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Overview

You can use this API:

For Manual (Keyword) campaigns:
You have an option to allow users to show/not show ads on following placements:

- Search Carousel: on the search page

- Browse Page: Ingrid and carousel placements on Browse Page

- Item Buybox: on the item detail page

- Item Carousel: on the item detail page

by using Exclude/Include status options for Manual Campaigns

Note:

- By default, these placements will be excluded for all new and existing manual campaigns

- Users will not be able to manage/get Search in-grid placement status through this API

Placement API limitations

A maximum of 10 campaigns can be updated in a single PUT request

List Editable Campaign Placement

Description

Retrieve the eligible placements (on relevant pages) and their status, using this method

URL: GET/api/v1/placements

Request Parameters

Parameter	Description	type	Required	Possible Values
campaignId	The ID of the campaign	integer	Y	A valid campaign ID
advertiserId	The ID of the advertiser	integer	Y	Advertiser ID for which the placement option is to be included/excluded

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	Y	Please use the generated ConsumerId shared with you at the time of partner onboarding. Refer to the Getting Started Guide for further

Header Name	Description	Required	Values
	through the API.		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. • WMT_MX : For

Header Name	Description	Required	Values
			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/placements?advertiserId=600001&campaignId=600001' \
--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' \
```

Response

Element	Description	Type
placement	• For manual (keyword) campaigns, the value of this parameter is:> Search Carousel for search page > Browse Page for Ingrid and carousel on Browse Page > Item Buybox for item detail page> Item	string

Element	Description	Type
	Carousel for item detail page **Note**: *By default, these placements will be excluded for all new and existing campaigns. Users can enable (include) these by using PUT operationFor campaigns, that have not been updated via PUT requests for placement inclusion/exclusion, GETresponse will display an empty array.*	
status	Indicator of whether the desired placement is included or excluded for the campaign.	string

Sample Response

```
[
  {
    "placement": "Item Buybox",
    "status": "excluded"
  }
]
```

Update Editable Campaign Placements

Description

Update (Include/ Exclude) an existing campaign placement using PUT operation

URL: PUT/api/v1/placements

Request Parameters

Parameter	Description	Type	Required	Possible Values
campaignId	The ID of the campaign.	integer	Y	A valid campaign ID

Paramet er	Description	Type	Requir ed	Possible Values
placeme nts	This is an array holding following elements:place ment: Name of the placement. Data type is string.status: Options to enable or disable the desired placement for the campaign. Data type is string.	array	Y	Placement: For Manual(keyword) campaign:Search Carousel, Browse Page, Item Buybox,Item CarouselStatus:excluded,in cluded

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	Y	Please use the generated ConsumerId shared with you at the time of

Header Name	Description	Required	Values
	the API. It is same for all advertisers you access through the API.		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

Header Name	Description	Required	Values
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 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/placements' \
--header 'Authorization: Bearer <auth_token >' \
--header 'wap-tenant-id: WMT_MX' \
--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",
     "placements":
         {
          "placement"  :"Search Carousel",
          "status"     :"excluded"
         }
    }]'
```

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
campaignId	ID of the campaign	integer

Sample Response

```
[
 {
  "code": "success",
  "details": "",
  "campaignId": 600001
 }
{
  "code": "failure",
  "details": "Campaign not found",
  "campaignId": 9999
 }
]
```

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.