Table of Contents

Add New Item to an Ad Group

Description

With the help of POST operation, add new ad item to the ad group in a campaign.

> **URL: POST/api/v1/adItems**

Request Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	ID of the campaign where the ad group belongs	integer	Y	Unique numeric identifier
adGroupId	ID of the ad group that is	integer	Y	Unique numeric identifier

Parameter	Notes	Type	Required	Possible Values
	part of the campaign			
itemId	ID of the product that is being added to ad group	string	Y	String identifier
bid	Maximum cost per click for the item in an auto bidding campaign. **Note**: Bids on keywords in keyword-bid campaign supersede the item bid you set for items in keyword-bid campaign	double	N	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. 1. Walmart Mexico rates are in Mexican Peso. Minimum bid amount is 　a. $3 for auto-bid campaigns 　b. $3 for keyword-bid campaigns 　c. $12 for Sponsored Brands campaig

Parameter	Notes	Type	Required	Possible Values
				ns– This is an upcoming change and will be released soon. d. $22 for Sponsored Videos campaigns – This is an upcoming change and will be released soon. 2. Walmart Bodega EA rates are in Mexican Peso. Minimum bid amount is a. $3 for auto-bid campaigns b. $3 for keyword-bid campaigns c. $8 for Sponsored Brands campaigns– This is an upcoming change

Parameter	Notes	Type	Required	Possible Values

				and will be released soon.
				3. Walmart Bodega OD rates are in Mexican Peso. Minimum bid amount is
				  a. $3 for auto-bid campaigns
				  b. $3 for keyword-bid campaigns
				  c. $8 for Sponsored Brands campaigns– This is an upcoming change and will be released soon.
				  d. $12 for Sponsored Videos campaigns – This is an upcoming change and will be

Parameter	Notes	Type	Required	Possible Values

				released soon.
				 4. SAMS MX rates are in Mexican Peso. Minimum bid amount is
				   a. $5 for auto-bid campaigns
				   b. $5 for keyword-bid campaigns
				   c. $12 for Sponsored Brands campaigns– This is an upcoming change and will be released soon.
				   d. $22 for Sponsored Videos campaigns – This is an upcoming change and will be released soon.
				 5. Walmart Canada rates are in CAD

Parameter	Notes	Type	Required	Possible Values
				a. $0.3 for auto-bid campaigns b. $0.3 for keyword-bid campaigns c. $0.5 CAD for Sponsored Brands campaigns– This is an upcoming change and will be released soon. d. TBD* for Sponsored Videos campaigns – This is an upcoming change and will be released soon. TBD* - To be finalised post launch in respective markets

Parameter	Notes	Type	Required	Possible Values
status	Specified status of ad item	string	Y	Status values can be: enabled, disabled, deleted **Note:** You cannot delete an item from a campaign that has gone live

```
curl -X POST \
"https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/adItems"\
--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": 600001,
  "adGroupId": 600003,
  "itemId": "45673892",
  "bid": .6,
  "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
adItemId	ID of the ad item	integer

Sample Response

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

List All the Items in a Campaign

Description

With help of GET operation, retrieve the list of all the products added to the campaign catalog.

> **URL: GET/api/v1/adItems**

Query Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	Id of the campaign where the ad group belongs	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. This key can be repurposed for SP API access as well.
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	Pass one of these value for tenant. • WMT_MX : For Walmart Mexico • WMT_BD : For Walmart

**Header Name	**Description	**Required	**Values
			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/adItems?campaignId=5601'\
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>'\
--header 'WM_SEC.AUTH_SIGNATURE: ***********' \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779'\
--header 'WM_SEC.KEY_VERSION: 1' \
--header 'accept: application/json'\
```

Response

Element	Description	Type
campaignId	ID of the campaign	integer
adGroupId	ID of the ad group that is part of the campaign	integer

Element	Description	Type
itemId	ID of the products that are being listed by this GET operation	string
adItemId	A product can be part of several Ad groups. adItemId is ID of the product that ties it to a specific ad group.	integer
bid	Cost per click set for the item	double
status	Specified status of ad item Status values: *enabled*, *disabled*	string
itemImageUrl	URL for image of Item	string
itemPageUrl	URL for item page	string
name	Name of the ad item	string
reviewStatus	Review outcome for the item. The values are: *pending*, *approved*, *rejected*	string
reviewReason	Description of why an item was rejected in review of Sponsored Brands ad group. more details can be found in overall review comments for the ad group if marked as "Other".	string

Sample Response

```
[
 {
   "campaignId": 600001,
   "adGroupId": 600003,
   "itemId": 45769024,
   "adItemId": 600004,
   "bid": 0.6,
   "status": "enabled",
```

    "itemImageUrl": "https://i5.walmartimages.com/asr/905eb620-b036-48e9-b8df-8a00257efca0_1.cd6ce64707093979d61b67379b985e1d.jpeg?odnHeight=450&odnWidth=450&odnBg=ffffff",
    "itemPageUrl": "https://www.walmart.com/ip/45769024",
    "name": "TV Console",
    "reviewStatus": "pending",
    "reviewReason ": "text123"
  }
]

Update Ad Item

Description

Update an existing ad item in an ad group using PUT operation.

> **URL: PUT/api/v1/adItems**

Request Parameters

Parameter	Notes	Type	Required	Possible Values
campaignId	ID of the campaign where the ad group belongs	integer	Y	Unique numeric identifier
adGroupId	ID of the ad group that is part of the campaign	integer	Y	Unique numeric identifier
itemId	ID of the product that is being	string	Y	String identifier

Parameter	Notes	Type	Required	Possible Values
	added to ad group			

bid	Maximum cost per click for the item in an auto bidding campaign. *Note*: *Bids on keywords in keyword-bid campaign supersede the item bid you set for items in keyword-bid campaign*	double	N	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.
				
				1. Walmart Mexico rates are in Mexican Peso. Minimum bid amount is
				  a. $3 for auto-bid campaigns
				  b. $3 for keyword-bid campaigns
				  c. $12 for Sponsored Brands campaigns– This is an upcoming change and will be released soon.
				  d. $22 for Sponsored Videos campaigns – This is an upcoming change and will be released soon.

Parameter	Notes	Type	Required	Possible Values

				2. Walmart Bodega EA rates are in Mexican Peso. Minimum bid amount is
				   a. $3 for auto-bid campaigns
				   b. $3 for keyword-bid campaigns
				   c. $8 for Sponsored Brands campaigns– This is an upcoming change and will be released soon.
				3. Walmart Bodega OD rates are in Mexican Peso. Minimum bid amount is
				   a. $3 for auto-bid campaigns
				   b. $3 for keyword-bid campaigns
				   c. $8 for Sponsored Brands campaigns– This is an upcoming change and will be released soon.
				   d. $12 for Sponsored Videos campaigns – This is an upcoming change and

Parameter	Notes	Type	Required	Possible Values

				will be released soon. 4. SAMS MX rates are in Mexican Peso. Minimum bid amount is
				   a. $5 for auto-bid campaigns
				   b. $5 for keyword-bid campaigns
				   c. $12 for Sponsored Brands campaigns– This is an upcoming change and will be released soon.
				   d. $22 for Sponsored Videos campaigns – This is an upcoming change and will be released soon.
				5. Walmart Canada rates are in CAD
				   a. $0.3 for auto-bid campaigns
				   b. $0.3 for keyword-bid campaigns
				   c. $0.3 for Sponsored Brands campaigns– This is an upcoming change and

Parameter	Notes	Type	Required	Possible Values
				will be released soon. d. $0.3 for Sponsored Videos campaigns – This is an upcoming change and will be released soon.
status	Specified status of ad item	string	Y	Status values can be: **enabled**, **disabled**, **deleted** **Note:** You cannot delete an item from a campaign that has gone live

Sample Request

```
curl -X PUT \ 'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/adItems'
\
--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": 600001,
  "adGroupId": 600003,
  "itemId": "45673892",
  "bid": .6,
  "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
adItemId	ID of the ad item	integer

Sample Response

```
[
 {
  "code": "success",
  "adItemId": "600002",
  "details": ""
 },
 {
  "code": "failure",
  "adItemId": "0",
  "details": "Bid should be higher than: 5.0"
 }
]
```

Variant bidding best practices

Variant bidding lets **Walmart Sponsored Products** advertisers **promote any variation of an item** in their catalog — including **sizes, colors, counts and patterns.** This strategy is designed to help improve item discoverability and conversion: Giving Walmart customers multiple buying options in one place makes it easier for them to find exactly what they're looking for without having to browse hundreds of items across search results.

Start with these high-level best practices, then **test and learn** to refine your strategy to fit your **category**, **brand,** and **business goals**:

Structuring your Sponsored Products campaign

There are always questions about the right way to structure campaigns, especially Manual campaigns — and variants in the mix can make that question more complicated. No one structure is better than the others, but we suggest:

1. Keywords

a. Campaigns with general keywords
b. Include all variants that share similar attributes
c. Campaigns with variant-specific keywords
d. Create ad groups of variants that fit specific keywords

2. Keywords tip

Test and learn different keyword combinations to determine whether to assign general or variant-specific keywords to the variants you wish to promote. For example, if you sell a shirt that comes in black, white, and green:

a. The search term "men's shirt" can apply to any of these color variants
b. The search term "men's green shirt" can only apply to the green variant

If you notice that "men's shirt" delivers sales of green shirts—because the green shirt is a popular item—you could continue both keyword strategies. Figuring out what the customer is looking for will help you determine which keywords to map to which variant items.

3. Choosing items to promote

Focus on the **top variants,** bestsellers, top-priority items, and seasonal items. that are generating the most conversions and sales.
Items tip: Don't just throw it all into a campaign from your variant group. Keep the 80:20 rule in mind.

4. Relevancy

a. Your items' relevancy to the customer's search query is the key factor that determines the position of your ads and the cost-per-click price you'll pay.

b. Update and/or expand item page content as necessary for each variant you choose to promote.

5. Choosing variants to promote

- Start by promoting your top-converting, bestselling, or seasonal variants

- Focus on the top variants that are generating the most conversions and sales. Promote these top-high converting variants for generic keywords (w/ broad match)

- Other variants for intent keywords (w/ exact match or phrase match)

Example: Men's T-shirt with six color variants

- You want to promote the top-converting variants to align with your business goals

- Your catalog dashboard indicates that the black and white variants convert the most often

- Create a new Sponsored Products campaign for the black and white variants

- Choose the variant-specific search terms "white T-shirt" and "black T-shirt"

- Use all three match types (broad, phrase and exact) for these search terms

- Continue to promote other variants using a slightly different bidding strategy. Create campaigns with unique identifiers, such as sizes, for your keyword list. (This helps avoid cannibalization, and longer-tail keywords tend to have a lower cost-per-click.)

6. Optimization tools & Reports that help inform variant bidding strategy

a. Item recommendations and Keyword recommendations
b. Item Health report
c. Item Keyword Performance Report
d. Item Performance
e. Keyword Performance

General FAQs:

What is a primary variant within Sponsored Product campaigns?

A. A primary variant is the item to which all the other items within the variant group are mapped to. A primary variant was previously known as the "base item". It is important to note that with the launch of variant bidding all variants, including the primary variant, can be promoted, and displayed within sponsored product campaigns.

Q. What is a variant item?

A. Every item within your variant group is now a variant item, any eligible item is now able to be promoted within sponsored product campaigns.

Q. What is the current experience vs the future experience when variant bidding launches? What is changing with variant bidding?

1. Before variant bidding: Advertisers can only promote primary variant (formerly known as base item) within sponsored product campaigns
2. With variant bidding: The launch of Variant Bidding will enable advertisers to bid on all their items, including both the primary variant and all variant items. All items will now be variants and you can choose the one you would like to advertise by adding the respective item ID to your Sponsored Products campaign

Example: if the black shirt is the primary variant today and appearing within sponsored search results, but the variants are red, green, blue, these are now eligible to be promoted and appear in Sponsored Products campaigns, so factors that make variants could be color, size, count, etc.

Q. Is Variant bidding only available for sponsored product campaigns?

A. Yes, variant bidding is for Sponsored Products only. Both automatic and manual campaigns. Variant bidding is **NOT** available for SBA (sponsored brands).

Q: Are all items' variants within my portfolio?

A: Yes, any items in your portfolio can now be promoted so you can choose any variant to be displayed within sponsored search (Sponsored Products only).

Q: What benefits does promotion of variant items provide for the customer?

A: Optimal customer experience by
providing options that are variants which correlate to search results. It is designed to increase the discovery of additional or popular items for the customer.

Q. Which ad placements can variant items be advertised in? (Does not apply to the primary variant)

A. Variant bidding will be available for the following:

1. Search and Browse in-grid
2. SP product carousels
3. Buy Box

Q. Can the primary variant be advertised in all placements for Sponsored Products?

A. Yes

Q. Will the variants in the same product variant group compete for winning ad slots? If yes, please share more details.

A. Just like how it works today, if you are advertising similar items or the same item in multiple campaigns/ad groups they will compete against one another. The winning ad will be based on relevancy and bid

- **In-grid**
  a. Only one item per variant group will be displayed for categories where many variants exist, and many brands/sellers are promoting multiple variants (i.e., Apparel)
  b. Multiple items per variant group potentially can be displayed for certain categories (i.e., consumables)
  These are everyday items where we enable faster basket building
- **Carousels**
  a. Multiple items per variant group potentially can be displayed at the same time

Q. If a primary variant has been historically advertised, will that have a higher chance showing up over other variants that are not primary?

A. Not necessarily. Historical performance plays a factor in an item showing up in sponsored product campaigns, as well as many other factors such as relevancy to search query, customer intent, ad item contextual relevance, and max bid price.

Q. Is variant bidding a cold start solution?

A. No, variant bidding is not a cold start solution. Variant bidding gives advertisers the flexibility to advertise any item within your portfolio which may lead to increased visibility. Advertising variant items will use the same factors as current item relevance does (customer intent, ad item contextual relevance, historical performance).

Q. How do I know which variant item to advertise?

A. You can advertise any variant item within your portfolio. Determine which items are the most important to what goals you are trying to achieve on walmart.com.mx. It can be you want to promote your most popular items, your most profitable items, seasonal items, items that you think will have the most volume of sales. Refer to our best practices guides for some more tips.

Advertising Campaigns FAQs

Q. If I am advertising all the variants with the same set of keywords, will WMT choose the variant product based on the keyword relevancy, inventory availability and Buy Box win for ads promotion?

A. Yes, ad serving will continue to work the same way it works. Item needs to be published, in stock, winning the buy box. Once the algorithm establishes the relevant products competing for placements, it looks at each product's relevance (historical performance, customer intent, ad item contextual relevance) and max bid price and determines the auction winners

Q: Can I promote any item in my portfolio?

A: Yes, you may promote any item that is eligible within your portfolio.

Q. I'm promoting X # of variants but only one variant keeps winning (get the most impression) most of the time. How should I proceed?

A. Look at our Sponsored Product tools such as the item health report, or the keyword performance. Think about the keywords you are bidding on for each variant item. Think about the bid price you are promoting for each variant. Look at the popularity for each variant. Create new campaigns and use unique identifiers for your keyword list. Lastly ensure your PDP pages are fully up to date and filled out correctly.

***Q. Will suggested bids still be provided for variant items?*

A. The bid suggestions will be at a product level when variant bidding launches for automatic campaigns.

Q: How many items can I add to the ad group within a sponsored product campaign?

A. The current limit per ad group, as it exists today, is 2,000 items and will remain the same for variant bidding. The user is shown a warning label that they have reached the limit.

Q. Can variants be added to existing campaigns? (in-flight campaigns)?

A. Yes, variants can be added to existing campaigns.

Reporting FAQs

Q: Will historical performance play a factor when I promote my variant item?

A: Historical performance will play a factor to a certain extent. Ad relevance will continue to play a key role in determining winning ads. While the bid price will allow all relevant qualifying ads to compete for better in-grid placements.

Q. If I click on the variant displayed in Sponsored Search, but I click into the page and purchase a different variation, how will my sales be reported? (Will I be able to see where the sale came from vs where it advertised?)

A. As it works today whichever variant item is clicked on in the sponsored search will get the attribution.

Sponsored Products Tools FAQs

Q. Will item health report now include variants?

A. Yes, the item health reports will include all variant items, it will also show the respective variant item id, and show which primary variant it is mapped to.

Q: What reports can I use to optimize my variant bidding strategy

A.

1. Item recommendations Keyword recommendations

2. Item Health report

3. Item Keyword Performance Report

4. Item Performance

5. Keyword Performance