



Table of Contents

| | |
|---|-----------|
| <i>Overview</i> | <i>1</i> |
| <i>Create Sponsored Brands Profile for Campaign</i> | <i>2</i> |
| <i>List SB Profile for Campaign</i> | <i>11</i> |
| <i>Update Sponsored Brands Profile for Campaign</i> | <i>17</i> |
| <i>Upload Logo Image to Sponsored Brands Profile for Campaign</i> | <i>25</i> |

Overview

Sponsored Brands (earlier known as Search Brand Amplifier or SBA) is a unique Search solution to improve brand recognition and showcase your product portfolio. It's a premium search placement that showcases your brand and a curated product portfolio to customers actively searching Walmart's site and app for products like yours.

Note: We recommend begin using v2 as in future we plan to deprecate v1

Your **logo, a custom headline and up to four SKUs** appear together above relevant search results, with clickable links.

Use the Sponsored Brands Profile API to create, retrieve, update Sponsored Brands products profile. Sponsored Brands profile for a campaign comprises of: Brand Logo Image, Headline, Brand Name, and Logo Click URL.

You can, now, create 2 profiles for a Sponsored Brands campaign to be able to switch between them based on your campaign strategy. You can use v1 URLs to create single Sponsored Brands profile and v2 URLs to create dual Sponsored Brands profiles.

Note: Sponsored Brands profile comprises of the following components:

- Brand Logo
 - format: png, Size ≤ 200 kb
 - should be 300px wide and 180px tall
- Brand Name (max. 35 characters)
- Headline Text (max 45 characters)



- Logo Click URL that displays product(s) for the advertised brand must be from below URLs for each tenant. It should adhere to clickUrl requirements mentioned in the document below.

| Tenant id | URL |
|-----------|---|
| WMT_MX | https://www.walmart.com.mx |
| WMT_BD | https://www.bodegaaurrera.com.mx |
| SAMS_MX | https://www.sams.com.mx |
| WBD_OD | https://despensa.bodegaaurrera.com.mx |
| WMT_CA | https://www.walmart.ca |

Create Sponsored Brands Profile for Campaign

Description

Create a new Sponsored Brands profile, for a campaign, that is relevant to the products in the respective campaign. This defines the look and click behavior of your Sponsored Brands placement. Successfully created profiles will be assigned a unique Sponsored Brands Profile ID. You can create only one Sponsored Brands profile by using URL v1

Using v2 URL, you can create dual Sponsored Brands profiles for a campaign

Note: A profile is created with review status set as "pending review" by default

v1 URL: POST/api/v1/sba_profile

Query Parameters

| Parameter | Notes | Type | Required | Possible Values |
|------------|------------------------|---------|----------|---------------------|
| campaignId | The ID of the campaign | integer | Y | A valid campaign ID |



| Parameter | Notes | Type | Required | Possible Values |
|---------------|--|---------|----------|---|
| adGroupId | The ID of the ad group | integer | Y | A valid ad group ID |
| searchAmpName | The name of the Brand. This field should not be left empty. | string | Y | Name of the brand that is part of this profile. It should be max. 35 characters, all of which are NOT recommended to be special characters |
| headlineText | Custom headline text showcasing why customers should buy your products This field is required. | string | Y | Piece of text that explains your brand value within following constraints: <ul style="list-style-type: none"> • It should be max. 45 characters • It is recommended to NOT use all special characters in this field |



| Parameter | Notes | Type | Required | Possible Values |
|-----------|--|--------|----------|---|
| clickUrl | The destination URL or landing page URL. It is the website address that a visitor lands on when he/she clicks on the ad. This field is required. | string | Y | <p>Clickable URL that displays product(s) for the advertised brand must be</p> <ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaaurrera.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaaurrera.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada <p>clickUrl requirements:</p> <ol style="list-style-type: none"> 1) Any ":" in the URL should be replaced with "%3A" 2) Any "+" in the URL should be replaced with "%20" 3) Any "\" in the URL should be replaced with "%7C%7C" 4) URL query string should not contain "typeahead=" parameter 5) For 3P sellers, add hidden_facet=retailer_id%3A<seller_id> to the end of clickURL <p><i>Note: If requirements not</i></p> |



| Parameter | Notes | Type | Required | Possible Values |
|-----------|-------|------|----------|--|
| | | | | <i>met, the request will fail with encode issue.</i> |

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 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 through the API | Y | 1 |
| WM_CONSUMER.intimestamp | Timestamp for which the auth signature is generated. Use Unix | Y | Use the signature generator code (Getting Started Guide) to generate this value |



| Header Name | Description | Required | Values |
|---------------|---|----------|---|
| | epoch format for the timestamp | | |
| 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

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/sba_profile' \
--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 '[
{
  "campaignId": 12345,
  "adGroupId": 54321,
  "searchAmpName": "Great Value",
  "headlineText": "This is Great Value",
  "clickUrl": "https://www.walmart.com"
}
]'
```



Sample Request 2

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/sba_profile' \
--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 '{
  "campaignId": 12345,
  "adGroupId": 54321,
  "searchAmpName": "Great Value",
  "headlineText": "This is Great Value",
  "clickUrl": "https://www.walmart.com/search?q=abcd%20xyz"
}'
```

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 |
| sbaProfileId | ID of the SB profile | integer |

Sponsored Brands Profiles can be either created or not based upon different scenarios. Sample response here provides an idea of how the response looks like in either case.

Sample Response 1

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



```
" sbaProfileId ": 0  
}  
]
```

Sample Response 2

```
[  
{  
  "code": "failure",  
  "details": "",  
  " sbaProfileId ": 50001  
},  
{  
  "code": "failure",  
  "details": "The Click URL has not been correctly  
  encoded. Please encode and retry",  
  " sbaProfileId ": 0  
}  
]
```

v2 URL: POST/api/v2/sba_profile

Note:

- First profile created will be enabled by default
- Second profile created will be disabled by default
- Any new profile will be created as "pending review" by default
- Only enabled profile will serve on a live campaign
- Only two profiles can be created at max per ad group
- If you create two profiles for an ad group then:
 - Only 1 profile can be enabled at a time
 - To disable an "enabled" profile, you need to enable the "disabled" profile



Query Parameters

| Parameter | Notes | Type | Required | Possible Values |
|---------------|--|---------|----------|---|
| campaignId | The ID of the campaign | integer | Y | A valid campaign ID |
| adGroupId | The ID of the ad group | integer | Y | A valid ad group ID |
| searchAmpName | The name of the Brand. This field should not be left empty. | string | Y | Name of the brand that is part of this profile. It should be max. 35 characters, all of which are NOT recommended to be special characters |
| headlineText | Custom headline text showcasing why customers should buy your products This field is required. | string | Y | Piece of text that explains your brand value within following constraints: It should be max. 45 characters. It is recommended to NOT use all special characters in this field |
| clickUrl | The destination URL or landing page URL. It is the | string | Y | Clickable URL that displays product(s) for the advertised brand must be <ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaurrera.com.mx URL for Walmart Bodega EA |



| Parameter | Notes | Type | Required | Possible Values |
|-----------|--|------|----------|---|
| | <p>website address that a visitor lands on when he/she clicks on the ad. This field is required.</p> | | | <ul style="list-style-type: none"> • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaurrera.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada <p>clickUrl requirements:</p> <ol style="list-style-type: none"> 1) Any ":" in the URL should be replaced with "%3A" 2) Any "+" in the URL should be replaced with "%20" 3) Any "\" in the URL should be replaced with "%7C%7C" 4) URL query string should not contain "typeahead=" parameter 5) For 3P sellers, add hidden_facet=retailer_id%3A<seller_id> to the end of clickURL <p><i>Note: If requirements not met, the request will fail with encode issue.</i></p> |

Sample Request 1

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



```
"campaignId": 12345,
"adGroupId": 54321,
"searchAmpName": "Great Value",
"headlineText": "This is Great Value",
"clickUrl": "https://www.walmart.com",
}
]
```

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 |
| sbaProfileId | ID of the Sponsored Brands profile | integer |

Sample Response

```
[
{
"code": "success",
"details": "",
"sbaProfileId ": 600001
},
{
"code": "failure",
"details": "error message",
"sbaProfileId ": 0
}
]
```

List SB Profile for Campaign

Description

Retrieve a specific Sponsored Brands profile for a specific campaign by providing campaign ID and ad group ID.



You can retrieve only enabled Sponsored Brands profile by using URL v1. Using v2 URL, you can retrieve both the enabled and disabled profiles, in case you have created two profiles for the ad group.

v1 URL: GET/api/v1/sba_profile

Query Parameters

| Parameter | Description | Type | Required | Possible Values |
|------------|--|---------|----------|---------------------|
| campaignId | The ID of the campaign for which the Sponsored Brands Profile is retrieved | integer | Y | A valid campaign ID |
| adGroupId | The ID of the ad group belonging to this campaign | integer | Y | A valid ad group ID |

Sample Request

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/sba_profile?campaignId=600001&adGroupId=500003' \
--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 'accept: application/json' \
```

Response



| Element | Description | Type |
|---------------|---|---------|
| searchAmpName | The name of the Brand | string |
| headlineText | Custom headline text showcasing why customers should buy your products | string |
| logoUrl | The direct link that is embedded in the logo | string |
| clickUrl | <p>The destination URL or landing page URL. It is the website address that a visitor goes to when he/she clicks on the ad.</p> <p>Clickable URL that displays product(s) for the advertised brand must be</p> <ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaurrera.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaurrera.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada | string |
| reviewStatus | The current status of Sponsored Brands Profile review performed by Ad Ops team. Possible values of reviewStatus are: pending, approved, rejected | string |
| reviewReason | <p>If value of reviewStatus is rejected, you will receive the reason for why it was rejected.</p> <p>Example: Invalid logo</p> <p>Note: Value of reviewReason is "null" when reviewStatus is pending.</p> | string |
| sbaProfileId | Id of the Sponsored Brands profile | integer |

Sample Response

```
[
  {
    "searchAmpName": "Pepsi",
```



```

"headlineText": "The coolest cold drink",
"logoUrl": "logo URL",
"clickUrl": "https://www.walmart.com",
"reviewStatus": "pending",
"reviewReason": null,
"sbaProfileId": 50001
}
]
[
{
"searchAmpName": "Pepsi",
"headlineText": "The coolest cold drink",
"logoUrl": "logo URL",
"clickUrl": "https://www.walmart.com",
"reviewStatus": "rejected",
"reviewReason": "Invalid Logo",
"sbaProfileId": 50001
}
]

```

v2 URL: GET/api/v2/sba_profile

Query Parameters

| Parameter | Description | Type | Required | Possible Values |
|------------|--|---------|----------|---------------------|
| campaignId | The ID of the campaign for which the Sponsored Brands Profile is retrieved | integer | Y | A valid campaign ID |



| Parameter | Description | Type | Required | Possible Values |
|-----------|---|---------|----------|---------------------|
| adGroupId | The ID of the ad group belonging to this campaign | integer | Y | A valid ad group ID |

Sample Request

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/sba_profile?campaignId=600001&adGroupId=500003' \
--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 'accept: application/json' \
```

Response

| Element | Description | Type |
|---------------|---|--------|
| searchAmpName | The name of the Brand | string |
| headlineText | Custom headline text showcasing why customers should buy your products | string |
| logoUrl | The direct link that is embedded in the logo | string |
| clickUrl | The destination URL or landing page URL. It is the website address that a visitor goes to when he/she clicks on the ad. | string |



| Element | Description | Type |
|--------------|--|---------|
| | <p>Clickable URL that displays product(s) for the advertised brand must be</p> <ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaurrera.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaurrera.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada | |
| reviewStatus | <p>The current status of Sponsored Brands Profile review performed by Ad Ops team. Possible values of reviewStatus are: pending, approved, rejected</p> | string |
| reviewReason | <p>If value of reviewStatus is rejected, you will receive the reason for why it was rejected.</p> <p>Example: Invalid logo</p> <p>Note: Value of reviewReason is "null" when reviewStatus is pending.</p> | string |
| sbaProfileId | Id of the enabled Sponsored Brands profile | integer |
| status | Indicates if a profile is activated to serve | string |

Sample Response

```
[
{
  "searchAmpName": "Pepsi",
  "headlineText": "The coolest cold drink",
  "logoUrl": "logo URL",
  "clickUrl": "https://www.walmart.com.mx",
  "reviewStatus": "pending",
  "reviewReason": null,
  "sbaProfileId": 50001,
```



```
"status": "enabled"
}
]
[
{
  "searchAmpName": "Pepsi",
  "headlineText": "The coolest cold drink",
  "logoUrl": "logo URL",
  "clickUrl": "https://www.walmart.com.mx",
  "reviewStatus": "rejected",
  "reviewReason": "Invalid Logo",
  "sbaProfileId": 50001,
  "status": "disabled"
}
]
```

Update Sponsored Brands Profile for Campaign

Description

Update an existing Sponsored Brands profile for campaign.

You can only update the enabled Sponsored Brands profile by using URL v1. Using v2 URL, you can update both existing Sponsored Brands profiles for campaign if it has two profiles (one is enabled, and the other is disabled).

Note: You can update Sponsored Brands profile for a live Sponsored Brands campaign as well. To update the enabled Sponsored Brands profile in a live campaign, you will have to pause the campaign, update the profile, and submit it for review. To avoid pausing the campaign, we recommend that you create a 2nd profile with the desired changes using v2 URL, submit a review request for its approval, and enable it once it is approved.

v1 URL: PUT/api/v1/sba_profile



Query Parameters

| Parameter | Notes | Type | Required | Possible Values |
|---------------|--|---------|----------|--|
| campaignId | The ID of the campaign | integer | Y | A valid campaign ID |
| adGroupId | The ID of the ad group | string | Y | A valid ad group ID |
| searchAmpName | The name of the Brand. This field is required. | string | Y | Name of the brand that is part of this profile. It should be max. 35 characters all of which are NOT recommended to be special characters |
| headlineText | Custom headline text showcasing why customers should buy your products This field is required. | string | Y | Piece of text that explains your brand value within following constraints: 1) This field should not be left empty. 2) It should be max 45 characters. 3) It is recommended to NOT use all special characters in this field |
| clickUrl | The destination URL or landing page URL. It is the website address | string | Y | Clickable URL that displays product(s) for the advertised brand must be <ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaurrera.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico |



| Parameter | Notes | Type | Required | Possible Values |
|-----------|---|------|----------|---|
| | that a visitor lands on when he/she clicks on the ad. This field is required. | | | <ul style="list-style-type: none"> https://despensa.bodegaurrera.com.mx for Walmart Bodega OD https://www.walmart.ca for Walmart Canada <p>clickUrl requirements:</p> <ol style="list-style-type: none"> Any ":" in the URL should be replaced with "%3A" Any "+" in the URL should be replaced with "%20" Any "\" in the URL should be replaced with "%7C%7C" URL query string should not contain "typeahead=" parameter For 3P sellers, add hidden_facet=retailer_id%3A<seller_id> to the end of clickURL <p><i>Note: If requirements not met, the request will fail with encode issue.</i></p> |

Sample Request

```
curl -X PUT \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/sba_profile' \
--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 '{
  "campaignId": 12345,
  "adGroupId": 54321,
  "searchAmpName": "Great Value",
  "headlineText": "This is Great Value",
  "clickUrl": "https://www.walmart.com"
}'
```

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 |
| sbaProfileId | ID of the Sponsored Brands profile | integer |

Sample Response

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



]

v2 URL: PUT/api/v2/sba_profile

Note:

- None of the profiles can be updated if a campaign review is pending or in-progress
- An approved profile will be switched to pending review when it is updated

Query Parameters

| Parameter | Notes | Type | Required | Possible Values |
|---------------|---|---------|----------|--|
| campaignId | The ID of the campaign | integer | Y | A valid campaign ID |
| adGroupId | The ID of the ad group | string | Y | A valid ad group ID |
| searchAmpName | The name of the Brand. This field is required. | string | Y | Name of the brand that is part of this profile. It should be max. 35 characters all of which are NOT recommended to be special characters |
| headlineText | Custom headline text showcasing why customers should buy your products This field | string | Y | Piece of text that explains your brand value within following constraints: 1) This field should not be left empty2) It should be max 45 characters3) It is recommended to NOT use all special characters in this field |



| Parameter | Notes | Type | Required | Possible Values |
|-----------|--|--------|----------|---|
| | is required. | | | |
| clickUrl | The destination URL or landing page URL. It is the website address that a visitor lands on when he/she clicks on the ad. This field is required. | string | Y | <p>Clickable URL that displays product(s) for the advertised brand must be</p> <ul style="list-style-type: none"> • https://www.walmart.com.mx URL for Walmart Mexico • https://www.bodegaaurrera.com.mx URL for Walmart Bodega EA • https://www.sams.com.mx for Walmart SAMS Mexico • https://despensa.bodegaaurrera.com.mx for Walmart Bodega OD • https://www.walmart.ca for Walmart Canada <p>clickUrl requirements:</p> <ol style="list-style-type: none"> 1) Any ":" in the URL should be replaced with "%3A" 2) Any "+" in the URL should be replaced with "%20" 3) Any "\" in the URL should be replaced with "%7C%7C" 4) URL query string should not contain "typeahead=" parameter |



| Parameter | Notes | Type | Required | Possible Values |
|--------------|--|---------|----------|--|
| | | | | 5) For 3P sellers, add hidden_facet=retailer_id%3A<seller_id> to the end of clickURL <i>Note: If requirements not met, the request will fail with encode issue.</i> |
| sbaProfileId | ID of the Sponsored Brands profile | integer | Y | A valid Sponsored Brands profile ID |
| status | Indicator of the enabled state of Sponsored Brands profile | string | N | enabled, disabled |

Sample Request

```
curl -X PUT \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/sba_profile' \
--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 '{
  "campaignId": 12345,
  "adGroupId": 54321,
  "searchAmpName": "Great Value",
  "headlineText": "This is Great Value",
  "clickUrl": "https://www.walmart.com",
  "sbaProfileId": 600001,
  "status": "enabled"
}'
```

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 |
| sbaProfileId | ID of the Sponsored Brands profile | integer |

Sample Response

```
[
  {
    "code": "success",
    "details": "",
    "sbaProfileId": 600001
  },
  {
    "code": "failure",
    "details": "error message",
    "sbaProfileId": 0
  }
]
```



```
}  
]
```

Upload Logo Image to Sponsored Brands Profile for Campaign

Description:

Upload brand logo image for your brand on the Sponsored Brands profile using this operation

Using v1 URL, you can only upload logo for the enabled profile. However, if you have created 2 profiles, you should use v2 URL to update logo for the desired profile.

Note:

- You can change the brand logo image if the campaign is in "proposal" state, by resubmitting POST request
- Brand logo image:
 - format should be png with size \leq 200kb
 - should be 300px wide and 180px tall
- Brand name should not be more than 35 characters long
- Logo Click URL that displays product(s) for the advertised brand must be from below URLs for each tenant. It should adhere to clickUrl requirements mentioned in the document below.

| Tenant id | URL |
|-----------|---|
| WMT_MX | https://www.walmart.com.mx |
| WMT_BD | https://www.bodegaaurrera.com.mx |
| SAMS_MX | https://www.sams.com.mx |
| WBD_OD | https://despensa.bodegaaurrera.com.mx |
| WMT_CA | https://www.walmart.ca |



v1 URL: POST/api/v1/sba_profile_image_upload

Query Parameters

| Key | Value | Notes | Type | Required |
|-----------------------|---|---|--------|----------|
| SBABaseProfileRequest | <pre>{ "campaignId": "<CAMPAIGN_ID>", "adGroupId": "<ADGROUP_ID>" }</pre> | SBABaseProfileRequest is a JSON object specifying campaignId and adGroupId. campaignId and adGroupId are IDs of the campaign and ad group respectively. Both these IDs are type integer | string | Y |
| file | Any image file of the format png | <p>The binary data for the suitable image file demonstrating your brand to potential buyers.</p> <p>Note:</p> <ol style="list-style-type: none"> 1) Brand logo image file size should be ≤ 200kb 2) Supported format is png 3) Brand image should be 300px wide and 180px tall 4) File name field cannot be empty 4) It is recommended to NOT use all special characters in this field | file | Y |

Sample Request

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/sba_profile_image_upload' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'Content-Type: multipart/form-data' \
```



```
-form
'SBABaseProfileRequest ={"campaignId": "500001",adGroupId":"500001"}',
-form
'file=@"/Users/Downloads/abc.png"; "type"= image/png'
```

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 |
| sbaProfileId | ID of the Sponsored Brands profile | integer |

Sample Response

```
[
{
"code": "success",
"details": "",
"sbaProfileId": 500002
},
{
"code": "failure",
"details": "Missing form param SBABaseProfileRequest",
"sbaProfileId ": 0
}
]
```



v2 URL: POST/api/v2/sba_profile_image_upload

Query Parameters

| Key | Value | Notes | Type | Required |
|-----------------------|--|---|--------|----------|
| SBABaseProfileRequest | <pre>{ "campaignId": "<CAMPAIGN_ID>", "adGroupId": "<ADGROUP_ID>", "sbaProfileId": "<SBAPROFILE_ID>" }</pre> | <p>SBABaseProfileRequest is a JSON object specifying campaignId, adGroupId and sbaProfileId. campaignId, adGroupId and sbaProfileId are IDs of the campaign, ad group and Sponsored Brands Profile respectively. All these IDs are type integer</p> | string | Y |
| file | Any image file of the format png | <p>The binary data for the suitable image file demonstrating your brand to potential buyers.</p> <p>Note:</p> <ol style="list-style-type: none"> 1) Brand logo image file size should be ≤ 200kb 2) Supported format is png 3) Brand image should be 300px wide and 180px tall 4) File name field cannot be empty | file | Y |



| Key | Value | Notes | Type | Required |
|-----|-------|--|------|----------|
| | | 5) It is recommended to NOT use all special characters in this field | | |

Sample Request

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v2/sba_profile_image_upload' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'Content-Type: multipart/form-data' \

-form
  'SBABaseProfileRequest = {"campaignId": "500001", "adGroupID": "500001", "sbaProfileId": "600001"}',
-form
  'file=@"/Users/Downloads/abc.png"; "type"= image/png'
```

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 |
| sbaProfileId | ID of the Sponsored Brands profile | integer |

Sample Response

```
[
```



```
{
  "code": "success",
  "details": "",
  "sbaProfileId": 500002
},
{
  "code": "failure",
  "details": "Missing form param SBABaseProfileRequest",
  "sbaProfileId ": 0
}
]
```