "cancelled"

Understanding the Review

Once you make the changes and submit a campaign review request

- 1. If you need to add/ re-enable item/keyword for a campaign while the review is "pending"/ "in-progress":
 - You can cancel the review request
 - After cancelling the review request, you can modify the campaign and re-submit for review
- 2. If you need to modify the campaign while the review is "pending"/"in-progress":
 - You can:
 - * Update keyword bids
 - * Update campaign budget
 - * Update campaign's end date
 - * Disable an item/keyword
 - * Cancel the review
 - You can not:
 - * Add/re-enable items or keywords



* Update Brand Logo, Name, Click URL, or Headline

* Submit a second review for the campaign unless the current review is complete

Post review completion

Post review completion, the campaign status will automatically change to “enabled” then “scheduled” and finally to “live” (on the campaign start date). However, for the campaign to be auto scheduled, it must be eligible to go live. A campaign will only be scheduled when following are approved for it:

- **Sponsored Brands** profile
- At least 1 Keyword
- At least two Items

Report on Sponsored Brands campaigns (Report snapshot)

Report snapshots provide **Sponsored Brands** campaign metrics like they do for non- **Sponsored Brands** campaigns, however, following are some rules that specifically govern metrics for **Sponsored Brands** campaigns:

1. Clicks and Impressions are attributed as per clicks and display for each item displayed in **Sponsored Brands** placement
2. **Sponsored Brands** placement is available on Search page, Browse page and Item page; hence its metrics are included only for these pages in the page type report
3. Clicks and Impressions for logo are tracked under Item report; the revenue metrics for logo are based on related and brand sales
4. **Sponsored Brands** campaigns are not included in Item-Keyword Report

Rules for updating a live campaign (or paused)

- 1.If a campaign review is pending or in-progress, none of the profiles can be updated
2. Any approved profile can be enabled while the campaign status is paused/enabled/rescheduled/scheduled/live



3. Only one profile can stay enabled at a time

- If a disabled (approved) profile (say B) is enabled, then if there is another profile (say A) in the campaign that is enabled, A will be auto disabled

4. An enabled profile in a live campaign cannot be updated/modified/disabled

- To update the enabled profile in a live campaign, the campaign will have to be paused to make changes to the profile, have the profile reviewed and approved and then re-enable the profile
- Once an approved profile will be paused and updated, the status will switch to "pending"

5. Status of profile can be enabled irrespective of whether the profile is approved/rejected only if the campaign is paused or is in proposal state

- For a campaign whose status is live, scheduled or rescheduled, a profile can only be enabled if it is approved
- A disabled profile cannot be enabled while a campaign review is pending or in-progress

6. If a campaign is live or has been live at least once in its lifetime, you cannot:

1. Delete an Item or Keyword

7. Following changes can be made without the need for a review to apply them in near real-time

- Change in keyword bids
- Disable a keyword

8. For the following changes you need to submit a review request

- Add a new item/keyword
- Re-enable an item/keyword

9. If you need to modify the campaign while the review is "pending"/"in-progress"

- You can:

* Update keyword bids



- * Update campaign budget

- * Update campaign's end date

- * Disable an item/keyword

- * Cancel the review

- You cannot:

- * Add/re-enable items or keywords

- * Update Brand Logo, Name, Click URL, or Headline

- * Submit a second review for the campaign unless the current review is complete

10. If you need to add/ re-enable item/keyword for a campaign while the review is "pending"/ "in-progress":

- You can cancel the review request
- After cancelling the review request, you can modify the campaign and re-submit for review

11. If a campaign review is revised for **Sponsored Brands** Profile such that the **Sponsored Brands** profile is rejected, the campaign will be "paused". A campaign cannot stay "live" if profile is rejected by WMC team. If this happens, you need to change the campaign profile as per guidelines and resubmit it for review

12. If you extend an ended campaign, the system will auto-change the status to "rescheduled" and then to "live" as per the defined start date for the campaign

13. A campaign can be auto scheduled only if it is in "proposal" state. A "paused" campaign cannot be auto scheduled

14. A campaign can be auto scheduled if it has a profile which is enabled and whose review status is approved (apart from having at least 1 item and 1 keyword bid approved)

15. In a new campaign (not gone live before), if there are two profiles, say A (created 1st and so enabled by default) and B (created 2nd and so disabled by default)



- If A is rejected but enabled, while B is approved but disabled (default), the campaign will not be auto-scheduled

* To schedule the campaign with approved profile B, you can enable profile B and schedule the campaign

* To schedule the campaign with profile A, profile A will have to be updated and resubmitted for review. If it is approved and is still enabled (as previously), then the campaign will be auto-scheduled

Sync Sponsored Brands campaigns (Entity snapshot)

You can sync your **Sponsored Brands** campaigns using Entity Snapshot API endpoint. For **Sponsored Brands** campaigns you can also request snapshot of **Sponsored Brands** Profiles apart from other key campaign components.

Frequently Asked Questions (FAQs)

Q. Which products are eligible to advertise on Sponsored Brands? Should the items be winning buy-box to be eligible for advertising on Sponsored Brands?

A. Products that are published, in-stock, winning buy box, and are sold online

Q. Does the seller have a choice to select which 4 products should show up on Sponsored Brands?

A. No

Q. Once we create a Sponsored Brands campaign, does WMT Connect team moderate the campaign? If yes then, what does the moderation process look like and what are the attributes that go under the moderation process?

A. Yes, each **Sponsored Brands** campaign (or qualifying changes to it) require moderation by WMC, please refer **Sponsored Brands** policy guide.

Q. How do API partners source logo images when creating Sponsored Brands campaigns?

A. From Suppliers

Q. Sponsored Brands ads be linked to what pages?

A. You can link them to only Search, Browse and PDP pages.

Q. What happens if one of the 3 products chosen for Sponsored Brands ad goes OOS? Will the Sponsored Brands ad be taken down or will WMC automatically select another related product from the advertiser's catalog?



A. App - The Campaign keeps serving ads on Mobile as long as at least 2 relevant items in a campaign are in stock;

Web - The Campaign keeps serving ads on Web as long as at least 3 relevant items in a campaign are in stock

Q. Is there a cap on the no. of items that can be added to an Sponsored Brands campaign?

A. Maximum 10 (and minimum 2)

Q. How does budgets setting work for Sponsored Brands campaign? Does it have both daily and total budgets similar to Keyword and Auto Campaigns?

A. Yes, both total and daily budgets are applicable.

Q. What are bid thresholds applicable for Sponsored Brands campaigns?

A.

Tenant id	Min Bid
WMT_MX	\$12
WMT_BD	\$8
SAMS_MX	\$12
WBD_OD	\$8
WMT_CA	\$0.3

Q. Are bid multipliers available for Sponsored Brands campaigns?

A. No, as there is only one placement

Q. What are the different Sponsored Brands campaign statuses?

A. Here are applicable workflows for different statuses.

1. New campaign: Enabled>Proposal (set by system)>Enabled>Scheduled (set by system)>Live (set by system)
2. Pause Live campaign: Live>Paused>Enabled>Rescheduled (set by system)>Live (set by system)
3. End Live & Extend Completed Campaign:
Live>Completed>Extend>Rescheduled (set by system)>Live (set by system)