



Campaign Reports

[Advertiser Reports](#)

[On-demand Reports](#)

[Custom Reports](#)





ADVERTISER REPORTS

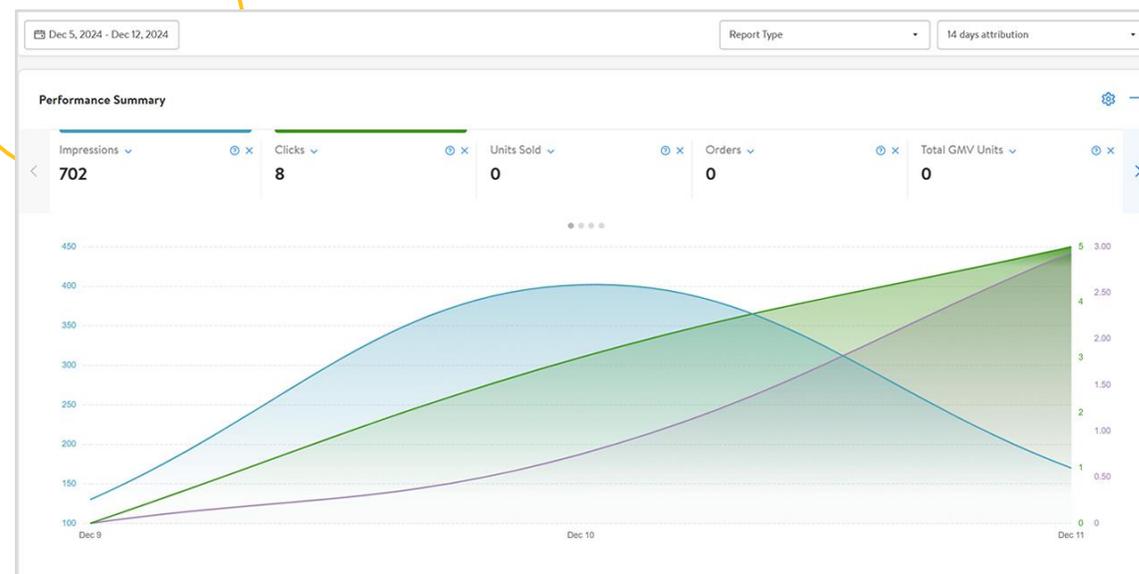
This article explains the various reports and metrics available in the Advertiser Reports section in the platform.

What are Advertiser Reports

Advertiser Reports provide you with a comprehensive view of your account's total performance. You can analyze performance through various dimensions so that you can segment your performance data by day, page type, platform and campaign. This enables you to identify growth opportunities and create more effective campaign optimization strategies.

There are four types of Advertiser Reports: Daily Performance, Campaign Performance, Page Type Performance, Platform Performance.

Note: Advertiser Reports have a reporting lag time of about 24 hours.



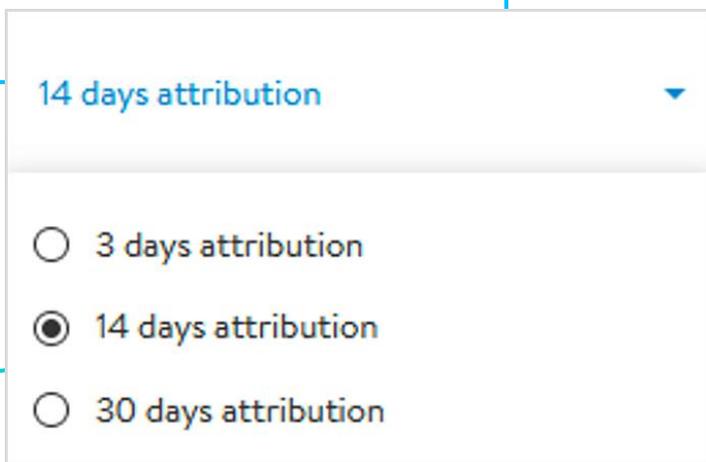


ADVERTISER REPORTS

Attribution Window

By default, the attribution window is set to 14 days post-click. Your campaign's performance is based on this default.

We also provide 3-day and 30-day attribution windows, which can be selected in the Attribution dropdown, and show your campaign's performance based on 3- or 30-day click.

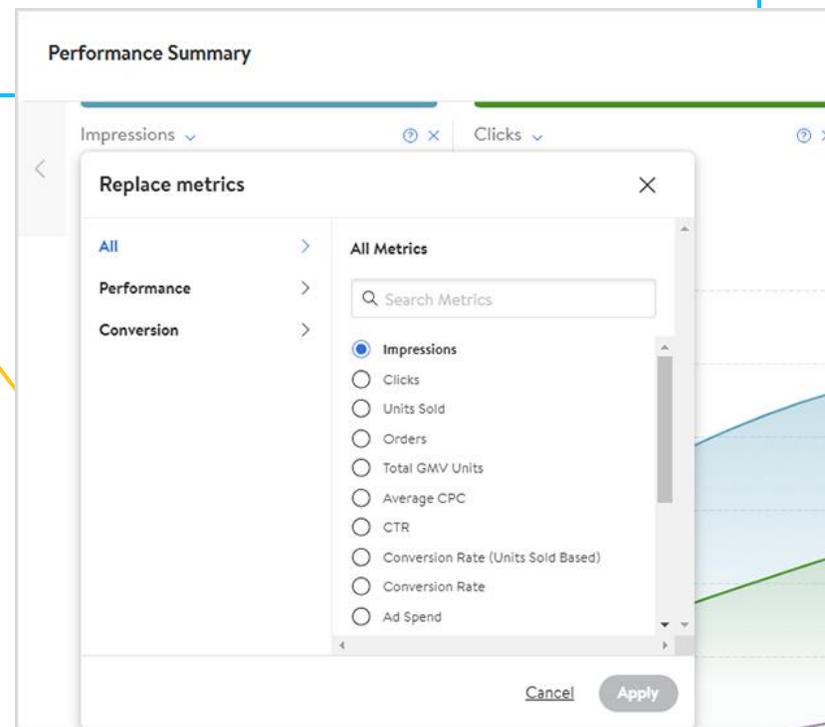


14 days attribution

- 3 days attribution
- 14 days attribution
- 30 days attribution

Fields

From the Fields dropdown, you can select and deselect metrics that are relevant to you and your campaign goals.



Performance Summary

Impressions | Clicks

Replace metrics

All Metrics

- Impressions
- Clicks
- Units Sold
- Orders
- Total GMV Units
- Average CPC
- CTR
- Conversion Rate (Units Sold Based)
- Conversion Rate
- Ad Spend

Cancel Apply



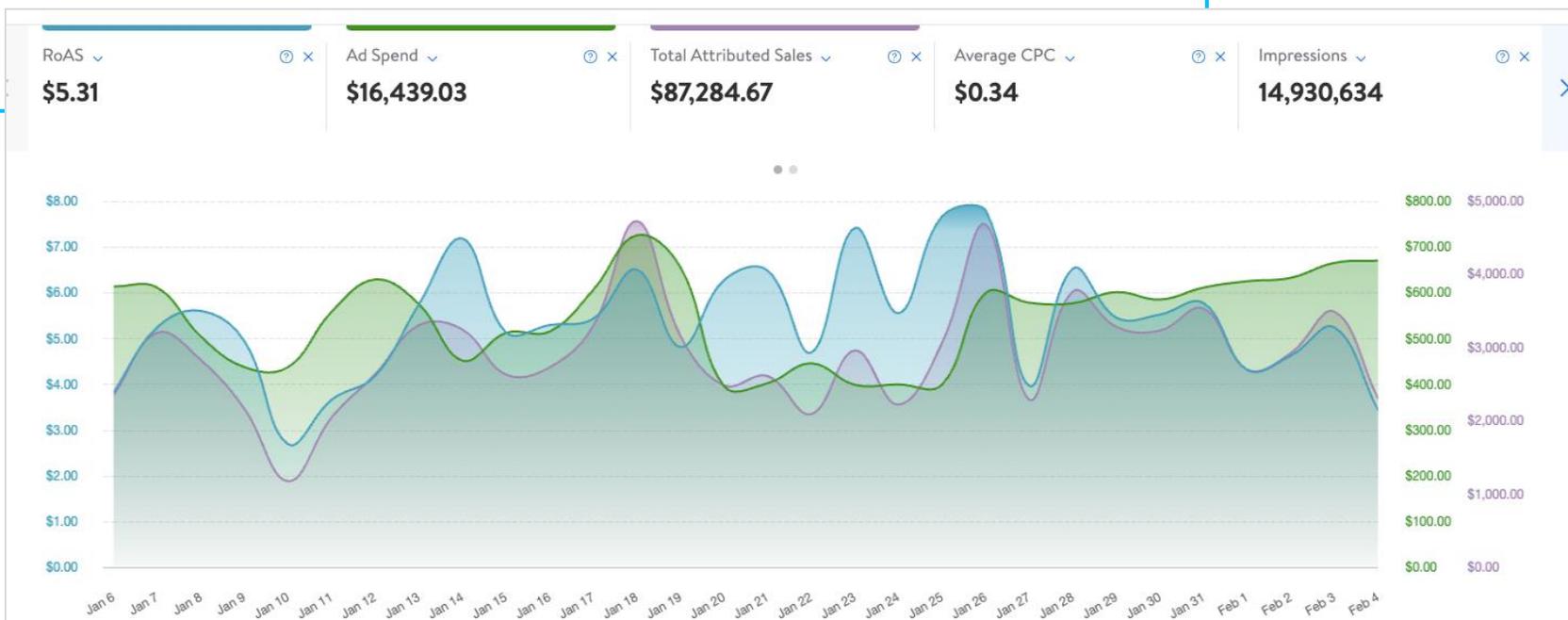
ADVERTISER REPORTS

Report Types

We offer several different performance reports. You can change the report type by clicking on **Report Type** and selecting a new report from the drop-down menu. The performance reports available are: [Daily Performance](#), [Campaign Performance](#), [Page Type Performance](#), [Platform Performance](#).

Daily Performance

Default report which provides the performance of your campaign on a daily basis.





ADVERTISER REPORTS

Campaign Performance

Campaign performance includes **seven new-to-brand metrics** (specific to Sponsored Search campaigns):

- 1. New-to-brand Orders** – are the number of first-time orders for products within the brand over a one-year look back window.
- 2. Percentage of New-to-brand Orders**– is the percentage of total orders that are new-to-brand.
- 3. New-to-brand Units** –is the number of units purchased from new-to-brand orders.
- 4. Percentage of New-to-brand Units**– is the percentage of total units which are new-to-brand.
- 5. New-to-brand sales**– is the total sales of new-to-brand orders.
- 6. Percentage of sales new-to-brand** is the percentage of total sales that are new-to-brand.

Table Report

Date	New-to-Brand Orders - 3 Days	% of New-to-Brand Orders - 3 Days	New-to-Brand Sales - 3 Days	% of New-to-Brand Sales - 3 Days	New-to-brand Units (#) - 3 Days	% of Units New-to-brand - 3 Days
Total	183	96.83%	\$ 20.83 K	97.51%	198	97.06%
Jan 29 2025	21	100%	\$ 3.25 K	100%	25	100%
Jan 30 2025	26	100%	\$ 3.13 K	100%	31	100%
Jan 31 2025	29	93.55%	\$ 3.37 K	95.17%	32	94.12%
Feb 1 2025	25	89.29%	\$ 2.49 K	91.96%	25	89.29%
Feb 2 2025	27	100%	\$ 2.93 K	100%	28	100%
Feb 3 2025	31	96.88%	\$ 3.35 K	95.88%	33	97.06%
Feb 4 2025	24	100%	\$ 2.31 K	100%	24	100%

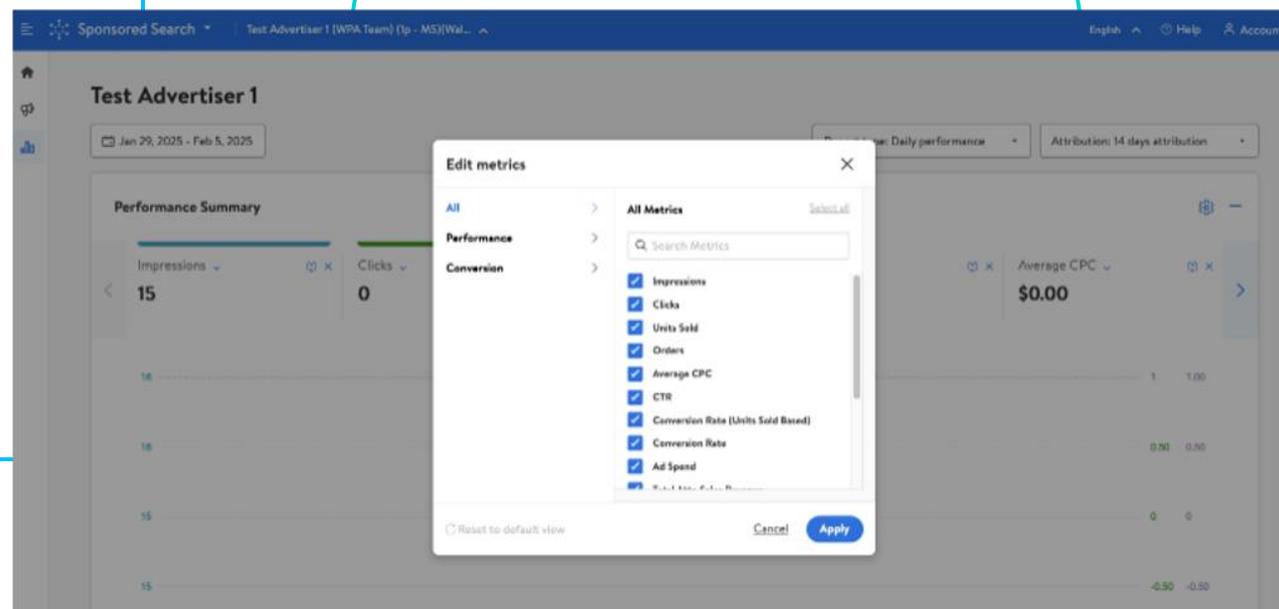


ADVERTISER REPORTS

Campaign Performance

Add or remove metrics using the *Settings button* on the Performance Summary dashboard.

The menu shows all metrics available and currently being viewed. Metrics have been broken out into performance and conversion metrics. Performance metrics are metrics tracked prior to a customer placing an order, and conversion are those tracked after an order is placed.



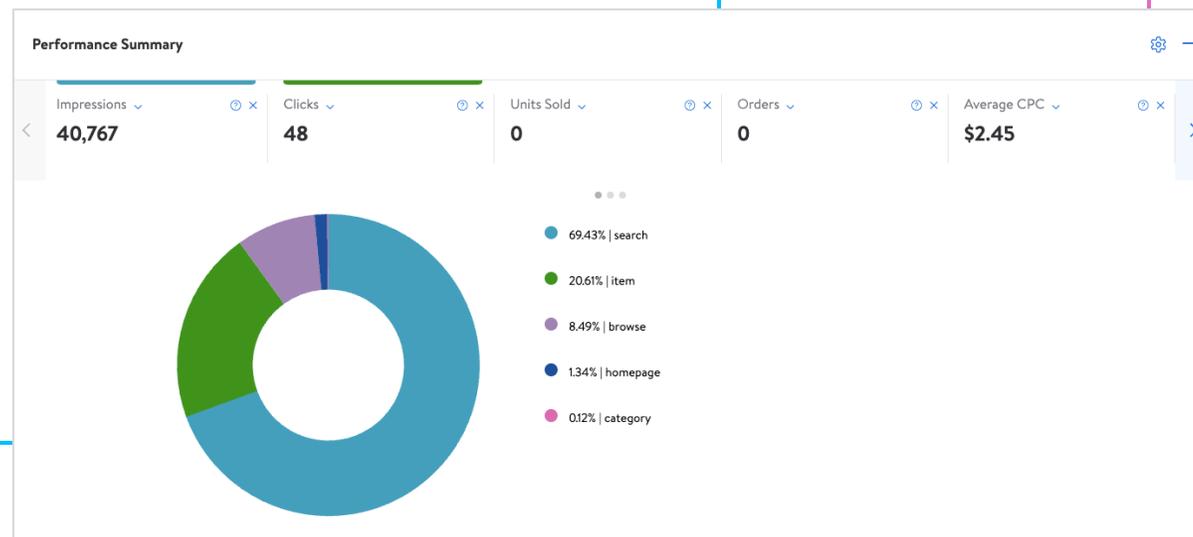


ADVERTISER REPORTS

Page Type Performance

The performance of different page types where your campaign items are displayed.

- **Homepage** – homepage on Walmart.ca
- **Item** – specific item pages, also known as PDP (product detail 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)
- **Browse** – sub-category pages with algorithmic item selection (e.g., selecting the "Monitors" category in the "Electronics & Office" department)
- **Homepage** – homepage on Walmart.ca
- **Others** – any other pages not falling into the categories above, or if our beacon was unable to track which page type the user was visiting.



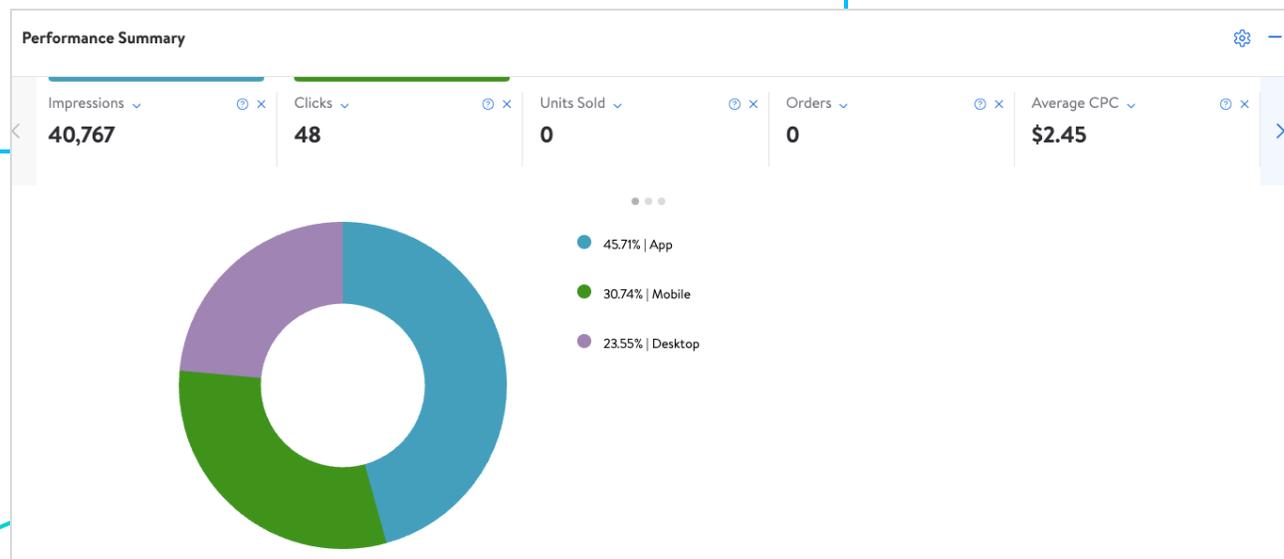


ADVERTISER REPORTS

Platform Performance

The performance of the platform (device) type that the items in your campaign are displaying on.

- **App** – performance from the Walmart iOS and Android apps
- **Desktop** – performance from the Walmart.ca website on desktop and tablets
- **Mobile** – performance from the Walmart.ca website on mobile web
- **Other** – performance from a platform we are unable to detect at the time





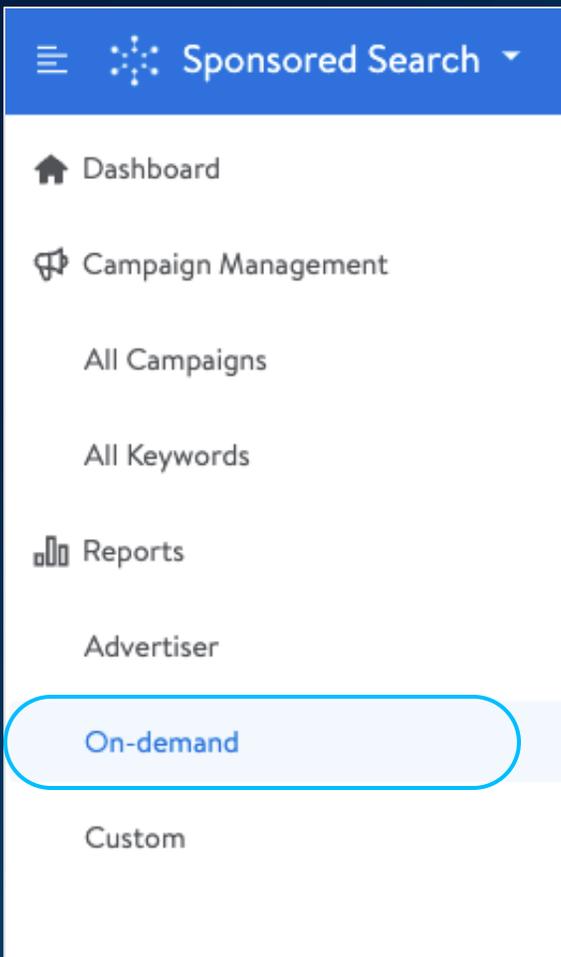
ON-DEMAND REPORTS

This article provides an overview of On-demand reports which provide campaign and ad group level metrics and data. Multiple reports are available for download, and this guide provides details on each of them.

Request an On-Demand Report

1

To request an on-demand report, navigate to the *Reports* heading and select **On-demand**.





ON-DEMAND REPORTS

Request an On-Demand Report

2

- Click **Request Report**
- In the pop-up window, select the report type
- Select an Attribution Window: *3 days, 14 days, or 30 days*
- Select how you want the data to be grouped:
 - **Cumulative** summarizes the data over the selected report period
 - **Daily** provides data by date over the selected report period
- Select the report period
 - For the Keyword, Placement and Item Keyword Performance reports, you can only select a maximum report period of 60 days
 - For the Item Performance report, there is no maximum period
- Click **Request Report**

Note: For the Campaign Snapshot report, there are no additional options required.

3

Your report has now been requested. It may take up to 30 minutes for your report to be generated. You can refresh the On Demand reports screen to view the current status.

Once the report status has changed from Pending to Generated, you will be able to download the report by clicking the  icon.

Note: Reports will expire after 3 days and won't be available for download. If you still need the report, please submit a new report request.



ON-DEMAND REPORTS

Available Report Types

This section provides information on the available report types. Click the links to jump to a specific report type.

- [Keyword performance](#)
- [Placement performance](#)
- [Item keyword performance](#)
- [Item performance](#)
- [Attributed purchases](#)
- [Search term impression share](#)

Request Report

Report Type

- Keyword Performance
- Placement Performance
- Item Keyword Performance
- Item Performance
- Attributed Purchases Report
- Search Term Impression Share Report

Request Period

Request Report



ON-DEMAND REPORTS

Keyword Performance (Manual campaigns only)

This report indicates which keywords your advertised items are being served against. This information can help you optimize keyword bids.

- If the Searched Keyword is alphabetical or alphanumeric, that means your ad was shown on the Search In-grid position of the given keyword.
- If the Searched Keyword is a number, that means your ad was shown on the Buy Box or Item Carousel of the given item ID.

Inside this report there are two new columns for **Bid** and **Average CPC**.

Bid is the maximum you will pay for a click when this target triggers your ad.

Average CPC is the average amount you paid for a click on an ad.

Important: *Keyword and Item Keyword Performance reports only show impression data for keywords with clicks, attribution, or ad spend greater than 0. The new reporting condition speeds up report generation and reduces the size of reports by over half.*



ON-DEMAND REPORTS

Placement Performance

This report provides key performance metrics for your campaigns by the placement the ads are served in. This information can help you to improve current and future Sponsored Products campaigns. Use bid multipliers to optimize placements based on their performance.

- **Search In-grid** - metrics from ads served on the Search In-grid placement
- **Browse In-grid** - metrics from ads served on the Browse In-grid placement
- **Carousel** - metrics from ads served on the Search, Browse, and Item Carousel placements
- **Buy Box** - metrics from ads served on the Buy Box placement
- **Homepage** - metrics from ads served on the Home Page placements
- **Other** - metrics where we couldn't capture which placement the ads served on.

Below is a breakdown of the ad placements each type of campaign has the opportunity to serve on:

Placement	Automatic	Manual
Search In-grid	X	X
Browse In-grid	X	
Search Carousel	X	X*
Browse Carousel	X	
Item Carousel	X	X*
Buy Box	X	X*
Home Page	X	

* If enabled



ON-DEMAND REPORTS

Item Keyword Performance

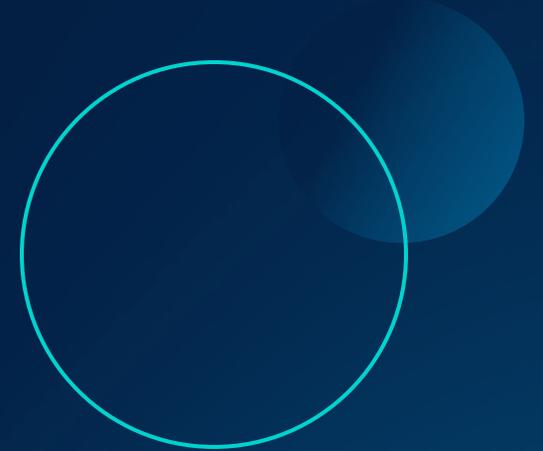
This report indicates which keywords your advertised items are being served against, and how well the advertised items are performing for those keywords. The Item Keyword performance report identifies keywords and provides performance data for ads served in Search In-grid placements. This information can help you improve current and future campaigns.

- **Automatic campaigns:** Use this report to identify keywords that showed your ads in Search In-Grid placements and delivered high performance. You can then add these keywords to Manual campaigns.
- **Manual campaigns:** Use the additional information to optimize campaign performance: bid higher on more-valuable keywords and/or remove underperforming items.

The Item Keyword performance report data does not match the data that appears in the Sponsored Search dashboard under Performance summary. The goal of the item keyword performance report is to provide specific data that provides insight into specific item keyword performance that you won't find in the combined metrics in the Performance summary.

If this report provides different data than shown in the Performance summary, it means that ads were served to customers in other ad slots (such as Carousel and Buy Box), but the report cannot show the keywords searched in those placements.

Important: *Keyword and Item Keyword Performance reports only show impression data for keywords with clicks, attribution, or ad spend greater than 0. The new reporting condition speeds up report generation and reduces the size of reports by over half.*





ON-DEMAND REPORTS

Item Performance

This report provides key performance metrics for the items in all of your campaigns, in addition to their attribution by fulfillment type, Shipping and Curbside pickup and delivery. This information can help you improve current and future Sponsored Products campaigns.

Inside this report there are two new columns for *Bid* and *Average CPC*.

- Bid is the maximum you will pay for a click.
- Average CPC is the average amount you paid for a click on an ad.

Maximum amount you will pay for a click when this target triggers your ad

Campaign Name	Campaign Id	Ad Group Name	Ad Group Id	Item Id	Item Name	Bid	Average CPC	Impressions	Clicks	CTR	Ad Spend
Primetime Chips Variet	377418	Primetime Chips Variety Pack S	770957139	16821022	(24 Cans) Dr. Soda Cola Soda, 12 fl oz	1.2	1	160	160	100	160
Primetime Chips Variet	377418	Primetime Chips Variety Pack S	770957139	479512459	(18 Cans) Dr. Soda Cola Soda Soft Drink, 12	1.2	1	160	160	100	160
Primetime Chips Variet	377418	Primetime Chips Variety Pack S	770957139	976280836	Dr. Soda Real Sugar, 12 oz Cans, 18 Count	1.3	1	160	160	100	160
Primetime Chips Variet	377418	Walmart Testaroo2	771010637	16821022	Dr. Soda Soda, 12 oz Cans, 24 Count	1.3	1	160	160	100	160
Primetime Chips Variet	377418	Walmart Testaroo2	771010637	19275963	Dr. Soda Cola 1 L Bottle	1.3	1	160	160	100	160
Dr. Soda Real Sugar SI	377478	Dr. Soda Real Sugar SP Manu	770957191	595802249	Dr. Soda made with real sugar, 12 ct, 12 oz	N/A	1	640	640	100	640
Dr. Soda Real Sugar SI	377478	Dr. Soda Real Sugar SP Manu	770957191	976280836	Dr. Soda Real Sugar, 12 oz Cans, 18 Count	N/A	1	640	640	100	640
Dr. Soda Real Sugar SI	377479	Dr. Soda Real Sugar SP Auto	770957192	595802249	Dr. Soda made with real sugar, 12 ct, 12 oz	1.75	1	160	160	100	160
Dr. Soda Real Sugar SI	377479	Dr. Soda Real Sugar SP Auto	770957192	976280836	Dr. Soda Real Sugar, 12 oz Cans, 18 Count	1.5	1	160	160	100	160
Dr. Soda Real Sugar SI	394646	Dr. Soda Real Sugar SBA Man	770966799	16821022	Dr. Soda Soda, 12 oz Cans, 24 Count	1.5	1	28800	28800	100	28800
Dr. Soda Real Sugar SI	394646	Dr. Soda Real Sugar SBA Man	770966799	19275963	Dr. Soda Cola 1 L Bottle	1.5	1	28800	28800	100	28800
Dr. Soda Real Sugar SI	394646	Dr. Soda Real Sugar SBA Man	770966799	22225839	Dr. Soda Soda, 16 Fl. Oz.	1.5	1	28800	28800	100	28800
Dr. Soda Real Sugar SI	394646	Dr. Soda Real Sugar SBA Man	770966799	294535402	Dr. Soda Cola Soda Soft Drink, 7.5 Fl. Oz., 1	1.5	1	28800	28800	100	28800
Dr. Soda Real Sugar SI	394646	Dr. Soda Real Sugar SBA Man	770966799	388301349	Dr. Soda Made with Real Sugar, 7.5 Fl Oz M	1.5	1	28800	28800	100	28800
Dr. Soda Real Sugar SI	394646	Dr. Soda Real Sugar SBA Man	770966799	42391065	Dr. Soda Made with Real Sugar Cola Soda,	1.5	1	28800	28800	100	28800
Dr. Soda Real Sugar SI	394646	Dr. Soda Real Sugar SBA Man	770966799	479512459	Dr. Soda Cola Soda Soft Drink, 12 oz Cans,	1.5	1	28800	28800	100	28800
Dr. Soda Real Sugar SI	394646	Dr. Soda Real Sugar SBA Man	770966799	511369382	Dr. Soda with Real Sugar Soda, 7.5 Fl. Oz., 6	1.5	1	28800	28800	100	28800

Average amount you paid for each click on an ad



ON-DEMAND REPORTS

Attributed Purchases

This report offers granular insights into purchased products attributed to your Sponsored Search campaigns, with data grouped by cumulative vs daily. It can be downloaded in CSV format. This tool allows advertisers to identify new ad opportunities and understand which products are engaging new-to-brand customers. The reported items are always within your own account portfolio.

Key Features

The report includes click-based attributed metrics for 3, 14 and 30-day attribution windows.

The data is segmented by campaign and ad group names and IDs, attribution types, advertid item IDs and names, sales figures, orders, units sold and new-to-brand metrics like sales revenue and percentages.

***Note:** The report includes all attributed direct and other items (halo).
It is available only for eligible campaigns with **Total Orders greater than 0** for the requested period.*



ON-DEMAND REPORTS

Search Term Impression Share

The Search Term Impression Share Report provides you with impression share insights at the search term level, you can use these insights to optimize your ad performance. You can see your ad impression share and rank for your Sponsored Products In-grid placement as well as for the top four ad positions.

Note: The data in this report focuses on search terms with at least one impression, prioritizing the most relevant and high-impact terms.

METRIC	DESCRIPTION
Impression	Counted when a Sponsored Products ad appears on a search results page.
Search term impression share	The number of search queries that received an ad impression compared against the total number of queries eligible to receive an ad impression as long as the budget is not a constraint.
Search term impression rank	The rank of an advertiser's total impressions for a given search term compared against other advertisers for the same search term and time period.
Top of Search impression share	The number of search queries that received an ad impression in "Top of Search" compared to the total number of queries eligible to receive an ad impression in "Top of Search," as long as budget is not a constraint.
Top of Search impression rank	The rank of an advertiser's total impressions for a given search term in "Top of Search" compared to other advertisers for the same search term and time period in "Top of Search," as long as budget is not a constraint.

Note: Top of Search is defined as the first four ad placements (top row) of Search In-grid.



ON-DEMAND REPORTS

Search Term Impression Share

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	Week Of	Search Term	Impressio	Search ter	Search ter	Top of Sea	Top of Sea C	ampaignr	ampaignr	Average C	Clicks	CTR	Ad Spend	Orders	Conversio	Total Attril	Advertisec	Other SKU	Units Sold	Advertisec	Other SKU	RoAS
2	6/2/2024	loung chair	140	0.01	60	0.01	43	1431055	KWB_Cam	0	0	0	0	0	0	0	0	0	0	0	0	0
3	6/2/2024	bean bag chair	2	0.01	45	0.01	30	1431055	KWB_Cam	0	0	0	0	0	0	0	0	0	0	0	0	0
4	6/2/2024	table	2	0.2	43	0.23	19	1431055	KWB_Cam	0	0	0	0	0	0	0	0	0	0	0	0	0
5	6/2/2024	toasters	59992	0.05	36	0.05	23	1431055	KWB_Cam	1.536	1559	0.026	2394	285	0.1828	11496.75	5331.03	6165.72	556	195	361	4.8
6	6/2/2024	plastic chair	13	0.58	20	0.3	14	1431055	KWB_Cam	0	0	0	0	0	0	0	0	0	0	0	0	0

Search term impression share and top-of-search impression share includes opportunities for when the advertiser is currently out of budget. It represents the percentage of customer search queries that *could* have received an ad impression, assuming budget is not a constraint. This calculation is a more comprehensive view of the advertiser's potential reach and reflects all potential instances when an ad may have served, regardless of the advertiser's budget.

Note: This report only includes Search In-grid ads for manual and automatic Sponsored Products campaigns.

Request Report ×

Report Type

Search Term Impression Share Report ▾

Attribution Window

14 days ▾

Group By

Day ▾

- Day**
Impression share per day for the last 30 days
- Last 30 days
Total impression share for the last 30 days
- Week
Total impression share per week over a custom period
- Month
Total impression share per month over a custom period



ON-DEMAND REPORTS

Report Breakdowns Available

- **Day** features unique search terms with impression share broken out by day for the last 30 days.
- **Last 30 days** features unique search terms with total impression share for the last 30 days.
- **Week** shows total impression share for unique search terms at a weekly level within a custom date range.
- **Month** shows total impression share for unique search terms at a monthly level within a custom date range.

All breakdowns have a maximum limit of 330,000 rows, so for weekly and monthly breakdowns, those rows are divided by the number of weeks or months you select using the date selector. For example, if you are looking back three months, each month can have up to 110,000 rows. The same applies for weekly.

All report breakdowns also include standard performance and conversion metrics available on other reports, such as average cost-per-click and ROAS.

Use Search Term Impression Share Report to identify opportunities to improve your campaign performance. Low impression share and rank, but high click-through rate could indicate an increase in ad spend to yield more conversions. High impression share but low Top of Search impression share and click-through rate could indicate that ads are not showing up in the premium placements on Search In-grid.

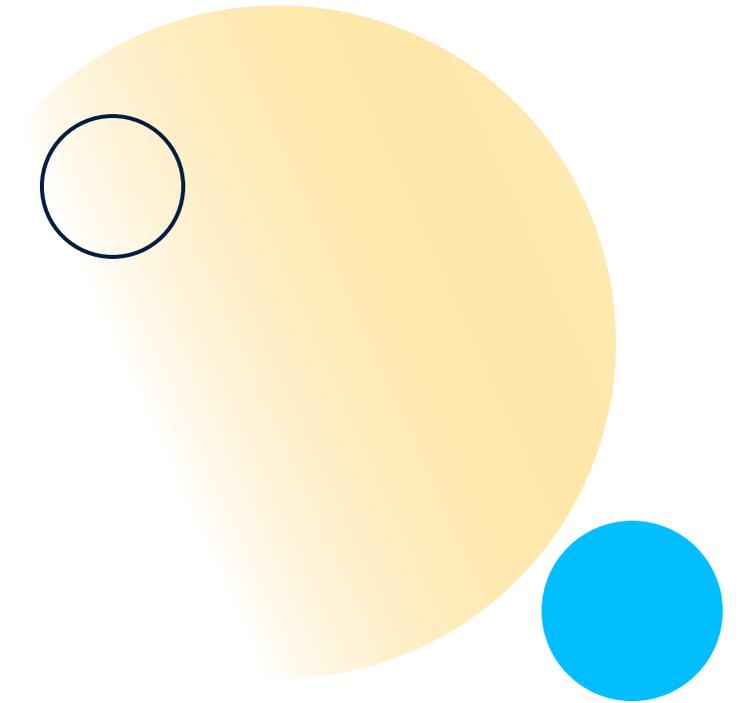
Use this information to reallocate budget to competitive keywords or increase spend limits to help maximize exposure and conversions. Remember to request and download the report regularly to monitor for fluctuations in share and ranking. Changes can help identify possible trends and new opportunities.



CUSTOM REPORTS

About Custom Reports

Custom Reports can help you gain more insight into the performance of your Walmart Connect Sponsored Search campaigns. Advertiser reports are segmented at a daily level, campaign level, page-type level, or platform level. With Custom Reports, you can further analyze your campaigns by building customized reports across different or multiple time ranges, campaigns and more.



Benefits of Custom Reports

- **Compare new-to-brand orders by month** - Use the *Month* dimension combined with the *New-to-Brand Orders* metric.
- **Compare performance by brand type** - Select the *Brand* dimension, combined with any metric of your choosing.
- **Compare performance with customized metrics** - Remove the metrics displayed by default and drag and drop *Conversion Rate*.
- **Compare performance by date range with time shift** - Set your date range for the latest 30 days, then use time shift at the month level.



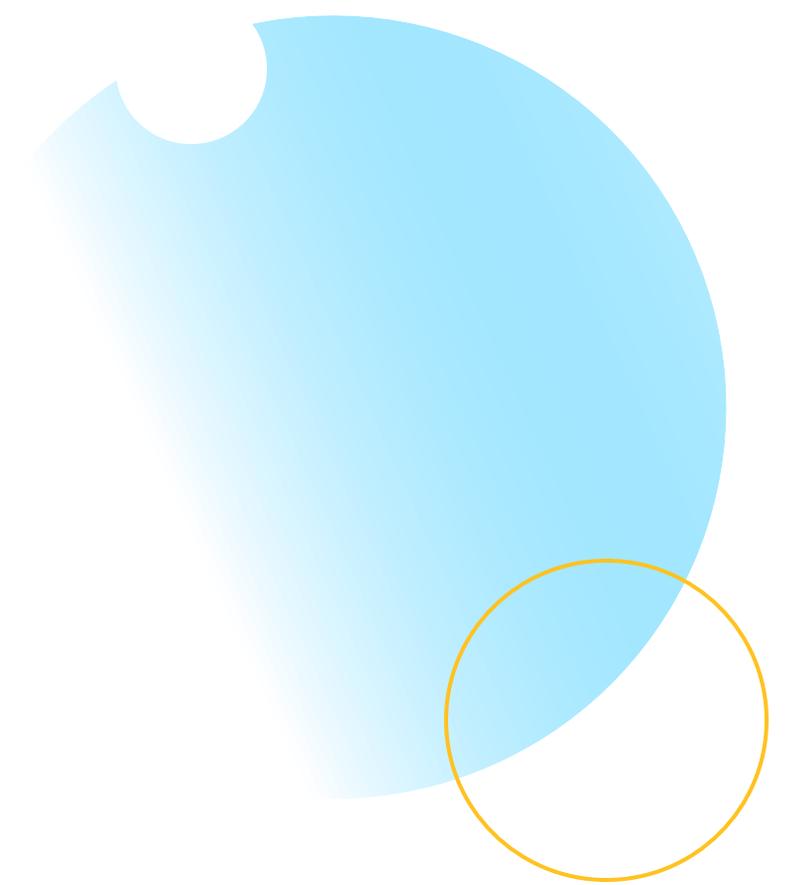
CUSTOM REPORTS

Custom Reports Dashboard

The Custom Reports dashboard is customizable using dimensions and measures along the left-hand side. Dimensions determine the level at which you want to view performance data. You can drag and drop dimensions to either the *Filter By* or *Split* fields. These become the rows of your table.

You can nestle multiple dimensions with each other by dragging them over to the *Split* field. For example, if you wanted to compare brand level performance by day, you would drag *Brand* next to *Date* in the *Split* field. Dragging *Dimensions* into *Filter By* allows you to select specific aspects of the dimension, such as certain brands under your advertiser and specify a date range. In *Split*, dimensions become the rows of the table. Measures are your performance metrics. These can be dragged and dropped into the *Measure* field to become the columns of the table.

Note: The order that they appear in the *Measure* field will be the same order they appear in your table.





CUSTOM REPORTS

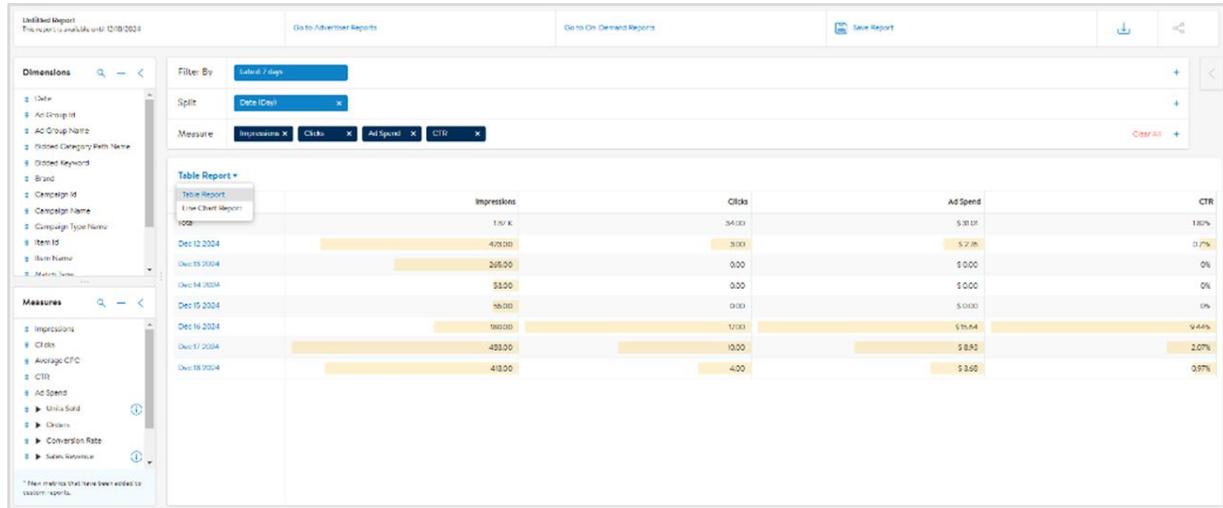
Custom Reports Dashboard

Units Sold and *Sales Revenue* have the option of being viewed at a 3-, 14-, or 30-day attribution, and they can be viewed by direct click or other click.

Both *Dimensions* and *Measures* can easily be removed from any field by clicking the **X** in the corner of the metric box.

The cells you see in the dashboard provide a numerical and visual representation of the performance data. They emulate a vertical bar graph to help pinpoint high- and low-performing areas.

To get a more visual representation of your data, there is the option to view a line chart. You can easily switch between the two views by clicking on the default Table Report and selecting **Line Chart Report** from the dropdown.



Note: The Line Chart Report is limited to showing 3 measures.



Available Dimensions and Metrics



DIMENSIONS		MEASURES	
Date: Day, Week, Month*	Campaign Type Name	Impressions	New-to-Brand Orders, % of
Ad Group Id	Item ID	Clicks	New-to-Brand Orders,
Ad Group Name	Item Name	Average CPC	New-to-Brand Sales, % of
Bidder Category Path	Match Type	CTR	New-to-Brand Sales, New-
Name	Page Type	Ad Spend	to-Brand Units, and % of
Bidder Keyword	Placement	Units Sold	New-to-Brand Units
Brand	Platform	Conversion Rate	ROAS
Campaign ID		Sales Revenue	Orders
Campaign Name		New-to-Brand metrics:	



CUSTOM REPORTS

Using Time Shift

Time shift enables you to compare the performance between sets of metrics over different time ranges in one side-by-side view, adding an extra column to show the difference over time. Red values show a decrease while green shows an increase.

Reporting Limits

There are row limits that may impact how much data you can see and download at a time.

You are allowed **up to three fields** in *Split*. For the first split added, there is a default **limit of 5 rows**, except for the date field.

For the date field, **the maximum limit is 100 rows**. Please note that there is **only one** date field. For the second split added, there is a default limit of 5 rows with the possibility to increase it up to 100 rows. For the third split added, there is also a default limit of 5 rows with the possibility to increase it up to 100 rows. If a maximum of three splits is added, then the total of one million rows is available for download (100 x 100 x 100).

The Line Chart Report can only show **three Measures** and **two Split** fields at a time.

Saving and exporting custom reports.

You can save and export your custom reports in the Custom Reports dashboard.

To save a custom report, click the **Save Report** button at the top of the dashboard. You can either select and save over an existing report or create a new one. All saved reports will appear under the Saved Reports section. Once saved, you can edit the report, export it as a .CSV file, or delete it using the trashcan icon.

To export a custom report, click the **download** symbol next to the Save Report button. This will instantly download a report as a .CSV file enabling you to work with the data directly.

