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Overview

Use this API to add negative keywords to a campaign mapped to an advertiser.

Add Negative Keywords

Description: You can add negative keywords to existing campaign using this method.

URL: POST/api/v1/negative_keywords

Request Parameters

Parameter	Description	Type	Required	Possible Values
adGroupId	The id of the AdGroup which is added to the campaign	integer	Y	Any integer
campaignId	The id of the campaign to which the negative_keyword is to be added	integer	Y	Any integer

keywordText	The negative keyword which is supposed to be added	string	Y	Any string
negativeMatchType	The type of string matching which is to be done to the negative keyword	string	Y	negativeExact, negativeBroad **Note:** 1. Sponsored Products: Supports Exact Match only. 2. Sponsored Brands & Video: Supports Broad Match only.
state	The state of the negative keyword	string	Y	enabled, paused, archived

Headers:

Parameter	Description	Required	Possible 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 more information
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 from Getting Started Guide to generate this value
wap-tenant-id	Tenant id where the campaign is present	Y	For MX: WMT_MX, WMT_BD, SAMS_MX, WBD_OD For CA: WMT_CA

Sample Requests for Create Snapshot Reports

Sample Request 1

```
curl -X POST \
'https://developer.api.stg.walmart.com/api-proxy/service/WAP/Api/v1/api/v1/negative_keywords' \
```

```
--header 'Authorization: Bearer <auth_token>' \
--header 'accept: application/json' \
--header 'WM_SEC.AUTH_SIGNATURE: ***********' \
--header 'WM_SEC.KEY_VERSION: 1' \
--header wap-tenant-id: WMT_MX'
--header 'WM_CONSUMER.ID: <consumer_id>' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--data '[
 {
   "adGroupId": 689364,
   "campaignId": 1524525,
   "keywordText": "TEST_negative",
   "negativeMatchType": "negativeExact",
   "state": "enabled"
 }
```

Sample Request 2

```
curl -X POST \
'https://developer.api.stg.walmart.com/api-proxy/service/WAPCA/Api/v1/api/v1/negative_keywords' \
--header 'Authorization: Bearer <auth_token>' \
--header 'accept: application/json' \
--header 'WM_SEC.AUTH_SIGNATURE: ***********' \
--header 'WM_SEC.KEY_VERSION: 1' \
--header wap-tenant-id: WMT_CA'
--header 'WM_CONSUMER.ID: <consumer_id>' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--data '[
 {
   "adGroupId": 689364,
   "campaignId": 1524349,
   "keywordText": "TEST_negative",
   "negativeMatchType": "negativeExact",
   "state": "enabled"
 }
]'
```

Sample Request 3

```
curl -X POST \
'https://developer.api.stg.walmart.com/api-proxy/service/WAPCA/Api/v1/api/v1/negative_keywords' \
--header 'Authorization: Bearer <auth_token>' \
--header 'accept: application/json' \
```

```
--header 'WM_SEC.AUTH_SIGNATURE: ***********' \
--header 'WM_SEC.KEY_VERSION: 1' \
--header wap-tenant-id: WMT_CA'
--header 'WM_CONSUMER.ID: <consumer_id>' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--data '[
  {
    "adGroupId": 689364,
    "campaignId": 1524340,
    "keywordText": "TEST_negative",
    "negativeMatchType": "negativeExact",
    "state": "enabled"
  }
]'
```

Sample Responses for Add negative keyword

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 negative keyword	int
keywordText	The negative keyword which is supposed to be added	string

Sample Response 1

```
{
  "code": "success",
  "details": "",
  "keywordId": 123456,
  "keywordText": "TEST_negative"
}
```

Sample Response 2

```
{
  "code": "failure",
  "details": " Only negativeExact match type is allowed for sponsored campaign ",
  "keywordId": 0,
  "keywordText": "TEST_negative",
}
```

Sample Response 3

```
{
  "code": "failure",
  "details": " Only negativeBroad match type is allowed for sba campaign.",
  "keywordId": 0,
  "keywordText": "TEST_negative",
}
```

List All the Negative Keywords in a Campaign

Description: List all the negative keywords that are part of a campaign.

URL: GET/api/v1/negative_keywords

Note:

- The output is generated in a json format..

Params:

Parameter	Description	Required	Possible Values
advertiserId	Advertiser id where the campaign is present	Y	Any Integer

campaignId	campaign id for which the keywords are supposed to be retrieved	Y	Any Integer

- **Headers:**

Parameter	Description	Required	Possible 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 more information

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 from Getting Started Guide to generate this value

wap-tenant-id	Tenant id where the campaign is present	Y	For MX: WMT_MX, WMT_BD, SAMS_MX, WBD_OD For CA: WMT_CA

Sample Request

```
curl -X GET\
'https://developer.api.us.stg.walmart.com/api-
proxy/service/WAP/API/v1/api/v1/negative_keywords?advertiserId=600001&campaignId=152500' \
  --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
campaignId	Id of the campaign for which negative keyword is to be retrieved	int
adGroupId	The adGroup attached to the campaign	int
keywordId	The ID of the negative keyword	int

state	The state of the negative keyword (can be enabled / paused / archived)	string
keywordText	The value of the negative keyword	string
negativeMatchType	The type of string matching which is to be done to the negative keyword	string

Note:

- The response format is an array of JSONs

Sample Response 1

```
[
  {
    "campaignId": 1,
    "adGroupId": 10,
    "keywordId": 100,
    "state": "enabled",
    "keywordText": "in",
    "negativeMatchType": "negativeExact"
  }
]
```

Sample Response 2

```
[
  {
    "campaignId": 1,
    "adGroupId": 10,
    "keywordId": 100,
    "state": "enabled",
    "keywordText": "in",
    "negativeMatchType": "negativeExact"
  },
  {
    "campaignId": 12,
    "adGroupId": 110,
    "keywordId": 12300,
    "state": "enabled",
    "keywordText": "test_negative",
    "negativeMatchType": "negativeExact"
```

```
    }
]
```

Update Negative Keywords

Description: You can update the state of negative keywords by providing campaignId and advertiserId for a campaign.

URL: PUT/api/v1/negative_keywords

Note:

- The output is generated in a json format..

Request Parameters

Parameter	Description	Type	Required	Possible Values
keywordId	The id of the keyword which is supposed to be changed	integer	Y	Any integer
state	The updated state of the negative keyword	string	Y	enabled, paused, archived

- **Headers:**

Parameter	Description	Required	Possible 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 more information
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 from Getting Started Guide to generate this value
wap-tenant-id	Tenant id where the campaign is present	Y	For MX: WMT_MX, WMT_BD, SAMS_MX, WBD_OD For CA: WMT_CA

Sample Request

```
curl -X PUT\
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/negative_keywords' \
  --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' \
--data '[
 {
   "keywordId": 287087,
   "state": "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
keywordId	ID of the negative keyword	int

Note:

- The response format is an array of JSONs

Sample Response 1

```
[
  {
    "code": "success",
    "details": "",
    "keywordId": 1001
  }
]
```

Sample Response 2

```
[
  {
    "code": "failure",
    "details": "Keyword Id not found.",
    "keywordId": 1002
  }
```

]

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.