

Advertising Help Glossary

Term	Definition
Ad Group	Ad groups exist within a campaign as a container – your campaigns are grouped into smaller, manageable pieces. You can set a default bid at the product, keyword or ad group level.
Ad Spend	Ad spend is the cost an advertiser pays when someone clicks their ad. Ad spend is calculated by cost-per-click.
Advertiser ID	A unique numerical identifier for your advertising account, typically with 5–10 characters.
Automatic Campaign	An Automatic Campaign is a campaign type where Walmart determines when to display Sponsored Products based on keywords identified from product titles, descriptions, product listings, product category, and related products.
Bid	A bid is the amount you are willing to pay when a customer clicks on your ad.
Bidded Keyword	Bidded Keyword is the word or set of words that advertisers have identified as those they want to bid on to target ads to customers.
Buy Box	The Buy Box is the box on a product detail page where customers begin the purchase process by adding an item to their cart. Since multiple sellers can offer the same product, you may compete with other sellers to appear in the Buy Box. If your products are not winning the Buy Box, your ad will not display. You can maximize your chance of winning the Buy Box by providing the best overall shopping experience to the customer. This may include, but is not limited to, offering the best price, fast and reliable delivery, easy returns, excellent customer service and overall experience.
Buy Box Banner	Sponsored Product ad placement located on the product page below the Buy Box.

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Campaign	A campaign is a framework for managing your ads so that you can accomplish your desired goals. The essential elements of a campaign include campaign name, start and end date, total budget, daily budget, and bids.
Campaign ID	A unique numerical identifier for your campaign, typically with X-X characters.
Carousel	The Sponsored Products ad placement is located at the bottom of search results, category pages and browse pages and mid-way down on item pages.
Clicks	Clicks are the action recorded when an ad is displayed and the customer clicks on the ad.
Click Through Rate (CTR)	Click Through Rate is the rate of total clicks divided by the total number of impressions.
Conversion	Conversions are when a customer has purchased your product after clicking on the ad.
Conversion Rate	Conversion Rate is the rate of total Orders divided by total Clicks.
Cost Per Click (CPC)	Cost Per Click (CPC) is the amount you will pay each time a customer clicks on your ad.
Daily Budget	Daily budget is the maximum amount you want to spend in a day.
Impressions	An impression is recorded when your ad is delivered.
Keyword	A keyword is the word or set of words a customer searches for.

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Manual Campaign	A Manual Campaigns is a campaign type 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.
Marketplace Seller (3P)	A Marketplace Seller utilizes the Walmart website to display their inventory; the items are sold and shipped by the seller.
Orders	Orders are defined as purchases made by a customer after clicking on an advertised item and are counted for any advertised or non-advertised item within the same brand if the customer has initially clicked on an advertised item for that brand.
Revenue	Revenue is the dollar value associated when someone sees your ad, clicks on the ad, and then makes a purchase.
Return on Ad Spend (RoAS)	Return on Ad Spend is calculated by dividing the Total Attributed Sales Revenue by the Ad Spend.
Search In-grid	Search In-grid is a premium Sponsored Product ad placement located within the grid of results of search, browse, and category pages.
Seller Center	Seller Center is a portal where Marketplace Sellers can manage their products.
Supplier (1P)	Suppliers sell items to Walmart – these items are sold and shipped to customers by Walmart.
Supplier Center	Supplier Center is a portal where suppliers can manage their products.
Total Attributed Sales Revenue	Total Attributed Sales Revenue is the total sales revenue made from Units Sold.

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Total Budget	Total Budget is the maximum amount you are willing to spend during the life of the campaign.
Units Sold	Units Sold represents how many of your items were sold based on clicks on your ads. This amount also includes variants sold, but the amounts will be grouped together under the primary variant.