



Optimization Tools

[Bulk Operations](#)





BULK OPERATIONS

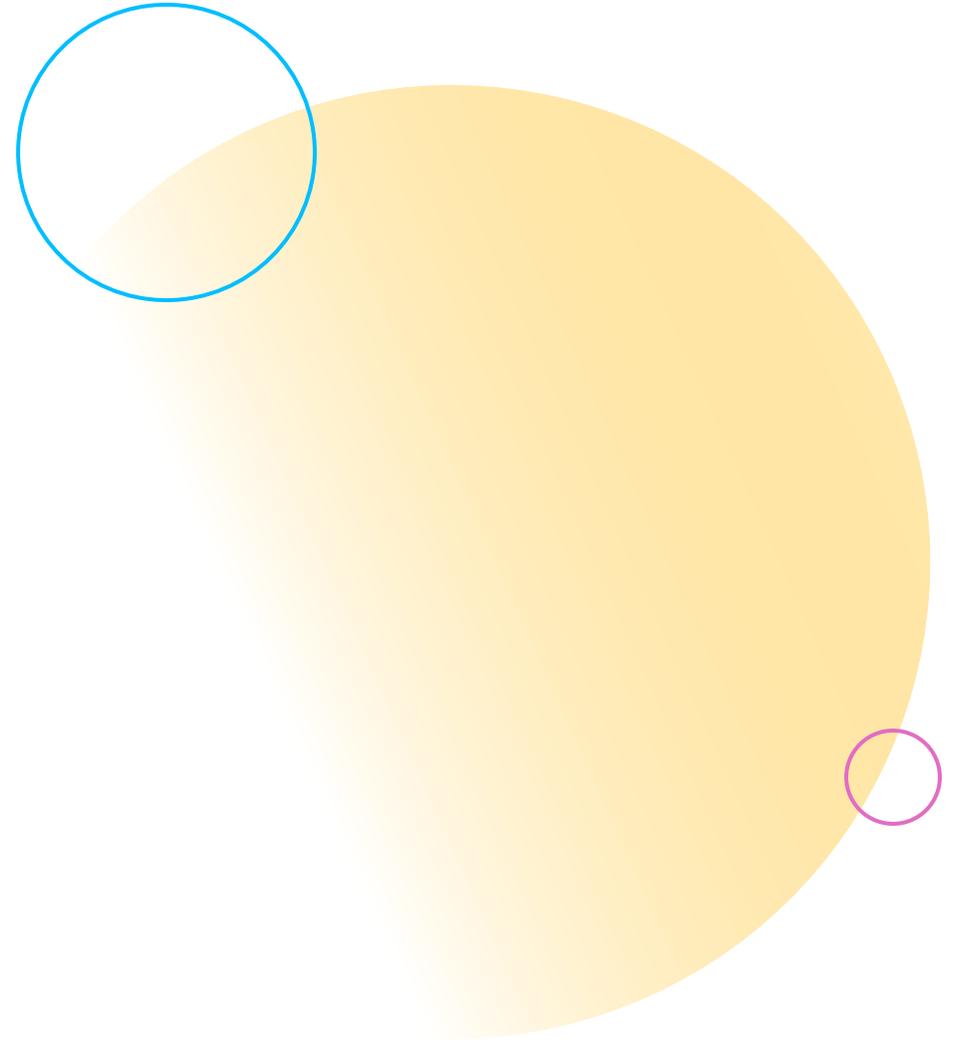
This article provides details on what bulk operations is, how it operates and how to execute it.

About Bulk Operations

Bulk operations provides streamlined campaign management, simplified bulk updates and the ability to make offline edits for complex tasks for your Sponsored Products campaigns.

Bulk operations enable you to:

- Create and update campaigns
- Create and modify ad groups
- Add, update and enable or disable items
- Add, update and enable or disable keywords





BULK OPERATIONS

Benefits of Bulk Operations

Bulk operations is an advertiser's power tool for managing large-scale campaigns and optimizing advertising performance.

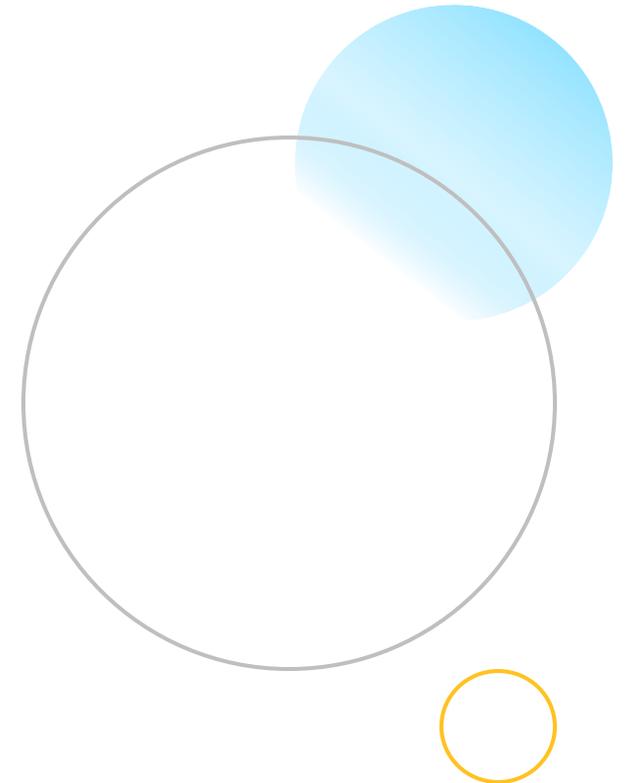
Bulk operations empowers advertisers to create and manage campaigns efficiently and effectively by building a template with all your updates in it. This helps save you time and effort by handling complex tasks with ease.

Bulk operations assists in creating, updating and enabling or disabling campaigns, ad groups, items and keywords. This includes setting and updating budgets and bids, changing match types, setting and changing flight dates and adding ad groups using an Excel spreadsheet.

Easily download current or past campaign information into an editable Excel spreadsheet or start from a blank Excel template, then use up to 25,000 rows to create and update.

Upload back into the Walmart Connect Ad Center and get detailed error feedback on any upload issues it encounters (if any). Utilize Walmart's [dedicated resource with actionable steps](#) to prepare your bulk update sheet and address any errors identified in the feedback.

Note: Bulk operations can only be used on Sponsored Products campaigns within a single account.

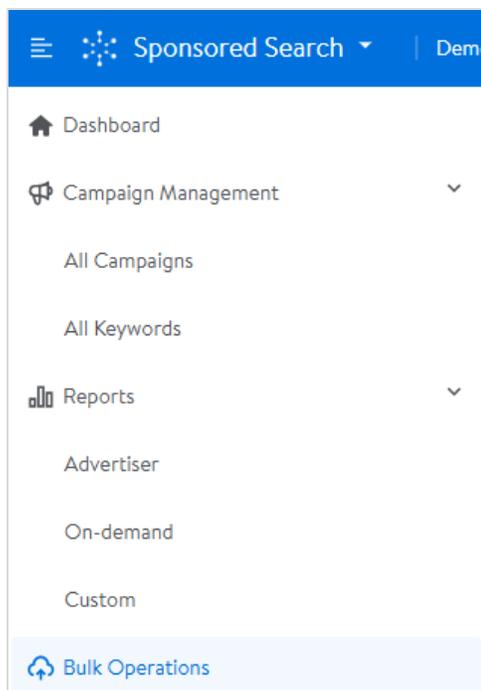




BULK OPERATIONS

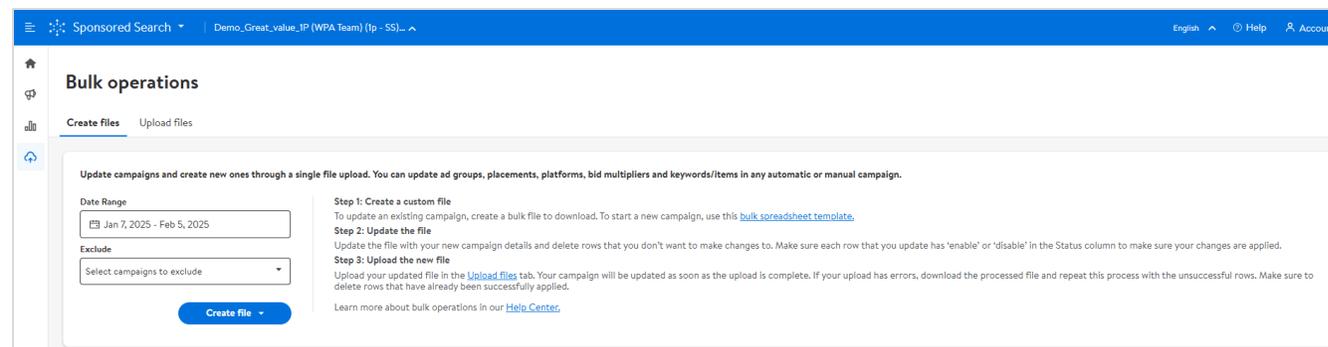
How to Use Bulk Operations

To access the bulk operations tool, select **Bulk Operations** from the navigation menu.



Update an Existing Campaign/Ad Group

Clicking **Bulk Operations** takes you to the *Create files* tab. Bulk operations gives you the option to download an Excel spreadsheet with existing campaign and ad group information or to start with a blank template.



We recommend downloading campaign information if you want to update existing campaign and ad group content. This will allow you to quickly focus on what needs to be updated.

Note: For complex campaign structures with multiple ad groups, we recommend using separate files for each campaign. This ensures accurate targeting, avoids potential conflicts, and keeps uploaded files manageable.



BULK OPERATIONS

Update an Existing Campaign/Ad Group (cont.)

Select your date range. You can use the predefined ranges from the right or select a custom range from the calendar. Optionally, choose which campaigns you want to exclude from the list. You can exclude currently ended campaigns and/or campaign items with zero impressions.

Date ranges are **limited to a one month** duration.

Update campaigns and create new ones through a single file upload. You can update ad groups, placements, platforms, bid multipliers and keywords/it

Date Range
Jan 9, 2025 - Feb 7, 2025

Step 1: Create a custom file
To update an existing campaign, create a bulk file to download. To start a new campaign, use

Step 2: Update the file

Last 7 days
Last 30 days
Custom range

Start date: 01/09/2025
End date: 02/07/2025

Jan 2025							Feb 2025						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	

Jump to today

Eastern Standard Time

Cancel Apply

Click **Create file** then select between CSV or Excel (.xlsx) format. The Walmart Connect Ad Center will start to generate the file for download. The file will include all campaigns that meet your date range and exclusion preferences.

Download the file from the *Created files* list using the download icon. It may take several minutes for the list to generate, depending on the amount and size of the campaigns meeting your date range and exclusion preferences.



BULK OPERATIONS

Update an Existing Campaign/Ad Group (cont.)

Open the downloaded Excel/CSV file.
The file will have up to 25,000 populated rows.

You can use this file to perform bulk operations on multiple Sponsored Products campaigns, so let's examine the template's columns.

Record	Operati	Campa	Ad Gro	Campaign Name	Ad Gro	Start Da	End Dat	Campa	Total B	Daily B	Bid	Suggest	Item Id	Item Nm	Keyword	Keyword	Match	Status	Placem	Placem	Placem	Platfor	Platfor	Ad Multiplie
Campaign	update	434695		Test Campaign 1		7/1/2021	7/3/9999	auto	100	50								enabled						
Campaign	update	434695		Test Campaign 1														enabled	Buy-Box			0		
Campaign	update	434695		Test Campaign 1														enabled	Search Ing			2		
Campaign	update	434695		Test Campaign 1														enabled	Home Page			0		
Campaign	update	434695		Test Campaign 1														enabled	Stock Up			0		
Campaign	update	434695		Test Campaign 1														enabled		Desktop			0	
Campaign	update	434695		Test Campaign 1														enabled		App			5	
Campaign	update	434695		Test Campaign 1														enabled		Mobile			0	
Ad Group	update	434695	7.73E+08	Test Campaign 1	Ad Group Test Campaign1													enabled						
Ad Group	update	434695	7.73E+08	Test Campaign 1	Ad Group 2 Test Campaign1													enabled						
Ad Group	update	434695	7.73E+08	Test Campaign 1	Ad Group 3 Test Campaign1													enabled						
Campaign	update	630172		Test Campaign 2		#####	7/3/9999	auto	200									disabled						
Campaign	update	630172		Test Campaign 2														enabled	Buy-Box			0		
Campaign	update	630172		Test Campaign 2														enabled	Search Ing			0		
Campaign	update	630172		Test Campaign 2														enabled	Home Page			0		
Campaign	update	630172		Test Campaign 2														enabled	Stock Up			0		
Campaign	update	630172		Test Campaign 2														enabled		Desktop			0	
Campaign	update	630172		Test Campaign 2														enabled		App			0	
Campaign	update	630172		Test Campaign 2														enabled		Mobile			0	
Ad Group	update	630172	7.73E+08	Test Campaign 2	all													enabled						
Campaign	update	636110		Test Campaign 3		#####	7/3/9999	auto	200									enabled						
Campaign	update	636110		Test Campaign 3														enabled	Buy-Box			0		
Campaign	update	636110		Test Campaign 3														enabled	Search Ing			3		
Campaign	update	636110		Test Campaign 3														enabled	Home Page			1		
Campaign	update	636110		Test Campaign 3														enabled	Stock Up			1		
Campaign	update	636110		Test Campaign 3														enabled		Desktop			0	
Campaign	update	636110		Test Campaign 3														enabled		App			0	
Campaign	update	636110		Test Campaign 3														enabled		Mobile			1	
Ad Group	update	636110	7.73E+08	Test Campaign 3	Ad Group Name*													enabled						
Ad Group	update	636110	7.73E+08	Test Campaign 3	Ad Group Name2													disabled						
term	update	434695	7.73E+08	Test Campaign 1	Ad Group Test Campaign1				0.93	4.58E+08			test item1					enabled						
term	update	434695	7.73E+08	Test Campaign 1	Ad Group Test Campaign1				0.93	47224204			test item2					enabled						
term	update	434695	7.73E+08	Test Campaign 1	Ad Group Test Campaign1				0.65	444620546			test item3					enabled						
term	update	434695	7.73E+08	Test Campaign 1	Ad Group Test Campaign1				0.93	42362024			test item4					enabled						
term	update	434695	7.73E+08	Test Campaign 1	Ad Group Test Campaign1				0.93	5.32E+08			test item5					enabled						
term	update	434695	7.73E+08	Test Campaign 1	Ad Group Test Campaign1				0.93	7.43E+08			test item6					enabled						
term	update	434695	7.73E+08	Test Campaign 1	Ad Group Test Campaign1				0.93	16780527			test item7					enabled						
term	update	434695	7.73E+08	Test Campaign 1	Ad Group Test Campaign1				0.64	39276034			test item8					enabled						
term	update	434695	7.73E+08	Test Campaign 1	Ad Group Test Campaign1				0.64	5.9E+08			test item8					enabled						

ID	File Name	Download Date	Status	Message
42815fa-95a0-496a-b095-e17b543edf7	Campaigns 2024-01-04 to 2024-02-02.csv	02/06/2024, 12:47 pm PST	Success	This file is ready for download.
0999726e-c88e-4d8f-8d49-d45a719e2f2	Campaigns 2024-01-06 to 2024-02-02.xlsx	02/06/2024, 12:47 pm PST	Success	This file is ready for download.
5483ab26-562c-49f6-825e-95ae092549e	Campaigns 2024-01-06 to 2024-02-02 exclude ended and no impressions.csv	02/06/2024, 12:49 pm PST	Error	No campaigns match the requested criteria.
99e57562-385a-499f-edff-3d6a82299864	Campaigns 2024-01-06 to 2024-02-02 exclude ended and no impressions.xlsx	02/06/2024, 12:49 pm PST	Error	No campaigns match the requested criteria.
3e2f78bb-3e4d-42e7-bd9e-0d70b5817023	Campaigns 2024-01-06 to 2024-02-02 exclude ended.xlsx	02/06/2024, 12:49 pm PST	Success	This file is ready for download.
4181bf90-0a85-49c2-bae2-9c5a8079d49	Campaigns 2024-01-08 to 2024-02-02.xlsx	02/08/2024, 9:54 am PST	Success	This file is ready for download.
78a3e5a-75c0-40b6-b900-ae710539f48a	Campaigns 2024-01-08 to 2024-02-02.csv	02/08/2024, 10:00 am PST	Success	This file is ready for download.



Update an Existing Campaign/Ad Group (cont.)

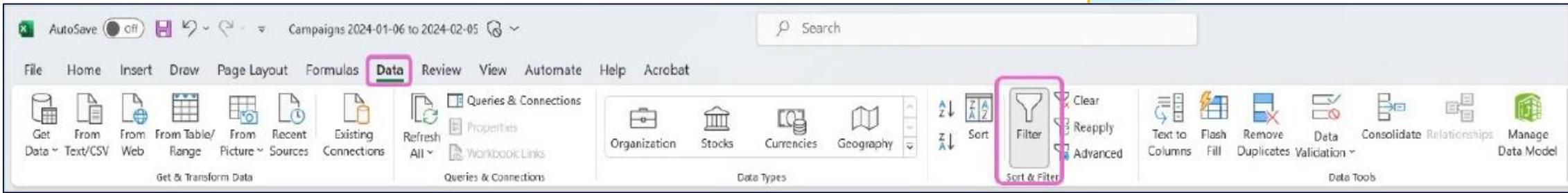
- **Record Type** — details the part of the Sponsored Products campaign you want to perform the action on (i.e., campaign, campaign placement bid multiplier, campaign platform bid multiplier, ad group, item, keyword, etc.)
- **Operation** — the action you wish to take on that record type; choose either **create** or **update**
- **Campaign Id** — unique campaign identifier provided by the platform
- **Ad Group Id** — unique ad group identifier provided by the platform
- **Campaign Name** — the name you gave the campaign
- **Ad Group Name** — the name you gave the ad group
- **Start Date** — campaign's start date
- **End Date** — campaign's end date (will be blank if the campaign is set to run indefinitely)
- **Campaign Targeting Type** — campaign's chosen targeting type, either manual or automatic
- **Total Budget** — campaign's total budget
- **Daily Budget** — campaign's daily budget
- **Bid** — bid amount set at the item or keyword level
- **Suggested Bid** — suggested bid for item or keyword
- **Item Id** — unique item identifier provided by the platform
- **Item Name** — item's name from catalog
- **Keyword** — keyword or phrase matching the item
- **Keyword Id** — unique item identifier provided by the platform
- **Match Type** — keyword match type (i.e., exact, phrase or broad)
- **Status** — status of the record type, choose either enable or disable
- **Placement Inclusion Type** — the placement(s) selected for the campaign (this only applies to manual campaigns)
- **Placement Bid Multiplier Type** — the placement(s) with a bid multiplier applied
- **Placement Bid Multiplier** — bid multiplier percentage on that placement
- **Platform Bid Multiplier Type** — the platform(s) with a bid multiplier applied
- **Platform Bid Multiplier** — bid multiplier percentage on that platform



BULK OPERATIONS

Update an Existing Campaign/Ad Group (cont.)

If your Excel file is particularly long, we recommend applying filters to the columns to quickly filter and sort for the rows you want to update. Since you need to delete the rows you don't want to change, we also recommend removing the default entry under *Operation* (default is *update* from download) to help track which rows you are changing.



Filter and sort by campaign name and/or ad group name, then record type.

Note: If you want to update budgets, filter by Campaign record type.



BULK OPERATIONS

Update an Existing Campaign/Ad Group (cont.)

Apply the updates to the rows you want to manage. Make sure you update the columns that match the record type you are updating.

Note: Special characters like quotes (") and commas (,) can cause parsing issues. Ensure these characters are properly escaped within your file to avoid errors. The [Bulk Update Resource](#) provides guidance on proper escape methods. Wildcards are accepted, but have the potential to cause errors, so their use is discouraged.

For example, if you want to update the bid multiplier amount on a placement, try this:

- Filter for the *Campaign Placement Bid Multiplier* record type.
- Enter **update** under Operation.
- Set Status to either enabled or disabled.
- Locate the placement under *Placement Bid Multiplier Type* (i.e., Buy Box).

Note: For manual campaigns, options for placement bid multipliers are Search Ingrid and Item Buybox. For automatic campaigns, options for placement bid multipliers are Search Ingrid, Item Buybox, and Homepage.

- Change the amount under Placement *Bid Multiplier*. Remember that bid multiplier amounts are percentages, though the percent (%) sign should not be included in your amount in the bulk operations file.
- Remove the rows you didn't update. If you removed the default value under Operation as recommended, simply filter for the rows with blank value.
- Clear all filters you applied and save your Excel file.

Record Type	Operati	Campa	Ad Gro	Campaign Name	Ad Gro	Start Dt	End Da	Campa	Total Bi	Daily Bi	Bid	Suggest	Item Id	Item Ni	Keywor	Keywor	Match	Status	Placem	Placem	Placem
Campaign Placement Bid Multiplier	update	414695		Test Campaign 1														enabled		Buy Box	0
Campaign Placement Bid Multiplier	update	414695		Test Campaign 1														enabled		Search Ing	2
Campaign Placement Bid Multiplier	update	414695		Test Campaign 1														enabled		Home Pag	0
Campaign Placement Bid Multiplier	update	414695		Test Campaign 1														enabled		Stock Up	0
Campaign Placement Bid Multiplier	update	610172		Test Campaign 2														enabled		Buy Box	0
Campaign Placement Bid Multiplier	update	610172		Test Campaign 2														enabled		Search Ing	0
Campaign Placement Bid Multiplier	update	610172		Test Campaign 2														enabled		Home Pag	0
Campaign Placement Bid Multiplier	update	610172		Test Campaign 2														enabled		Stock Up	0
Campaign Placement Bid Multiplier	update	636110		Test Campaign 3														enabled		Buy Box	0
Campaign Placement Bid Multiplier	update	636110		Test Campaign 3														enabled		Search Ing	3
Campaign Placement Bid Multiplier	update	636110		Test Campaign 3														enabled		Home Pag	1
Campaign Placement Bid Multiplier	update	636110		Test Campaign 3														enabled		Stock Up	1



BULK OPERATIONS

Create a new campaign/ad group and add new to existing campaigns

In addition to updating existing record types, you can create new campaigns and ad groups and add items, keywords, placement inclusion and bid multipliers. Creating and adding can be done in the same Excel spreadsheet as updates or in a blank bulk operations template.

1. Open the downloaded Excel/CSV template.
2. Start a new row and enter record type.

Your record type options are:

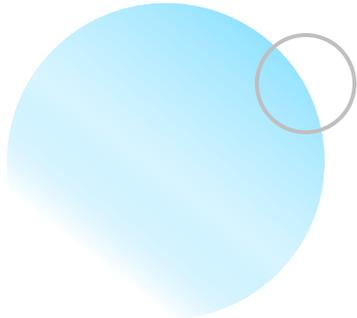
<p>Ad group</p> <p>Campaign</p> <p>Campaign placement bid multiplier</p> <p>Campaign platform bid multiplier</p>	<p>Campaign placement inclusion</p> <p>Item</p> <p>Keyword</p>
--	---

3. Enter **create** under *Operation*.

Note: Wildcard characters like asterisks () are technically accepted, but have the potential to cause errors, so their use is discouraged.*

4. Leave *Campaign ID* blank if you are creating a new campaign. If you are creating a new ad group, leave *Ad Group Id* blank. Fill them in if you are adding to an existing campaign and/or ad group.
5. Enter the campaign name and/or ad group name. Both are required if you are adding items and/or keywords.
6. Enter the start date for your new campaign. The end date is optional. If you choose to leave the end date blank, the campaign will default to run indefinitely.
7. Enter your Campaign Targeting Type: automatic or manual, and your *Total Budget* and/or *Daily Budget*. These columns are only required for new campaigns.

Note: Only one budget type is required to create a campaign, though having both is recommended.





BULK OPERATIONS

Create a new campaign/ad group and add new to existing campaigns

- Set status to *enabled*.
- Columns L, N, O, P, Q, R, T, U, V, W and X are dependent on record type and should be completed the following ways:

FOR NEW ITEMS

- Enter *bid*, *item ID* and *item name*.

FOR NEW KEYWORDS

- Enter *bid*, *keyword/phrase* and *match type*.

Note: If you want different match types for the same keyword (i.e., broad and phrase), you'll need a separate entry/row for each match type. Keyword IDs are generated by the Walmart Connect Ad Center. You do not need to include one for new keywords.

FOR ADDING PLACEMENT INCLUSION (MANUAL CAMPAIGNS ONLY)

- Enter the placement you want enabled under *Placement Inclusion Type*. Your options are *Item Carousel*, *Item Buybox* and *Search Carousel*. Search Ingrid is enabled by default and cannot be disabled.

FOR ADDING BID MULTIPLIERS

- Enter the placement under *Placement Bid Multiplier Type* or the platform under *Platform Bid Multiplier Type*. For manual campaigns, options for placement bid multipliers are *Search Ingrid* and *Item Buybox*. For automatic campaigns, options for placement bid multipliers are Search Ingrid and Item Buybox. Options for platform bid multipliers are desktop, app and/or mobile and are the same, regardless of campaign targeting type.

Note: Make sure the record type of the row matches the columns you are using.

- Enter your percentage under either Placement Bid Multiplier or Platform Bid Multiplier, depending on the record type. Enter whole numbers without the percent (%) sign.



BULK OPERATIONS

Create a new campaign/ad group and add new to existing campaigns

10. Save your bulk operations file. You're now ready to upload it into the Walmart Connect Ad Center.

Record Type	Operati	Campa	Ad Gro	Campaign Name	Ad Gro	Start Dt	End Date	Campa	Total Bi	Daily Bi	Bid	Suggest	Item Id	Item No	Keywor	Keyword	Match	Status	Placem	Placem	Placem	Platfor	Platfor	id
Campaign	create			NEW test campaign		3/5/2024	6/5/2024	manual	5000	100								enabled						
Campaign	update	414695		Test Campaign 1		7/1/2021	8/31/2024	manual	4000	50								enabled						
Ad Group	create	414695		Test Campaign 1	NEW Ad group													enabled						
Ad Group	update	414695	7.71E+08	Test Campaign 1	Ad Group test 1													enabled						
Item	create	414695	7.71E+08	Test Campaign 1	Ad Group Test Campaign1						1.5		12341567					enabled						
Item	update	414695	7.71E+08	Test Campaign 1	Ad Group Test Campaign1						0.93		4.58E+08					enabled						
Keyword	create	414695	7.71E+08	Test Campaign 1	Ad Group Test Campaign1						1.3				demo proc	567890123		enabled						
Keyword	update	414695	7.71E+08	Test Campaign 1	Ad Group Test Campaign1						1.25				brand A	789012345		enabled						
Campaign Placement Inclusion	create	414695	7.71E+08	Test Campaign 1														enabled	Item carousel					
Campaign Placement Inclusion	update	414695	7.71E+08	Test Campaign 1														enabled	Item buybox					
Campaign Placement Bid Multiplier	create	414695	7.71E+08	Test Campaign 1														enabled	Search Ing		100			
Campaign Placement Bid Multiplier	update	414695	7.71E+08	Test Campaign 1														enabled	Buy Box		50			
Campaign Platform Bid Multiplier	create	414695	7.71E+08	Test Campaign 1														enabled				App		20
Campaign Platform Bid Multiplier	update	414695	7.71E+08	Test Campaign 1														enabled				Desktop		50

You can create an entirely new campaign without having a campaign ID or ad group ID by entering these record types in this exact order:

- Campaign
- Campaign Placement Bid Multiplier (optional)
- Campaign Platform Bid Multiplier (optional)
- Campaign Placement Inclusion (optional)
- Ad Group
- Item
- Keyword



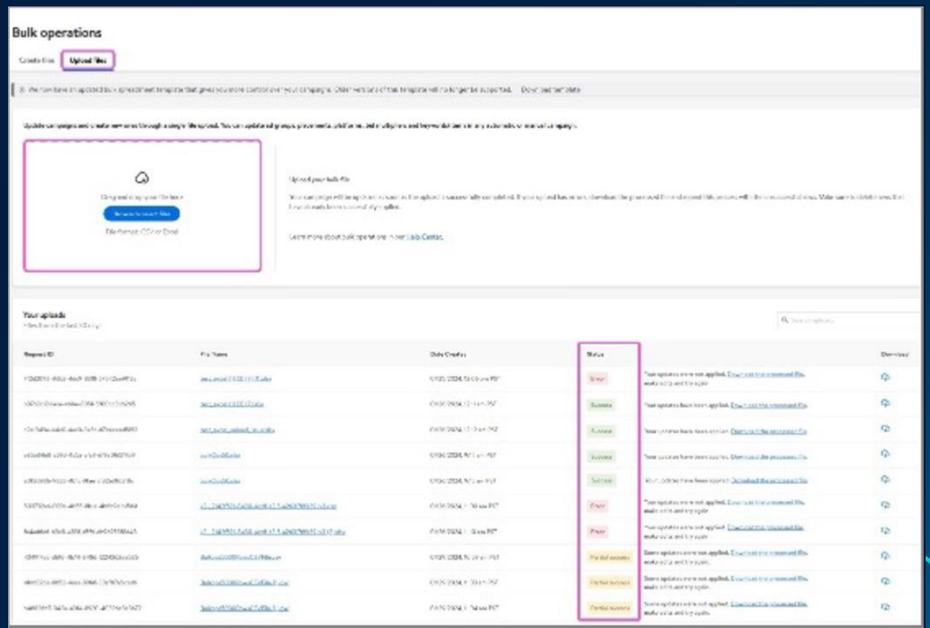
BULK OPERATIONS

Upload a Bulk File

When you're ready to upload your bulk operations file, select the **Upload files** tab. Drag and drop or use the **browse to select files** button to start your upload. Uploading is automatic after selection. Scheduling bulk operations is not an option at this time. File size is limited to 25 MB or less. If your file is larger than that, consider splitting it into two or more files.

Uploads can take up to four hours to complete, depending on the length and complexity of your requests. Status of your upload can be tracked under *Your uploads*.

Note: You can't make changes to your bulk operations file once upload has started. Additional changes will need a new uploaded file.



Status options under Your uploads:

- **Uploaded** — file was successfully uploaded but requested changes are pending
- **Partial success** — some of the changes you requested were made; some failed
- **Success** — all requested changes have been made successfully
- **Error** — none of the requested changes were made successfully



BULK OPERATIONS

Upload a Bulk File

Error troubleshooting info			
Record Type	Error Message Received	Potential Cause	How to Fix
All Record Types	Only following record types allowed: campaign, campaign placement inclusion, campaign placement bid multiplier, campaign platform bid multiplier, item, keyword	Typo or Spelling Error	Review your listed record type for spelling errors and remove unnecessary characters
	Operation must be one of update or create	Incorrect Operation provided for row	All rows must have an operation assigned to them
	Please enter enabled or disabled only	Incorrect Status Provided for row	Status must be either enabled or disabled
	Status validation failed	Incorrect Status Provided for row	Status must be either enabled or disabled
Campaign	Campaign not found.	Typo	Please review the provided campaign ID or name to ensure correct campaign ID or name is listed
	Please enter a valid campaign id	Campaign ID Typo or Mismatched	Please review the provided campaign ID to ensure correct campaign ID is listed
	Missing mandatory columns for creating campaign	ColumnField Left Blank	To create a campaign please include: Record Type, Operation, Campaign Name, Start Date, Campaign Targeting Type, Total Budget and/or Daily budget, and status
	Missing mandatory campaign id for updating campaign	Campaign ID not Provided	To update a campaign you must include a valid Campaign ID
	Please enter a valid date	Typo	Make sure date is valid
	Please enter a valid daily budget	Typo	Keep Budget in 0.00 format, daily budget must be lower than total budget
	Please enter a valid total budget	Typo	Keep Budget in 0.00 format
	Start date should be before end date	Invalid Start or end date	When creating a campaign the start date must be set before the end date, please correct start or end date accordingly
	Provided campaign to update doesn't exist	Incorrect Campaign name or ID	Please review the provided campaign name or ID to ensure correct campaign is accurately represented
	Campaign name should be unique within an Advertiser	New Campaign Name Required	This campaign name is already taken in your account, please enter a new name
	Campaign name validation failed	Incorrect Campaign Name	Campaign name not found or does not match campaign ID
	Start Time should be today or in future.	Invalid Start Date	Campaigns can only be created or scheduled for today or future dates
	Targeting type validation failed	Invalid Targeting Type	Targeting type must be set to "auto" or "manual"

For uploads that are partially successful or errored out, you can download a feedback file to get a detailed report on why the requested operations failed. Rows without changes or rows deleted from the Excel spreadsheet prior to upload remain unchanged.

Note: You cannot cancel changes you made, so if you made a change you want to undo, create a new version of the bulk operations file with the update reverted.

Use the [Bulk Update Resource](#) for guidance on preparing your bulk operations sheet and decoding error codes identified in the feedback file.

Note: The feedback sheet currently doesn't include feedback on normalized keywords. You can get around this by downloading a bulk operations file for your newly added keywords.



BULK OPERATIONS

Best Practices

To ensure smooth upload and processing, follow these best practices:

- Use the latest version of the Bulk Update template provided by Walmart or download your account information from the **Download** tab.
- Evaluate your data for accuracy and consistency before uploading.
- Double check for formatting issues and special characters.
- Test your upload with a small sample file before processing large data sets.
- Refer to the [Bulk Update Resource](#) for detailed instructions and troubleshooting tips.

RELATED LINK

For information on pulling reports to use in bulk operations, visit [On-demand reports](#).

Several advanced techniques can further enhance the effectiveness of your bulk operations, such as:

- **Using data from formulas.** While not directly supported, you can leverage formulas in external spreadsheets to pre-process your data before importing it into the Bulk Update template.
- **Version control.** Implementing version control for your bulk update files helps track changes, identify issues and revert to previous versions if necessary.

Optimize your workflows for efficiency by:

- **Planning your bulk updates.** Clearly define your goals and desired outcomes before preparing your bulk update file.
- **Testing and iterating.** Start with small test files and iterate based on feedback to refine your update process.
- **Monitoring performance.** Regularly monitor the performance of your campaigns after bulk updates to identify any unintended consequences and adjust your strategies accordingly.
- **Double check your work.** Reviewing your changes for accuracy can reduce the need for any re-uploads, and changes from errors during the upload process.

