



## Table of Contents

<b>Overview</b> .....	<b>1</b>
Ad Group API Limitation.....	1
<b>Create New Ad group</b> .....	<b>2</b>
<b>List all Ad Groups</b> .....	<b>4</b>
<b>Update Existing Ad Group</b> .....	<b>6</b>
<b>Rate Limit on API Operations</b> .....	<b>8</b>

# Overview

## Ad Group API Limitation

- A maximum of 50 entities can be created/updated in a single POST/PUT batch request
- Limit on length of ad group name is 255 characters
- Limit on number of items in an ad group is 2000
- Limit on number of “keyword-match type” combinations in an ad group is 1000.

### Note:

- Similar keyword with different match types will be counted as separate entries.  
e.g.: laptop-exact match and laptop-broad match will count as two entries.
  - All existing ad groups with more than 2000 items and/or more than 1000 keyword- match type combinations will continue to function normally.
- There is no limit on number of ad groups in a campaign
- Limit on number of ad groups that an advertiser can create per advertiser account is 15000
- For **Sponsored Brands (earlier known as Search Brand Amplifier or SBA)** campaigns, only one ad group is allowed per campaign



# Create New Ad group

**Description:** Create new ad groups within a campaign for an advertiser

**URL:** POST/api/v1/adGroups

## Query Parameters

Parameter	Description	Type	**Required	**Possible Values
name	The name of the ad group	string	Y	Relevant string value representing the ad group
status	Specified status of ad group	string	Y	Status values can be: • enabled• disableddeleted
campaignId	Id of the campaign this ad group belongs to	integer	Y	Unique numeric identifier

## 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



Header Name	Description	Required	Values
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 (Getting Started Guide) to generate this value
wap-tenant-id	Walmart Ads Platform Tenant identifier.	Y	<p>Pass one of these value for tenant.</p> <ul style="list-style-type: none"> <li>• WMT_MX : For Walmart Mexico</li> <li>• WMT_BD : For Walmart Bodega EA</li> <li>• SAMS_MX : For SAMS Mexico</li> <li>• WBD_OD : For Walmart Bodega OD</li> <li>• WMT_CA : For Walmart Canada</li> </ul>

### Sample Request

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



```
"name": "AdGroup name", "status":"enabled", "campaignId": 500002
}]'
```

**Response**

Element	Description	Type
code	Possible values of response code: <i>success, failure</i>	string
details	Details of the error if value of response code is failure	string
adGroupid	ID of the ad group	integer

**Sample Response**

```
[
{
  "code": "success",
  "details": "",
  "adGroupid": 600001
}
]
```

## List all Ad Groups

**Description:** Retrieve all the ad group(s) for a specific campaign

**URL:** GET/api/v1/adGroups

**Query Parameters**

Parameter	Description	Type	Required	Possible Values
advertiserId	The ID of the advertiser for whom the ad group(s) should be returned	integer	Y	Unique numeric identifier



Parameter	Description	Type	Required	Possible Values
campaignId	The ID of the campaign for which the ad group(s) should be returned	integer	N	Unique numeric identifier
Filter[name]	A valid ad group name with which the desired ad group can be searched in the absence of ad group id	string	N	Provide an ad group name to search the relevant ad group by name instead of ad group Id.
Filter[lastModifiedDate]	<p>Provide a date to fetch only those campaigns which were modified on or after that date Note: Modified here means:</p> <ul style="list-style-type: none"> <li>• If there was any change to the ad group set up</li> <li>• If any item or keyword was modified/added/removed for relevant ad group(s)</li> </ul>		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/adGroups?campaignId=600001&advertiserId=500003&filter[name]=AdGroup1&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
adGroupId	ID of the ad group	integer
name	Name of the ad group	string
status	Specified status of ad group Status values: <b>enabled, disabled, deleted</b>	string
campaignId	ID of the campaign associated with the respective ad group	integer

**Sample Response**

```
[
{
"adGroupId": 500003,
"name": "AdGroup 4",
"status": "enabled", "campaignId": 500002
}
]
```

# Update Existing Ad Group

**Description:** Make changes in an existing ad group.

**URL:** PUT/api/v1/adGroups

### Query Parameters

Parameter	Description	Type	Required	Possible Values
adGroupId	The ID of the ad group. Required only if updating existing ad group	integer	Y	Unique numeric identifier
name	The name of the ad group	string	N	Relevant string value representing the ad group
status	Specified status of ad group	string	N	Status values can be: enabled, disabled, deleted

### Sample Request

```
curl -X PUT \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/adGroups' \
--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 '
  [{"adGroupId": 500044,
    "name": "AdGroup 5",
    "status": "enabled"}
  ]'
```

### Response

Element	Description	Type
code	Shows status of the ad group update operation Values: success, failure	string
details	Details of the update	string
adGroupId	Id of the ad group being updated	integer

### Sample Response



```
[
{
  "code": "success",
  "details": "", "adGroupId": 500003
}

{
  "code": "failure",
  "details": " Ad Group Id validation failed", "adGroupId": 0
}
]
```

## 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,

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.