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Overview

Use the snapshot API to generate and retrieve file-based snapshots of all the performance reports by entity, for a given advertiser, asynchronously.

Processing time range for a snapshot request is 10-15 mins.

General Notes:

- Snapshot IDs expire after 24 hours post generation.
- POST and GET requests under Snapshot v2 endpoint will be counted towards Rate Limits
- The reports are snapshots at day level.
- POST and GET requests are through Snapshot v2 endpoints.
- The look back period to retrieve Snapshot Reports via v2 endpoint is 90 Days.



Create Report Snapshot

Description

You can request a snapshot file for all performance reporting data available (until the date before current date) for a given advertiser using this method

URL: POST/api/v2/snapshot/report

Request Parameters

Parameter	Description	Type	Required	Possible Values
advertiserId	The ID of the advertiser	integer	Y	Unique numeric identifier for the advertiser. This is the advertising account id. This parameter can take only one advertiser Id for each snapshot report request.
reportType	The type of the performance report for which the snapshot should be generated.	string	Y	Types of Report: adGroup, adItem, brand, category, keyword, itemHealth, outOfBudgetRecommendations, pageType, platform, placement, attributedPurchases, searchImpression, videoCampaigns, videoKeywords. This parameter can take one report type among the above possible report types in each snapshot report request.



Parameter	Description	Type	Required	Possible Values
reportMetrics	Choose the metrics type for your snapshot	string	Y	Not all metrics are applicable to all report types. Each report requires at least one dimension to be included in the 'reportMetrics' parameter or else the report request will fail. This parameter can take one or more than one report metric among the possible report metrics in each snapshot report request. <i>Note: Possible reportMetrics values: Dimensions and Metrics that is accepted under reportMetrics, please refer to the table "Definition of Various Parameters Generated Across the Snapshot Reports"</i>
reportDate	The snapshot date for the report. <i>Note: • To fetch reports, please use either reportDate or Combination of startDate and endDateUsing both together will result in an error. However, at least one of these must be defined. • reportDate should not be defined</i>	date	Y	The date should be in "yyyy-MM-dd" format. This parameter can take only one report date for the last 90 days for each snapshot report request.



Parameter	Description	Type	Required	Possible Values
	<i>for report type "outOfBudgetRecommendations" or "searchImpression"</i>			
startDate	The first day to be considered in the performance report snapshot. <i>Note: -It cannot be the current date -startDate should not be defined for report type "outOfBudgetRecommendations"</i>	date	Y	The date should be in "yyyy-MM-dd" format.
endDate	The last day to be considered in the performance report snapshot. It cannot be the current date. <i>Note: -To fetch reports , please use either reportDate or Combination of startDate and endDateUsing both together will result in an error. However, one of these must be defined – endDate should not be defined for report type "outOfBudgetRecommendations"</i>	date	Y	The date should be in "yyyy-MM-dd" format.

- The reports are snapshots at day level
- POST and GET requests under Snapshot v2 endpoint will be counted towards Rate Limits
- POST and GET requests are through Snapshot v2 endpoint



- In Snapshot v2 endpoint, under reportMetrics, the user can pick and choose the dimensions and metrics as per their needs
- Both Dimensions and Metrics are to be requested in reportMetrics parameter. Dimensions helps in defining the level of granularity at which the Metrics are to be retrieved
- Each report requires at least one dimension to be included in the *reportMetrics* parameter else the report request will fail
- To get report by campaigns, request report for adGroups and use the campaign ids returned in the report to aggregate the report by campaigns
- The format of the report is CSV, and it will be enclosed in "gzip" file format by default
- Not all reportMetrics are applicable to all reportTypes
- Report Type: itemHealth is not part of Snapshots v2 endpoint. Item Health report will be available only on Snapshots v1 reports
- Report Type: itemKeyword is not part of Snapshots v2 endpoint. Item Keyword report will be available only on Snapshots v1 reports

Retrieve Snapshot Reports

Description

You can retrieve report snapshots by providing snapshot id and advertiser id for an advertiser.

URL: GET/api/v2/snapshot

Note:

1. The format of the report is CSV, and it will be enclosed in "gzip" file format by default.
2. You can request the following type of snapshots:
3. **Reports for Sponsored Brand campaigns:** Report snapshots provide Sponsored Brand campaign metrics like they do for non- Sponsored Brand campaigns, however, following are some rules that specifically govern metrics for Sponsored Brand campaigns:
 - a. Clicks and Impressions are attributed as per clicks and display for each item displayed in Sponsored Brand placement



- b. Sponsored Brand placement is available on Search page, Browse page and PDP page
- c. Report Type: *itemHealth/itemHealthV2* is not part of Snapshot v2 endpoint
Item Health/Item Health V2 report will be available only on Snapshot v1 reports.
- d. Report Type: *itemKeyword* is not part of Snapshot v2 endpoint.
Item Keyword report will be available only on Snapshot v1 reports

Sample Request

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot?advertiserId=600001&snapshotId=1' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'accept: application/json' \
--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' \
```

Response

Element	Description	Type
snapshotId	Id of the snapshot to be retrieved	string
jobStatus	It is an indicator to confirm status of snapshot generation. The possible values of jobStatus are: pending, processing, done, failed, expired	string
details	URL of the snapshot file once jobStatus reaches to state "done"	string
code	The response code can have following values: success, failure	string

Note:

- TTL (Time to Live) for files generated is one day



If you want to retrieve keyword report based on the response for Create Report Request (Sample Response 1)

Sample Response 1 For Report Type Keyword:

```
{
  "code": "success",
  "snapshotId": "10",
  "details": "https://advertising.walmart.com/mx/file/10",
  "jobStatus": "done"
}
```

The snapshot file is in CSV format that includes response for each report type. You can request multiple report types in one request; however, the response would be captured in one zip/gzip file as explained in the “Types of Format” section.. It will have single CSV file returning response for all report types.

Example of the content of snapshot with id “10”. The file format is “CSV”:

```
"date", "keywordId", "searchedKeyword", "biddedKeyword", "matchType", "campaignId", "adGroupId",
"ntbUnits3days", "ntbOrders3days", "ntbRevenue3days", "ntbUnits14days", "ntbOrders14days",
"ntbRevenue14days", "ntbUnits30days", "ntbOrders30days", "ntbRevenue30days", "numAdsShown",
"numAdsClicks", "adSpend", "directAttributedSales3days", "directAttributedSales14days",
"directAttributedSales30days", "advertisedSkuSales3days ", "advertisedSkuSales14days",
"advertisedSkuSales30days", "attributedUnits3days", "attributedUnits14days",
"attributedUnits30days", "brandAttributedSales3days",
"brandAttributedSales14days", "brandAttributedSales30days",
"relatedAttributedSales3days", "relatedAttributedSales14days",
"relatedAttributedSales30days", "otherSkuSales3days ", "otherSkuSales14days ",
"otherSkuSales30days ", "attributedOrders3days", "attributedOrders14days",
"attributedOrders30days"

"2022-12-10", "800001", "key1", "bkey1", "exact", "800001", "800001", "52", "53", "54", "55", "56",
"57", "59", "60", "61", "100", "10", "6", "180", "184", "188", "400", "40", "8", "12", "28", "76", "92", "140",
"156", "12", "76", "140", "20", "84", "148", "16", "80", "144"
```

Note:

1. maximum character length of 60 characters is returned for searchedKeyword
2. searchedKeyword field will provide:
 - a. search query entered by the site visitor, in an event when an ad is delivered on Search Carousel or Search In-grid placements
 - b. Item ID (anchor item) specific to the Item Page on which the ad is delivered, in an event when an ad is delivered on the item page placements

If you want to retrieve ad item report based on the response for Create Report Request (Sample Response 2)



Sample Response 2 For Report Type Ad Item:

```
{
  "code": "success",
  "snapshotId": "11",
  "details": "https://advertising.walmart.com/mx/file/11",
  "jobStatus": "done"
}
```

Example of the content of snapshot with id "11". The file format is "CSV":

```
"date", "campaignId", "adGroupId", "itemId", "itemName", "itemImage", "numAdsShown",
"numAdsClicks", "adSpend",
"directAttributedSales3days", "directAttributedSales14days", "directAttributedSales30days",
"advertisedSkuSales3days ", "advertisedSkuSales14days", "advertisedSkuSales30days",
"attributedUnits3days",
"attributedUnits14days", "attributedUnits30days",
"brandAttributedSales3days", "brandAttributedSales14days", "brandAttributedSale30days",
"relatedAttributedSales3days",
"relatedAttributedSales14days", "relatedAttributedSales30days", "otherSkuSales3days ",
"otherSkuSales14days", "otherSkuSales30days ", "attributedOrders3days", "attributedOrders14days",
"attributedOrders30days"
```

```
"2022-10-01", "609967", "771138915", "11047090", "Equate Ultra Strength Antacid Tropical Fruit
Chewable Tablets, 1000 mg, 160 Count", "https://i5.walmartimages.com/asr/9f61df61-673e-4919-
bfb2-
03e84e028b90.c8effce29e8c1ae23262a32055eeb3be.jpeg?odnHeight=450&odnWidth=450&odnBg=fff
ffff ", "100", "10", "2", "2", "6", "8", "3", "7", "25", "29", "47", "51", "3", "25", "5", "27", "49", "4", "30",
"40", "50", "26", "48", "11"
```

```
"2022-10-02", "610534", "771139421", "11047090",
"Equate Ultra Strength Antacid Tropical Fruit Chewable Tablets, 1000 mg, 160 Count",
"https://i5.walmartimages.com/asr/9f61df61-673e-4919-bfb2-
03e84e028b90.c8effce29e8c1ae23262a32055eeb3be.jpeg?odnHeight=450&odnWidth=450&odnBg=fff
ffff "
, "100", "10", "2", "3", "7", "25", "29", "47", "51", "3", "25", "5", "27", "49", "4", "26", "48", "11"
```

```
"2022-10-03", "609968", "771138916", "34764454", "Equate Regular Strength Stomach Relief Liquid,
525 mg, 16 fl oz, 2 Count",
"https://i5.walmartimages.com/asr/a4778971-abd9-4df8-8518-
edb04f344202.e18ccfb9237b0498e2bffc88526cce0.jpeg?odnHeight=450&odnWidth=450&odnBg=fff
fff",
"100", "10", "2", "3", "7", "25", "29", "47", "51", "3", "25", "5", "27", "49", "4", "26", "48", "11"
```

If you want to retrieve platform report based on the response for Create Report Request (Sample Response 3)



Sample Response 3 For Report Type Platform:

```
{
  "code": "success",
  "snapshotId": "12",
  "details": "https://advertising.walmart.com/mx/file/12",
  "jobStatus": "done"
}
```

Example of the content of snapshot with id "12". The file format is "CSV":

```
"date", "campaignId", "adGroupId", "platform", "numAdsShown", "numAdsClicks", "adSpend",
"directAttributedSales3days", "directAttributedSales14days", "directAttributedSales30days",
"advertisedSkuSales3days", "advertisedSkuSales14days", "advertisedSkuSales30days",
"attributedUnits3days", "attributedUnits14days", "attributedUnits30days",
"brandAttributedSales3days", "brandAttributedSales14days", "brandAttributedSales30days",
"relatedAttributedSales3days", "relatedAttributedSales14days", "relatedAttributedSales30days",
"otherSkuSales3days", "otherSkuSales14days", "otherSkuSales30days", "attributedOrders3days",
"attributedOrders14days", "attributedOrders30days"

"2022-10-05", "609967", "771138915", "desktop", "100", "10", "2", "3", "7", "19", "25", "29", "47", "23",
"39", "5", "21", "37", "4", "20", "36", "11", "9", "19", "27", "27", "43", "29"
```

If you want to retrieve videoCampaigns report based on the response for Create Report Request (Sample Response 4)

Sample Response 4 For Report Type Video Campaigns:

```
{
  "code": "success",
  "snapshotId": "13",
  "details": "https://advertising.walmart.com/mx/file/13",
  "jobStatus": "done"
}
```

Example of the content of snapshot with id "13". The file format is "CSV":

```
"date", "campaignId", "adGroupId", "numAdsShown", "numAdsClicks", "adSpend",
"attributedUnits3days", "attributedUnits14days",
"attributedUnits30days", "attributedOrders3days", "attributedOrders14days",
"attributedOrders30days", "viewableImpressions",
"videoFirstQuartileViews", "videoMidpointViews",
"videoThirdQuartileViews", "videoCompleteViews", "videoUnmutes", "video5SecondViews",
"attributedSales3days",
```



```
"attributedSales14days", "attributedSales30days", "videoImpressions", "viewThroughSales3days",
"viewThroughSales14days",
"viewThroughSales30days", "viewThroughOrders3days",
"viewThroughOrders14days", "viewThroughOrders30days",
"viewThroughUnitsSold3days", "viewThroughUnitsSold14days", "viewThroughUnitsSold30days",
"completeViewRevenue3days",

"completeViewRevenue14days", "completeViewRevenue30days",
"haloCompleteViewRevenue3days", "haloCompleteViewRevenue14days",
"haloCompleteViewRevenue30days", "totalCompleteViewOrders3days",
"totalCompleteViewOrders14days", "totalCompleteViewOrders30days",
"totalCompleteViewUnits3days", "totalCompleteViewUnits14days", "totalCompleteViewUnits30days"

"2023-10-24", "600001", "600001", "200", "20", "12", "106", "168", "114", "64", "66", "68", "156",
"10", "40", "60", "40", "100",
"120", "42", "174", "62", "20", "12.5", "38.5", "52.5", "20", "38", "48", "18", "38", "58", "18.5", "48.5",
"58.5", "38.7",
"68.5", "78.5", "23", "39", "48", "38", "58", "68"
```

If you want to retrieve videoKeywords report based on the response for Create Report Request (Sample Response 5)

Sample Response 5 For Report Type Video Keywords:

```
{
  "code": "success",
  "snapshotId": "14",
  "details": "https://advertising.walmart.com/mx/file/14",
  "jobStatus": "done"
}
```

Example of the content of snapshot with id "14". The file format is "CSV":

```
"date", "campaignId", "adGroupId", "biddedKeyword", "matchType", "numAdsShown",
"numAdsClicks", "adSpend", "attributedUnits3days", "attributedUnits14days", "attributedUnits30days",
"attributedOrders3days", "attributedOrders14days", "attributedOrders30days", "viewableImpressions",
"videoFirstQuartileViews", "videoMidpointViews", "videoThirdQuartileViews",
"videoCompleteViews", "videoUnmutes",
"video5SecondViews", "attributedSales3days", "attributedSales14days", "attributedSales30days",
"videoImpressions", "keywordId",

"viewThroughSales3days", "viewThroughSales14days", "viewThroughSales30days",

"viewThroughOrders3days", "viewThroughOrders14days", "viewThroughOrders30days",
"viewThroughUnitsSold3days", "viewThroughUnitsSold14days", "viewThroughUnitsSold30days",
"completeViewRevenue3days",

"completeViewRevenue14days", "completeViewRevenue30days",
"haloCompleteViewRevenue3days", "haloCompleteViewRevenue14days",
"haloCompleteViewRevenue30days", "totalCompleteViewOrders3days",
```



```
"totalCompleteViewOrders14days", "totalCompleteViewOrders30days",
"totalCompleteViewUnits3days", "totalCompleteViewUnits14days", "totalCompleteViewUnits30days"
```

```
"2023-10-24", "600001", "600001", "bkey", "exact", "100", "10", "53", "84", "57", "32", "33", "34", "123",
"10", "20", "30", "50", "60", "27", "43", "29", "21", "87", "20", "50", "12.5", "38.5", "52.5", "20", "38", "48",
"18", "38", "58", "18.5", "48.5", "58.5", "38.7", "68.5", "78.5", "23", "39", "48", "38", "58", "68"
```

If you want to retrieve attributedPurchases report based on the response for Create Report Request (Sample Response 6) :

*Sample Response 6 for Report Type Attributed Purchases**.***

```
{
  "code": "success",
  "snapshotId": "15",
  "details": "https://advertising.walmart.com/mx/file/15",
  "jobStatus": "done"
}
```

Example of the content of snapshot with id “15”. The file format is “CSV”:

```
"adGroupId", "advertisedItemId", "attributedOrders3days", "attributedOrders14days",
"attributedOrders30days", "attributionType", "campaignId", "date",
"ntbOrders3days", "ntbOrders14days", "ntbOrders30days", "ntbRevenue3days", "ntbRevenue14days",
"ntbRevenue30days", "ntbUnits3days", "ntbUnits14days", "ntbUnits30days",
"purchasedItemId", "purchasedItemName", "totalSales3days", "totalSales14days",
"totalSales30days", "totalUnits3days", "totalUnits14days", "totalUnits30days"
```

```
"609967", "771138915", "33", "35", "40", "Advertised", "600001", "2023-10-24", "67", "80", "100", "49",
"56", "67", "6", "8", "12", "70003", "item1", "29", "47", "51", "3", "25", "50"
```

If you want to retrieve search Impression report based on the response for Create Report Request (Sample Response 7) :

Sample Response 7 for Report Type Search Impression to retrieve trailing 30-day report with day-level aggregation

```
{
  "code": "success",
  "snapshotId": "16",
  "details": "https://advertising.walmart.com/mx/file/16",
  "jobStatus": "done"
}
```

Example of the content of snapshot with id “16” (CSV format):

```
"date", "searchedKeyword", "campaignId", "numAdsShown", "searchedKeywordImpressionShare",
"searchedKeywordImpressionRank", "tosSearchedKeywordImpressionShare",
```



```
"tosSearchedKeywordImpressionRank", "numAdsClicks", "adSpend", "attributedOrders3days",
"attributedOrders14days", "attributedOrders30days", "advertisedSkuSales3days",
"advertisedSkuSales14days", "advertisedSkuSales30days", "otherSkuSales3days",
"otherSkuSales14days", "otherSkuSales30days", "advertisedSkuUnits3days",
"advertisedSkuUnits14days", "advertisedSkuUnits30days", "otherSkuUnits3days",
"otherSkuUnits14days", "otherSkuUnits30days"

"2024-02-18", "sbkey1", "800005", "100", "30.71", "7", "21.21", "9", "10", "4.41", "2", "3", "4", "35.6",
"94.21", "260.45", "10.32", "77.67", "440.2", "4", "6", "9", "1", "3", "7"
"2024-02-19", "sbkey1", "800005", "1000", "70.48", "5", "61.22", "12", "112", "52.12", "23", "38", "51",
"56.2", "175.8", "435.83", "22.78", "162.99", "782.1", "8", "11", "16", "5", "8", "12"
.....
"2024-03-18", "sbkey1", "800005", "1500", "60.68", "12", "41.92", "30", "250", "109.12", "50", "67", "81",
"41.6", "111.29", "468.23", "33.21", "96.3", "637.21", "6", "8", "9", "2", "5", "8"
```

If you want to retrieve search Impression report based on the response for Create Report Request (Sample Response 8) :

*Sample Response 8 for Report Type Search Impression **to retrieve trailing 30-day cumulative report:*

```
{
  "code": "success",
  "snapshotId": "17",
  "details": "https://advertising.walmart.com/mx/file/17",
  "jobStatus": "done"
}
```

Example of the content of snapshot with id “17” (CSV format):

```
"startDate", "endDate", "searchedKeyword", "campaignId", "numAdsShown",
"searchedKeywordImpressionShare", "searchedKeywordImpressionRank",
"tosSearchedKeywordImpressionShare", "tosSearchedKeywordImpressionRank", "numAdsClicks",
"adSpend", "attributedOrders3days", "attributedOrders14days", "attributedOrders30days",
"advertisedSkuSales3days", "advertisedSkuSales14days", "advertisedSkuSales30days",
"otherSkuSales3days", "otherSkuSales14days", "otherSkuSales30days", "advertisedSkuUnits3days",
"advertisedSkuUnits14days", "advertisedSkuUnits30days", "otherSkuUnits3days",
"otherSkuUnits14days", "otherSkuUnits30days"

"2024-02-18", "2024-03-18", "sbkey1", "800004", "100", "30.71", "7", "21.21", "9", "10", "4.41", "2", "3",
"4", "35.6", "94.21", "260.45", "10.32", "77.67", "440.2", "4", "6", "9", "1", "3", "7"
```

If you want to retrieve Search Impression report based on the response for Create Report Request (Sample Response 9):

Sample Response 9 for report type Search Impression to retrieve report with weekly aggregation:

```
{
```



```
"code": "success",
"snapshotId": "18",
"details": "https://advertising.walmart.com/mx/file/18",
"jobStatus": "done"
}
```

Example of the content of snapshot with id "18" (CSV format):

```
"weekOf", "searchedKeyword", "campaignId", "numAdsShown", "searchedKeywordImpressionShare",
"searchedKeywordImpressionRank", "tosSearchedKeywordImpressionShare",
"tosSearchedKeywordImpressionRank", "numAdsClicks", "adSpend", "attributedOrders3days",
"attributedOrders14days", "attributedOrders30days", "advertisedSkuSales3days",
"advertisedSkuSales14days", "advertisedSkuSales30days", "otherSkuSales3days",
"otherSkuSales14days", "otherSkuSales30days", "advertisedSkuUnits3days",
"advertisedSkuUnits14days", "advertisedSkuUnits30days", "otherSkuUnits3days",
"otherSkuUnits14days", "otherSkuUnits30days"
```

```
"2024-03-03", "sbkey2", "800004", "100", "17.39", "106", "39.15", "108", "94", "93.66", "1", "3", "103",
"64.5", "43.65", "197.45", "6.32", "80.67", "441.2", "101", "104", "103", "95", "102", "109"
```

```
"2024-03-10", "sbkey2", "800004", "100", "28.11", "89", "7.15", "109", "93", "91.11", "4", "5", "106",
"24.6", "61.21", "205.45", "10.32", "85.67", "479.2", "104", "103", "95", "93", "101", "98"
```

```
"2024-03-17", "sbkey2", "800004", "100", "22.92", "118", "115.21", "106", "101", "90.78", "9", "5", "95",
"46.6", "80.21", "182.45", "17.32", "62.67", "380.2", "100", "108", "101", "100", "97", "97"
```

If you want to retrieve Search Impression report based on the response for Create Report Request (Sample Response 10):

Sample Response 10 for Report Type Search Impression to retrieve report with monthly aggregation:

```
{
"code": "success",
"snapshotId": "19",
"details": "https://advertising.walmart.com/mx/file/19",
"jobStatus": "done"
}
```

Example of the content of snapshot with id "19" (CSV format):

```
"monthOf", "searchedKeyword", "campaignId", "numAdsShown",
"searchedKeywordImpressionShare", "searchedKeywordImpressionRank",
"tosSearchedKeywordImpressionShare", "tosSearchedKeywordImpressionRank", "numAdsClicks",
"adSpend", "attributedOrders3days", "attributedOrders14days", "attributedOrders30days",
```



"advertisedSkuSales3days", "advertisedSkuSales14days", "advertisedSkuSales30days",
"otherSkuSales3days", "otherSkuSales14days", "otherSkuSales30days", "advertisedSkuUnits3days",
"advertisedSkuUnits14days", "advertisedSkuUnits30days", "otherSkuUnits3days",
"otherSkuUnits14days", "otherSkuUnits30days"

"2024-02-01", "sbkey3", "800002", "2100", "123.1", "115", "10.48", "118", "100", "88.97", "1", "7", "107",
"14.6", "67.21", "189.45", "6.32", "68.67", "374.2", "94", "97", "99", "93", "97", "93"

"2024-03-01", "sbkey3", "800002", "2300", "280.39", "106", "39.15", "108", "94", "93.66", "1", "3", "103",
"64.5", "43.65", "197.45", "6.32", "80.67", "441.2", "101", "104", "103", "95", "102", "109"

If you want to retrieve Out of Budget Recommendations report based on the response for Create Report Request (Sample Response 11) :

Sample Response 11 for Report Type Out of Budget Recommendations :

```
{
  "code": "success",
  "snapshotId": "20",
  "details": "https://advertising.walmart.com/mx/file/18",
  "jobStatus": "done"
}
```

Example of the content of snapshot with id "20" (CSV format):

"startDate", "endDate", "campaignId", "missedImpressionsLower", "missedImpressionsUpper",
"missedClicksLower",
"missedClicksUpper", "avgCapOutTime", "suggestedLatestDailyBudget",
"suggestedLatestTotalBudget"

"2023-10-04", "2023-10-11", "12345", "20", "25", "10", "15", "1000", "50", "100"
"2023-10-04", "2023-10-11", "12346", "15", "20", "30", "35", "0900", "80", "130"

Sample Requests for Create Report Snapshot

Headers

Header Name	Description	Required	Values
Authorization	The token will provide you the access to the API. It is	Y	Please utilize the generated auth_token shared with you at the time of



Header Name	Description	Required	Values
	same for all advertisers you access through the API		partner onboarding from the Getting Started Guide. This key can be repurposed for SP API access as well.
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 same for all advertisers you access	Y	1



Header Name	Description	Required	Values
	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 for Report Type Keyword

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



```
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--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' \  
--data '  
{  
  "advertiserId": 600001,  
  "reportDate": "2022-12-10",  
  "reportType": "keyword",  
  "reportMetrics":  
  ["date",  
   "keywordId",  
   "searchedKeyword",  
   "biddedKeyword",  
   "matchType",  
   "campaignId",  
   "adGroupId",  
   "ntbUnits3days",  
   "ntbOrders3days",  
   "ntbRevenue3days",  
   "ntbUnits14days",  
   "ntbOrders14days",  
   "ntbRevenue14days",  
   "ntbUnits30days",  
   "ntbOrders30days",  
   "ntbRevenue30days",  
   "numAdsShown",  
   "numAdsClicks",  
   "adSpend",  
   "directAttributedSales3days",  
   "directAttributedSales14days",  
   "directAttributedSales30days",  
   "advertisedSkuSales3days",  
   "advertisedSkuSales14days",  
   "advertisedSkuSales30days",  
   "attributedUnits3days",  
   "attributedUnits14days",  
   "attributedUnits30days",  
   "brandAttributedSales3days",  
   "brandAttributedSales14days",  
   "brandAttributedSales30days",  
   "relatedAttributedSales3days",  
   "relatedAttributedSales14days",  
   "relatedAttributedSales30days",  
   "otherSkuSales3days",  
   "otherSkuSales14days",  
   "otherSkuSales30days",  
   "attributedOrders3days",
```



```
"attributedOrders14days",  
"attributedOrders30days"  
]  
}'
```

Sample Request 2 For Report Type Ad Item

```
curl -X POST \  
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report\  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--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' \  
--data '  
{  
  "advertiserId": 600001,  
  "startDate": "2022-10-01",  
  "endDate": "2022-10-03",  
  "reportType": "adItem",  
  "reportMetrics":  
  ["date",  
   "campaignId",  
   "adGroupId",  
   "itemId",  
   "itemName",  
   "itemImage",  
   "numAdsShown",  
   "numAdsClicks",  
   "adSpend",  
   "directAttributedSales3days",  
   "directAttributedSales14days",  
   "directAttributedSales30days",  
   "advertisedSkuSales3days",  
   "advertisedSkuSales14days",  
   "advertisedSkuSales30days",  
   "attributedUnits3days",  
   "attributedUnits14days",  
   "attributedUnits30days",  
   "brandAttributedSales3days",  
   "brandAttributedSales14days",  
   "brandAttributedSale30days",  
   "relatedAttributedSales3days",  
   "relatedAttributedSales14days",  
   "relatedAttributedSales30days",  
   "otherSkuSales3days",  
   "otherSkuSales14days",  
   "otherSkuSales30days",  
   "attributedOrders3days",
```



```
"attributedOrders14days",  
"attributedOrders30days"  
]  
'
```

Sample Request 3 For Report Type Platform

```
curl -X POST \  
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report\  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--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' \  
--data '  
{  
  "advertiserId": 600001,  
  "reportDate": "2022-10-05",  
  "reportType": "platform",  
  "reportMetrics":  
    ["date",  
     "campaignId",  
     "adGroupId",  
     "platform",  
     "numAdsShown",  
     "numAdsClicks",  
     "adSpend",  
     "directAttributedSales3days",  
     "directAttributedSales14days",  
     "directAttributedSales30days",  
     "advertisedSkuSales3days",  
     "advertisedSkuSales14days",  
     "advertisedSkuSales30days",  
     "attributedUnits3days",  
     "attributedUnits14days",  
     "attributedUnits30days",  
     "brandAttributedSales3days",  
     "brandAttributedSales14days",  
     "brandAttributedSales30days",  
     "relatedAttributedSales3days",  
     "relatedAttributedSales14days",  
     "relatedAttributedSales30days",  
     "otherSkuSales3days",  
     "otherSkuSales14days",  
     "otherSkuSales30days",  
     "attributedOrders3days",  
     "attributedOrders14days",  
     "attributedOrders30days"  
    ]  
}
```



```
}
```

Sample Request 4 For Report Type Video Campaigns

```
curl -X POST \  
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report' \  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--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' \  
--data '  
{  
  "advertiserId": 600001,  
  "reportDate":"2023-10-24",  
  "reportType":"videoCampaigns",  
  "reportMetrics":  
    ["date",  
     "campaignId",  
     "adGroupId",  
     "numAdsShown",  
     "numAdsClicks",  
     "adSpend",  
     "attributedUnits3days",  
     "attributedUnits14days",  
     "attributedUnits30days",  
     "attributedOrders3days",  
     "attributedOrders14days",  
     "attributedOrders30days",  
     "viewableImpressions",  
     "videoFirstQuartileViews",  
     "videoMidpointViews",  
     "videoThirdQuartileViews",  
     "videoCompleteViews",  
     "videoUnmutes",  
     "video5SecondViews",  
     "attributedSales3days",  
     "attributedSales14days",  
     "attributedSales30days",  
     "videoImpressions",  
     "viewThroughSales3days",  
     "viewThroughSales14days",  
     "viewThroughSales30days",  
     "viewThroughOrders3days",  
     "viewThroughOrders14days",  
     "viewThroughOrders30days",  
     "viewThroughUnitsSold3days",  
     "viewThroughUnitsSold14days",
```



```
"viewThroughUnitsSold30days",
"completeViewRevenue3days",
"completeViewRevenue14days",
"completeViewRevenue30days",
"haloCompleteViewRevenue3days",
"haloCompleteViewRevenue14days",
"haloCompleteViewRevenue30days",
"totalCompleteViewOrders3days",
"totalCompleteViewOrders14days",
"totalCompleteViewOrders30days",
"totalCompleteViewUnits3days",
"totalCompleteViewUnits14days",
"totalCompleteViewUnits30days"
]
}'
```

Sample Request 5 For Report Type Video Keywords

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'accept: application/json' \
--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' \
--data '
{
  "advertiserId": 600001,
  "reportDate": "2023-10-24",
  "reportType": "videoKeywords",
  "reportMetrics":
  ["date",
  "campaignId",
  "adGroupid",
  "biddedKeyword",
  "matchType",
  "numAdsShown",
  "numAdsClicks",
  "adSpend",
  "attributedUnits3days",
  "attributedUnits14days",
  "attributedUnits30days",
  "attributedOrders3days",
  "attributedOrders14days",
  "attributedOrders30days",
  "viewableImpressions",
  "videoFirstQuartileViews",
  "videoMidpointViews",
```



```
"videoThirdQuartileViews",
"videoCompleteViews",
"videoUnmutes",
"video5SecondViews",
"attributedSales3days",
"attributedSales14days",
"attributedSales30days",
"videoImpressions",
"keywordId",
"viewThroughSales3days",
"viewThroughSales14days",
"viewThroughSales30days",
"viewThroughOrders3days",
"viewThroughOrders14days",
"viewThroughOrders30days",
"viewThroughUnitsSold3days",
"viewThroughUnitsSold14days",
"viewThroughUnitsSold30days",
"completeViewRevenue3days",
"completeViewRevenue14days",
"completeViewRevenue30days",
"haloCompleteViewRevenue3days",
"haloCompleteViewRevenue14days",
"haloCompleteViewRevenue30days",
"totalCompleteViewOrders3days",
"totalCompleteViewOrders14days",
"totalCompleteViewOrders30days",
"totalCompleteViewUnits3days",
"totalCompleteViewUnits14days",
"totalCompleteViewUnits30days"
]
}'
```

Sample Request 6 for Report Type Attributed Purchases

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'accept: application/json' \
--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' \
--data '
{
  "advertiserId": 600001,
  "startDate": "2023-10-20",
  "endDate": "2023-10-28",
  "reportType": "attributedPurchases",
```



```
"reportMetrics":  
  ["adGroupId",  
   "advertisedItemId",  
   "attributedOrders3days",  
   "attributedOrders14days",  
   "attributedOrders30days",  
   "attributionType",  
   "campaignId",  
   "date",  
   "ntbOrders3days",  
   "ntbOrders14days",  
   "ntbOrders30days",  
   "ntbRevenue3days",  
   "ntbRevenue14days",  
   "ntbRevenue30days",  
   "ntbUnits3days",  
   "ntbUnits14days",  
   "ntbUnits30days",  
   "purchasedItemId",  
   "purchasedItemName",  
   "totalSales3days",  
   "totalSales14days",  
   "totalSales30days",  
   "totalUnits3days",  
   "totalUnits14days",  
   "totalUnits30days"  
  ]  
}
```

Sample Request 7 for report type Search Impression – Generate trailing 30-day report with day-level aggregation

```
curl -X POST \  
"https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report" \  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--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' \  
--data '  
{  
  "advertiserId": 600001,  
  "reportType": "searchImpression",  
  "reportMetrics":  
    ["date",  
     "searchedKeyword",  
     "campaignId",  
     "numAdsShown",  
     "searchedKeywordImpressionShare",
```



```
"searchedKeywordImpressionRank",
"tosSearchedKeywordImpressionShare",
"tosSearchedKeywordImpressionRank",
"numAdsClicks",
"adSpend",
"attributedOrders3days",
"attributedOrders14days",
"attributedOrders30days",
"advertisedSkusales3days",
"advertisedSkusales14days",
"advertisedSkusales30days",
"otherSkusales3days",
"otherSkusales14days",
"otherSkusales30days",
"advertisedSkunits3days",
"advertisedSkunits14days",
"advertisedSkunits30days",
"otherSkunits3days",
"otherSkunits14days",
"otherSkunits30days"
]
}'
```

Sample Request 8 for report type Search Impression – Generate trailing 30-day cumulative report

```
curl -X POST \
"https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report" \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'accept: application/json' \
--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' \
--data '{
  {
    "advertiserId": 600001,
    "reportType": "searchImpression",
    "reportMetrics":
      ["startDate",
       "endDate",
       "searchedKeyword",
       "campaignId",
       "numAdsShown",
       "searchedKeywordImpressionShare",
       "searchedKeywordImpressionRank",
       "tosSearchedKeywordImpressionShare",
       "tosSearchedKeywordImpressionRank",
       "numAdsClicks",
```



```
"adSpend",
"attributedOrders3days",
"attributedOrders14days",
"attributedOrders30days",
"advertisedSkuSales3days",
"advertisedSkuSales14days",
"advertisedSkuSales30days",
"otherSkuSales3days",
"otherSkuSales14days",
"otherSkuSales30days",
"advertisedSkuUnits3days",
"advertisedSkuUnits14days",
"advertisedSkuUnits30days",
"otherSkuUnits3days",
"otherSkuUnits14days",
"otherSkuUnits30days"
]
}'
```

Sample Request 9 for report type Search Impression – Generate report with weekly aggregation

```
curl -X POST \
"https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report" \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'accept: application/json' \
--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' \
--data '{
  {
    "advertiserId": 600001,
    "startDate": "2024-03-03",
    "endDate": "2024-03-23",
    "reportType": "searchImpression",
    "reportMetrics":
      ["weekOf",
        "searchedKeyword",
        "campaignId",
        "numAdsShown",
        "searchedKeywordImpressionShare",
        "searchedKeywordImpressionRank",
        "tosSearchedKeywordImpressionShare",
        "tosSearchedKeywordImpressionRank",
        "numAdsClicks",
        "adSpend",
        "attributedOrders3days",
        "attributedOrders14days",
```



```
"attributedOrders30days",  
"advertisedSkuSales3days",  
"advertisedSkuSales14days",  
"advertisedSkuSales30days",  
"otherSkuSales3days",  
"otherSkuSales14days",  
"otherSkuSales30days",  
"advertisedSkuUnits3days",  
"advertisedSkuUnits14days",  
"advertisedSkuUnits30days",  
"otherSkuUnits3days",  
"otherSkuUnits14days",  
"otherSkuUnits30days"  
]  
}
```

Sample Request 10 for report type Search Impression – Generate report with monthly aggregation

```
curl -X POST \  
"https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report" \  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--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' \  
--data '  
{  
  "advertiserId": 600001,  
  "startDate": "2024-02-01",  
  "endDate": "2024-03-31",  
  "reportType": "searchImpression",  
  "reportMetrics":  
  ["monthOf",  
   "searchedKeyword",  
   "campaignId",  
   "numAdsShown",  
   "searchedKeywordImpressionShare",  
   "searchedKeywordImpressionRank",  
   "tosSearchedKeywordImpressionShare",  
   "tosSearchedKeywordImpressionRank",  
   "numAdsClicks",  
   "adSpend",  
   "attributedOrders3days",  
   "attributedOrders14days",  
   "attributedOrders30days",  
   "advertisedSkuSales3days",  
   "advertisedSkuSales14days",
```



```
    "advertisedSkuSales30days",
    "otherSkuSales3days",
    "otherSkuSales14days",
    "otherSkuSales30days",
    "advertisedSkuUnits3days",
    "advertisedSkuUnits14days",
    "advertisedSkuUnits30days",
    "otherSkuUnits3days",
    "otherSkuUnits14days",
    "otherSkuUnits30days"
  ]
}
```

Sample Request 11 for report type Out of Budget Recommendations

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'accept: application/json' \
--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' \
--data '
{
  "advertiserId": 600001,
  "reportType": "outOfBudgetRecommendations",
  "reportMetrics":
  ["startDate",
  "endDate",
  "campaignId",
  "missedImpressionsLower",
  "missedImpressionsUpper",
  "missedClicksLower",
  "missedClicksUpper",
  "avgCapOutTime",
  "suggestedLatestDailyBudget",
  "suggestedLatestTotalBudget"
  ]
}'
```

Sample Request 12 for report type Out of Budget Recommendations

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



```
--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' \  
--data '  
  {  
    "advertiserId": 600001,  
    "reportDate": "2023-10-04",  
    "reportType": "outOfBudgetRecommendations",  
    "reportMetrics":  
    ["startDate",  
     "endDate",  
     "campaignId",  
     "missedImpressionsLower",  
     "missedImpressionsUpper",  
     "missedClicksLower",  
     "missedClicksUpper",  
     "avgCapOutTime",  
     "suggestedLatestDailyBudget",  
     "suggestedLatestTotalBudget"  
    ]  
  }'  
'
```

Sample Request 13 for report type Out of Budget Recommendations

```
curl -X POST \  
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report' \  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--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' \  
--data '  
  {  
    "advertiserId": 600001,  
    "reportType": "outOfBudgetRecommendations",  
    "reportMetrics":  
    ["missedImpressionsLower",  
     "missedImpressionsUpper",  
     "missedClicksLower",  
     "missedClicksUpper",  
     "avgCapOutTime",  
     "suggestedLatestDailyBudget",  
     "suggestedLatestTotalBudget"  
    ]  
  }'  
'
```

Sample Request 14 For Report Type Placement

```
curl -X POST \  
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report' \  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--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' \  
--data '  
{  
  "advertiserId": 600001,  
  "startDate": "2023-10-20",  
  "endDate": "2023-10-28",  
  "reportType": "placement",  
  "reportMetrics": []  
}
```

Sample Request 15 For Report Type Keyword

```
curl -X POST \  
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report' \  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--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' \  
--data '  
{  
  "advertiserId": 600001,  
  "startDate": "2023-10-20",  
  "endDate": "2023-10-28",  
  "reportType": "keyword",  
  "reportMetrics":  
    ["date",  
     "keywordId",  
     "itemId",  
     "searchedKeyword",  
     "biddedKeyword",  
     "matchType",  
     "campaignId",  
     "adGroupId",  
     "ntbUnits3days",  
     "ntbOrders3days",  
     "ntbRevenue3days",  
     "ntbUnits14days",
```



```
"ntbOrders14days",
"ntbRevenue14days",
"ntbUnits30days",
"ntbOrders30days",
"ntbRevenue30days",
"numAdsShown",
"numAdsClicks",
"adSpend",
"directAttributedSales3days",
"directAttributedSales14days",
"directAttributedSales30days",
"advertisedSkuSales3days",
"advertisedSkuSales14days",
"advertisedSkuSales30days",
"attributedUnits3days",
"attributedUnits14days",
"attributedUnits30days",
"brandAttributedSales3days",
"brandAttributedSales14days",
"brandAttributedSales30days",
"relatedAttributedSales3days",
"relatedAttributedSales14days",
"relatedAttributedSales30days",
"otherSkuSales3days",
"otherSkuSales14days",
"otherSkuSales30days",
"attributedOrders3days",
"attributedOrders14days",
"attributedOrders30days"
]
}
```

Sample Request 16 For Report Type Placement

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'accept: application/json' \
--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' \
--data '
{
  "advertiserId": 600001,
  "startDate": "2023-10-20",
  "endDate": "2023-10-28",
  "reportType": "placement",
```



```
"reportMetrics": [""]  
}
```

Sample Request 17 For Report Type Keyword

```
curl -X POST \  
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/snapshot/report' \  
--header 'wap-tenant-id: WMT_MX' \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--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' \  
--data '  
{  
  "advertiserId": 600001,  
  "startDate": "2023-10-20",  
  "endDate": "2023-10-28",  
  "reportType": "keyword",  
  "reportMetrics":  
    ["date",  
     "campaignId",  
     "keywordId",  
     "wrongMetric",  
     "biddedKeyword",  
     "matchType",  
     "numAdsShown",  
     "numAdsClicks",  
     "adSpend",  
     "ntbUnits3days",  
     "ntbOrders3days",  
     "ntbRevenue3days",  
     "ntbUnits14days",  
     "ntbOrders14days",  
     "ntbRevenue14days",  
     "ntbUnits30days",  
     "ntbOrders30days",  
     "ntbRevenue30days",  
     "directAttributedSales3days",  
     "directAttributedSales14days",  
     "directAttributedSales30days",  
     "advertisedSkusales3days",  
     "advertisedSkusales14days",  
     "advertisedSkusales30days",  
     "directAttributedUnits3days",  
     "directAttributedUnits14days",  
     "directAttributedUnits30days",  
     "advertisedSkuUnits3days",  
     "advertisedSkuUnits14days",  
     "advertisedSkuUnits30days",
```



```
"attributedSales3days",
"attributedUnits3days",
"attributedSales14days",
"attributedUnits14days",
"attributedSales30days",
"attributedUnits30days"
]
}'
```

Sample Responses for Create Snapshot Requests

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
snapshotId	ID of the snapshot	string
jobStatus	It is an indicator to confirm status of snapshot generation The possible values of jobStatus are: pending, processing, done, failed, expired	string

Sample Response 1

```
{
  "code": "success",
  "snapshotId": "10",
  "details": "",
  "jobStatus": "pending"
}
```

Sample Response 2

```
{
  "code": "success",
  "snapshotId": "11",
```



```
"details": "",  
"jobStatus": "pending"  
}
```

Sample Response 3

```
{  
  "code": "success",  
  "snapshotId": "12",  
  "details": "",  
  "jobStatus": "pending"  
}
```

Sample Response 4

```
{  
  "code": "success",  
  "snapshotId": "13",  
  "details": "",  
  "jobStatus": "pending"  
}
```

Sample Response 5

```
{  
  "code": "success",  
  "snapshotId": "14",  
  "details": "",  
  "jobStatus": "pending"  
}
```

Sample Response 6

```
{  
  "code": "success",  
  "snapshotId": "15",  
  "details": "",  
  "jobStatus": "pending"  
}
```



```
}
```

Sample Response 7

```
{  
  "code": "success",  
  "snapshotId": "16",  
  "details": "",  
  "jobStatus": "pending"  
}
```

Sample Response 8

```
{  
  "code": "success",  
  "snapshotId": "17",  
  "details": "",  
  "jobStatus": "pending"  
}
```

Sample Response 9

```
{  
  "code": "success",  
  "snapshotId": "18",  
  "details": "",  
  "jobStatus": "pending"  
}
```

Sample Response 10

```
{  
  "code": "success",  
  "snapshotId": "19",  
  "details": "",  
  "jobStatus": "pending"  
}
```



Sample Response 11

```
{
  "code": "success",
  "snapshotId": "20",
  "details": "",
  "jobStatus": "pending"
}
```

Sample Response 12

```
{
  "code": "failure",
  "snapshotId": "",
  "details": "outOfBudgetRecommendations Report does not support input
            params startDate, endDate or reportDate. /",
  "jobStatus": ""
}
```

Sample Response 13

```
{
  "code": "failure",
  "snapshotId": "",
  "details": "endDate, startDate, campaignId are mandatory metrics for
            outOfBudgetRecommendations report. ",
  "jobStatus": ""
}
```

Sample Response 14

```
{
  "code": "failure",
  "snapshotId": "",
  "details": "ReportMetrics Validation failed. Please
            provide valid reportMetrics values.",
  "jobStatus": ""
}
```



Sample Response 15

```
{
  "code": "failure",
  "snapshotId": "",
  "details": "itemId is not valid metric for keyword
report.",
  "jobStatus": ""
}
```

Sample Response 16

```
{
  "code": "failure",
  "snapshotId": "",
  "details": "Metric name cannot be empty.",
  "jobStatus": ""
}
```

Sample Response 17

```
{
  "code": "failure",
  "snapshotId": "",
  "details": "wrongMetric metric is invalid.",
  "jobStatus": ""
}
```

Definition of Various Parameters Generated Across the Snapshot Reports

Note: All in-store metrics are currently in Open Beta and are only included in metrics with the prefix 'inStore'. In-store metrics will have a 72-hour delay for data availability.

Note: For more information, refer to the Campaign Reporting section [here](#)



Element	Description	Data Type	Element Type	Report Type
adGroupId	Id of the ad group	integer	Dimension	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
adSpend	The amount of budget spent in Mexican Pesos Note: • adSpend can be retrieved by the formula: $CPC * clicks * CPC$ Bid amount will be restricted to first two decimal places for advertisers. Any decimal digit beyond the first 2 digits will be truncated without rounding off	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
advertisedItemId	Item Id of the item advertised in the ad by the customer	integer	Dimension	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, searchImpression



Element	Description	Data Type	Element Type	Report Type
				n, videoCampaigns, videoKeywords
advertisedSkuSales 3days	Attributed sales revenue based off the direct click of the advertised item in Mexican Pesos, over 3 day click. This is for online sales only.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
advertisedSkuSales 14days	Attributed sales revenue based off the direct click of the advertised item in Mexican Pesos, over 14 day click. This is for online sales only.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
advertisedSkuSales 30days	Attributed sales revenue based off the direct click of the advertised item in Mexican Pesos, over 30 day click. This is for online sales only.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
advertisedSkuUnits 3days	Units generated from the direct click of the advertised SKU, over 3 day click. This is for online sales only.	integer	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
advertisedSkuUnits 14days	Units generated from the direct click of the advertised SKU, over 14 day click. This is for online sales only.	integer	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
advertisedSkuUnits 30days	Units generated from the direct click of the advertised SKU, over 30 day click. This is for online sales only.	integer	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
attributedOrders3days	Total attributed orders placed over 3 day click.	integer	Metric	adGroup, adItem, attributedPurchases, brand,



Element	Description	Data Type	Element Type	Report Type
	This is for online sales only.			category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
attributedOrders14 days	Total attributed orders placed over 14 day click. This is for online sales only.	integer	Metric	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
attributedOrders30 days	Total attributed orders placed over 30 day click. This is for online sales only.	integer	Metric	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
attributionType	Describes whether a	String	Dimension	attributedPurchases



Element	Description	Data Type	Element Type	Report Type
	purchase is attributed to a product advertised in the campaign or to other attribution logic. Values are : Advertised Other			
attributedUnits3days	Total attributed units sold over 3 day click. This is for online sales only.	integer	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
attributedUnits14days	Total attributed units sold over 14 day click. This is for online sales only.	integer	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
attributedUnits30days	Total attributed units sold over 30 day click. This is for online sales only.	integer	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
attributedSales3days	Total attributed sales revenue	double	Metric	adGroup, adItem, brand,



Element	Description	Data Type	Element Type	Report Type
	made from units sold over 3 day click. This is for online sales only.			category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
attributedSales14days	Total attributed sales revenue made from units sold over 14 day click. This is for online sales only.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
attributedSales30days	Total sales revenue made from units sold over 30 day click. This is for online sales only.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
avgCapOutTime	The average cap out time is the average time for which the campaign went out of budget in the last 7 days. This value is represented in military time e.g. 1000 refers to 10 AM.	integer	Metric	outOfBudgetRecommendations



Element	Description	Data Type	Element Type	Report Type
biddedKeyword	Actual Keyword that was used in bidding <i>Note: biddedKeyword column will provide bidded category path for rows reporting on category bids. i.e. when matchType is category</i>	string	Dimension	keyword, videoKeywords
brand	Different brands of items in your campaign	string	Dimension	brand
brandAttributedSales3days	Attributed sales based off the direct click of the same brand as the advertised item in Mexican Pesos, over 3 day click.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
brandAttributedSales14days	Attributed sales based off the direct click of the same brand as the advertised item in Mexican Pesos, over 14 day click.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
brandAttributedSales30days	Attributed sales based off the direct click of the same brand as the advertised	double	Metric	adGroup, adItem, brand, category, keyword, pageType,



Element	Description	Data Type	Element Type	Report Type
	item in Mexican Pesos, over 30 day click.			placement, platform, videoCampaigns, videoKeywords
campaignId	Id of the campaign Note: "campaignId" is mandatory metric for "outOfBudgetRecommendations"	integer	Dimension	adGroup, adItem, attributedPurchases, brand, category, keyword, outOfBudgetRecommendations, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
category	Categories of the items in your campaign	string	Dimension	category
completeViewRevenue3days	These metric tracks sales that are attributed to a full ad view within a 3-day window. It includes only the sales for the Advertisers SKU. <i>Note: The Attributed sales are measured specifically after a complete view, focusing on</i>	double	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
	<i>Advertised attributed sales.</i>			
completeViewRevenue14days	These metric tracks sales that are attributed to a full ad view within a 14-day window. It includes only the sales for the Advertisers SKU. <i>Note: The Attributed sales are measured specifically after a complete view, focusing on Advertised attributed sales.</i>	double	Metric	videoCampaigns, videoKeywords
completeViewRevenue30days	These metric tracks sales that are attributed to a full ad view within a 30-day window. It includes only the sales for the Advertisers SKU. <i>Note: The Attributed sales are measured specifically after a complete view, focusing on Advertised attributed sales.</i>	double	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
date	Specific day and time for which the report is pulled.	date-time	Dimension	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
directAttributedSales3days	Attributed sales revenue based off the direct click of the advertised item in Mexican Pesos, over 3 day click.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
directAttributedSales14days	Attributed sales revenue based off the direct click of the advertised item in Mexican Pesos, over 14 day click.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
directAttributedSales30days	Attributed sales revenue based off the direct click of the advertised item in Mexican	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement,



Element	Description	Data Type	Element Type	Report Type
	Pesos, over 30 day click.			platform, videoCampaigns, videoKeywords
endDate	The last day of the window, for which a report is pulled <i>Note: For "outOfBudgetRecommendations", endDate refers to the end date of the 7 days' time and is mandatory</i>	date	Dimension	searchImpression
haloCompleteViewRevenue3days	This metric tracks sales attributed to a full ad view over a 3-day period. It considers only the sales of Other SKUs, excluding any Advertisers SKU sales. <i>Note: The Attributed sales are measured specifically after a complete view, focusing on Advertised attributed sales.</i>	double	Metric	videoCampaigns, videoKeywords
haloCompleteViewRevenue14days	This metric tracks sales attributed to a full ad view over a 14-day period. It considers only	double	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
	<p>the sales of Other SKUs, excluding any Advertisers SKU sales.<i>Note: The Attributed sales are measured specifically after a complete view, focusing on Advertised attributed sales.</i></p>			
<p>haloCompleteView Revenue30days</p>	<p>This metric tracks sales attributed to a full ad view over a 30-day period. It considers only the sales of Other SKUs, excluding any Advertisers SKU sales. <i>Note: The Attributed sales are measured specifically after a complete view, focusing on Other attributed sales.</i></p>	<p>double</p>	<p>Metric</p>	<p>videoCampaigns, videoKeywords</p>
<p>inStoreAdvertisedSales3days</p>	<p>(Beta) In-store attributed sales revenue based off the direct click of the advertised item, over 3 day click.</p>	<p>double</p>	<p>Metric</p>	<p>adItem, keyword, placement, pageType, platform</p>



Element	Description	Data Type	Element Type	Report Type
inStoreAdvertisedSales14days	(Beta) In-store attributed sales revenue based off the direct click of the advertised item, over 14 day click.	double	Metric	adItem, keyword, placement, pageType, platform
inStoreAdvertisedSales30days	(Beta) In-store attributed sales revenue based off the direct click of the advertised item, over 30 day click.	double	Metric	adItem, keyword, placement, pageType, platform
inStoreAttributedSales3days	(Beta) In-store total attributed sales revenue made from units sold, over 3 day click.	double	Metric	adItem, keyword, placement, pageType, platform
inStoreAttributedSales14days	(Beta) In-store total attributed sales revenue made from units sold, over 14 day click.	double	Metric	adItem, keyword, placement, pageType, platform
inStoreAttributedSales30days	(Beta) In-store total attributed sales revenue made from units sold, over 30 day click.	double	Metric	adItem, keyword, placement, pageType, platform
inStoreOrders3days	(Beta) In-store total attributed orders over 3 day click.	Integer	Metric	adItem, keyword, placement, pageType, platform



Element	Description	Data Type	Element Type	Report Type
inStoreOrders14days	(Beta) In-store total attributed orders over 14 day click.	Integer	Metric	adItem, keyword, placement, pageType, platform
inStoreOrders30days	(Beta) In-store total attributed orders over 30 day click.	Integer	Metric	adItem, keyword, placement, pageType, platform
inStoreOtherSales3days	(Beta) In-store attributed sales based off the direct click of the same brand as the advertised item, over 3 day click.	double	Metric	adItem, keyword, placement, pageType, platform
inStoreOtherSales14days	(Beta) In-store attributed sales based off the direct click of the same brand as the advertised item, over 14 day click.	double	Metric	adItem, keyword, placement, pageType, platform
inStoreOtherSales30days	(Beta) In-store attributed sales based off the direct click of the same brand as the advertised item, over 30 day click.	double	Metric	adItem, keyword, placement, pageType, platform
inStoreUnitsSold3days	(Beta) In-store total attributed units, over 3 day click.	integer	Metric	adItem, keyword, placement, pageType, platform



Element	Description	Data Type	Element Type	Report Type
inStoreUnitsSold14 days	(Beta) In-store total attributed units, over 14 day click.	integer	Metric	adItem, keyword, placement, pageType, platform
inStoreUnitsSold30 days	(Beta) In-store total attributed units, over 30 day click.	integer	Metric	adItem, keyword, placement, pageType, platform
itemId	Id of the item	integer	Dimension	adItem
itemImage	Item Image URL for items else Logo URL for itemId '1001'	string	Dimension	adItem
itemName	Name of the item	string	Dimension	adItem
keywordId	Id of the keyword Note: • keywordId holds good only for keywords added in manual campaigns. It will be returned empty for a keyword in auto campaign. • For Sponsored Brand campaigns and Sponsored Videos campaigns only: In snapshot report, keywordId will be empty for a row, showing	integer	Dimension	keyword, videoKeywords



Element	Description	Data Type	Element Type	Report Type
	category performance data i.e. the keywordId will be empty when the matchType is category.			
matchType	Match type is a set of options to decide matching criteria for keywords Match type values can be: exact, phrase, broad	string	Dimension	keyword, videoKeywords
missedClicksLower	This field provides cumulative lower range of missed clicks over last 7 days for a campaign which went out of budget (OOB) for T-1 time	integer	Metric	outOfBudgetRecommendations
missedClicksUpper	This field provides cumulative upper range of missed clicks over last 7 days for a campaign which went out of budget (OOB) for T-1 time	integer	Metric	outOfBudgetRecommendations
missedImpressionsLower	This field will provide	integer	Metric	outOfBudgetRecommendations



Element	Description	Data Type	Element Type	Report Type
	cumulative lower range of missed impressions over last 7 days for a campaign which went out of budget (OOB) for T-1 time			
missedImpressions Upper	This field will provide cumulative upper range of missed impressions over last 7 days for a campaign which went out of budget (OOB) for T-1 time	integer	Metric	outOfBudgetRecommendations
monthOf	The first day of the month-long window for the corresponding data. This field is valid only for the Search Term Impression Report.	date	Dimension	searchImpression
ntbOrders3days	The number of first-time orders for products within the brand, over a one year look back window attributed over 3 days. This metric includes all	integer	Metric	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform,



Element	Description	Data Type	Element Type	Report Type
	placement types. <i>Note: refer to placement table for more info on placement types</i>			videoCampaigns, videoKeywords
ntbOrders14days	The number of first-time orders for products within the brand, over a one year look back window attributed over 14 days. This metric includes all placement types. <i>Note: refer to placement table for more info on placement types</i>	integer	Metric	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
ntbOrders30days	The number of first-time orders for products within the brand, over a one year look back window attributed over 30 days. This metric includes all placement types. <i>Note: refer to placement table for more info on placement types</i>	integer	Metric	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
ntbUnits3days	The number of units purchased from new-to-brand orders for products within the brand, over a one year look back window attributed over 3 days. This metric includes all placement types. <i>Note: refer to placement table for more info on placement types</i>	integer	Metric	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
ntbUnits14days	The number of units purchased from new-to-brand orders for products within the brand, over a one year look back window attributed over 14 days. This metric includes all placement types. <i>Note: refer to placement table for more info on placement types</i>	integer	Metric	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
ntbUnits30days	The number of units purchased from new-to-brand orders for	integer	Metric	adGroup, adItem, attributedPurchases, brand,



Element	Description	Data Type	Element Type	Report Type
	<p>products within the brand, over a one year look back window attributed over 30 days. This metric includes all placement types.<i>Note: refer to placement table for more info on placement types</i></p>			<p>category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords</p>
<p>ntbRevenue3days</p>	<p>The total sales of new-to-brand orders for products within the brand, over a one year look back window attributed over 3 days.This metric includes all placement types <i>Note: refer to placement table for more info on placement types</i></p>	<p>double</p>	<p>Metric</p>	<p>adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords</p>
<p>ntbRevenue14days</p>	<p>The total sales of new-to-brand orders for products within the brand, over a one year look back window attributed over 14 days. This</p>	<p>double</p>	<p>Metric</p>	<p>adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform,</p>



Element	Description	Data Type	Element Type	Report Type
	metric includes all placement types <i>Note: refer to placement table for more info on placement types</i>			videoCampaigns, videoKeywords
ntbRevenue30days	The total sales of new-to-brand orders for products within the brand, over a one year look back window attributed over 30 days. This metric includes all placement types <i>Note: refer to placement table for more info on placement types</i>	double	Metric	adGroup, adItem, attributedPurchases, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
numAdsClicks	Number of ads clicked	integer	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
numAdsShown	Number of ads shown	integer	Metric	adGroup, adItem, brand, category,



Element	Description	Data Type	Element Type	Report Type
				keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
otherSkuSales3days	Attributed sales based off the direct click of the same brand as the advertised item in Mexican Pesos, over 3 day click. This is for online sales only.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
otherSkuSales14days	Attributed sales based off the direct click of the same brand as the advertised item in Mexican Pesos, over 14 day click. This is for online sales only.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
otherSkuSales30days	Attributed sales based off the direct click of the same brand as the advertised item in Mexican Pesos, over 30	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform,



Element	Description	Data Type	Element Type	Report Type
	day click. This is for online sales only.			searchImpression, videoCampaigns, videoKeywords
otherSkuUnits3days	Units generated from direct click of same brand as the advertised item over 3 day click. This is for online sales only.	integer	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
otherSkuUnits14days	Units generated from direct click of same brand as the advertised item over 14 day click. This is for online sales only.	integer	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords
otherSkuUnits30days	Units generated from direct click of same brand as the advertised item over 30 day click. This is for online sales only.	integer	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, searchImpression, videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
pageType	Different page types for page specific reports. The values for page types: browse, item, search, category, homepage, other (any other pages not falling into the categories above)	string	Dimension	pageType
placement	The location or placement to serve ads for keyword campaigns. Possible values are: Search In-grid, Browse In-grid, Search Carousel, Browse Carousel, Item Carousel, Buy Box, Home Page	string	Dimension	placement
platform	The platform where the campaign is running. The values for platform: mobile, desktop, app, others	string	Dimension	platform
purchasedItemId	Item Id of the item purchased by the customer attributable to	integer	Dimension	attributedPurchases



Element	Description	Data Type	Element Type	Report Type
	advertiser's campaign			
purchasedItemName	Item name of the item purchased by the customer attributable to advertiser's campaign	string	Dimension	attributedPurchases
relatedAttributedSales3days	Attributed sales revenue based off the direct click of the same brand and category as the advertised item in Mexican Pesos, over 3 day click.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
relatedAttributedSales14days	Attributed sales revenue based off the direct click of the same brand and category as the advertised item in Mexican Pesos, over 14 day click.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords
relatedAttributedSales30days	Attributed sales revenue based off the direct click of the same brand and category as the advertised item in Mexican Pesos, over 30 day click.	double	Metric	adGroup, adItem, brand, category, keyword, pageType, placement, platform, videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
searchedKeyword	searchedKeyword field will provide: <ul style="list-style-type: none"> • search query entered by the site visitor, in an event when an ad is delivered on Search Carousel or Search In-grid placements • Item ID (anchor item) specific to the Item Page on which the ad is delivered, in an event when an ad is delivered on the item page placements <i>Note:</i> maximum character length of 60 characters is returned for searchedKeyword .	string	Dimension	keyword, searchImpression
searchedKeywordImpressionRank	rank of search term, determined based on raw count of impressions	integer	Metric	searchImpression
searchedKeywordImpressionShare	impressions for a search term /Total eligible impressions for that search term	double	Metric	searchImpression
startDate	The first day, of the window for	date	Dimension	outOfBudgetRecommendations,



Element	Description	Data Type	Element Type	Report Type
	<p>which a report is pulled <i>Note: For "outOfBudgetRecommendations", startDate refers to the start date of the 7 days' time and is mandatory</i></p>			searchImpression
totalCompleteViewOrders3days	<p>This metric tracks orders that are attributed to a full ad view within a 3-day period. It includes both Advertised SKU orders and Other SKU orders. The Attributed orders are measured specifically after a complete view, covering both Advertised and Other attributed sales.</p>	integer	Metric	videoCampaigns, videoKeywords
totalCompleteViewOrders14days	<p>This metric tracks orders that are attributed to a full ad view within a 14-day period. It includes both Advertised SKU orders and Other SKU orders. The Attributed orders are measured</p>	integer	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
	specifically after a complete view, covering both Advertised and Other attributed sales.			
totalCompleteViewOrders30days	This metric tracks orders that are attributed to a full ad view within a 30-day period. It includes both Advertised SKU orders and Other SKU orders. The Attributed orders are measured specifically after a complete view, covering both Advertised and Other attributed sales.	integer	Metric	videoCampaigns, videoKeywords
totalCompleteViewUnits3days	This metric tracks the units sold, attributed to a full ad view within a 3-day period. It includes both Advertised SKU units sold and Other SKU units sold. The Attributed units sold are measured specifically after a	integer	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
	complete view, encompassing both Advertised and Other attributed sales.			
totalCompleteViewUnits14days	This metric tracks the units sold, attributed to a full ad view within a 14-day period. It includes both Advertised SKU units sold and Other SKU units sold. The Attributed units sold are measured specifically after a complete view, encompassing both Advertised and Other attributed sales.	integer	Metric	videoCampaigns, videoKeywords
totalCompleteViewUnits30days	This metric tracks the units sold, attributed to a full ad view within a 30-day period. It includes both Advertised SKU units sold and Other SKU units sold. The Attributed units sold are measured specifically after a	integer	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
	complete view, encompassing both Advertised and Other attributed sales.			
tosSearchedKeywordImpressionRank	Top of Search – Search term Impression rank	integer	Metric	searchImpression
tosSearchedKeywordImpressionShare	Top of Search – Search term Impression share	double	Metric	searchImpression
totalSales3days	The total product sales that advertiser receives from their ads within 3 days attribution window from the date the ad was clicked	double	Metric	attributedPurchases
totalSales14days	The total product sales that advertiser receives from their ads within 14 days attribution window from the date the ad was clicked	double	Metric	attributedPurchases
totalSales30days	The total product sales that advertiser receives from their ads within 30 days	double	Metric	attributedPurchases



Element	Description	Data Type	Element Type	Report Type
	attribution window from the date the ad was clicked			
totalUnits3days	The total units that advertiser receives from their ads within 3 days attribution window from the date the ad was clicked	integer	Metric	attributedPurchases
totalUnits14days	The total units that advertiser receives from their ads within 14 days attribution window from the date the ad was clicked	integer	Metric	attributedPurchases
totalUnits30days	The total units that advertiser receives from their ads within 30 days attribution window from the date the ad was clicked	integer	Metric	attributedPurchases
videoCompleteViews	The number of impressions where the video was viewed to 100%.	integer	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
videoFirstQuartileViews	The number of impressions where the video was viewed to 25%.	integer	Metric	videoCampaigns, videoKeywords
videoImpressions	The number of video impressions that met the MRC delivered impression standard; when the first frame of the video is rendered	integer	Metric	videoCampaigns, videoKeywords
videoMidpointViews	The number of impressions where the video was viewed to 50%.	integer	Metric	videoCampaigns, videoKeywords
videoThirdQuartileViews	The number of impressions where the video was viewed to 75%.	integer	Metric	videoCampaigns, videoKeywords
videoUnmutes	The number of impressions where the shopper unmuted the video.	integer	Metric	videoCampaigns, videoKeywords
video5SecondViews	The number of impressions where the shopper watched the complete	integer	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
	video or 5 seconds, whichever is shorter			
viewableImpressions	The number of impressions that met the MRC viewability standard, which is 50% viewable with 2 seconds playback completed	integer	Metric	videoCampaigns, videoKeywords
viewThroughOrders 3days	This evaluates the orders credited to a viewed ad (MRC defined view) within a 3-day window, specifically for the Advertised SKU orders and excluding other orders. <i>Note: only for Advertised attributed sales, the attributed orders are measured after a 2-second view.</i>	integer	Metric	videoCampaigns, videoKeywords
viewThroughOrders 14days	This evaluates the orders credited to a viewed ad (MRC defined view) within a 14-day window, specifically for	integer	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
	<p>the Advertised SKU orders and excluding other orders. <i>Note: only for Advertised attributed sales, the attributed orders are measured after a 2-second view.</i></p>			
<p>viewThroughOrders30days</p>	<p>This evaluates the orders credited to a viewed ad (MRC defined view) within a 30-day window, specifically for the Advertised SKU orders and excluding other orders. <i>Note: only for Advertised attributed sales, the attributed orders are measured after a 2-second view.</i></p>	<p>integer</p>	<p>Metric</p>	<p>videoCampaigns, videoKeywords</p>
<p>viewThroughSales3days</p>	<p>This calculates the sales credited to a viewed ad (MRC defined view) within a 3-day window, specifically for the Advertised SKU sales and excluding other sales. <i>Note: only</i></p>	<p>double</p>	<p>Metric</p>	<p>videoCampaigns, videoKeywords</p>



Element	Description	Data Type	Element Type	Report Type
	<i>for Advertised attributed sales, the attributed orders are measured after a 2-second view.</i>			
viewThroughSales14days	This calculates the sales credited to a viewed ad (MRC defined view) within a 14-day window, specifically for the Advertised SKU sales and excluding other sales. Note: only for Advertised attributed sales, the attributed sales are measured after a 2-second view.	double	Metric	videoCampaigns, videoKeywords
viewThroughSales30days	This calculates the sales credited to a viewed ad (MRC defined view) within a 30-day window, specifically for the Advertised SKU sales and excluding other sales. Note: only for Advertised attributed sales, the attributed orders are	double	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
	<i>measured after a 2-second view.</i>			
viewThroughUnitsSold3days	This calculates the units sold by attributing them to ad views (MRC defined view) within a 3-day window. It considers only the units sold for the Advertised SKU and excludes any other units sold. <i>Note: only for Advertised attributed sales, the attributed orders are measured after a 2-second view.</i>	integer	Metric	videoCampaigns, videoKeywords
viewThroughUnitsSold14days	This calculates the units sold by attributing them to ad views (MRC defined view) within a 14-day window. It considers only the units sold for the Advertised SKU and excludes any other units sold. <i>Note: only for Advertised attributed sales, the attributed orders are</i>	integer	Metric	videoCampaigns, videoKeywords



Element	Description	Data Type	Element Type	Report Type
	<i>measured after a 2-second view.</i>			
viewThroughUnitsSold30days	This calculates the units sold by attributing them to ad views (MRC defined view) within a 30-day window. It considers only the units sold for the Advertised SKU and excludes any other units sold. <i>Note: only for Advertised attributed sales, the attributed orders are measured after a 2-second view.</i>	integer	Metric	videoCampaigns, videoKeywords
suggestedLatestDailyBudget	This field provides the suggested latest daily budget recommendation to be applied to a campaign so that the campaign does not go out of budget.	double	Metric	outOfBudgetRecommendations
suggestedLatestTotalBudget	This field provides the suggested latest total budget recommendation to be applied to a	double	Metric	outOfBudgetRecommendations



Element	Description	Data Type	Element Type	Report Type
	campaign so that the campaign does not go out of budget.			
weekOf	The first day of the week-long window for the corresponding data. This field is valid only for the Search Term Impression Report.	date	Dimension	searchImpression

Definitions of Retrievable Snapshot Reports across Snapshot v1

ON-DEMAND PERFORMANCE REPORTS

- **keyword:** This report indicates which keywords your advertised items are being served against. This information can help you optimize keyword bids (**available in Manual/Keyword bidding campaigns only*).
 - If the Searched Keyword is alphabetical or alphanumeric, that means your ad was shown on the Search In-grid position of the given keyword.
 - If the Searched Keyword is a number, that means your ad was shown on the Buy Box or Item Carousel of the given item ID.
 - Data will only be included in the Keyword Performance report if at least one of the following is true:
 - * Impressions are greater than 10
 -
 -
 - * Ad spend is greater than \$0.00
 -
 -



- o * Attributed sales is greater than \$0.00\.
- o

- **adItem:** This report provides key performance metrics for the items in all of your campaigns. This information can help you improve current and future Sponsored Products campaigns.
- **platform:** The performance of which device type the products in your campaign are displaying on
 - o **app** – performance from the Walmart iOS and Android app
 - o **desktop** – performance from the Walmart.com website on desktop and tablets
 - o **mobile** – performance from the Walmart.com website on mobile web
 - o **others** – performance from a platform we are unable to detect at the time
- **pageType:** The performance of those page types where the items in your campaign are showing on. E.g. Search Page, Browse Page, Item Page, Category page.
 - o **browse** – sub-category pages with algorithmic item selection (*e.g. selecting the "Monitors" category in the "Electronics & Office" department*)
 - o **item** – specific item pages
 - o **search** – search pages based on a customer's query (*e.g. searching "bed sets"*)
 - o **category** – category pages (*e.g. selecting the "Feeding" category in the "Baby" department*)
 - o **homepage** – home page high visibility personalization carousels
Note: This pageType report is only available for Auto Campaigns
 - o **other** – any other pages not falling into the categories above or if our beacon was unable to track which page type the user was visiting
- **adGroup:** The performance of individual ad groups within your campaign
- **brand:** The Performance of the different brands within your campaign available to Walmart suppliers (1p suppliers) only.



- **category:** The performance of the categories of the items in your campaign. Available to Walmart suppliers (1p advertiser) only
- **placement:** This report provides key performance metrics for your campaigns by the placement the ads are served in. This information can help you to improve current and future Sponsored Products campaigns. Use bid multipliers to optimize placements based on their performance.
 - For a keyword campaign: Search In-grid, Browse Page, Carousel, Buybox, Others
 - For an Auto campaign: Search In-grid, Carousel, Buybox, Browse In-Grid, Home Page, Others

Note: For Auto campaigns, "carousel" in placement report includes aggregate performance across all ad carousels. For Manual campaigns, however, "carousel" includes "Item Page Carousel" and "Search Carousel". These metrics are based on what placement is included as part of the campaign.

Note: Keyword Performance and Item Keyword reports both include data only if at least one of the following is true:

- Impressions are greater than 10
- Ad spend is greater than \$0.00
- Attributed sale is greater than \$0.00

Because of this you should expect a discrepancy between keyword reports and other reports so metrics should not be compared directly

- **attributedPurchases:** This report offers granular insights into purchased products attributed to your Sponsored Search campaigns, with data grouped by cumulative vs daily and their corresponding new-to-brand (NTB) metrics. The report allows advertisers to identify new ad opportunities and understand which products are engaging new-to-brand customers. The reported items are always within your own account portfolio.
- **videoCampaigns:** This report offers aggregated performance data for all sponsored videos campaign performance at campaign level, including standard Sponsored Search metrics, video engagement metrics, and view-based sales attribution metrics.
- **videoKeywords:** This report offers aggregated performance data for all sponsored videos campaign performance at keyword level, including standard Sponsored Search metrics, video engagement metrics, and view-based sales attribution metrics.



- **outOfBudgetRecommendations:** This report offers insights on aggregated missed opportunities (clicks and impressions) for last 7 days for campaign(s) which went out of budget for T-1 time and provides latest daily and/or total budget recommendations so that you can update the budget recommendations to avoid campaign(s) going out of budget (OOB).
 - The outOfBudgetRecommendationsreport provides cumulative missed impressions and clicks for last 7 days for any campaign(s) which went out of budget (OOB) for T-1 time for an advertiser account. This means if you request a report today and if the campaign went OOB yesterday, you would see cumulative missed impressions and clicks for last 7 days.
Note:
 - Significance of T-1 time : If you request a report today, you will receive recommendations for any campaign which went out of budget yesterday.
 - The daily and/or total budget recommendation will be latest and not cumulative for last 7 days.
 - If the campaign(s) did not go OOB for T-1 time and does not have any recommendations, the report will not show the entry for those campaign(s). This means if you request a report today, those campaigns that didn't go OOB yesterday, will not be listed in the report.
 - For this report, startDate, endDate campaignId are mandatory parameters in thereportMetrics object.
 - The "outOfBudgetRecommendations" will only provide latest daily and/or total budget recommendations and not cumulative for the last 7 days period for any campaign(s) which went OOB for T-1 time for an advertiser account. This means if you request a report today and if the campaign went OOB yesterday, you would see the latest daily and/or total budget recommendations. Use these budget recommendations to update your campaign(s) to ensure the campaign(s) do not go out of budget.
 - If the campaign has only a daily budget set, the total budget recommendation will be null if requested in the report metrics. Viceversa holds true if campaign has only a total budget set
 - This report will also provide average cap out time, such as the average time (in 24-hour time format) in the event of the campaign going OOB in last 7 days as applicable.



- This report type is advertiser account based and will list missed opportunities and latest budget recommendations for all campaign(s) belonging to the advertiser account which went OOB for T-1 time.
- Unlike other Snapshot v2 report types, this report type will not accept reportDate, startDate, or endDate in the request. This report is intended to provide details on missed opportunities for the previous 7 days and not on a defined time range. Passing reportDate, startDate, or endDate in the request will result in an error.
- The lookback window for this report is 7 days.
- For any reason, if missed clicks and impressions are missing whereas budget recommendations exist, then missed clicks and impressions will be null.
- For any reason, if average cap out time is missing whereas budget recommendations exist, then average cap out time will be null.
- Our model calculates the missed opportunities and budget recommendations once every 24 hours for OOB campaigns. This feature is in beta phase but available to be used for all advertising accounts while we continue to iterate on our model.
- **itemKeyword:** This report indicates which keywords your advertised items are being served against, and how well the advertised items are performing for those keywords. This information can help you improve current and future Sponsored Products campaigns.
 - *Automatic campaigns:* Use this report to identify keywords that showed your ads in Search In-Grid placements and delivered high performance. You can then add these keywords to Manual campaigns.
 - *Manual campaigns:* Use the additional information to optimize campaign performance: bid higher on more-valuable keywords and/or remove underperforming items.
- **itemHealth:** The Item Health report enables advertisers to see the health of their sponsored items and take corrective actions as needed, to improve item performance and reach their desired campaign goals.
- **searchImpression:** This report offers search term level impression share insights, enabling ad optimization by using detailed performance data. Get insights for your Sponsored Products' Search In-grid ad share of voice, displaying your ad impression share and rank, along with the top four ad positions' share and rank. This report offers insights on how your impressions



for a specific search term stack up against the total impressions your campaigns were eligible to receive.

This report offers four aggregation levels:

- Day-level for the trailing 30 days
- Cumulative for the trailing 30 days
- Weekly
- Monthly

Note: Only weekly and monthly aggregation levels support custom date ranges. Please see the table below and the sample requests and responses for more details.

Aggregation Level	Expected Request Parameters
Day-level for the trailing 30 days	Pass date inside the reportMetrics array Note: Do not pass request parameters reportDate, startDate, or endDate as these are not supported for this aggregation level and will result in error.
Cumulative for the trailing 30 days	Pass both startDate & endDate inside the reportMetrics array Note: Do not pass request parameters reportDate, startDate, or endDate as these are not supported for this aggregation level and will result in error.
Weekly	Pass weekOf inside the reportMetrics array AND Pass desired date range in payload with both startDate & endDate Note: startDate must use a Sunday and endDate must use a Saturday. The date range you can request must be within a 90-day window.
Monthly	Pass monthOf inside the reportMetrics array AND Pass desired date range in payload with both startDate & endDate Note: startDate must use the first day of the month and endDate must use the last day of the month. The requested time window must be within 90 days.

RECOMMENDATIONS

- **itemRecommendations:** This recommendations report offers unadvertised items with the potential to perform well in a Walmart Sponsored Search



campaign. Use the report to identify items to add to new or in-flight campaigns, to help boost sales. Recommendations are refreshed weekly and can be filtered by brand, category and department. It's best practice to review your item recommendations on a weekly basis.

- keywordRecommendations OR matchTypeKeywordRecommendations:**
 This recommendations report automatically identifies keywords with the potential to enhance item visibility and boost sales for live Sponsored Search Manual campaigns, based on the advertiser's in-flight campaign performance and organic search data. Advertisers can save time and effort by easily selecting new keywords that align with their campaign goals and strategies and adding them to their in-flight campaigns to optimize performance.

Applicable placements for Campaign Types: Auto Bidded, Keyword Bidded, Sponsored Brands and Sponsored Videos

Placem ent Name	Auto Bid Campai gns	Keyword Bidded Camp aigns	Sponsored Brands Camp aigns	Sponsored Videos Camp aigns
Search In-grid	Yes	Yes	No	Yes
Browse In-grid	Yes	Yes	No	Yes
Search Carousel	Yes	Yes (*Only if enabled in campaign)	No	No
Browse Carousel	Yes	Yes	No	No
Item Carousel	Yes	Yes (*Only if enabled in campaign)	No	No



Placem ent Name	Auto Bid Campai gns	Keyword Bidded Camp aigns	Sponsored Brands Camp aigns	Sponsored Videos Camp aigns
Buy Box	Yes	Yes (*Only if enabled in campaign)	No	No
Home Page	Yes	No	No	No
Sponsor ed Brands (Search page, Browse page and Item page)	No	No	Yes	No
Sponsor ed Video – Item page	No	No	No	Yes

Description for all ad placements

Placement Name	Description
Search In-grid	Metrics from ads served on the Search In-grid placement
Browse In-grid	Metrics from ads served on the Browse In-grid placement
Carousel	Metrics from ads served on the Search, Browse, and Item Carousel placements
Buy Box	Metrics from ads served on the Buy Box placement
Homepage	Metrics from ads served on the Home Page placements



Placement Name	Description
Other	Metrics where we couldn't capture which placement the ads served on.

Report Type availability by Snapshot v1 & v2 Endpoint, Campaign Type, and Advertiser Type

Report Type via API	Report Name on Walmart Connect Ad Center	Report Availability via Snapshot endpoint	Auto Bidded Campaigns	Keyword Bidded Campaigns	Sponsored Brands	Sponsored Videos	Advertiser Type (1p: Suppliers, 3p: Sellers)
adItem	Item Performance*Available via On-Demand Reports section under Reports Tab on Walmart Connect Ad Center	Only via Snapshot v2* Note: This report is deprecated on Snapshot v1	Yes	Yes	Yes	Yes	Both 1p and 3p
adGroup	Ad Group Performance*Available via	Only via Snapshot v2* Note:	Yes	Yes	Yes	Yes	Both 1p and 3p



Report Type via API	Report Name on Walmart Connect Ad Center	Report Availability via Snapshot endpoint	Auto Bidded Campaigns	Keyword Bidded Campaigns	Sponsored Brands	Sponsored Videos	Advertiser Type (1p: Suppliers, 3p: Sellers)
	Custom Reports section under Reports Tab on Walmart Connect Ad Center	This report is deprecated on Snapshot v1					
platform	Platform Performance*Available via Advertiser Reports section under Reports Tab on Walmart Connect Ad Center	Only via Snapshot v2* Note: This report is deprecated on Snapshot v1	Yes	Yes	Yes	Yes	Both 1p and 3p
pageType	Page Type Performance*Available via	Only via Snapshot v2* Note:	Yes	Yes	Yes	Yes	Both 1p and 3p



Report Type via API	Report Name on Walmart Connect Ad Center	Report Availability via Snapshot endpoint	Auto Bidded Campaigns	Keyword Bidded Campaigns	Sponsored Brands	Sponsored Videos	Advertiser Type (1p: Suppliers, 3p: Sellers)
	Advertiser Reports section under Reports Tab on Walmart Connect Ad Center	This report is deprecated on Snapshot v1					
keyword	Keyword Performance*Available via On-Demand section under Reports Tab on Walmart Connect Ad Center	Only via Snapshot v2* Note: This report is deprecated on Snapshot v1	No	Yes	Yes	Yes	Both 1p and 3p
brand	Brand Performance*Available via Custom	Only via Snapshot v2* Note:	Yes	Yes	Yes	Yes	Only 1p



Report Type via API	Report Name on Walmart Connect Ad Center	Report Availability via Snapshot endpoint	Auto Bidded Campaigns	Keyword Bidded Campaigns	Sponsored Brands	Sponsored Videos	Advertiser Type (1p: Suppliers, 3p: Sellers)
	Reports section under Reports Tab on Walmart Connect Ad Center	This report is deprecated on Snapshot v1					
category	Category Performance*Available via Advertiser Reports section under Reports Tab on Walmart Connect Ad Center	Only via Snapshot v2* Note: This report is deprecated on Snapshot v1	Yes	Yes	Yes	No	Only 1p
placement	Placement Performance*Available via On-	Only via Snapshot v2* Note:	Yes	Yes	No	No	Both 1p and 3p



Report Type via API	Report Name on Walmart Connect Ad Center	Report Availability via Snapshot endpoint	Auto Bidded Campaigns	Keyword Bidded Campaigns	Sponsored Brands	Sponsored Videos	Advertiser Type (1p: Suppliers, 3p: Sellers)
	Demand section under Reports Tab on Walmart Connect Ad Center	This report is deprecated on Snapshot v1					
itemKeyword	Item Keyword Performance*Available via On-Demand section under Reports Tab on Walmart Connect Ad Center	Only via Snapshot v1	Yes	Yes	No	No	Both 1p and 3p
videoCampaigns	Sponsored Videos Campaign Performance*Available	Only via Snapshot v2	No	No	No	Yes	Both 1p and 3p



Report Type via API	Report Name on Walmart Connect Ad Center	Report Availability via Snapshot endpoint	Auto Bidded Campaigns	Keyword Bidded Campaigns	Sponsored Brands	Sponsored Videos	Advertiser Type (1p: Suppliers, 3p: Sellers)
	via On-Demand section under Reports Tab on Walmart Connect Ad Center						
videoKeywords	Sponsored Videos Keyword Performance*Available via On-Demand section under Reports Tab on Walmart Connect Ad Center	Only via Snapshot v2	No	No	No	Yes	Both 1p and 3p
attributedPurchases	Attributed Purchases Report*	Only via Snapshot v2	Yes	Yes	Yes	Yes	Both 1p and 3p



Report Type via API	Report Name on Walmart Connect Ad Center	Report Availability via Snapshot endpoint	Auto Bidded Campaigns	Keyword Bidded Campaigns	Sponsored Brands	Sponsored Videos	Advertiser Type (1p: Suppliers, 3p: Sellers)
	Available via On-Demand section under Reports Tab on Walmart Connect Ad Center						
searchImpression	Search Term Impression Share Report* Available via On-Demand section under Reports Tab on Walmart Connect Ad Center	Only via Snapshot v2	Yes	Yes	No	No	Both 1p and 3p
outOfBudgetRecommendations	Available via All Campaigns page on	Only via Snapshot v2	Yes	Yes	Yes	Yes	Both 1p and 3p



Report Type via API	Report Name on Walmart Connect Ad Center	Report Availability via Snapshot endpoint	Auto Bidded Campaigns	Keyword Bidded Campaigns	Sponsored Brands	Sponsored Videos	Advertiser Type (1p: Suppliers, 3p: Sellers)
	Walmart Connect Ad Center						
itemHealth	Item Health	Only via Snapshot v1*Note: Please migrate over to latest Item Health report (reportType = itemHealthV2) on Snapshot v1	Yes	Yes	Yes	Yes	Both 1p and 3p



Report Type via API	Report Name on Walmart Connect Ad Center	Report Availability via Snapshot endpoint	Auto Bidded Campaigns	Keyword Bidded Campaigns	Sponsored Brands	Sponsored Videos	Advertiser Type (1p: Suppliers, 3p: Sellers)
itemHealthV2	Item Health*Available via Item Health section under Reports Tab on Walmart Connect Ad Center	Only via Snapshot v1	Yes	Yes	Yes	Yes	Both 1p and 3p

Frequently Asked Questions (FAQs)

Q. How do I calculate Total Attributed Sales or Units Sold?

A. To calculate Total Attributed Sales, calculate the sum of Advertised SKU Sales and Other SKU Sales. Similarly, for Units Sold, calculate the sum of Advertised SKU Units and Other SKU Units.

Q. What is View Through Rate?

A. View Through Rate/VTR is a measurement metric for Sponsored Videos. This is calculated by dividing the views by the impressions.

Note: This is a derived metric and is not exposed through APIs

Q. What is Click Through Rate for Views?

A. Click Through Rate for Views (vCTR) is a measurement metric for Sponsored Videos. This is calculated by dividing the total clicks by the total viewable impression.

Note: This metric is not exposed through APIs



Q. What is Total Complete View Attributed Sales ?

A. This measures the total sales that are attributed based on a complete view of the ad, for both Advertised and Other attributed sales. This can be calculated by summing up Advertised Complete View Attributed Sales and Other Complete View Attributed Sales.

Note: This is a derived metric and is not exposed through APIs

Q. What is ROAS (click attributed + complete view attributed)?

A: This is derived by: (total attributed sales + advertised complete view sales + Other complete view sales)/ ad spend

Note: This is a derived metric and is not exposed through APIs

Q. What is ROAS (click attributed+ complete view attributed+ view through attributed)?

A: This is derived by: (total attributed sales + advertised complete view sales + Other complete view sales + view through attributed sales) / ad spend

Note: This is a derived metric and is not exposed through APIs

Rate limits on API operations

There is a rate limit in place on the allowed number of API operations per hour by an integrator.

Operations per hour are computed as the sum of number of changes requested across all API requests during the hour.

For example, 5 keyword bid changes, creation of an ad group, adding an item, and a snapshot report request in any given hour, would be counted as 8 operations.

You will receive an HTTP 429 status error code and an error message about rule enforced in case of breaking ops limit.

To learn more about current applicable limits specific to your integration, please reach out to the API Partner Enablement team.