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Campaign API limitations:

- A maximum of 50 campaigns can be created/updated in a single POST/PUT batch request
- A maximum of 50 campaigns can be deleted in a single PUT batch request
- Limit on length of campaign name is 255 characters
- There is no limit on number of ad groups to be created within a campaign
- There is no limit on number of campaigns to be created for an advertiser
- There is no limit on the amount of daily budget that can carry forward to the next day
- If the daily budget is defined, unspent budget from present day will be carried forward to the next day. Maximum budget spent on a given day will be limited to twice of the set dailyBudget amount
- Campaigns go live at CST midnight of the scheduled start date
- Maximum number of campaigns that an advertiser can create per advertiser account is 5000

Create New Campaign

Description:

Create a new campaign using this method. Successfully created campaigns will be assigned a unique campaign ID.

URL: POST/api/v1/campaigns



Query Parameters

Parameter	Notes	Type	Required	Possible Values
name	The name of the campaign	string	Y	The campaign name should be unique.
campaignType	The type of the campaign	string	Y	<p>Values of campaignType:</p> <ul style="list-style-type: none"> • sponsoredProducts • sba • video <p>Note: Define campaign type as "sba" for setting up Sponsored Brands campaigns</p> <ul style="list-style-type: none"> • If you are a 3P seller trying to create Sponsored Brands campaign, you need to have an accepted brand registered with Walmart Mexico/ Canada. We will allow you to create a campaign only when you have an accepted brand which will be subject to campaign review guidelines. • If your request does not go through, please wait at least 24 hours before trying again. <p>Define campaign type as "video" for setting up Sponsored Videos</p>



Parameter	Notes	Type	Required	Possible Values
				<p>campaigns</p> <ul style="list-style-type: none"> • Please use targeting type "manual" for campaign type "video" • If you are a 3P seller trying to create Sponsored Videos campaign, you need to have an accepted brand registered with Walmart Mexico/ Canada. We will allow you to create a campaign only when you have an accepted brand which will be subject to review as per campaign review guidelines. • If your request does not go through, please wait at least 24 hours before trying again.
targetingType	The targeting type of the campaign is set of options to create campaigns with different bidding types.	string	Y	<p>Possible values:</p> <ul style="list-style-type: none"> • manual • auto <p>Notes: Define targeting type as "manual" to set up keyword bidding campaigns (including Sponsored Brands)</p>
status	Specified status of campaign	string	Y	<p>Possible values:</p> <ul style="list-style-type: none"> • enable



Parameter	Notes	Type	Required	Possible Values
				<ul style="list-style-type: none"> • paused • completed
startDate	The date to start campaign	date	Y	Date should be in format: yyyy-mm-dd
endDate	The date when campaign ends.	date	Y	To run campaign indefinitely, set value to: 9999-12-30
totalBudget	Total budget of campaign	double	Y _Note: This field is only required if budgetType is set to total_	<p>For 1p seller: The value of Total budget should at least be</p> <ul style="list-style-type: none"> - \$2800 for Mexico - \$50 for Canada <p>For 3p seller: The value of Total budget should at least be</p> <ul style="list-style-type: none"> - \$2800 for Mexico - \$50 for Canada
dailyBudget	Daily budget of campaign Note: • Daily budget cannot exceed your total budget amount • Unspent budget will be rolled over to the next day • There is no limit on the amount of daily budget that can	double	Y _Note: <i>This field is required only if budgetType is set to daily</i>	<p>For 1p seller: The value of daily budget should at least be</p> <ul style="list-style-type: none"> - \$400 for Mexico - \$20 for Canada <p>For 3p seller: The value of daily budget should at least be</p> <ul style="list-style-type: none"> - \$400 for Mexico - \$20 for Canada



Parameter	Notes	Type	Required	Possible Values
	carry forward to the next day			
budgetType	The type of budget allocation you want to choose for your campaign.	string	Y	Possible values: <ul style="list-style-type: none"> • daily • total • both
rollover	The indicator to suggest if the unspent daily budget from the previous day should be carried forward to next day's daily budget	boolean	Y	Value of rollover: true <i>Note: Currently rollover only accepts "true" as a value. However, in future it may be updated to accept "false" as well.</i>
biddingStrategy	A json object to store the bidding strategy. This stores bidding strategy through the field: strategy	json	N	The possible values of the strategy field are: <ul style="list-style-type: none"> • DYNAMIC – Indicates the bidding strategy to be dynamic • FIXED – Indicates the bidding strategy to be fixed. Notes: <ul style="list-style-type: none"> • If you don't pass biddingStrategy in the



Parameter	Notes	Type	Required	Possible Values
				<p>request, the default strategy will be “FIXED”.</p> <ul style="list-style-type: none"> biddingStrategy is not applicable for Sponsored Brands and Sponsored Videos.
campaignOptions	<p>List of campaign setting options while creating a campaign.</p> <p>Campaign setting options:</p> <p>Brand Term Targeting (BTT): only applicable to Sponsored Search automatic campaigns</p> <p><i>Note:</i></p> <ul style="list-style-type: none"> All net new automatic campaigns will be opted in to Brand Term Targeting by default. 	array	N	<p>Values of campaign options:</p> <ul style="list-style-type: none"> null · Passing a null value will opt in to Brand Term Targeting [] · Passing an empty array will opt in to Brand Term Targeting · New automatic campaigns are set to an empty array by default BRAND_TERM_OPT_OUT · This option is used to opt out of Brand Term Targeting



Parameter	Notes	Type	Required	Possible Values
	<ul style="list-style-type: none"> If no value (null) is specified for campaignOptions: New campaigns are opted in Existing campaigns are opted out 			
advertiserId	ID of advertiser whose campaign is to be scheduled	integer	Y	Advertiser ID for which the campaign is to be created

Note:

- It's not mandatory to define both totalBudget and dailyBudget parameters together. However, one of these must be defined.
- To set daily budget, you must choose value of budgetType as "daily" and then define dailyBudget. Define rollover as true to get remainder of daily budget from previous day to be carried forward to next day
- Maximum budget spent on a given day will be limited to twice of the set dailyBudget amount
- Currently rollover only accepts "true" as a value. However, in future it may be updated to accept "false" as well.
- To set total budget, you must choose value of budgetType as "total" and then define totalBudget.
- There will be no control on pacing and the budget will be used as soon as possible
- To set both total and daily budget, you must choose value of budgetType as "both" and then define totalBudget and dailyBudget. Define rollover as "true".



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
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.
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 through the API	Y	1



Header Name	Description	Required	Values
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 – Opt out of BTT, Opt in Dynamic `biddingStrategy`

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/campaigns' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: *****' \
```



```
--header 'WM_SEC.KEY_VERSION: 1' \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779'\
--header 'Content-Type: application/json' \
--header 'accept: application/json' \
--data
'[{
  "advertiserId": 16274575,
  "name": "Campaign3",
  "campaignType": "sponsoredProducts",
  "targetingType": "auto",
  "status": "enabled",
  "startDate": "2024-07-18",
  "endDate": "2024-08-03",
  "totalBudget": 4000,
  "dailyBudget": 500,
  "budgetType": "both",
  "rollover": true,
  "biddingStrategy": {
    "strategy": "DYNAMIC"
  },
  "campaignOptions": ["BRAND_TERM_OPT_OUT"]
}]'
```

Sample Request 2 – Opt out of BTT, Opt in FIXED **biddingStrategy**

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/campaigns' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: *****' \
--header 'WM_SEC.KEY_VERSION: 1' \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779'\
--header 'Content-Type: application/json' \
--header 'accept: application/json' \
--data
'[{
  "advertiserId": 16274575,
  "name": "Campaign3",
  "campaignType": "sponsoredProducts",
  "targetingType": "auto",
  "status": "enabled",
  "startDate": "2024-07-18",
  "endDate": "2024-08-03",
  "totalBudget": 4000,
```



```
"dailyBudget": 500,
"budgetType" : "both",
"rollover" : true,
"biddingStrategy": {
  "strategy":"FIXED",
},
"campaignOptions": ["BRAND_TERM_OPT_OUT"]
}]'
```

Response

Element	Description	Type
code	The response code can have following values: <ul style="list-style-type: none"> • success • failure Click here for more information about Status Codes and Errors	string
details	Details of the error if response code value is 'failure'	string
campaignId	ID of the campaign	integer

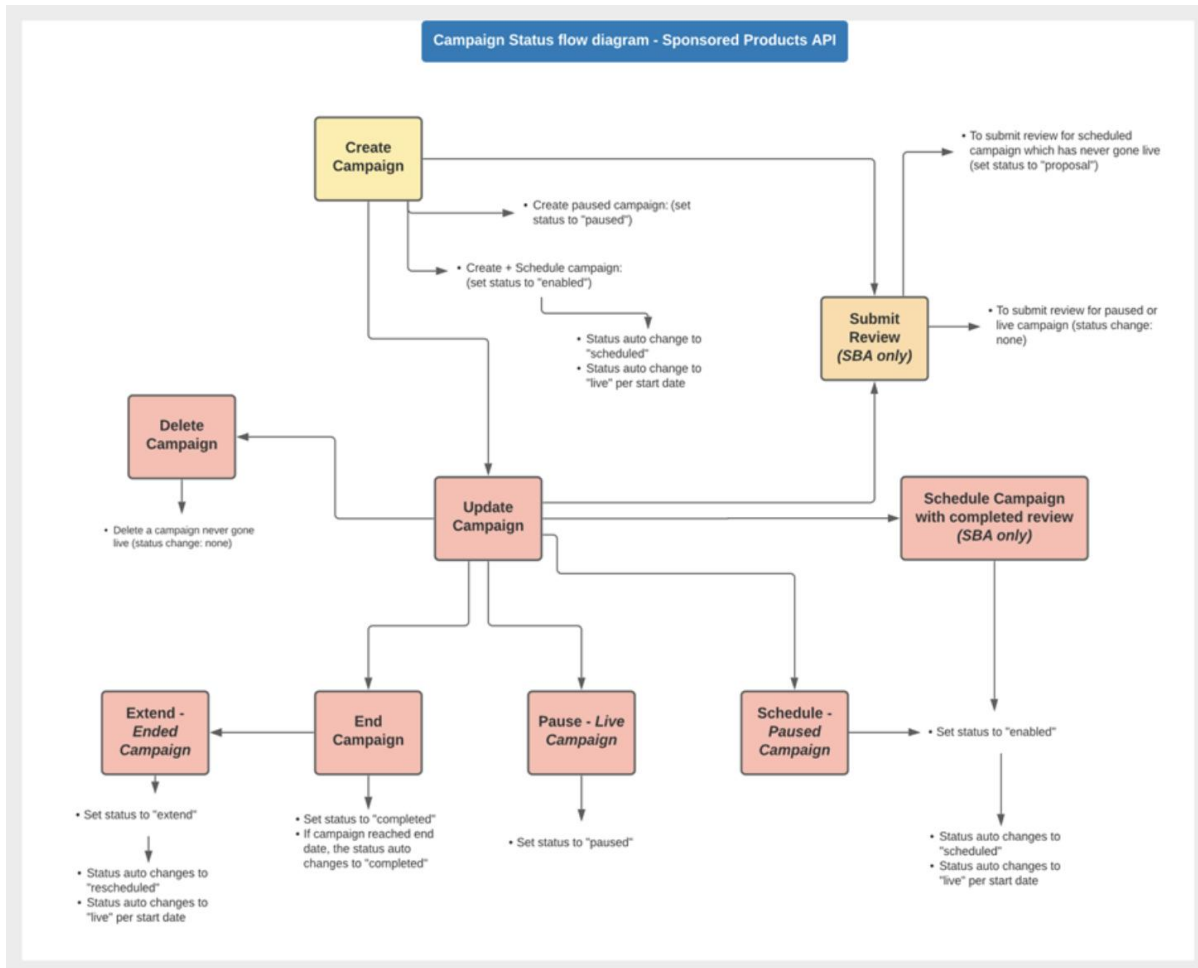
Sample Response

Campaign can be either created or not based upon different scenarios. Sample response here provides an idea of how the response looks like in either cases.

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



Campaign Status Flow Diagram



Note: SB stands for Sponsored Brands campaign

List All Campaigns

Description: Retrieve a specific campaign or all the campaigns for a specific advertiser.

Note: It will not return deleted campaigns.

URL: GET/api/v1/campaigns

Query Parameters



Parameter	Description	Type	Required	Possible Values
campaignId	The ID of the campaign. It returns a specific campaign in response	integer	N	A valid campaign ID
advertiserId	The ID of the advertiser. It returns all campaigns run by specific advertiser in response	integer	Y	Advertiser ID for the campaign(s) to be retrieved
filter[name]	A valid campaign name with which the desired campaign can be searched in the absence of campaign id <i>Note: characters encoding is required for [and]</i>	string	N	Provide a campaign name to search the relevant campaign by name instead of campaign Id.
filter[lastModifiedDate]	Provide a date to fetch only those campaigns which were modified on or after that date <i>Note: Modified describes any change to campaign set up</i> <i>Note: characters encoding is required for [and]</i>	date	N	Date should be in format: yyyy-mm-dd

Sample Request

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/campaigns?campaignId=600001&advertiserId=500003&filter[name]=camp1&filter[lastModifiedDate]=2019-07-03' \
--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
name	Name of the campaign	string
campaignType	Type of campaign. Possible values for campaign type are: <ul style="list-style-type: none"> • sponsoredProducts • sba • video_ Note: you receive campaign type "sba" in association with targeting type "manual" (for Sponsored Brands campaigns). You receive campaign type "video" in association with targeting type "manual" (for Sponsored Videos campaigns)_	string
targetingType	The targeting type of the campaign is a set of options to create campaigns with different bidding types. Possible values to targeting type are: <ul style="list-style-type: none"> • manual • auto Note: You receive targeting type as "manual" in case of keyword bidding campaigns (including Sponsored Brands) and Sponsored Video_	string
status	Specified status of campaign. Possible status values are: <ul style="list-style-type: none"> • Enabled • Scheduled • Rescheduled • Live • Paused • Completed • Proposal Notes: <ul style="list-style-type: none"> • If you extend a completed campaign, the campaign status changes to "rescheduled" and eventually switches to "live" • An API campaign acquires "proposal" status when you create it through Self-Serve tool. This indicates that the respective campaign is in draft mode and has not been scheduled yet • It is not recommended to create API campaigns via Self-Serve. You should use the API to create API campaigns because campaigns created this way do not have a draft option and they are directly scheduled. 	
budgetType	The type of budget allocation chosen for the campaign. Possible values of budgetType are: <ul style="list-style-type: none"> • daily 	string



Element	Description	Type
	<ul style="list-style-type: none"> • total • both 	
startDate	The date to start campaign	date
endDate	The date when Campaign ends. It returns value 9999-12-30 if running indefinitely	date
totalBudget	Total budget of campaign	double
dailyBudget	Daily budget of campaign	double
rollover	The indicator to suggest whether the unspent daily budget from the previous day should be carried forward to next day's daily budget or not. The default and only value of rollover is "true" at present.	boolean
biddingStrategy	<p>A json object to store the bidding strategy. This stores bidding strategy through the field: strategy The possible values of the strategy field are:</p> <ul style="list-style-type: none"> • DYNAMIC– Indicates the bidding strategy is dynamic • FIXED – Indicates the bidding strategy is fixed 	json
campaignOptions	<p>List of campaign setting options for a given campaign. Campaign setting option:</p> <ul style="list-style-type: none"> • Brand Term Targeting (BTT): only applicable to Sponsored Search automatic campaigns 	array
campaignId	The ID of the campaign	integer
advertiserId	The ID of the advertiser for whom the campaign is retrieved	integer

Sample Response

```
[
  {
    "name": "name1",
```



```

"campaignType": "sponsoredProducts",
"targetingType": "auto",
"status": "enabled",
"budgetType": "both",
"startDate": "2019-07-03",
"endDate": "2019-08-03",
"totalBudget": 5000,
"dailyBudget": 500,
"rollover": true,
"advertiserId": 600001,
"campaignId": 500003,
"biddingStrategy": {
  "strategy": "FIXED"
},
"campaignOptions": ["BRAND_TERM_OPT_OUT"]
}
]

```

Update Existing Campaigns

Description: Update an existing campaign using PUT operation mentioned below:

URL: PUT/api/v1/campaigns

Query Parameters

Parameter	Description	Type	Required	Possible Values
name	The name of the campaign	integer	N	The campaign name should be unique and correspond to the campaign ID
status	Specified status of the campaign	string	N	Possible values: enabled: use this status to schedule a paused campaign Note: When you try to enable an Sponsored Brands campaign in "paused" or "proposal" state, and if the



Parameter	Description	Type	Required	Possible Values
				<p><i>campaign is not eligible to go live, the error message will specifically outline the criteria that campaign fails to meet, which could be either or a combination of these:</i></p> <ul style="list-style-type: none"> <i>• Sponsored Brands Profile enabled and approved</i> <i>• 2 Items enabled and approved</i> <i>• 1 Keyword enabled and approved</i> <p>Note: <i>When you try to enable a Sponsored Videos campaign in "paused"/ "proposal" state, and if the campaign is not eligible to go live, the error message will specifically outline the criteria that campaign fails to meet, which could be either or a combination of these:</i></p> <ul style="list-style-type: none"> <i>• Sponsored Video Profile enabled and approved</i> <i>• 1 item enabled and approved</i> <i>• 1 Keyword enabled and approved</i> <ul style="list-style-type: none"> • paused: use this status to pause a live campaign • completed: use this status to end a live campaign • extend: resume an already completed



Parameter	Description	Type	Required	Possible Values
				<p>campaign to reuse it without having to create same campaign again</p> <ul style="list-style-type: none"> • proposal: use this status when a scheduled campaign which has never gone live, has been modified and needs to be re-submitted for review <p><i>Note: proposal status is only applicable for Sponsored Brands campaigns. Post review completion, the campaign status will automatically change to "enabled" then "scheduled" and finally to "live". However, the campaign must be eligible to go live. A campaign can only go "live" when its start date is defined and following are approved for it:</i></p> <p>Sponsored Brands profile</p> <ul style="list-style-type: none"> • 1 Keyword • 2 Items (max 10 items allowed, our recommendation is uploading 3 (for Sponsored Brands campaigns)) <p>Sponsored Videos profile:</p> <ul style="list-style-type: none"> • 1 Keyword,



Parameter	Description	Type	Required	Possible Values
				<ul style="list-style-type: none"> • 1 Item (max 10 items allowed, our recommendation is uploading 3 (for Sponsored Videos campaign)) <p>If a campaign review is revised for Sponsored Brands Profile such that the Sponsored Brands profile is rejected, the campaign will be "paused". A campaign cannot stay "live" if profile is rejected by WMC team. If this happens, you need to change the campaign profile as per guidelines and resubmit it for review.</p> <p>If you extend an ended campaign, the system will auto-change the status to "rescheduled" and then to "live" as per the defined start date for campaign</p> <p>A campaign can be auto scheduled only if it is in "proposal" state. A "paused" campaign cannot be auto scheduled</p>
startDate	The date to start campaign	date	N	Date should be in format: yyyy-mm-dd



Parameter	Description	Type	Required	Possible Values
endDate	The date when Campaign ends. You can choose to run the campaign indefinitely as well	date	N	To run campaign indefinitely, set its value as 9999-12-30
budgetType	The type of budget allocation you want to choose for your campaign.	string	N	Possible values: <ul style="list-style-type: none"> • daily • total • both
totalBudget	Total budget of campaign	double	N	For 1p seller: The value of Total budget should at least be - \$2800 for Mexico - \$50 for Canada For 3p seller: The value of Total budget should at least be - \$2800 for Mexico - \$50 for Canada
dailyBudget	Daily budget of campaign. Note: • Daily budget cannot exceed your total budget amount• There is no limit on the amount of daily budget that can carry	double	N	For 1p seller: The value of daily budget should at least be - \$400 for Mexico - \$20 for Canada For 3p seller: The value of daily budget should at least be - \$400 for Mexico - \$20 for Canada



Parameter	Description	Type	Required	Possible Values
	forward to the next day			
rollover	The indicator to suggest if the unspent daily budget from the previous day should be carried forward to next day's daily budget	boolean	N	<p>Possible values: true</p> <p>Note: Currently rollover only accepts "true" as a value. However, in future it may be updated to accept "false" as well.</p>
biddingStrategy	A json object to store the bidding strategy. This stores bidding strategy through the field: strategy	json	N	<p>The possible values of the strategy field are:</p> <ul style="list-style-type: none"> · DYNAMIC– Indicates the bidding strategy to be dynamic · FIXED – Indicates the bidding strategy to be fixed <p><i>Note: If You don't pass biddingStrategy in the request, the default strategy will be "FIXED"</i></p>
campaignOptions	<p>List of campaign setting options while creating a campaign.</p> <p>Campaign setting options: Brand Term</p>	array	N	<p>Values of campaign options:</p> <ul style="list-style-type: none"> • null · Passing a null value will opt in to Brand Term Targeting <i>Note: Default campaign setting options are ON</i> • [] · Passing an empty array will opt in to Brand Term Targeting • BRAND_TERM_OPT_OUT



Parameter	Description	Type	Required	Possible Values
	<p>Targeting:</p> <ul style="list-style-type: none"> • Brand Term Targeting is only applicable to Sponsored Search automatic campaigns <p><i>Note:</i>• All net new automatic campaigns will be opted in to Brand Term Targeting by default.</p> <ul style="list-style-type: none"> • If no value is specified for campaignOptions: <i>New*</i> campaigns are opted in • Existing campaigns are opted out 			<p><i>Note:</i> This option is used to opt out of Brand Term Targeting</p>
campaignId	ID of the campaign	integer	Y	Unique numeric identifier

Sample Request

```
curl -X PUT \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/campaigns' \
--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'\
--header 'Content-Type: application/json'\
--data '{
  "advertiserId": 16274575,
  "name": "Campaign3",
  "campaignType": "sponsoredProducts",
  "targetingType": "auto",
  "status": "enabled",
  "startDate": "2024-07-18",
  "endDate": "2024-08-03",
  "totalBudget": 4000,
  "dailyBudget": 500,
  "budgetType": "both",
  "rollover": true,
  "biddingStrategy": {
    "strategy": "DYNAMIC"
  },
  "campaignOptions": ["BRAND_TERM_OPT_OUT"]
}'
```

Response

Element	Description	Type
code	Possible values of response code: success, failure	string
details	Details of the error if value of response code is failure	string
campaignId	ID of the campaign	integer

Sample Response

```
[
  {
    "code": "success",
    "campaignId": 500001,
    "details": ""
  }
  {
    "code": "failure",
    "details": "Campaign not found",
    "campaignId": 3
  }
]
```



]

Delete Existing Campaigns

Description: Use this operation to delete an existing campaign and its ad groups if campaign is scheduled but hasn't gone live. You cannot delete a campaign that has gone live.

Note:

- It allows you to delete one or more campaigns
- You will be able to delete any campaign which has never gone Live
- Once campaigns go live:
 - They cannot be deleted
 - Items/Ad Groups/Keywords in the campaign cannot be deleted, but they can be disabled
 - Campaign start date and end date cannot be changed

URL: PUT/api/v1/campaigns/delete

Query Parameters

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

Sample Request

```
curl -X PUT \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/campaigns/delete' \
--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' \
--header 'Content-Type: application/json' \
--data
{
  "campaignId": 500001
```



```
}'
```

Response

Element	Description	Type
code	Possible values of response code: success, failure	string
details	Details of the response code: Response message for success: "" Response message for failure: "Campaign with ID <> cannot be deleted as it has been scheduled before"	string
campaignId	Id of the campaign	integer

Sample Response

```
[
  {
    "code": "success",
    "details": "",
    "campaignId": 500002
  },
  {
    "code": "failure",
    "details": "Campaign with ID < 500001 >cannot be deleted as it has been scheduled before",
    "campaignId": 500001
  }
]
```

Rate Limit 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.