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Overview

Bid Multiplier is a bidding feature that enables you with more options to optimize your campaigns. You can manage your sponsored products campaigns by promoting your products on prime placements and platforms using this feature. Bid multiplier value ranges from 0 to 50000.

Note: Bid multipliers are optional and are available for both automatic (auto-bid) campaigns i.e., the campaigns with targeting type "auto" and keyword (manual) campaigns. Users will be able to update multipliers for following placements under each campaign type:

- Placements for Auto campaigns: Buy-Box, Search Ingrid, Home Page
- Placements for Manual campaigns: Buy-Box, Search Ingrid

There are two types of bid multipliers:

- **Placement Multiplier**:
  This control allows you to set bid starting at 0%. When your ads are eligible to serve in relevant placements, the bid multiplier percentages you set will help you compete better for these placements.

- **Platform Multipliers:** This control allows you to set bid multipliers starting at 0% for Desktop, App and Mobile platforms. When your ads serve on these platforms, the bid percentages you set will help you compete better for these platforms.

Note: Bid percentage will be restricted to first two decimal places for advertisers. Any decimal digit beyond the first 2 digits will be truncated without rounding off.

Create Placement Bid Multipliers

Description: Create placement bid multipliers for a campaign using this method.

URL: POST/api/v1/multipliers/placement

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	ID of the campaign	integer	Y	Unique numeric identifier
placementType	Type of the placement	string	Y	For auto campaigns: a) Buy-Box b) Search Ingrid C) Home Page For manual campaigns: a) Buy-Box b) Search Ingrid
multiplier	% Value by which original bid is modified	double	N	Value of multiplier

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	Y	Please utilize the generated auth_token shared with you at the time of partner onboarding from

Header Name	Description	Required	Values
	through the API.		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_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	Y	Pass one of these value for tenant. • WMT_MX : For

Header Name	Description	Required	Values
	Tenant identifier.		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

```
curl -X POST \ 'https://developer.api.us.stg.walmart.com/api-
proxy/service/WAP/API/v1/api/v1/multipliers/placement' \
--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": 600001,
     "placementType": "Buy-Box",
     "multiplier": 100.0
   }]'
```

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
placementMultiplierId	ID of the placement multiplier	integer

Sample Response

```
[
  {
    "code": "success",
    "details": "",
    "placementMultiplierId": 1001
  },
  {
    "code": "failure",
    "details": "The placement bid% cannot be less than 0 / Invalid Placement Type found",
    "placementMultiplierId": 0
  }
]
```

List All the Placement Bid Multipliers

Description: Retrieve a list of all the placement bid multipliers for a campaign using this method.

URL: GET/api/v1/multipliers/placement

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	ID of the campaign	integer	Y	Unique numeric identifier

Sample Request

```
curl-X GET \'https://developer.api.us.stg.walmart.com/api-
proxy/service/WAP/API/v1/api/v1/multipliers/placement?campaignId=1234' \
--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
campaignId	Id of the campaign	integer
placementType	Type of the placement. Values are: For auto campaigns: 1) Buy-Box 2) Search Ingrid 3) Home page For manual campaigns: 1) Buy-Box 2) Search Ingrid	string
multiplier	% Value by which original bid is modified	double

Sample Response

```
[
  {
    "campaignId": 600000,
    "placementType": "Search Ingrid",
    "multiplier": 100
  }
]
```

Update Placement Bid Multipliers

Description: Update placement bid multipliers for a campaign using this method.

URL: PUT/api/v1/multipliers/placement

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	ID of the campaign	integer	Y	Unique numeric identifier
placementType	Type of the placement	string	Y	For auto campaigns: 1) Buy-Box

Parameter	Notes	Type	Required	Possible Values
				2) Search Ingrid 3) Home Page For manual campaigns: 1) Buy-Box 2) Search Ingrid
multiplier	% Value by which original bid is modified	double	N	Value of multiplier

Sample Request

```
curl-X GET \'https://developer.api.us.stg.walmart.com/api-
proxy/service/WAP/API/v1/api/v1/multipliers/placement?campaignId=1234'\
--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' \
--data '{
     "campaignId": 600001,
     "placementType": "Buy-Box",
     "multiplier": 100.0
     }'
```

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
placementMultiplierId	ID of the placement multiplier	integer

Sample Response

```
[
```

```json
  {
    "code": "success",
    "details": "",
    "placementMultiplierId": 1001
  },
  {
    "code": "failure",
    "details": " The placement bid% cannot be less than 0 / Invalid Placement Type found",
    "placementMultiplierId": 0
  }
]
```

Create Platform Bid Multipliers

Description: Create platform bid multipliers for a campaign using this method.

URL: POST/api/v1/multipliers/platform

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	ID of the campaign	integer	Y	Unique numeric identifier
platformType	Type of the platform	string	Y	Values are: **Desktop**, **Mobile**, **App**
multiplier	% Value by which original bid is modified	double	N	Value of multiplier

Sample Request

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

```
--data '[{
     "campaignId": 600001,
     "platformType": "Desktop",
     "multiplier": 300.0
     }]'
```

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
platformMultiplierId	ID of the platform multiplier	integer

Sample Response

```
[
 {
  "code": "success",
  "details": "",
  "platformMultiplierId": 1001
 },
 {
  "code": "failure",
  "details": "The platform bid cannot be less than 0. Invalid platform type found",
  "platformMultiplierId": 0
 }
]
```

List All the Platform Bid Multipliers

Description: Retrieve a list of all the platform bid multipliers for a campaign using this method

URL: GET/api/v1/multipliers/platform

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	ID of the campaign	integer	Y	Unique numeric identifier

Sample Request

![Walmart Connect logo]

```
curl -X GET \ 'https://developer.api.us.stg.walmart.com/api-
proxy/service/WAP/API/v1/api/v1/multipliers/platform?campaignId=1234' \
--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
campaignId	Id of the campaign	integer
platformType	Type of the platform. Values are: **Desktop**, **Mobile**, **App**	string
multiplier	% Value by which original bid is modified	double

Sample Response

```
[
 {
   "campaignId": 600000,
   "platformType": "Desktop",
   "multiplier": 100
 }
]
```

Update Platform Bid Multipliers

Description: Update platform bid multipliers for a campaign using this method.

URL: PUT/api/v1/multipliers/platform

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	ID of the campaign	integer	Y	Unique numeric identifier

Parameter	Notes	Type	Required	Possible Values
platformType	Type of the platform	string	Y	Values are: **Desktop**, **Mobile**, **App**
multiplier	% Value by which original bid is modified	double	N	Value of multiplier

Sample Request

```
curl -X PUT\
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/multipliers/platform' \
 --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' \
--data '[{
      "campaignId": 600001,
      "platformType": "Desktop",
      "multiplier": 100.0
    }]'
```

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
platformMultiplierId	ID of the platform multiplier	integer

Sample Response

```
[
 {
  "code": "success",
  "details": "",
  "platformMultiplierId": 1001
 },
```

```
  {
    "code": "failure",
    "details": " The platform bid% cannot be less than 0 / Invalid platform type found",
    "platformMultiplierId": 0
  }
]
```