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Overview

Before going live, Walmart Connect requires a review and approval for each new **Sponsored Brands (earlier known as Search Brand Amplifier or SBA) campaign** or specific modifications to an existing Sponsored Brands campaign. Use the sponsored brands review API to:

- Submit Campaign Review
- Fetch Review Status
- Cancel Sponsored Brands Campaign Review

Points to Remember

- **A. You can file review for a campaign only when it is in “proposal” status**
- **B. Following campaign components are subject to review approval:**
 - Video profile (comprising of media file)
Note: For more information on Sponsored Video Ads, please follow media API and AdGroup Media API (review status for media can be found in AdGroup Media API)
 - Ad Items
 - Keyword
- **C. “reviewStatus” for a campaign changes to “pending” or “inProgress” (if review has started) once a review is submitted.**
- **D. Once you make the changes and submit a campaign review request:**



- If you need to add/ re-enable item/keyword for a campaign while the review is "pending"/ "in-progress":

- * You can cancel the review request

- * After cancelling the review request, you can modify the campaign and re-submit for review

- If you need to modify the campaign while the review is "pending"/"in-progress"

- * You can:

- * Update keyword bids

- * Update campaign budget

- * Update campaign's end date

- * Disable an item/keyword

- * Cancel the review

- * You cannot:

- * Add/re-enable items or keywords

- * Update `Brand Logo`, `Name`, `Click URL`, or `Headline`

- * Submit a second review for the campaign unless the current review is complete

- **E. Post review completion, the campaign status will automatically change to "enabled" then "scheduled" and finally to "live" (on the campaign start date). However, for the campaign to be auto scheduled, it must be eligible to go live. A campaign will only be scheduled when following are approved for it:**

- For Sponsored Brands campaign

- * Sponsored Brands Profile

- * At least 1 Keyword



* At least 2 Items

- For Sponsored Video campaign (Since we are supporting only one video profile for an ad group, the video profile will be enabled by default)

* Sponsored Video profile

* At least 1 Keyword

* At least 1 Ad Item

For a Live (Paused) Campaign:

- A. If a campaign is live or has been live at least once in its lifetime, you cannot:
 - Delete an Item or Keyword
- B. Following changes can be made without the need for a review to apply them in near real-time
 - Change in keyword bids
 - Disable a keyword
- C. For the following changes you need to submit a review request:
 - Add a new item/keyword
 - Re-enable an item/keyword
- D. If you need to modify the campaign while the review is "pending"/"in-progress"
 - You can:

* Update keyword bids

* Update campaign budget

* Update campaign's end date

* Disable an item/keyword

* Cancel the review



- You cannot:

* Add/re-enable items or keywords

* Update Brand Logo, Name, Click URL, or Headline

* Submit a second review for the campaign unless the current review is complete

* Update the Sponsored Video profile for live campaigns. To update the Sponsored Video profile, you will have to pause the campaign, update the profile, get it reviewed and scheduled once again. Once the review is complete, the campaign can be re-enabled to go live if it is eligible.

- E. If you need to add/ re-enable item/keyword for a campaign while the review is "pending"/ "in-progress":
 - You can cancel the review request
 - After cancelling the review request, you can modify the campaign and re-submit for review
- F. 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
- G. 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 the campaign
- H. A campaign can be auto scheduled only if it is in "proposal" state. A "paused" campaign cannot be auto-scheduled

Submit Campaign Review

Description

Submit review for ad group using this method. Successfully submitted reviews will be assigned a unique review ID.

URL: POST/api/v1/review



Request Parameters

Parameter	Notes	Type	Required	Possible Values
adGroupId	The id of the ad group	integer	Y	A valid ad group ID
campaignId	The type of the campaign	integer	Y	A valid campaign ID

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	Y	1



Header Name	Description	Required	Values
	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 (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 POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/review' \
--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' \
--header 'Content-Type: application/json' \
--data '{
```



```
"adGroupId": 300002,
"campaignId": 500003
}'
```

Response

Element	Description	Type
code	The response code can have values: success, failure	string
details	Details of the error if value of response code is failure	string
reviewId	ID of the review for particular ad group	integer

Sample Response

```
[
{
"code": "success",
"details": "",
"reviewId": 500002
}
{
"code": "failure",
"details": "error message",
"reviewId": 0
}
]
```

Fetch Review Status

Description

Retrieve review status of ad group that is under review. You can retrieve this status for advertisers, based on advertiser ID and ad group ID



Note

- If you provide only advertiser id, **all ad groups** for this advertiser with a review history will be returned
- You will receive all historical reviews for an ad group in the response
- You should check the status of review on an hourly cadence

URL: GET/api/v1/review

Query Parameters

Parameter	Description	type	Required	Possible Values
adGroupId	The ID of the ad group for which you want to retrieve reviews	integer	N	A valid ad group ID
advertiserId	The ID of the advertiser	integer	Y	A valid advertiser ID

Headers

Header Name	Description	Required	Values
Authorization	The token will provide you the access to the API. It is the 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



Header Name	Description	Required	Values
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 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/review?adGroupId=700001&advertiserId=123456' \
--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
reviewId	ID of the review for advertiser	integer
campaignID	ID of the campaign for whose ad group, the reviews are fetched	integer
adGroupId	ID of the ad group	integer
reviewStatus	Specified status of campaign. Possible values of status are: pending, inProgress, complete, cancelled	string
reviewComments	<p>Comments given as part of this review. This is an array holding following elements:</p> <p>commentType: The type of this particular comment for given advertiser ID and ad group ID. The data type is string. The possible types are: content, keyword</p> <p>comments: piece of text for this comment. The data type is string</p> <p><i>Note: For each review whose reviewStatus is "complete", will contain comments if an item/ Sponsored Brands profile/keyword is rejected</i></p> <p>For each rejected item, you will receive a review reason. If it is "Other", then refer to review comments in review response ("commentType" = "content") for more details.</p> <p>For rejected bidded keywords, you will receive a review reason as part of review response ("commentType" is "keyword" comment).</p> <p>For Sponsored Brands profile, "GET SBA profile" API endpoint will provide you a "reviewReason" if it is rejected</p>	string

Sample Response

[



```
{
  "reviewId": "400001",
  "campaignId": "600002",
  "adGroupId": "200002",
  "reviewStatus": "pending",
  "reviewComments":
    [
      {
        "commentType": "content",
        "comments": "comment1"
      },
      {
        "commentType": "keyword",
        "comments": "comment2"
      }
    ]
}
```

Cancel Sponsored Brands Review

Description

Cancel a review for a Sponsored Brands campaign using PUT operation mentioned below:

Note :

- *You can cancel a review for campaign when the reviewStatus is "pending"/ "in-progress"*
- *When a review is cancelled, its "reviewStatus" will be changed to "cancelled"*
- *A review cannot be cancelled if the reviewStatus is complete*

URL: PUT/api/v1/review



Request Parameters

Parameter	Notes	Type	Required	Possible Values
adGroupId	The ID of the ad group	integer	Y	A valid ad group ID
campaignId	The type of the campaign	integer	Y	A valid campaign ID
reviewId	The ID of the review that needs to be updated	integer	Y	A valid review ID

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	Y	1



Header Name	Description	Required	Values
	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 (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

```
curl -X PUT \
https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/review\
--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' \
--header 'Content-Type: application/json' \
--data '{
  "adGroupId": 300002,
  "campaignId": 500003,
```



```
"reviewId": 100001
}'
```

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
reviewId	ID of the review for particular ad group	integer

Sample Response

```
[
{
"code": "success",
"details": "",
"reviewId": 500001
}
{
"code": "failure",
"details": "review not found",
"reviewId": 0
}
]
```

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.