



## Overview

Use the insight snapshot API to generate Advertiser Attributes report for all advertisers mapped to the API partner. The report supports insightType "advertiserAttributes". Insight type "advertiserAttributesV2" is currently not supported for international markets.

## Create Advertiser Attributes Snapshot

**Description:** You can create file-based snapshot containing attributes for all advertisers mapped to the API partner using this method.

URL: POST/api/v1/snapshot/insight

### Request Parameters

| Parameter   | Description                          | Type   | Required | Possible Values  |
|-------------|--------------------------------------|--------|----------|--|
| insightType | The type of insight report requested | string | Y        | advertiserAttributes<br><b>Note:</b> advertiserAttributesV2 is not available for CA and MX |
| format      | Format of the downloadable file      | string | Y        | zip, gzip  |

### Headers:

| Parameter | Description | Required | Possible Values |
|-----------|-------------|----------|-----------------|
|-----------|-------------|----------|-----------------|



|                              |  |          |   |
|------------------------------|--|----------|---|
| <p>Authorization</p>         | <p>The token will provide you the access to the API. It is same for all advertisers you access through the API.</p>      | <p>Y</p> | <p>Please utilize the generated auth_token shared with you at the time of partner onboarding from the Getting Started Guide</p>                       |
| <p>WM_CONSUMER.ID</p>        | <p>We will provide you the consumer ID to access the API. It is same for all advertisers you access through the API.</p> | <p>Y</p> | <p>Please use the generated ConsumerId shared with you at the time of partner onboarding. Refer to the Getting Started Guide for more information</p> |
| <p>WM_SEC.AUTH_SIGNATURE</p> | <p>Auth signature as an API key.</p>   | <p>Y</p> | <p>Use the signature generator code from Getting Started Guide to generate this value</p>   |



|                         |  |   |  |
|-------------------------|--|---|--|
| WM_SEC.KEY_VERSION      | We will provide you with the KEY VERSION to access the API. It is same for all advertisers you access through the API. | Y | 1  |
| WM_CONSUMER.intimestamp | Timestamp for which the auth signature is generated. Use Unix epoch format for the timestamp.                          | Y | Use the signature generator code from Getting Started Guide to generate this value |
| wap-tenant-id           | Tenant ID for the market-tenant  | Y | For MX:<br>WMT_MX,<br>SAMS_MX,<br>WMT_BD,<br>WBD_OD<br><br>For CA:<br>WMT_CA       |

## Sample Requests for Create Snapshot Reports

### Sample Request 1



```
curl -X POST \  
"https://developer.api.stg.walmart.com/api-proxy/service/WAP/Api/v1/api/v1/snapshot/insight" \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--header 'WM_SEC.AUTH_SIGNATURE: *****' \  
--header 'WM_SEC.KEY_VERSION: 1' \  
--header 'wap-tenant-id: WMT_MX' \  
--header 'WM_CONSUMER.ID: <consumer_id>' \  
--header 'WM_CONSUMER.intimestamp: 1565309779' \  
--data '{  
  "insightType": "advertiserAttributes",  
  "format": "zip"  
}'
```

## Sample Request 2

```
curl -X POST \  
"https://developer.api.stg.walmart.com/api-proxy/service/WAPCA/Api/v1/api/v1/snapshot/insight" \  
--header 'Authorization: Bearer <auth_token>' \  
--header 'accept: application/json' \  
--header 'WM_SEC.AUTH_SIGNATURE: *****' \  
--header 'WM_SEC.KEY_VERSION: 1' \  
--header 'wap-tenant-id: WMT_CA' \  
--header 'WM_CONSUMER.ID: <consumer_id>' \  
--header 'WM_CONSUMER.intimestamp: 1565309779' \  
--data '{  
  "insightType": "advertiserAttributesV2",  
  "format": "zip"  
}'
```



## 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<br>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": "processing",
  "snapshotId": "2",
}
```



```

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

```

## Retrieve Snapshot Reports

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

**Note:**

- The output is generated in a "zip/gzip" file depending upon format chosen.
- The file will be in JSON format.

### Headers

| Header Name           | Description   | Required | Values   |
|-----------------------|---|----------|--|
| Authorization         | The token will provide you the access to the API. It is same for all advertisers you access through the API.      | Y        | Please utilize the generated auth_token shared with you at the time of partner onboarding from the Getting Started Guide                       |
| WM_CONSUMER.ID        | We will provide you the consumer ID to access the API. It is same for all advertisers you access through the API. | Y        | Please use the generated ConsumerId shared with you at the time of partner onboarding. Refer to the Getting Started Guide for more information |
| 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  | Y        | 1  |



|                         |   |   |  |
|-------------------------|---|---|--|
|                         | VERSION to access the API. It is same for all advertisers you access through the API.         |   |  |
| WM_CONSUMER.intimestamp | Timestamp for which the auth signature is generated. Use Unix epoch format for the timestamp. | Y | Use the signature generator code from Getting Started Guide to generate this value |
| wap-tenant-id           | Tenant ID for the market-tenant   | Y | For MX: WMT_MX, SAMS_MX, WMT_BD, WBD_OD<br><br>For CA: WMT_CA                      |

### Sample Request

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

### 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**

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

**Example of the content of snapshot with id "10". The file format is "JSON":**

```
[
  {
    "advertiserId": 121,
    "advertiserName": "TEST ADVERTISERS 1",
    "advertiserType": "1p",
    "accountSpendLimitReached": "N/A",
    "sellerName": null,
  }
]
```



```

"sellerId": 0,
"apiAccessType": "read",
"accessGrantTimestamp": " 2018-04-01T15:20:15Z",
"reportDate": "2022-10-06"
},
{
  "advertiserId": 122,
  "advertiserName": "TEST ADVERTISERS 2",
  "advertiserType": "3p",
  "accountSpendLimitReached": "1",
  "sellerName": "TEST SELLER 2",
  "sellerId": 132,
  "apiAccessType": "write",
  "accessGrantTimestamp": " 2018-04-01T15:20:15Z",
  "reportDate": "2022-10-06"
}
]

```

**Sample Response 2**

```

[
  {
    "code"      : "success",
    "snapshotId" : "2",
    "details"   : "https://advertising.walmart.com/file/1 ",
    "jobStatus" : "done"
  }
]

```

**Example of the content of snapshot with id “2”. The file format is “json”:**

```

{
  "advertiserID": 564,
  "advertiserName": "TEST ADVERTISERS 1",
  "advertiserType": "3p",
  "sellerName": "TEST SELLER 1",
  "sellerId": 131,
  "approvedBrandNames": ["brand1"],
  "organizationID": 1456,
  "organizationName": "Organization 1",
  "accountSpendLimitReached": "0",
  "advertiserAccess": [
    {
      "permissionType": "Edit",
      "resourceGroupName": "REPORTING",
      "grantTimestamp": "2024-03-03 00:00:00"
    }
  ]
}

```



```

    },
    {
      "permissionType": "View only",
      "resourceGroupName": "CAMPAIGN_MANAGER",
      "grantTimestamp": "2024-03-03 00:00:00"
    },
    {
      "permissionType": "Edit",
      "resourceGroupName": "CREATIVE_HUB",
      "grantTimestamp": "2024-03-03 00:00:00"
    }
  ],
  "reportDate": "2024-03-12"
},
{
  "advertiserID": 740,
  "advertiserName": "TEST ADVERTISERS 2",
  "advertiserType": "3p",
  "sellerName": "TEST SELLER 1",
  "sellerId": 131,
  "accountSpendLimitReached": "0",
  "approvedBrandNames": ["brand2", "brand3"]
  "advertiserAccess": [
    {
      "permissionType": "View only",
      "resourceGroupName": "REPORTING",
      "grantTimestamp": "2024-03-03 00:00:00"
    }
  ]
  "organizationId": 1456
  "organizationName": "Organization 2"
  "reportDate": "2024-03-12"
},
{
  "advertiserID": 800,
  "advertiserName": "TEST ADVERTISERS 3",
  "advertiserType": "1p",
  "sellerName": null ,
  "sellerId": 0,
  "accountSpendLimitReached": "N/A",
  "approvedBrandNames": []
  "advertiserAccess": [
    {
      "permissionType": "View only",
      "resourceGroupName": "REPORTING",
      "grantTimestamp": "2024-03-03 00:00:00"
    }
  ]
}

```



```

        }
    ]
    "organizationId": 1459
    "organizationName": "Organization 3"
    "reportDate": "2024-03-12"
}
]

```

## Definition of Various Parameters Generated Across the Advertiser Attributes Snapshot Reports

***Please refer to below tables for different parameters available for "advertiserAttributes" insightType.***

| Element                  | Description   | Type      |
|--------------------------|---|-----------|
| accessGrantTimeStamp     | Date timestamp for when access was granted  | date-time |
| accountSpendLimitReached | Value for 3p advertisers: <ul style="list-style-type: none"> <li>• 1 for reached/exceeded</li> <li>• 0 for within limit</li> </ul> Value for 1p advertisers:<br>N/A | string    |
| advertiserId             | ID of the advertiser  | integer   |
| advertiserName           | Name of the advertiser  | string    |
| advertiserType           | Type of advertiser. Possible values are: 1p,3p  | string    |
| apiAccessType            | Read or Write API access for given advertiser   | string    |
| reportDate               | Specific date when report is pulled   | date      |
| sellerId                 | ID of the seller for advertiser type 3p   | integer   |
| sellerName               | Name of the seller for advertiser type 3p   | string    |



## Rate limits on API operations

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

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.