Walmart Connect

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Overview

Ad Group media provides features to manage the video profile for Sponsored Videos. This includes creating of a new ad group media, listing the details of the ad group media and updating the ad group media.

Create New Ad Group Media

Description

Add video profile for an ad group using this endpoint. You can add it for a specific campaign and advertiser.

URL: POST/api/v1/adGroup/media

Query Parameters

Parameter	Description	Type	Required	Possible Values
adGroupId	The Id of the ad group	integer	Y	Unique numeric identifier representing the ad group

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Parameter	Description	Type	Required	Possible Values
mediaId	The unique Id of the media file generated from the notify media upload complete call	integer	Y	Unique numeric identifier
campaignId	Id of the campaign this ad group belongs to	integer	Y	Unique numeric identifier
advertiserId	Id of the advertiser	integer	Y	Unique numeric identifier

Headers

Header Name	Description	Required	Values
Authorization	The token will provide you the access to the API. It is the same for all advertisers you access through the API.	Y	Please utilize the generated auth_token shared with you at the time of partner onboarding from the Getting Started Guide
WM_CONSUMER.ID	We will provide you the consumer ID to access the API. It is same for all advertisers you access through the API.	Y	Please use the generated ConsumerId shared with you at the time of partner onboarding. Refer to the Getting Started Guide for further explanation on this
WM_SEC.AUTH_SIGNATURE	Auth signature as an API key	Y	Use the signature generator code from Getting Started Guide to generate this value
WM_SEC.KEY_VERSION	We will provide you with the KEY VERSION to access the API. It is same for all advertisers	Y	1

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Header Name	Description	Required	Values
	you access through the API		
WM_CONSUMER.intimestamp	Timestamp for which the auth signature is generated. Use Unix epoch format for the timestamp	Y	Use the signature generator code (Getting Started Guide) to generate this value
wap-tenant-id	Walmart Ads Platform Tenant identifier.	Y	Pass one of these value for tenant. • WMT_MX : For Walmart Mexico • WMT_BD : For Walmart Bodega EA • SAMS_MX : For SAMS Mexico • WBD_OD : For Walmart Bodega OD • WMT_CA : For Walmart Canada

Sample Request 1

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/adGroup/media' \
  --header 'accept: application/json' \
  --header 'wap-tenant-id: WMT_MX' \
  --header 'Authorization: Bearer <auth_token>' \
  --header 'WM_SEC.AUTH_SIGNATURE: **********' \
  --header 'WM_SEC.KEY_VERSION: 1'  \
  --header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
  --header 'WM_CONSUMER.intimestamp: 1565309779'\
  --header 'Content-Type: application/json' \
  --data '[{
          "adGroupId": 511111,
          "mediaId": 611111,
          "campaignId": 511111,
```

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```
          "advertiserId": 611111
        }]'
```

Sample Request 2

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/adGroup/media' \
  --header 'accept: application/json' \
  --header 'wap-tenant-id: WMT_MX' \
  --header 'Authorization: Bearer <auth_token>' \
  --header 'WM_SEC.AUTH_SIGNATURE: **********' \
  --header 'WM_SEC.KEY_VERSION: 1'  \
  --header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
  --header 'WM_CONSUMER.intimestamp: 1565309779'\
  --header 'Content-Type: application/json' \
  --data '[{
          "adGroupId": 511112,
          "mediaId": 611111,
          "campaignId": 511113,
          "advertiserId": 611114
        }]'
```

Sample Request 3

```
curl -X POST \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/adGroup/media' \
  --header 'accept: application/json' \
  --header 'wap-tenant-id: WMT_MX' \
  --header 'Authorization: Bearer <auth_token>' \
  --header 'WM_SEC.AUTH_SIGNATURE: **********' \
  --header 'WM_SEC.KEY_VERSION: 1'  \
  --header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
  --header 'WM_CONSUMER.intimestamp: 1565309779'\
  --header 'Content-Type: application/json' \
  --data '[{
          "adGroupId": 611113,
          "mediaId": 611112,
          "campaignId": 511113,
          "advertiserId": 611114
        }]'
```

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Response

Element	Description	Type
code	Possible values of response code: success, failure	string
details	Details of the error if value of response code is failure	string
adGroupMediaId	ID of the video creative attached to ad group for specific advertiser	integer

Sample Response 1

```
[
 {
  "code": "failure",
  "details": "Ad group already has media defined, please update
              existing instead of defining new one.",
  "adGroupMediaId": 0
 }
]
```

Sample Response 2

```
[
 {
  "code": "failure",
  "details": "MediaDetails not found.",
  "adGroupMediaId": 0
 }
]
```

Sample Response 3

```
[
 {
  "code": "success",
  "details": "",
  "adGroupMediaId": 611114
 }
]
```

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List all the Ad Group Media

Description

Retrieve the video creative uploaded to ad group for a specific campaign

URL: GET/api/v1/adGroup/media

Query Parameters

Parameter	Description	Type	Required	Possible Values
adGroupId	The ID of the ad group for which the media should be returned	integer	Y	Unique numeric identifier
campaignId	The ID of the campaign tied to this ad group	integer	Y	Unique numeric identifier

Headers

Header Name	Description	Required	Values
Authorization	The token will provide you the access to the API. It is the same for all advertisers you access through the API.	Y	Please utilize the generated auth_token shared with you at the time of partner onboarding from the Getting Started Guide
WM_CONSUMER.ID	We will provide you the consumer ID to access the API. It is same for all advertisers you access through the API.	Y	Please use the generated ConsumerId shared with you at the time of partner onboarding. Refer to the Getting Started Guide for further explanation on this

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Header Name	Description	Required	Values
WM_SEC.AUTH_SIGNATURE	Auth signature as an API key	Y	Use the signature generator code from Getting Started Guide to generate this value
WM_SEC.KEY_VERSION	We will provide you with the KEY VERSION to access the API. It is same for all advertisers you access through the API	Y	1
WM_CONSUMER.intimestamp	Timestamp for which the auth signature is generated. Use Unix epoch format for the timestamp	Y	Use the signature generator code (Getting Started Guide) to generate this value
wap-tenant-id	Walmart Ads Platform Tenant identifier.	Y	Pass one of these value for tenant. • WMT_MX : For Walmart Mexico • WMT_BD : For Walmart Bodega EA • SAMS_MX : For SAMS Mexico • WBD_OD : For Walmart Bodega OD • WMT_CA : For Walmart Canada

Sample Request

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-
proxy/service/WAP/API/v1/api/v1/adGroup/media?campaignId=12000&adGroupId=12001' \
  --header 'accept: application/json' \
```

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```
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: **********' \
--header 'WM_SEC.KEY_VERSION: 1'  \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
```

Response

Element	Description	Type
campaignId	ID of the campaign associated with the respective ad group	integer
adGroupId	ID of the ad group	integer
adGroupMediaId	Id of the video creative uploaded to the ad group	integer
mediaId	The unique Id of the media file generated from the notify media upload complete call	integer
reviewStatus	Specified status of campaign in a review cycle. Possible values of status are: pending, approved, rejected	string
reviewReason	If value of reviewStatus is rejected, you will receive the reason for why it was rejected. *Note: Value of reviewReason is "null" when reviewStatus is pending.*	string
status	Status of media uploaded to ad group. The values of status are: enabled, disabled default value of status is enabled because only one video profile is allowed per ad group	string

Sample Response

```
[
  {
    "campaignId": 511112,
    "adGroupId": 511111,
    "adGroupMediaId": 611111,
    "mediaId": 611111,
```

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```
    "reviewStatus": "rejected",
     "reviewReason": "This is a 2000 character long comment This is
      a 2000 character long comment",
     "status": "enabled"
  }
]
```


Update Existing Ad Group Media

Description

Update the video creative uploaded to ad group for a specific campaign

URL: PUT/api/v1/adGroup/media

Query Parameters

Parameter	Description	Type	Required	Possible Values
adGroupId	The Id of the ad group	integer	Y	Unique numeric identifier representing the ad group
mediaId	The unique Id of the media file generated from the notify media upload complete call	integer	Y	Unique numeric identifier
campaignId	Id of the campaign this ad group belongs to	integer	Y	Unique numeric identifier
adGroupMediaId	The Id of the video creative uploaded to the ad group	integer	Y	Unique numeric identifier

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Headers

Header Name	Description	Required	Values
Authorization	The token will provide you the access to the API. It is the same for all advertisers you access through the API.	Y	Please utilize the generated auth_token shared with you at the time of partner onboarding from the Getting Started Guide
WM_CONSUMER.ID	We will provide you the consumer ID to access the API. It is same for all advertisers you access through the API.	Y	Please use the generated ConsumerId shared with you at the time of partner onboarding. Refer to the Getting Started Guide for further explanation on this
WM_SEC.AUTH_SIGNATURE	Auth signature as an API key	Y	Use the signature generator code from the Getting Started Guide to generate this value
WM_SEC.KEY_VERSION	We will provide you with the KEY VERSION to access the API. It is same for all advertisers you access through the API	Y	1
WM_CONSUMER.intimestamp	Timestamp for which the auth signature is generated. Use Unix epoch format for the timestamp	Y	Use the signature generator code (Getting Started Guide) to generate this value
wap-tenant-id	Walmart Ads Platform Tenant identifier.	Y	Pass one of these value for tenant.

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Header Name	Description	Required	Values
			• WMT_MX : For Walmart Mexico • WMT_BD : For Walmart Bodega EA • SAMS_MX : For SAMS Mexico • WBD_OD : For Walmart Bodega OD • WMT_CA : For Walmart Canada

Sample Request 1

```
curl -X PUT \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/adGroup/media' \
--header 'accept: application/json' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: **********' \
--header 'WM_SEC.KEY_VERSION: 1'  \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--header 'Content-Type: application/json' \
--data '[{
        "adGroupId": 511111,
        "campaignId": 511111,
        "adGroupMediaId": 611116,
        "mediaId": 611116
       }]'
```

Sample Request 2

```
curl -X PUT \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/adGroup/media' \
--header 'accept: application/json' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: **********' \
--header 'WM_SEC.KEY_VERSION: 1'  \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--header 'Content-Type: application/json' \
```

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```
--data '[{
        "adGroupId": 511111,
        "campaignId": 511111,
        "adGroupMediaId": 611111,
        "mediaId": 611113
       }]'
```

Sample Request 3

```
curl -X PUT \
'https://developer.api.us.stg.walmart.com/api-proxy/service/WAP/API/v1/api/v1/adGroup/media' \
--header 'accept: application/json' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: **********' \
--header 'WM_SEC.KEY_VERSION: 1'  \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
--header 'Content-Type: application/json' \
--data '[{
        "adGroupId": 511114,
        "campaignId": 511114,
        "adGroupMediaId": 124405,
        "mediaId": 611116
       }]'
```

Response

Element	Description	Type
code	Possible values of response code: success ,failure	string
details	Details of the error if value of response code is failure	string
adGroupMediaId	ID of the video creative attached to ad group for specific advertiser	integer

Sample Response 1

```
[
 {
  "code": "success",
  "details": "",
```

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```
  "adGroupMediaId": 611116
 }
]
```


***Sample Response** 2*


```
[
 {
  "code": "failure",
  "details": " MediaDetails not found.",
  "adGroupMediaId": 0
 }
]
```


***Sample Response** 3*


```
[
 {
  "code": "failure",
  "details": " AdGroup Media not found for AdGroup 511114",
  "adGroupMediaId": 0
 }
]
```


Rate limits on API operations

There is a rate limit in place on the allowed number of API operations per hour.

Operations per hour are computed as the sum of number of changes requested across all API requests during the hour.

For example, 5 keyword bid changes, creation of an ad group, adding an item, and a snapshot report request in any given hour, would be counted as 8 operations.

You will receive an HTTP 429 status error code and an error message about rule enforced in case of breaking ops limit.

To learn more about current applicable limits specific to your integration, please reach out to the API Partner Enablement team.

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