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Overview

Use the snapshot API to generate and retrieve file-based snapshots of all the performance reports by entity, for a given advertiser, asynchronously.

Processing time range for a snapshot request is 10-15 mins.

Create Report Snapshot

Description: You can request a snapshot file for all performance reporting data available (until the date before current date) for a given advertiser using this method.

URL: POST/api/v1/snapshot/report

Query Parameters

Parameter	Description	Type	Required	Possible Values
advertiserId	The ID of the advertiser	integer	Y	Unique numeric identifier



Parameter	Description	Type	Required	Possible Values
startDate	The first day to be considered in the performance report snapshot. It cannot be the current date	date	Y	Date should be in format: yyyy-MM-dd Note: This parameter is not applicable for Item Health report and the value will be ignored, however it is still required in the request
endDate	The last day to be considered in the performance report snapshot. It cannot be the current date. Note: If report data is not available for the requested end date, the request will fail, and the response will contain endDate until which the performance report is available	date	Y	Date should be in format: yyyy-MM-dd Note: This parameter is not applicable for Item Health report and the value will be ignored, however it is still required in the request
attributionWindow	Window for click attribution. <i>*Window for view attribution is 1 day by default.</i>	string	Y	Allowed Values: 1) days3: Report will include 3-day attribution columns if a user selects this value.2) days30: Report will include 30-day attribution columns if a user selects this value.3) days14: Report will include 14-day attribution columns if a user selects this value.4) allWith14: Report will include 3, 14, and 30-day attribution columns if a user selects this value5) all: Report will include 3 and 30-day attribution columns



Parameter	Description	Type	Required	Possible Values
				If a user selects this value. Report will NOT include 14-day attribution columns if a user selects this value Note: 14-day attribution data will only be available for period beyond 11/25/2019. Prior to this date, the value returned will be '0'. This parameter is not applicable for Item Health report and the value will be ignored. However, it is still required in the request
reportType	Type of report to be retrieved	string	Y	Types of Report: keyword, adItem, platform, pageType, adGroup, brand, category, itemKeyword, itemHealth, itemHealthV2, placement
extraFields	extraFields holds following parameters: date	string	N	Get report snapshot aggregated at day level if you need a report by day**Note:** Report by day can only be pulled for a maximum period of two months or 61 days. An error message will be returned if report is requested for more than the length of this time period. This parameter is not applicable for Item Health report and the value will be ignored; however, it is still required in the requests



Parameter	Description	Type	Required	Possible Values
format	Choose the format type for your snapshot	string	N	Types of Format: gzip, zip Note: gzip allows decompression while file is being transferred over the network, hence it is a faster and simpler way to download the reports. You will receive snapshot in zip format if no specific format is specified

Note:

- Response will be by default aggregated by the entire period requested. So, to get the report by day, please include the extraFields parameter with the value "date" in the request for all the report types except itemHealth and itemHealthV2 reports.
- Request by "date"(extra field), start/end dates, and attributionWindow parameters are not applicable for Item Health report. The values provided will be ignored when requesting itemHealth and itemHealthV2 snapshot reports. However, these parameters are still required for all snapshot report generation.
- To get report by campaigns, request report for adgroups and use the campaign ids returned in the report to aggregate the report.

Definition of Retrievable Reports

- **keyword:** The performance of keywords you're bidding on (*available in Manual/Keyword bidding campaigns only*). Data will only be included in the Keyword Performance report if at least one of the following is true:
 - Impressions are greater than 10
 - Ad spend is greater than \$0.00
 - Attributed sales is greater than \$0.00.
- **adItem:** The performance of ad items chosen in the ad groups in your campaign
- **platform:** The performance of which device type the products in your campaign are displaying on



- **app** – performance from the Walmart Mexico, Walmart Bodega and Walmart Canada iOS and Android app
 - **desktop** – performance from the walmart.com.mx, bodegaurrera.com.mx and walmart.ca website on desktop and tablets
 - **mobile** – performance from the walmart.com.mx, bodegaurrera.com.mx and walmart.ca website on mobile web
 - **others** – performance from a platform we are unable to detect at the time
- **pageType:** The performance of those page types where the items in your campaign are showing on. E.g. Search Page, Browse Page, Item Page, Category page.
 - **browse** – sub-category pages with algorithmic item selection (*e.g. selecting the “Monitors” category in the “Electronics & Office” department*)
 - **item** – specific item pages
 - **search** – search pages based on a customer’s query (*e.g. searching “bed sets”*)
 - **category** – category pages (*e.g. selecting the “Feeding” category in the “Baby” department*)
 - **homepage** – home page high visibility personalization carousels
Note: This pageType report is only available for Auto Campaigns
 - **other** – any other pages not falling into the categories above or if our beacon was unable to track which page type the user was visiting
 - **adGroup:** The performance of individual ad groups within your campaign
 - **brand:** The Performance of the different brands within your campaign
 - **category:** The performance of the categories of the items in your campaign
 - **itemKeyword:** The performance of individual items within your campaign, across searched Keywords for manual & auto bidding campaigns on Ingrid placements.
 - **itemHealth:** The performance of SKUs (items) that are part of the live ad campaigns. It enables advertisers to assess item health to select good SKUs from catalogue and improve campaign performance as a result.
 - **itemHealthV2:** The performance of SKUs (items) that are part of the live ad campaigns. It enables advertisers to assess item health to select good SKUs from catalogue and improve campaign performance as a result. It is a new version of report type itemHealth under Snapshot Reports v1. With variant bidding launch, itemHealthV2 report will also include variant items. This new version includes primary variant id for a given item.
 - Few important points about itemhealth and itemHealthV2 reports are:
 - This report is available for both auto and manual campaigns
 - Only those items will be returned in the report which have been part of at least one active auto/manual campaign in ‘live’ status for at least 3 days.
 - The campaignIds and adGroupIds included in report response will only be for:



- Campaigns that are live
 - Ad groups that are enabled for the date the report was generated
 - Request by "date"(extra field), start/end dates, and attributionWindow parameters are not applicable for Item Health report. The values provided will be ignored when requesting itemHealth snapshot report. However, these parameters are still required for all snapshot report generation.
 - To know about health of cold start SKUs, users can create auto/manual campaign with SKUs they are interested in knowing health of.
 - You can find the item health report contents below
 - Look at recommended actions to improve the item health
- **Placement:** The performance report for placements:
 - For a keyword campaign: Search In-grid, Browse Page, Carousel, Buybox, Others
 - For an Auto campaign: Search In-grid, Carousel, Buybox, Browse In-Grid, Home Page, Others

Note: For Auto campaigns, "carousel" in placement report includes aggregate performance across all ad carousels. For Manual campaigns, however, "carousel" includes "Item Page Carousel" and "Search Carousel". These metrics are based on what placement is included as part of the campaign.

Note: Keyword Performance and Item Keyword reports both include data only if at least one of the following is true:

- impressions are greater than 10
- Ad spend is greater than \$0.00
- Attributed sale is greater than \$0.00

Because of this you should expect a discrepancy between keyword reports and other reports so metrics should not be compared directly.

Sample Requests for Create Snapshot Reports

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	Y	Please utilize the generated auth_token shared with you at



Header Name	Description	Required	Values
	access through the API.		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 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



Header Name	Description	Required	Values
			<ul style="list-style-type: none"> 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/snapshot/report' \
--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 '{
  "advertiserId": 600001,
  "startDate": "2019-02-01",
  "endDate": "2019-03-01",
  "attributionWindow": "days3",
  "reportType": "keyword",
  "extraFields": ["date"],
  "format": "gzip"
}'
```

Sample Request 2

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/snapshot/report' \
--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 '{
  "advertiserId": 600001,
  "startDate": "2030-02-01",
  "endDate": "2020-03-01",
```



```
"attributionWindow": "days3",  
"reportType": "pageType"  
}'
```

Sample Request 3

```
curl -X POST \ 'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/snapshot/report' \  
--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 '{  
  "advertiserId": 600001,  
  "startDate": "2019-02-01",  
  "endDate": "2019-03-01",  
  "attributionWindow": "days3",  
  "reportType": "adGroup",  
  "extraFields": ["date"],  
  "format": "gzip"  
}'
```

Sample Request 4

```
curl -X POST \ 'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/snapshot/report' \  
--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 '{  
  "advertiserId": 600001,  
  "startDate": "2019-02-10",  
  "endDate": "2019-02-14",  
  "attributionWindow": "all",  
  "reportType": "itemKeyword",  
  "format": "zip"  
}'
```

Sample Request 5

```
curl -X POST \ 'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/snapshot/report' \  
--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 '{  
  "advertiserId": 600001,  
  "startDate": "2019-02-01",  
  "endDate": "2019-03-01",  
  "attributionWindow": "days3",  
  "format": "zip",  
  "reportType": "itemHealth"  
}'
```

Sample Request 6

```
curl -X POST \ 'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/snapshot/report' \  
--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 '{  
  "advertiserId": 600001,  
  "startDate": "2019-02-01",  
  "endDate": "2019-03-01",  
  "attributionWindow": "days3",  
  "format": "zip",  
  "reportType": "itemHealthV2"  
}'
```

Sample Request 7

```
curl -X POST \ 'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/snapshot/report' \  
--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 '{  
  "advertiserId": 600001,
```



```
"startDate": "2019-02-01",
"endDate": "2019-03-01",
"attributionWindow": "days14",
"reportType": "keyword"
}'
```

Sample Request 8

```
curl -X POST \ 'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/snapshot/report' \
--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 '{
  "advertiserId": 600001,
  "startDate": "2019-02-10",
  "endDate": "2019-02-14",
  "attributionWindow": "allWith14",
  "extraFields": ["date"],
  "reportType": "adItem"
}'
```

Sample Request 9

```
curl -X POST \ 'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/snapshot/report' \
--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 '{
  "advertiserId": 600001,
  "startDate": "2019-02-10",
  "endDate": "2019-02-14",
  "attributionWindow": "all",
  "reportType": "placement",
  "format": "gzip"
}'
```

Sample Request 10

```
curl -X POST \ 'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/snapshot/report' \
--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 '{
  "advertiserId": 600001,
  "startDate": "2019-02-10",
  "endDate": "2019-02-14",
  "attributionWindow": "allWith14",
  "reportType": "placement",
  "format": "gzip"
}'
```

Sample Responses for Create Snapshot Requests

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
snapshotId	ID of the snapshot	string
jobStatus	It is an indicator to confirm status of snapshot generation The possible values of jobStatus are: pending, processing, done, failed, expired	string

Sample Response 1

```
{
  "code": "success",
  "snapshotId": "10",
  "details": "",
  "jobStatus": "pending"
}
```

Sample Response 2



```
{
  "code": "failure",
  "snapshotId": "",
  "details": "StartDate Validation Failed: Please try a startDate before date: 2019-03-01/endDate validation failed :
  Reports are available for endDate till date: 2019-03-01 /",
  "jobStatus": ""
}
```

Sample Response 3

```
{
  "code": "success",
  "snapshotId": "11",
  "details": "",
  "jobStatus": "pending"
}
```

Sample Response 4

```
{
  "code": "success",
  "snapshotId": "15",
  "details": "",
  "jobStatus": "pending"
}
```

Sample Response 5

```
{
  "code": "success",
  "snapshotId": "16",
  "details": "",
  "jobStatus": "pending"
}
```

Sample Response 6

```
{
  "code": "success",
  "snapshotId": "17",
  "details": "",
  "jobStatus": "pending"
}
```



Sample Response 7

```
{
  "code": "success",
  "snapshotId": "18",
  "details": "",
  "jobStatus": "pending"
}
```

Sample Response 8

```
{
  "code": "success",
  "snapshotId": "19",
  "details": "",
  "jobStatus": "pending"
}
```

Sample Response 9

```
{
  "code": "success",
  "snapshotId": "20",
  "details": "",
  "jobStatus": "pending"
}
```

Sample Response 10

```
{
  "code": "success",
  "snapshotId": "21",
  "details": "",
  "jobStatus": "pending"
}
```

Retrieve Snapshot Reports

Description: You can retrieve report snapshots by providing snapshot id and advertiser id for an advertiser.



Note:

- The output is generated in a “zip/gzip” file depending upon format chosen.
- The file type in zip file will be CSV for Snapshot Reports.
- Reports for Sponsored Brand campaigns: Report snapshots provide Sponsored Brand campaign metrics like they do for non- Sponsored Brand campaigns, however, following are some rules that specifically govern metrics for Sponsored Brand campaigns:
 - Clicks and Impressions are attributed as per clicks and display for each item displayed in Sponsored Brand placement
 - Clicks and Impressions for logo are tracked under Item report; the revenue metrics for logo are based on related and brand sales
 - In the Item report snapshot (for Sponsored Brand campaigns), you will see “Logo” as a reported item name with item Id as ‘1001’.
 - Sponsored Brand campaigns are not included in Item-Keyword Report

Sample Request

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-
proxy/service/WAP/API/v1/api/v1/snapshot?advertiserId=600001&snapshotId=' \
--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
snapshotId	Id of the snapshot to be retrieved	string
jobStatus	It is an indicator to confirm status of snapshot generation. The possible values of jobStatus are: pending, processing, done, failed, expired	string



Element	Description	Type
details	URL of the snapshot file once jobStatus reaches to state "done"	string
code	The response code can have following values: success, failure	string

Note:

- TTL (Time to Live) for files generated is one day

If you want to retrieve keyword report based on the response for Create Report Request (Sample Response 1)

Sample Response 1

```
[
  {
    "code": "success",
    "snapshotId": "10",
    "details": "https://advertising.walmart.com/mx/file/10",
    "jobStatus": "done"
  }
]
```

The snapshot file is in CSV format that includes response for each report type. You can request multiple report types in one request; however, the response would be captured in one zip/gzip file as explained in the "Types of Format" section.. It will have single CSV file returning response for all report types.

Example of the content of snapshot with id "10". The file format is "CSV":

```
"date",
"campaignId",
"adGroupId",
"keywordId",
"biddedKeywords",
"matchType",
"searchedKeyword",
"adSpend",
"numAdsShown",
"numAdsClicks",
"clickRevenue3days",
"unitsSold3days",
"viewRevenue3days",
"brandClickRevenue3days",
"brandViewRevenue3days",
"relatedClickRevenue3days",
"offlineClickRevenue3days",
```



```
"offlineViewRevenue3days",
"revenue3days",
"2019-02-28",600001,600001, ,"bkey1","exact","key1",6,100,10,2,7,23,25,3,0,15,16,18,0,4,8,0,0,0
"2019-02-28",600001,600001, ,"bkey2","phrase","key2",6,100,10,2,7,23,25,3,0,15,16,18,0,4,8,16,0,16
"2019-02-28",600001,600003, ,"bkey5","exact","key5",6,100,10,2,7,23,25,3,0,15,16,18,0,4,8,60,0,60.6
"2019-02-28",600001,600003, ,"bkey6","phrase","key6",6,100,10,2,7,23,25,3,0,15,16,18,0,4,8,16,0,16
```

Note:

- maximum character length of 60 characters is returned for searchedKeyword
- searchedKeyword field will provide:
 - search query entered by the site visitor, in an event when an ad is delivered on Search Carousel or Search In-grid placements
 - Item ID (anchor item) specific to the Item Page on which the ad is delivered, in an event when an ad is delivered on the item page placements

If you want to retrieve adGroup report based on the response for Create Report Request (Sample Response 2)

Sample Response 2

```
[
{
  "code": "success",
  "snapshotId": "11",
  "details": "https://advertising.walmart.com/mx/file/11",
  "jobStatus": "done"
}
]
```

Example of the content of snapshot with id "11". The file format is "CSV":

```
"campaignId",
"adGroupId",
"adGroup",
"adSpend",
"numAdsShown",
"numAdsClicks",
"clickRevenue3days",
"unitsSold3days",
"viewRevenue3days",
"brandClickRevenue3days",
"brandViewRevenue3days",
"relatedClickRevenue3days",
"revenue3days",
"offlineClickRevenue3days",
"offlineViewRevenue3days"
600001,600001, "Ad Group 1p", 12, 200, 20, 4, 46, 6, 30, 36, 8, 76, 76.6, 10
```



600001,600003," Another Ad Group 1p", 12, 200, 20, 4, 46, 6, 30, 36, 8, 76, 76.6, 10

If you want to retrieve itemKeyword report based on the response for Create Report Request (Sample Response 3)

Sample Response 3

```
[
  {
    "code": "success",
    "snapshotId": "15",
    "details": "https://advertising.walmart.com/mx/file/15",
    "jobStatus": "done"
  }
]
```

Example of the content of snapshot with id "15". The file format is "zip CSV":

```
"ds",
"campaignId",
"adGroupId",
"itemId",
"keywordId",
"biddedKeywords",
"searchedKeyword",
" matchType",
" adSpend",
"numAdsShown",
"numAdsClicks",
"clickRevenue3days",
"clickRevenue30days",
"unitsSold3days",
"unitsSold30days",
"viewRevenue3days",
"viewRevenue30days",
"brandClickRevenue3days",
"brandClickRevenue30days",
"brandViewRevenue3days",
"brandViewRevenue30days",
"relatedClickRevenue3days",
"relatedClickRevenue30days",
2019-02-10,600001,600001, 1000001,600001, bid_kw1, key1, exact,
10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,
33.0,25.0
2019-02-10,600001,600001, 1000001,600001, bid_kw1, key2, exact,
10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,
33.0,25.0
2019-02-10,600001,600001, 1000002,600001, bid_kw2, key3, exact,
10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,
33.0,25.0
```



```

2019-02-10,600001,600001, 1000003,600001, key4, exact,
10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,
33.0,25.0
2019-02-11,600001,600001, 1000001,600001, bid_kw1, key1,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0
2019-02-11,600001,600001, 1000001,600001, bid_kw1, key2, exact,
10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,
33.0,25.0
2019-02-11,600001,600001,1000002 ,600001, bid_kw2, key3,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0
2019-02-11,600001,600001,1000003,600001, key4,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0
2019-02-12,600001,600001,1000001, 600001, bid_kw1, key1,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0
2019-02-12,600001,600001,1000001, 600001, bid_kw1, key2,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0
2019-02-12,600001,600001,1000002, 600001, bid_kw2, key3,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0
2019-02-12,600001,600001,1000003,600001, key4,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0
2019-02-13,600001,600001,1000001, 600001, bid_kw1, key1,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0
2019-02-13,600001,600001,1000001, 600001, bid_kw1, key2,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0
2019-02-13,600001,600001,1000002, 600001, bid_kw2, key3,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0
2019-02-13,600001,600001,1000003,600001, key4,
exact,10.0,12.0,13.0,34.0,21.0,15.0,37.0,31.0,23.0,66.0,51.0,17.0,55.0,33.0,25.0

```

Note:

- Maximum character length of 60 characters is returned for searchedKeyword
- searchedKeyword field will provide:
 - search query entered by the site visitor, in an event when an ad is delivered on Search Carousel or Search In-grid placements
 - Item ID (anchor item) specific to the Item Page on which the ad is delivered, in an event when an ad is delivered on the item page placements

If you want to retrieve item health report created under Create Report Request (Sample Response 4)

Sample Response 4

```
[
{
```



```
"code": "success",
"snapshotId": "16",
"details": "https://advertising.walmart.com/mx/file/16",
"jobStatus": "done"
}
]
```

Example of the content of snapshot with id “16”. The file format is “CSV”:

```
“asOf”
“itemId”,
“itemType”,
“publishStatus”,
“campaignIds”,
“adGroupIds”,
“pageViews”,
“pageViewLastWeek”,
“buyBoxPct”,
“buyBoxPctLastWeek”,
“availabilityPct”,
“availabilityPctLastWeek”,
“listingQualityScore”,
“contentScore”,
“ratingScore”,
“offerScoreCampaign”,
“2019-02-28”, “12345577”, “Base”, “Published”, “[600001, 600002]”, “[600001, 600002]”, 0, 156432, 0,89.68, 0,
88.37,71.41, 95.46, 92.23, 44.97
“2019-02-28”, “510982984”, “Base”, “Published”, “[600001, 600002]”, “[600001, 600002]”, 16734, 56342, 58.64, 71.4,
93.88, 85.48, 66.87, 91.24, 80.67, 44.97
“2019-02-28”, “98234546”, “Base”, “Published”, “[600001, 600002]”, “[600001, 600002]”, 116734, 156342, 94.07, 89.68,
90.56, 88.37, 61.70, 74.59, 78.20, 43.88
```

If you want to retrieve item health V2 report for 14-day attribution window created under Create Report Request (Sample Response 5)

Sample Response 5

```
[
{
"code": "success",
"snapshotId": "17",
"details": "https://advertising.walmart.com/mx/file/17",
"jobStatus": "done"
}
]
```

Example of the content of snapshot with id “17”. The file format is “CSV”:

```
“asOf”
“itemId”,
“primaryVariantId”,
```



```
"publishStatus",
"campaignIds",
"adGroupIds",
"pageViews",
"pageViewLastWeek",
"buyBoxPct",
"buyBoxPctLastWeek",
"availabilityPct",
"availabilityPctLastWeek",
"listingQualityScore",
"contentScore",
"ratingScore",
"offerScoreCampaign",
"2019-02-28", "12345577", "12345577", "Published", "[600001, 600002]", "[600001, 600002]", 0, 156432, 0,89.68, 0,
88.37,71.41, 95.46, 92.23, 44.97
"2019-02-28", "510982984", "12345577", "Published", "[600001, 600002]", "[600001, 600002]", 16734, 56342, 58.64,
71.4, 93.88, 85.48, 66.87, 91.24, 80.67, 44.97
"2019-02-28", "98234546", "12345577", "Published", "[600001, 600002]", "[600001, 600002]", 116734, 156342, 94.07,
89.68, 90.56, 88.37, 61.70, 74.59, 78.20, 43.88
```

If you want to retrieve keyword report for 14-day attribution window created under Create Report Request (Sample Response 10)

Sample Response 10

```
[
{
"code": "success",
"snapshotId": "21",
"details": "https://advertising.walmart.com/mx/file/21",
"jobStatus": "done"
}
]
```

Example of the content of snapshot with id “18”. The file format is “CSV”:

Note: All the view metrics (brandViewRevenue, offlineViewRevenue, viewRevenue) are no longer supported after 3-1-2021 and their values will be 0 with effect from this date.

```
"campaignId",
"adGroupId",
"keywordId",
"biddedKeywords",
"matchType",
"searchedKeyword",
"adSpend",
"numAdsShown",
"numAdsClicks",
"brandClickRevenue14days",
"brandViewRevenue14days",
```



```
"offlineClickRevenue14days",
"relatedClickRevenue14days",
"clickRevenue14days",
"offlineViewRevenue14days",
"unitsSold14days",
"viewRevenue14days"
600001, 600001, , "Health/Fsa And Hsa Shop", "category", "key1", 6, 100, 10, 31, 32, 0, 29, 27, 0, 38, 33
600001, 600001, , " Health/Fsa And Hsa Shop2 ", " category ", "key2", 6, 100, 10, 31, 32, 0, 29, 27, 16, 38, 33
600001, 600003, , " Health/Fsa And Hsa Shop5", " category ", "key5", 6, 100, 10, 31, 32, 0, 29, 27, 60.6, 38, 33
600001, 600003, , " Health/Fsa And Hsa Shop6", " category ", "key6", 6, 100, 10, 31, 32, 0, 29, 27, 16, 38, 33
```

Note:

- Maximum character length of 60 characters is returned for searchedKeyword
- searchedKeyword field will provide:
 - search query entered by the site visitor, in an event when an ad is delivered on Search Carousel or Search In-grid placements
 - Item ID (anchor item) specific to the Item Page on which the ad is delivered, in an event when an ad is delivered on the item page placements

Definition of Various Parameters Generated Across the Snapshot Reports

Note: All the view metrics (brandViewRevenue, offlineViewRevenue, viewRevenue) are no longer supported after 3-1-2021 and their values will be 0 with effect from this date.

Element	Description	Type
adGroup	Name of the ad group	string
adGroupId	Id of the ad group	integer
adSpend	The amount of budget spent in Mexican Pesos**Note**: adSpend can be retrieved by the formula: CPC*clicks CPC 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	double



Element	Description	Type
biddedKeywords	Actual keyword that was used in bidding**Note:** biddedKeywords column will provide bidded category path for rows reporting on category bids. i.e. when matchType is category	string
brand	Different brands of items in your campaign	string
brandClickRevenue3days	Attributed sales based off the direct click of the same brand as the advertised item in Mexican Pesos, over 3 day click. This can be further divided into two parameters to determine the separate sales revenue generated from P&D (Pickup and Delivery) or Walmart.com as brandClickShippingRevenue3days, brandClickPickupnDeliveryRevenue3days	double
brandClickRevenue30days	Attributed sales based off the direct click of the same brand as the advertised item in Mexican Pesos, over 30 day click. This can be further divided into two parameters to determine the separate sales revenue generated from P&D (Pickup and Delivery) or Walmart.com as brandClickShippingRevenue30days, brandClickPickupnDeliveryRevenue30day	double
brandClickRevenue14days	Attributed sales based off the direct click of the same brand as the advertised item in Mexican Pesos, over 14 day click. This can be further divided into two parameters to determine the separate sales revenue generated from P&D (Pickup and Delivery) or Walmart.com as brandClickShippingRevenue14days, brandClickPickupnDeliveryRevenue14days	double
brandViewRevenue3days	Attributed sales based off the view of the same brand as the advertised item in Mexican Pesos, over 3 day click	double
brandViewRevenue30days	Attributed sales based off the view of the same brand as the advertised item in Mexican Pesos, over 30 day click	double
brandViewRevenue14days	Attributed sales based off the view of the same brand as the advertised item in Mexican Pesos, over 14 day click	double



Element	Description	Type
campaignId	Id of the campaign	integer
category	Categories of the items in your campaign	string
clickRevenue3days	Attributed sales revenue based off the direct click of the advertised item in Mexican pesos, over 3 day click. This can be further divided in two parameters to determine the separate sales revenue generated from P&D (Pickup and Delivery) or Walmart.com as clickShippingRevenue3days, clickPickupnDeliveryRevenue3days	double
clickRevenue30days	Attributed sales revenue based off the direct click of the advertised item in Mexican Pesos, over 30 day click. This can be further divided in two parameters to determine the separate sales revenue generated from P&D (Pickup and Delivery) or Walmart.com as clickShippingRevenue30days , clickPickupnDeliveryRevenue30days	double
clickRevenue14days	Attributed sales revenue based off the direct click of the advertised item in Mexican Pesos, over 14 day click. This can be further divided in two parameters to determine the separate sales revenue generated from P&D (Pickup and Delivery) or Walmart.com as clickShippingRevenue14days, clickPickupnDeliveryRevenue14days	double
ds	Specific day and time for which the report is pulled. This is available only for item keyword report currently.	date-time
itemId	Id of the item	string
image	name of the item	string
keywordId	Id of the keyword**Note:** 1) keywordId holds good only for keywords added in manual campaigns. It will be returned empty for a keyword in auto campaign.2) For Sponsored Brand campaigns only: In snapshot report, keywordId will be empty for	integer



Element	Description	Type
	a row, showing category performance data i.e. the keywordId will be empty when the matchType is category.	
matchType	Match type is a set of options to decide matching criteria for keywordsMatch type values can be: exact, phrase, broad, category(<i>*category for rows, reporting on category bids in keyword snapshot report</i>)	string
name	Name of the item	string
numAdsClicks	Number of ads clicks	integer
numAdsShown	Number of ads shown	integer
offlineClickRevenue3days	Attributed offline sales revenue based off direct click of the advertised item, over 3 day click. It will have a value only for 1Ps and '0' for 3Ps	double
offlineClickRevenue30days	Attributed offline sales revenue based off direct click of the advertised item, over 30 day click. It will have a value only for 1Ps and '0' for 3Ps	double
offlineClickRevenue14days	Attributed offline sales revenue based off direct click of the advertised item, over 14 day click. It will have a value only for 1Ps and '0' for 3Ps	double
offlineViewRevenue3days	Attributed offline sales revenue based off the view of the advertised item, over 3 day click. It will have a value only for 1Ps and '0' for 3Ps	double
offlineViewRevenue30days	Attributed offline sales revenue based off the view of the advertised item, over 30 day click. It will have a value only for 1Ps and '0' for 3Ps	double
offlineViewRevenue14days	Attributed offline sales revenue based off the view of the advertised item, over 14 day click. It will have a value only for 1Ps and '0' for 3Ps	double



Element	Description	Type
pageType	Different page types for page specific reports. Possible page type values are are: browse, item, search, category, homepage, other (<i>any other pages not falling into the categories above</i>)	string
platform	The platform where the campaign is running. The values are: mobile, desktop, app, others	string
revenue3days	Total Revenue based on 3 day click and 1 day view attribution in Mexican Pesos	double
revenue30days	Total Revenue based on 30 day click and 1 day view attribution in Mexican Pesos	double
relatedClickRevenue3days	Attributed sales revenue based off the direct click of the same brand and category as the advertised item in Mexican Pesos, over 3 day click. This can be further divided in two parameters to determine the separate sales revenue generated from P&D (Pickup and Delivery) or Walmart.com as relatedClickShippingRevenue3days, relatedClickPickupnDeliveryRevenue3days	double
relatedClickRevenue30days	Attributed sales revenue based off the direct click of the same brand and category as the advertised item in Mexican Pesos, over 30 day click. This can be further divided in two parameters to determine the separate sales revenue generated from P&D (Pickup and Delivery) or Walmart.com as clickShippingRevenue30days, clickPickupnDeliveryRevenue30days	double
relatedClickRevenue14days	Attributed sales revenue based off the direct click of the same brand and category as the advertised item in Mexican Pesos, over 14 day click. This can be further divided in two parameters to determine the separate sales revenue generated from P&D (Pickup and Delivery) or Walmart.com as clickShippingRevenue14days, clickPickupnDeliveryRevenue14days	double



Element	Description	Type
searchedKeyword	searchedKeyword field will provide: 1) search query entered by the site visitor, in an event when an ad is delivered on Search Carousel or Search In-grid placements2) Item ID (anchor item) specific to the Item Page on which the ad is delivered, in an event when an ad is delivered on the item page placements**Note:** maximum character length of 60 characters is returned for searchedKeyword	string
unitsSold3days	How many of your items were sold based on a direct click, for a 3 days window	double
unitsSold30days	How many of your items were sold based on a direct click, for 30 days window	double
unitsSold14days	How many of your items were sold based on a direct click, for 14 days window	double
viewRevenue3days	Attributed sales revenue based off the view of the advertised item in Mexican Pesos, over 3 day click.	double
viewRevenue30days	Attributed sales revenue based off the view of the advertised item in Mexican Pesos, over 30 day click.	double
viewRevenue14days	Attributed sales revenue based off the view of the advertised item in Mexican Pesos, over 14 day click.	double
placement	The location or placement to serve ads for keyword campaigns. Possible values are: Search In-grid, Browse Page, Carousel, Buybox, Others	string

Definition of Various Parameters Generated Across the Item Health Reports



Definition of Various Parameters Generated Across the itemHealthV2 Report

Element	Description	Type
asOf	The date for which the Item Health report is available. Note: It will only be available for the most recent date for which it has been processed for. Usually it is expected to be from day prior to yesterday, unless there is any delay. The format is yyyy-MM-dd.	date
itemId	Id of the relevant item	integer
primaryVariantId	Id of the primary variant for the given item	string
publishStatus	Status of the SKU. It has following values: Published, Unpublished	string
campaignIds	Ids of all campaigns which include the relevant item**Note:** the campaignIds included will only be for campaigns that are live for the date the report was generated	integer
adGroupIds	Ids of all ad groups which include the relevant item	integer
pageViews	Number of page visits the concerned item received	integer
pageViewLastWeek	Number of page visits the concerned item received in the last seven days	integer
buyBoxPct	The percentage of number of times the seller/supplier is winning the buybox for all item page visits, for a given item on the day when the report is generated	double
buyBoxPctLastWeek	The percentage of number of times the seller/supplier is winning the buybox for all item page visits, for a given item. It is calculated for a window including the day for which the report was generated and 6 days preceding it.	double
availabilityPct	The percentage of times an item was in stock on the day for which the report is generated.	double



Element	Description	Type
availabilityPctLastWeek	The percentage of times an item was in stock for a window including the day for which the report was generated and 6 days preceding it.	double
listingQualityScore	Listing Quality (i.e., OLQ) is a score between 0-100 that gives insights into how an item is performing based on factors that affect consumers and their purchase decisions Note: <i>The value of this parameter will be populated only for 3P sellers. It will show as null for their 1P counterparts</i>	double
contentScore	Content and Discoverability score is a metric based on factors like category, description, product title, key features, attributes, images, rich media, and gives insights content quality on item page Note: <i>The value of this parameter will be populated only for 3P sellers. It will show as null for their 1P counterparts</i>	double
ratingScore	Rating score is a metric based on customer feedback and ratings on Walmart.com and gives insights into item quality and whether the purchased item has met the needs of the customer. Note: <i>The value of this parameter will be populated only for 3P sellers. It will show as null for their 1P counterparts</i>	double
offerScore	Offer score is a metric based on factors like item price, shipping speed, in-stock rate/inventory, shipping price, and gives insights whether the item listing is competitive when compared with other retail platforms. Note: <i>The value of this parameter will be populated only for 3P sellers. It will show as null for their 1P counterparts</i>	double

Definition of Various Parameters Generated Across the itemHealth Report

Element	Description	Type
asOf	The date for which the Item Health report is available. Note: It will only be available for the most recent date for which it has been processed for. Usually it is expected to be from day prior to yesterday, unless there is any delay. The format is yyyy-MM-dd.	date
itemId	Id of the relevant item	integer



Element	Description	Type
itemType	Identifies the type for a given item. With variant bidding launch, all the items will have itemType as `Variant`.	string
publishStatus	Status of the SKU. It has following values: Published, Unpublished	string
campaignIds	Ids of all campaigns which include the relevant item** <i>Note:</i> ** the campaignIds included will only be for campaigns that are live for the date the report was generated	integer
adGroupIds	Ids of all ad groups which include the relevant item	integer
pageViews	Number of page visits the concerned item received	integer
pageViewLastWeek	Number of page visits the concerned item received in the last seven days	integer
buyBoxPct	The percentage of number of times the seller/supplier is winning the buybox for all item page visits, for a given item on the day when the report is generated	double
buyBoxPctLastWeek	The percentage of number of times the seller/supplier is winning the buybox for all item page visits, for a given item. It is calculated for a window including the day for which the report was generated and 6 days preceding it.	double
availabilityPct	The percentage of times an item was in stock on the day for which the report is generated.	double
availabilityPctLastWeek	The percentage of times an item was in stock for a window including the day for which the report was generated and 6 days preceding it.	double
listingQualityScore	Listing Quality (i.e., OLQ) is a score between 0-100 that gives insights into how an item is performing based on factors that affect consumers and their purchase decisions Note: <i>The value of this parameter will be populated only for 3P sellers. It will show as null for their 1P counterparts</i>	double



Element	Description	Type
contentScore	Content and Discoverability score is a metric based on factors like category, description, product title, key features, attributes, images, rich media, and gives insights content quality on item page Note: <i>The value of this parameter will be populated only for 3P sellers. It will show as null for their 1P counterparts</i>	double
ratingScore	Rating score is a metric based on customer feedback and ratings on Walmart.com and gives insights into item quality and whether the purchased item has met the needs of the customer. Note: <i>The value of this parameter will be populated only for 3P sellers. It will show as null for their 1P counterparts</i>	double
offerScore	Offer score is a metric based on factors like item price, shipping speed, in-stock rate/inventory, shipping price, and gives insights whether the item listing is competitive when compared with other retail platforms. Note: <i>The value of this parameter will be populated only for 3P sellers. It will show as null for their 1P counterparts</i>	double

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.