



SPP FAQs

AD GROUPS

Q: What are ad groups?

A: Ad groups are subgroups within a campaign that can be used to group products with similar keywords, objectives, or categories. This helps speed up the campaign creation process and makes it easy for you to optimize your campaigns.

Q: How should I use ad groups?

A: Ad groups should organize items with similar characteristics or goals, such as keywords, match types, product types, categories, or CPCs..

Q: Is there a maximum number of ad groups allowed per account?

A: Yes. There is a maximum of 15,000 ad groups allowed per account.

Q: If an ad group is not active (scheduled or paused), will you still receive keyword recommendations?

A: No. You will only receive keyword recommendations for ad groups that are active and have been running for at least three days.

Q: Where can I access ad group reports?

A: The reports can be accessed on the individual campaign reports page, under "Ad group performance."

Q: How are ad groups different from campaigns?

A: An ad group contains one or more ads that are similar or can be targeted to a shared set of keywords. Each of your campaigns is made up of one or more ad groups.

Q: Are ad groups required within a campaign?

A: Yes, you must create at least one ad group within each campaign.

Q: What metrics are available for ad groups?

A: Ad groups have the same metrics as performance metrics.

ADVERTISING BASICS



Q: Can access be granted at both the campaign level and the account level?

A: No, you cannot grant access at the campaign level. Access can only be managed at the account level.

Q: Where can I find the admin page in Walmart Ad Center?

A: Your Walmart Ad Center advertising account administrator can access the "Administrator" page by clicking the person icon in the upper right corner of the screen and selecting "Administrator" from the drop-down menu. You will not be able to see the "Administrator" page if you are not an administrator.

Q: Does an item need to be available online for a sponsored search ad to be published?

A: The item must be transactable online to be eligible for advertising. You can advertise items that are online and available for pickup and delivery in a store. However, you cannot advertise items solely available in the store.

Q: Where can sponsored product ads appear on the site and Walmart app?

A: For in-grid search campaigns, your items can appear in different spaces of the results grid, according to the chosen banner. Carousels appear at the bottom of a search page, browse page, and/or product details page. Buy Box banner ads appear on the product details page and on the cart page.

Q: How do bid multipliers work?

A: Bid multipliers are percentages that are applied to your maximum bid to increase your chances of posting ads on specific locations and/or platforms. If you use both location and platform multipliers, your bid multipliers will add up. If the multiplier bid is 0% or blank, your bid will remain the same as the bid entered at the article or keyword level.

Q: What factors determine the placement of an ad?



- **CTR Prediction:** How likely is the advertised product to be clicked?
- **Bid Amount:** Are your competitive bids high enough?
- **Relevance Score:** How relevant is your product to the context?

Q: Will organic and sponsored ads for the same item appear on the same page?

A: Currently, an organic impression and a sponsored impression for the same article can appear in the grid results at the same time, although this could change in the future. Since sponsored ads blend seamlessly with organic results, the placement of your sponsored ad in the results grid depends on all other ads in the auction, plus the relevance and price of the offer.

CAMPAIGN SET-UP

Q: Why is the total remaining budget still at zero, even after a few minutes of updating the total budget on the Near-real time data tab on the All Campaigns page?

A: The total remaining budget value takes about 15 minutes to update on the Near-real time data tab. Meanwhile the out-of-budget label is removed as soon as total or daily budget is updated. The budget-at-risk label goes away as soon as budget is greater than or equal to the recommended budget.

Q: Why don't I see recommendations for my campaigns that have out-of-budget or budget-at-risk labels, even after 24 hours?

A: Because your campaign has rollover budget (cannot be more than 2X daily budget) that is still being spent. You will see recommendations after the rollover budget gets exhausted.

Q: Why do I see xx-yy-9999 as the end date on my downloaded reports for some campaigns in the campaign optimization report?

A: The "xx-yy-9999" is a placeholder date that indicates the campaign is running indefinitely. This means the campaign will continue to run until you pause or stop it.

Q: When are out-of-budget recommendations displayed on the "All Campaigns" page?



A: Out-of-budget recommendations are shown on the All Campaigns page when a campaign has run out of budget for the daily or total budget.

Q: When does the Out-of-budget label get removed from a campaign?

A: A campaign's Out-of-budget label will be removed when you accept and apply the suggested budget, or when your current budget is greater than the suggested budget.

Q: Why do I see suggested total and suggested daily budget for some campaigns but not for all of them?

If a campaign's daily budget runs out, you'll receive only a daily budget recommendation. You would receive both types of budget recommendations if both budgets ran out and you had defined both types of budgets at the time of campaign setup.

Q: Why do I only see a suggested total budget but not a daily budget in the out-of-budget metrics?

If you did not assign a daily budget to your campaign when you created it, your campaign will only receive a recommendation on the suggested total budget.

Q: Why do I see only a suggested daily budget but not a total budget in the out-of-budget metrics?

This can happen because either your campaign went out of budget when your daily budget ran out (but your total budget is not yet exhausted), or you did not assign a total budget to your campaign when it was created.

Q: Why don't the metrics for my out-of-budget campaigns on the Attributed data tab and the Near-real time data tab match?

Some of the out-of-budget metrics may not match between the tabs because accepting the suggested budget for a campaign means you'll see updated metrics on the Near-real time tab before the Attributed tab.

Q: Why can't I add or upload some of my items to my campaign?

Ensure all your items are in your catalog and are published. If you recently published or updated an item, it may take up to 2 days from the date it was published/updated for you to be able find the item in the platform. Note: All variant types are now accepted for Sponsored Products campaigns.



Q: What is the difference between a primary item ID and a variant item ID?

A: During the item setup process, the advertiser designates one item as the primary item ID and any variations to that item (such as color, pattern, size, etc.) are considered variants.

The primary variant (previously base item) is the item that appears when users search on Walmart.ca and is the default when viewed on the product page. Once customers land on your product page, they will have the opportunity to select variants of that product.

Q: Does the suggested bids feature consider a campaign's budget & duration?

A: No. The objective of this feature is to increase the probability of winning the auction and does not take campaign pacing into consideration.

Q: How do advertisers determine their initial bid?

- Our bid suggestion feature helps advertisers determine an initial bid for their SKUs and keywords.

Q: How often are suggested bids updated?

- Bid suggestions are updated daily for each campaign.

Q: What suggested bids are offered for automated campaigns vs. manual campaigns?

- We provide suggestions at the product type level for automated campaigns and keyword-level suggestions for manual campaigns.

Q: Are suggested bids different at placement levels?

A: No, there is one suggested bid for all placements.

Q: Does each keyword match type have different bid suggestions?

A: Yes, this feature offers different bid suggestions for the various match types, ie., broad-, phrase- and exact-match keywords across all demand channels.

Q: When should advertisers use suggested bids?

A: Advertisers can use suggested bids when searching for additional insight, including:

- **A comparison point:** If you already know what your average Cost per Click (CPC), the Suggested Bid can provide a helpful comparison point.



- **Competitive insights:** The suggested bid can give advertisers helpful insight into what the competition is bidding on and provide a good place to start.

Q: What are Suggested Bids?

A: Suggested bids is a feature that provides strategic pricing guidance to advertisers who set up Manual and Automatic Sponsored Products campaigns on our platform. This feature provides advertisers with a starting point for bids and is designed to help increase the probability of winning auctions with competitive bid suggestions.

For example: If 5 items were served the last 30 days for "laptop," the average winning bids for those items will be the suggested cost-per-click bid for the keyword "laptop".

Q: What is the suggested bid for my items?

A: We suggest starting with the minimum bid amounts. If your item is not performing, we recommend gradually increasing your bids until you see improvement.

We also recommend using our Automated Rules tool which allows you to set up automatic notifications, bids, and budget actions without being in the platform.

Q: What is the minimum amount I can set as a bid?

A: The minimum bid for all items and for all keywords is \$0.80.

Q: What is the maximum amount I can set as a Bid?

A: The maximum bid for items and keywords is \$100.

Q: How can I edit the bid for my items?

- When creating or editing your campaign, you can choose to edit the bid for each campaign item individually by clicking on the bid amount and entering a new amount in the text box.
- You can also edit the bid for all items by clicking the "Update all bids" button and entering a new amount in the text box.
- Alternatively, when editing your campaign, you can click the "Download Items CSV" button to get a complete list of items currently in your campaign. Once you have finished updating the bids for the item(s) you wanted, remove the columns "Campaign Name," "Item Name," and "Status" (columns A, C, and D), and the CSV will have the necessary format to upload via the "Another CSV Button."



Q: Is there a minimum budget per campaign?

A: Yes, we require that you establish a total budget and/or a daily budget. The total budget must be at least \$50, and the daily budget must be at least \$50.

Q: What are the available placements and platforms I can apply a bid multiplier?

- **Placements (Automatic campaigns):** Buy Box, Search In-Grid, and Homepage.
- **Placements (Manual campaigns):** Search in the platforms grid (automatic and manual): desktop computers, applications, and mobile devices.

Q: How many campaigns can I create?

A: You can create a maximum of 5,000 campaigns.

Q: Can I remove an item from an active campaign?

A: You cannot delete an item from an active or previously active campaign. However, you can deactivate an item if you no longer want to promote it.

Q: Why are my new keyword CPC amounts not saving?

A: When making any changes to your bidded keyword CPC, make sure to press the floppy disk icon to the right of the entry field to save the new amount. If you do not press the icon, your new amount will not save.

Q: Why are my bid multiplier amounts not saving?

A: When making any changes to your bid multiplier amount, make sure to press the floppy disk icon to save the new amount. If you do not press the icon, your new amount will not save.

Q: Is there a way to restart a campaign that has ended?

A: Yes. You can restart a campaign that has ended by editing your campaign and clicking the "Restart & Extend" button. This will extend your campaign by 5 days and will use the campaign's remaining budget. It can take up to 20 minutes for the campaign to go live again and during that time the campaign will be in a "Rescheduled" status in your campaigns list.

If you'd like to extend your campaign longer than 5 days and/or add additional budget, you will need to edit the campaign after it goes live.

Q: What is the maximum number of items I can add to my campaign?

A: The maximum is 2,000 items per ad group. You can have multiple ad groups per campaign.



Q: What is the difference between automatic and manual campaigns?

A: Automated campaigns are campaigns where Walmart determines when to show sponsored products based on keywords identified in product titles, descriptions, product listings, product categories, and related products.

Manual Campaigns are campaigns where you select the keywords that you want to bid on. Depending on the match type the sponsored product ad will display for that bidded search term.

Q: What are bid multipliers?

A: Bid Multipliers are optional and give you more options to optimize your advertising campaigns. This bidding feature helps you manage your sponsored products campaigns by enabling you to promote your products on prime placements and platforms

Q: Is there a way to space out my daily budget or only bid during one certain time of day?

A: Currently, this functionality is not available.

Q: What happens if I spend my entire budget before my campaign end date?

A: Your campaign will remain in "Live" status until the campaign end date is reached, however, your products will no longer appear in sponsored product ads.

Q: If I have similar products in multiple campaigns, will they bid against each other for placement?

A: Our algorithm is based on the relevance of the items. If you have similar products in the same or different campaign, your items will be bidding against each other and other sellers' similar products.

However, having similar products in your campaign will increase the chances of your product winning the bid.

Q: How can I delete an active campaign?

A: You cannot delete a live campaign. However, you can click on the "End Campaign" button while editing your campaign, which will end the campaign immediately.

Q: Where can I find my campaign drafts?

A: Click the "Campaigns" tab. On the left side of the "Create New Campaign" button, there is a "Drafts" drop-down list. If the "Drafts" drop-down menu is not there, it means that you do not have any saved campaign drafts.

Q: Can I clone a campaign?



A: Yes. When viewing your campaigns from the "Campaigns" tab, click the three vertical dots to the right of the ROAS and select "Clone".

ITEM HEALTH REPORT

Q: Who is eligible to include listing quality in the "Item Health" report?

Currently, only Marketplace sellers receive listing quality on the "Item Status" report.

Q: What may be impacting my item page views?

A: Your item page views may be impacted because they used to be consolidated on a primary variant, previously known as base item ID. Now each item is an individual variant and will display its own views.

Q: Does the "Item Health" report include variants?

A: Yes, the Item Health report includes all advertised variant items alongside the respective variant item ID, and show which primary variant it is mapped to.

Q: What is the listing quality score?

A: Listing quality is a score for Marketplace advertisers that provides insight into how their items are performing based on variables that affect a customer's purchase decisions.

Q: How does listing quality affect ad serving?

A: Items with a listing quality score >60% have an increased likelihood of serving as an ad. Items with low listing quality scores will most likely not serve as ads. You may need to improve your content & discoverability, offer and/or ratings & reviews to increase your listing quality score.

Q: How frequently is the listing quality score refreshed?

A: The listing quality score is updated daily.

Q: Will all my items have a listing quality score?

A: Only published items have a listing quality score.

Q: What first-party data informs listing quality?

A: Content & discoverability, offer, and ratings & reviews. To learn more about each of these, please review Seller Center Analytics – Listing Quality & Rewards Dashboard.



KEYWORDS

Q: What are keywords?

A: Keywords are words or phrases that customers type to search for items on walmart.ca. You can bid on keywords and compete to get your product to appear as a sponsored product at the top of search results. Selecting high-quality, relevant keywords for your campaign can help you reach the right customers at the right time.

Q: What is Keyword Bidding?

A: Keyword bidding is a campaign management strategy that allows you to target the specific keywords customers are searching for. Keyword bidding allows you to meet your marketing objectives by allowing you to bid competitively on search terms and gives you more control over which queries will result in an ad at the top of search results.

Q: Does Walmart Connect offer negative keyword targeting?

A: Walmart Connect does not offer negative keywords as a targeting option. In the absence of negative keywords, advertisers can still optimize their campaigns effectively by considering the following alternative strategies:

- Tight keyword grouping: Create tightly themed ad groups with specific keywords. This approach helps control which ads are triggered by closely matching the items to the target keywords.
- Precise keyword match types: Utilize precise match types like exact match or phrase match to limit the scope of queries triggering your ads. This helps in reducing irrelevant traffic.
- Regularly review item keyword performance report to understand which queries are triggering your ads. Manually remove or adjust keywords that are not relevant or underperforming.

Focusing on precise targeting and regular campaign analysis can significantly enhance ad performance.

Q: Can an advertiser bid against Walmart Private brands?



A: Walmart private labels are currently not eligible to participate in brand term targeting. Advertisers are restricted from bidding on Walmart private label brand terms and Walmart private labels are restricted from bidding on other advertiser's brand terms.

Q: Can I bid on competitors' brand terms?

A: Yes, advertisers can bid on keywords related to their competitors' brands and products* within Sponsored Products to reach Walmart customers who may be open to considering similar brands or products. Additionally, they can bid on their own brands and products to maintain their share of voice within their category.

*Applicable for exact match keywords only. Search in-grid positions 1 & 2 will still surface sponsored ads but are excluded from brand term targeting. Walmart private labels are currently not eligible to participate in brand term targeting. Advertisers are restricted from bidding on Walmart private label brand terms and Walmart private labels are restricted from bidding on other advertiser's brand terms.

Q: On the "All Keywords" page, does selecting the current date in the range of dates mean that data for the current date is reported in real-time?

A: Selecting the current date in the date range does not show data in real time. The data is always reported with a 1-day lag. This means that if you select the current date, the data that is displayed will be for the previous day.

Q: What is the effect of changing the date range using the date picker on the "All Keywords" page?

A: Changing the date range in the date picker will update the performance metrics shown in the table.

Q: What is the default attribution window for metrics that are reported on the "All Keywords" page? Can I change the attribution window?

A: The default attribution window is 14 days. It can be changed to 3 days, 14 days, or 30 days.

Q: How will I know if the optimizations have taken effect on the "All Keywords" page?

A: The system will share success and error messages as your requested optimizations happen.

Q: Can I add new keywords using the "All Keywords" page?

A: No, you cannot add new keywords on this page as you can only manage/optimize existing keywords.



Q: Can I save my custom filters on the “All Keywords” page?

A: No, you cannot save your custom filters. Please note that as you update or leave the page, you will lose your filters.

Q: Is there a limit to the number of keywords I can update at one time on the “All Keywords” page?

A: You can update 10,000 keywords at a time on the “All Keywords” page.

Q: Options to enable and disable keywords, adjust bids, and apply suggested bid options are grayed out on the “All Keywords” page. Why?

A: You can't take any action on the “All Keywords” page because you only have read access. To make changes to keywords, you need write access.

Q: On the All Keywords page, what will happen if bulk action ‘Decrease Bid by %’ or ‘Decrease Bid by \$’ results in the bid value to go below the floor keyword bid values allowed for Sponsored Product (Manual) campaign?

A: If a bulk action decreases a bid below the minimum allowed value, the minimum bid value will be applied instead. For example, if a keyword's current bid is \$1 and the bulk action decreases it by 100%, the new bid would be \$0. However, the minimum bid for a Sponsored Product (Manual) campaign is \$0.80, so the bid would be capped to minimum value; to \$0.80.

Q: On the All Keywords page, what will happen if the bulk action ‘Increase Bid by %’ or ‘Increase Bid by \$’ results in the bid value to go beyond the maximum keyword bid value allowed for Sponsored Product (Manual) campaign?

A: When a bulk bid increase goes beyond the maximum bid value, the maximum bid value will be applied instead. For example, if the current bid for a keyword is \$80 and you increase it by \$30, the new bid will be capped at \$100.

Q: How often should I optimize my keywords on the “All Pages” page?

A: You can optimize your keywords as often as you like, as keyword metrics performance is updated once every 24 hours. Observe Keyword Performance weekly and optimize as necessary.

Q: Is there a feature to compare the performance of different keywords on the “All Keywords” page?

A: Yes, you can use the built-in filters or advanced filters to narrow the keyword list and then use the sort and search functions to compare the performance metrics of different keywords.



Q: Can I visually track trends and changes in performance metrics over time?

A: No, we do not currently offer this functionality on the page.

Q: Is it possible to see performance metrics for a specific date range on the “All Keywords” page?

A: Yes, you can choose the specific date range for performance metrics using the date selector on the left side of the header. By default, all performance metrics for the last 30 days are displayed.

Q: Where can I find the reports, I downloaded from All Keywords page?

A: You can download the entire keyword list or specific page view. Download current view shows downloads the keywords list directly to your computer. Download all results creates a downloadable report called Keyword Optimization in On-demand reports.

Q: Can I customize the metrics displayed on the All Keywords page?

A: At this time, you cannot choose the list of columns and customize the view on the All Keywords page. However, you will see the most critical information related to keywords and bids displayed in static, so that you do not have to switch in between views.

Q: What is the difference between Manual (Keyword) Bidding campaigns and Automatic Bidding campaigns?

Automatic Bidding:

- Ads are served against relevant customer searches based on the product details
- Products included within this type of campaign will automatically be served against a combination of the most relevant keywords being searched by the customer
- Bids are set at the product level
- Ads are eligible only for all sponsored product placements include search results, the buy box banner and sponsored product carousels

Manual Bidding:

- Keywords are matched to search terms that customers are searching on Walmart.ca and determine when your ads may appear
- Bids are set at the keyword match type level
- Ads are eligible for the search results and sponsored product carousels placements

Q: Can I use the record ID that is generated after first upload for subsequent uploads?



A: When using the system-generated record ID, make sure it is correct and unchanged. Otherwise, it will result in an error and the row will not process. Best practice is to leave the record ID unchanged.

Make changes only to the value that you want to alter; the remaining rows can remain empty if not being updated. For example, if you only want to update a bid, change the bid value on the bulk update template and leave the corresponding cells empty.

If the bid is left empty, the system keeps the last submitted bid amount.

Q: Why are my bids not updating?

A: To update the bid on an item using the item recommendations report, simply change the value in the Bid column.

Do not add a new row for the same combination of item ID + campaign ID + ad group ID or you will get an error message.

Q: How do I remove one of the multiple keywords from an ad group or campaign at scale?

A: Update the Status column to: disabled. The Status column defaults to: enabled.

Q: What does [Keyword ID not found] mean in the bug report?

A: The [Keyword ID not found] error message refers to record ID errors in the bulk update Excel sheet. Make sure the record ID is accurate when you make updates using the item recommendations report or the keyword recommendations report.

Q: Do I need to populate or update the record IDs in the bulk file?

A: Record IDs are generated by the system. For best results, review the guidelines below:

- Record IDs are system-generated. For best results, review the guidelines below.
- Leave the record ID field blank the first time you use the bulk spreadsheet template, item recommendations report or keyword recommendations report, as you add new items or keywords.
- Record IDs are pre-populated when you make additional updates in the item recommendations report or keyword recommendations report. Best practice is to leave the record IDs unchanged.

Do not leave item and keyword IDs empty when you do not have a record ID. This will result in an error for that row.

Q: How often are keyword recommendations updated?



A: Recommendations are updated daily, and the look-back window is 30 days.

Q: Should I stay on the upload in progress page until the file is fully uploaded?

A: Yes, please stay on the upload in progress page until you receive an Upload complete message.

Q: Are campaign and ad group fields pre-populated for item recommendations reports like they are in keyword recommendations reports?

A: You can download the item recommendations report to use as a bulk file, but campaign and ad group information is not pre-populated. You will need to enter these details by referring to the Item Keyword Performance reports.

Q: What is the maximum number of items and/or keywords that I can upload at one time?

A: Advertisers can upload up to 5,000 rows of items and/or keywords at a time.

Q: Can I use bulk operations to create new campaigns or ad groups?

A: Using bulk operations to create new campaigns and ad groups is currently not supported.

Q: What types of bulk changes are currently supported with bulk operations?

A: You can make the following bulk changes:

- Add new items or keywords to existing Sponsored Products campaigns.
- Adjust keyword bids, status, and match types in existing Sponsored Products Manual campaigns.
- Adjust bids and item status in existing automated Sponsored Products campaigns.
- Enable inactive items or keywords in existing Sponsored Products campaigns.
- Disable active items or keywords in existing Sponsored Products campaigns.

Q: How are keyword recommendations different from suggestions within the ad group?

A: The suggestions within an ad group will include a list of up to 220 keywords to select from. These keywords are the options our platform provides based on relevancy to the items in your ad group. If there are live ad groups, these suggestions will also include performance-based keyword suggestions that will surface to the top of the list. You can leverage the suggested keywords to expand reach and continue to explore optimal keywords for your campaigns.

Keyword recommendation on the other hand will only appear for ad groups that are live and have been running for at least 3 days. These recommendations are generated by analyzing the



performance of the advertiser's live Sponsored Products Automatic and Manual campaigns and organic search data.

Q: Why can I request the keyword recommendations report only once a day?

A: The report is updated and generated once a day. Since there are no new keyword recommendations until the next day, you can access the report via "on-demand reporting" as many times as necessary once it is generated.

Q: How many keywords from the keyword recommendation report should I use?

A: The keyword recommendations report provides up to 20 recommendations per ad group. While you may benefit from adding all recommendations, we suggest reviewing the report and selecting new keywords that can help improve the performance of your campaign.

Q: My advertiser does not have any keyword recommendations in the widget, why is that?

A: If your advertiser does not see any keyword recommendations, it could be because their campaigns have not been live and running for more than 3 days, or all available keyword recommendations have already been added. Since keyword recommendations are refreshed daily, please inform advertisers to keep checking this tool every day. Also, advertisers may not see the keyword recommendation widget if none of the ad groups are live.

Q: How are keyword recommendations generated?

A: Our algorithm generates the recommendations by analyzing the performance of the advertiser's live Sponsored Products Automatic and Manual campaigns and organic search data, and automatically identifies new keyword opportunities that have the potential to enhance item visibility and boost sales.

Q: Can I add my own keywords?

A: Yes, you can add your own list of keywords to your Manual Bidding campaigns. Additional Keywords allows you to bid on normalized keywords outside of our automated keyword tool, giving you more control over when your ads appear within search results. Ultimately, increasing your potential to reach the most shoppers and maximize your sales.



Please note that the bidded items in manual campaigns go through a relevancy check and auction before ads are shown on Walmart.ca. Your ads may not show for the selected keyword for the following reasons:

- Item may not be winning the buy box
- Item is out of stock in that geo-location
- Competitors may be bidding higher

Q: Why isn't my item promoted for the keyword I'm bidding on?

A: Your item may not be promoted to the in-grid position for the following reasons:

- The item is unpublished or out of stock in your geo-location
- You are not the buy box winner of the item you are promoting,
- Your item does not have a high enough relevancy to be promoted to an in-grid position
- Competitor items have a higher relevancy and bid

Q: How many keywords can I add to each ad group?

A: There is a limit of 1000 keyword & match-type combinations per Ad Group. For example, if you are targeting both broad and phrase match on a keyword, that would count as 2.

Q: What are some keyword bidding best practices?

- Organize your ad groups by related keywords, brands, product category and top sellers
- Each ad group should have 20-50 SKUs with similar attributes
- Maximize the number of keywords per ad group that have the most potential of bringing in the most value and bid higher on those
- Use top selling SKUs to generate keywords as they have more historical data
- Start with keywords from 'Suggested Keyword' tab. The keywords suggested are in descending order from high, medium, low search and item frequency
- Use broad match keywords to start, as they cast the widest net and are useful to discover new keywords
- Recommended for products which have long sales history on Walmart



- Keyword Bidding is not recommended for new products as new products do not have enough historical data to generate keywords

Please note, if additional items are added/removed/disabled for a live campaign the keywords will get re-ranked.

Q: What are some best practices for additional keywords?

A: When selecting keywords, use suggested keywords first before considering additional keywords as these are the most relevant keywords to your advertised items on Walmart. If a relevant keyword to your advertised item is not provided by the suggested keyword tool, include them in the additional keywords tab.

When using Additional Keywords:

- Add all keywords that appear in your product title and description
- Utilize the keyword performance report to uncover new useful keywords
- Upload SKUS into the Keywords Analytics Tool to uncover new keywords that are outside of the suggested keyword list
- Add keywords for seasonal products
- Use branded keywords specific to products you want to promote
- 80 characters max per keyword (including spaces)
- Special characters are allowed, however you cannot have a full string of special characters (e.g., #\$!%&@)