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Overview

These APIs provide capabilities to fetch suggested keywords, listing all the keywords in a campaign, and adding and deleting keywords in a Keyword Bidded campaigns.

Notes:

1. A maximum of 220 suggested keywords can be fetched at once
2. A maximum of 50 keywords can be created/updated in a single POST/PUT batch request
3. For a **Sponsored Brands (earlier known as Search Brand Amplifier or SBA)** campaign and a **Sponsored Videos** campaign , only 200 distinct bidded keywords with 1 to 3 keyword-match types for each are permitted to be enabled per ad group
4. For **non-Sponsored Brands** campaigns, a maximum of 1000 “keyword-matchType” combinations can be included in an ad group

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 1000 keyword-match type combinations will continue to function normally



- 5. All characters in a keyword must not be special characters
- 6. Limit on keyword character length is 80

Suggested Keywords

Description

Get a list of suggested keywords based on the item added in the ad group.

URL: GET/api/v1/keyword_suggestions

Note: Suggested bid parameter is an automated bid-price recommendation based on winning bids for recent similar ads within the category. The suggested bid values are refreshed daily.

Query Parameters

Parameter	Notes	Type	Required	Possible Values
adGroupId	ID of the ad group	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_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.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_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"> • 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

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/keyword_suggestions?adGroupId=4566' \
--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
score	Suggested keyword relevancy indicator. Score is simply a rank given to each keyword from 1 to n where n is the no. of keywords returned. Higher score represents higher relevancy	double
query	Suggested keyword for the item(s) added in the ad group	string
suggestedBid	Automated bid-price recommendations for exact match type	double
suggestedbidBroad	Automated bid-price recommendations for broad match type	double
suggestedbidExact	Automated bid-price recommendations for exact match type	double
suggestedbidPhrase	Automated bid-price recommendations for phrase match type	double

Note: suggestedBid and suggestedbidExact are same in value.

Sample Response

```
[
{
  "score": 4,
  "query": "sample value key1 normalized",
  "suggestedBid": 1.42,
  "suggestedBidBroad": 1.42,
  "suggestedBidExact": 1.42,
  "suggestedBidPhrase": 1.42
}
]
```



List all the keywords in a Campaign

Description

List all the keywords that are part of a campaign.

URL: GET/api/v1/keywords

Query Parameters

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

Sample Request

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/keywords?campaignId=3897' \
--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
campaignId	ID of the Campaign	integer



Element	Description	Type
adGroupId	ID of the ad group that is part of the above campaign	integer
keywordId	ID of the key word	integer
state	State of the keyword. Values can be: enabled, paused, archived	string
keywordText	Text that defines the keyword	string
matchType	Matching criteria for the keywords. Values can be: exact, phrase, broad	string
bid	Maximum cost per click for the keyword in dollars	double
status	Status of the keyword added in the campaign. Values can be: approved, pending, rejected <i>Note: The "status" for each new or re-enabled keyword be set to "pending" by default</i>	string

Sample Response

```
[
  {
    "campaignId": 1234,
    "adGroupId": 231,
    "keywordId": 567,
    "state": "enabled",
    "keywordText": "string",
    "matchType": "exact",
    "bid": 0.6,
    "status": " approved "
  }
]
```



Add Keywords to Existing Keyword Bidded Campaign

Description

Add more keywords to already existing keyword bidded campaign with help of this method. You can add your own keywords as well.

URL: POST/api/v1/keywords

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	ID of the campaign	integer	Y	Unique numeric identifier
adGroupId	ID of the ad group that is part of the above campaign	integer	Y	Unique numeric identifier
state	State of the keyword	string	Y	State values can be: enabled, paused, archived
keywordText	Text that defines the keyword	string	Y	String value apt to the description of item



Parameter	Notes	Type	Required	Possible Values
matchType	Matching criteria for the keywords	string	Y	Values can be: exact, phrase, broad
bid	Maximum cost per click for the keyword	double	Y	<p>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. Bid values has tenant specific rates.</p> <ul style="list-style-type: none"> • Walmart Mexico rates are in Mexican Peso. Minimum bid amount is <ul style="list-style-type: none"> ○ \$3 for auto-bid campaigns ○ \$3 for keyword-bid campaigns ○ \$12 for Sponsored Brands campaigns– This is an upcoming change and will be released soon. ○ \$22 for Sponsored Videos campaigns – This is an upcoming change and will be released soon. • Walmart Bodega EA rates are in Mexican Peso. Minimum bid amount is



Parameter	Notes	Type	Required	Possible Values
				<ul style="list-style-type: none"> ○ \$3 for auto-bid campaigns ○ \$3 for keyword-bid campaigns ○ \$8 for Sponsored Brands campaigns– This is an upcoming change and will be released soon. ● Walmart Bodega OD rates are in Mexican Peso. Minimum bid amount is <ul style="list-style-type: none"> ○ \$3 for auto-bid campaigns ○ \$3 for keyword-bid campaigns ○ \$8 for Sponsored Brands campaigns– This is an upcoming change and will be released soon. ○ \$12 for Sponsored Videos campaigns – This is an upcoming change and will be released soon. ● SAMS MX rates are in Mexican Peso. Minimum bid amount is <ul style="list-style-type: none"> ○ \$5 for auto-bid campaigns



Parameter	Notes	Type	Required	Possible Values
				<ul style="list-style-type: none"> ○ \$5 for keyword-bid campaigns ○ \$12 for Sponsored Brands campaigns– This is an upcoming change and will be released soon. ○ \$22 for Sponsored Videos campaigns – This is an upcoming change and will be released soon. ● Walmart Canada rates are in CAD <ul style="list-style-type: none"> ○ \$0.3 for auto-bid campaigns ○ \$0.3 for keyword-bid campaigns ○ TBD* for Sponsored Brands campaigns– This is an upcoming change and will be released soon. ○ TBD* for Sponsored Videos campaigns – This is an upcoming change and will be released soon.



Parameter	Notes	Type	Required	Possible Values
				TBD* - To be finalised post launch in respective markets

Sample Request

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/keywords' \
--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": 123456,
  "adGroupId": 2355,
  "state": "enabled",
  "keywordText": "string1",
  "matchType": "exact",
  "bid": .70
}'
```

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
keywordId	ID of the keyword	integer
keywordText	Text that defines the keyword	string

Sample Response



```
[
  {
    "code": "success",
    "details": " ",
    "keywordId": 600003,
    "keywordText": "text1"
  }
]
```

Update State and Bid of Existing Keywords

Description

You can update current state and bid of existing keywords using this method.

URL: PUT/api/v1/keywords

Query Parameters

Parameter	Notes	Type	Required	Possible Values
keywordId	ID of the keyword	integer	Y	Unique numeric identifier
state	State of the keyword	string	N	State values can be: enabled, paused, archived
bid	Maximum cost per click for the keyword	double	N	<p>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. Bid values has tenant specific rates.</p> <ul style="list-style-type: none"> Walmart Mexico rates are in Mexican Peso. Minimum bid amount is <ul style="list-style-type: none"> \$3 for auto-bid campaigns \$3 for keyword-bid campaigns



Parameter	Notes	Type	Required	Possible Values
				<ul style="list-style-type: none"> ○ \$12 for Sponsored Brands campaigns– This is an upcoming change and will be released soon. ○ \$22 for Sponsored Videos campaigns – This is an upcoming change and will be released soon. ● Walmart Bodega EA rates are in Mexican Peso. Minimum bid amount is <ul style="list-style-type: none"> ○ \$3 for auto-bid campaigns ○ \$3 for keyword-bid campaigns ○ \$8 for Sponsored Brands campaigns– This is an upcoming change and will be released soon. ● Walmart Bodega OD rates are in Mexican Peso. Minimum bid amount is <ul style="list-style-type: none"> ○ \$3 for auto-bid campaigns ○ \$3 for keyword-bid campaigns ○ \$8 for Sponsored Brands campaigns– This is an upcoming change and will be released soon. ○ \$12 for Sponsored Videos campaigns – This is an upcoming change and will be released soon. ● SAMS MX rates are in Mexican Peso. Minimum bid amount is <ul style="list-style-type: none"> ○ \$5 for auto-bid campaigns ○ \$5 for keyword-bid campaigns



Parameter	Notes	Type	Required	Possible Values
				<ul style="list-style-type: none"> ○ \$12 for Sponsored Brands campaigns– This is an upcoming change and will be released soon. ○ \$22 for Sponsored Videos campaigns – This is an upcoming change and will be released soon. ● Walmart Canada rates are in CAD <ul style="list-style-type: none"> ○ \$0.3 for auto-bid campaigns ○ \$0.3 for keyword-bid campaigns ○ \$0.3 for Sponsored Brands campaigns– This is an upcoming change and will be released soon. ○ \$0.3 for Sponsored Videos campaigns – This is an upcoming change and will be released soon.

Note: You must provide at least one of “bid” or “state” parameters.

Sample Request

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/keywords' \
--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 '{
  "keywordId": 345,
  "state": "enabled",
  "bid": .70
}'
```



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
keywordId	ID of the keyword	integer

Sample Response

```
[
{
  "code": "success",
  "details": " ",
  "keywordId": 600003
}
]
```

Fetch keyword Analytics

Description

Use this method to allow API users to perform keyword research and analysis for advertisers.

Note: Time period considered for results is last 30 days and 90 days from the same day last year to factor in seasonality.

URL: POST/api/v1/keywordAnalytics

Query Parameters

Parameter	Notes	Type	Required	Possible Values
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advertiserId	ID of the advertiser	integer	Y	Unique numeric identifier
itemIds	List of item ids that are part of campaign Note: Max limit on number of item ids is 10	string array	Y	List of the Ids of items

Sample Request

```
curl -X POST \
'https://developer.api.stg.walmart.com/api-proxy/service/WAP/Api/v1/api/v1/keywordAnalytics' \
\
--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 'wap-tenant-id: WMT_MX' \
--header 'Content-Type: application/json' \
--data '{
  "advertiserId" : 600001,
  "itemIds": ["457690241", "567234678", " 534289123" ]
}'
```

Response

Element	Description	Type
itemId	Id of the item belonging to the campaign	string



normalizedQuery	A group of similar raw queries normalized into a single term by removing redundant information	string
rawQuery	Randomly chosen search keywords for a single item Note: maximum character length is 60 characters	string
itemKeywordFrequency	Number of times when keyword led to an item display. Item-keyword frequency is based on item's appearance in first 5 search result pages or in top 200 results for the respective keywords Possible values are: High, Medium, Low	string
trafficKeywordFrequency	Based on number of times when a keyword was searched Possible values are: High, Medium, Low	string

Sample Response

```
[
  {
    "itemId": "45769024",
    "rawQuery": "key1",
    "normaliizedQuery": "key1 normalized",
    "itemKeywordFrequency": "Medium",
    "trafficKeywordFrequency": "High"
  }
]
```



FAQs for Suggested Bids

Q: What are suggested bids?

Suggested bids is a feature that provides strategic pricing guidance to advertisers who set up Manual and Automatic Sponsored Products campaigns on our platform. This feature provides advertisers with a starting point for bids and is designed to help increase the probability of winning auctions with competitive bid suggestions.

Example: If 5 items were served the last 30 days for *laptop*, the average winning bids for those items will be the suggested cost-per-click bid for the keyword *laptop*.

Q: How often are suggested bids updated?

They are updated daily for each campaign.

Q: Will the suggested bids feature consider a campaign's budget & duration?

No. The objective of this feature is to increase the probability of winning the auction and does not contemplate campaign pacing.

Q: How do advertisers determine their starting bid?

Our bid suggestion feature will help advertisers determine a starting bid for their SKUs and keywords.

Q: Will suggested bids be different at placement level?

No, there will be one suggested bid for all placements.

Q: Will each keyword match type have different bid suggestions?

Yes, this feature offers different bid suggestions for the various match types, *i.e.*, broad, phrase, and exact match keywords.

Q: When should advertiser use suggested bid?

- When you need a comparison point: If you already know what your average CPC (Cost per Click), then the Suggested Bid can provide a helpful comparison point.
- Looking for competitive insights: The suggested bid can give advertisers helpful insight into what the competition is bidding on and provide a good place to start.

**Q: Are suggested bids & exact match suggested bids the same?**

Yes, the current suggested bids and exact match suggested bids are the same.

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.