Walmart Connect

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What is Sponsored Videos?

Walmart Connect is launching **Sponsored Videos**, a new premium Sponsored Search solution designed to improve the visibility of advertised items within search results, to help boost awareness and discovery. These short, keyword-targeted video ads promote a single item within relevant Search In-grid results. A click anywhere on the video sends the customer to the item page to learn more.

Advertisers can use **Sponsored Videos** to stand out from the competition, promote new and seasonal items, and to help influence customers' decisions with item benefits at the consideration point of their Walmart shopping journey. Participating API Partners can manage budgets, keywords, and bids to easily scale campaigns for their suppliers and ensure **Sponsored Videos** are live during prime hours of the shopping day.

Sponsored Videos is available to all **Walmart suppliers** and **Walmart Marketplace sellers** who are registered brand owners. Advertisers can quickly and easily upload their own industry standard 16:9 videos and launch and manage their own campaigns through their participating Walmart Connect Partner Network API Partner

Sponsored Video benefits

1. Format can boost both awareness and conversions
2. Cost-effective video storytelling
3. Fast, easy campaign launch

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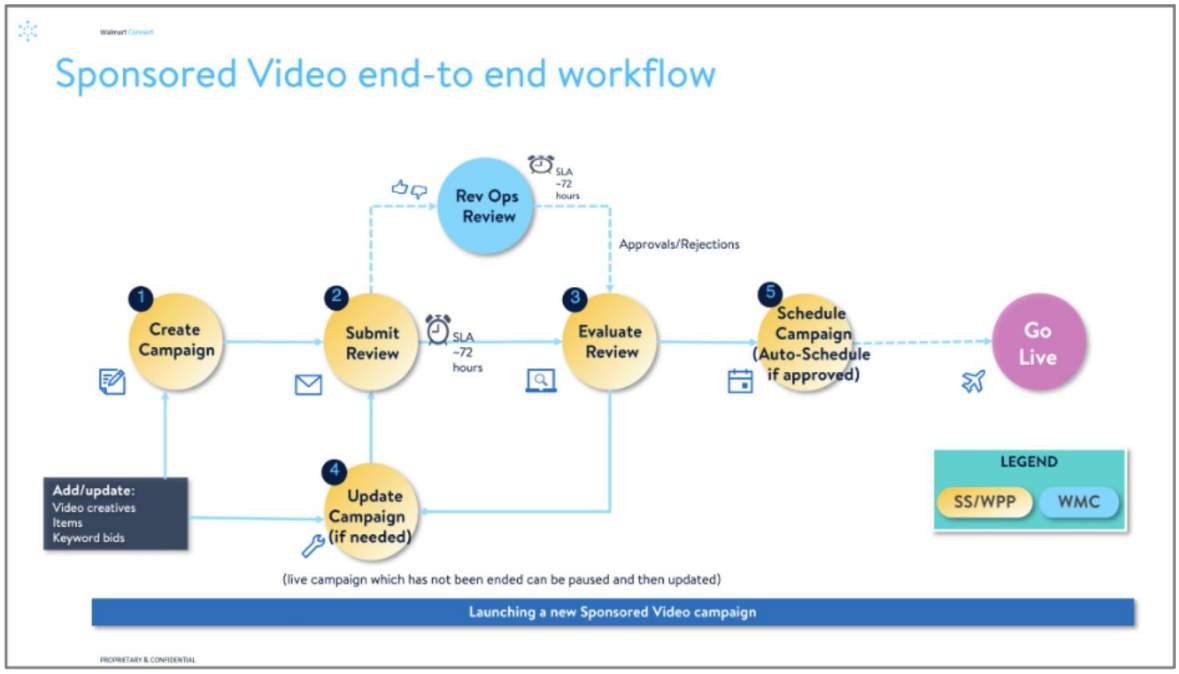
4. Closed-loop measurement

Sponsored Video Use Cases

1. Increase item visibility in Search
2. Promote new and seasonal items
3. Help influence Walmart customers' buying decisions

Sponsored Videos Workflows

Launching a New Sponsored Videos Campaigns :



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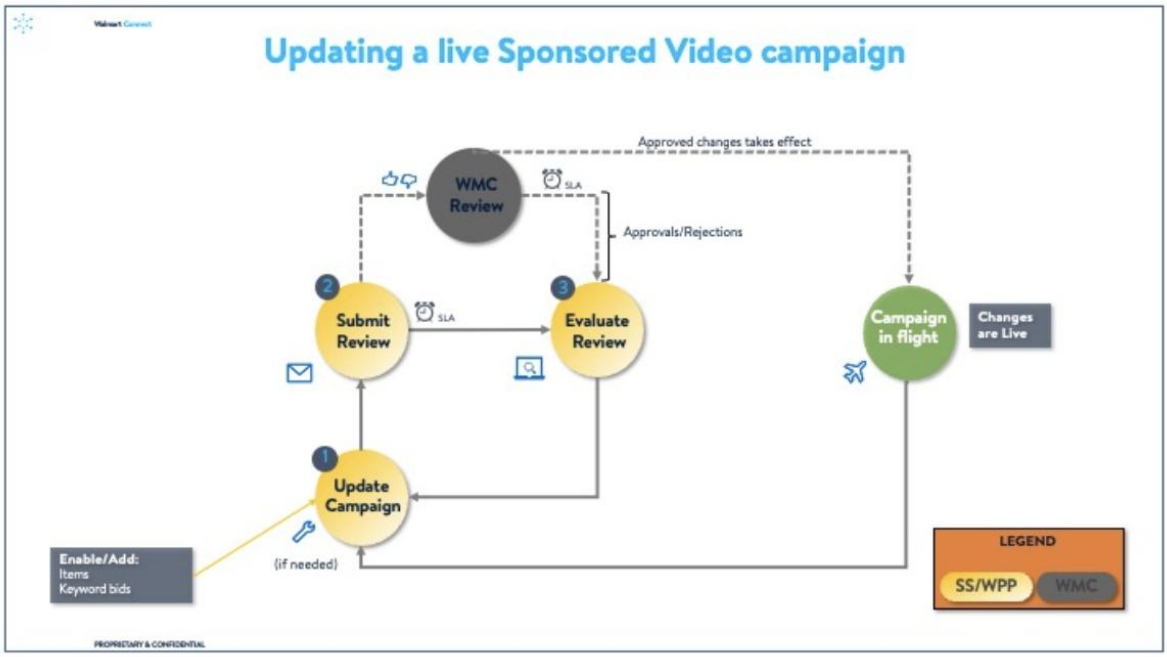
Updating a Live Sponsored Videos Campaign :



Setting Up a Sponsored Videos Campaign

Upload Sponsored Video Media for the Advertiser

1. Create media upload destination
    - MediaUploadRequestId is generated as well as uploadUrl
      Note: upload URL expire after 15 minutes
2. Upload MP4 or .MOV video to uploadUrl
3. Check status of media upload completeness
    - Using mediaUploadRequestId, add mediaName (no validation for name uniqueness per advertiser) to generate mediaId
    - Approximate time to process media upload is ~30 minutes
4. Get availability status of all completed media files for a given advertiser or filter by mediaId to receive specific media status. If status = "AVAILABLE" , the video can be added to the Sponsored Video profile of a given campaign
   Note: *Please refer to the Media API doc for more details on the creative guidelines for the video asset.*

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Create Sponsored Videos campaign

1. Use campaignType parameter "video" and targetingType "manual"

2. If you are a 3P seller trying to create a Sponsored Videos campaign, you need to be a registered brand owner. Once your brand is verified you will be able to create a campaign which will be subject to review as per campaign review guidelines. You should wait at least 24 hours before trying again in case your request does not go through the first time
   ***Note**: For more information on the eligibility, please reach out to Walmart Connect*

Create the Ad group

1. Create an ad group for the Sponsored Videos campaign

2. Currently, only 1 ad group is allowed per campaign

Create Sponsored Video profile for the Ad group

1. Create Sponsored Video profile by adding ad group media to the ad group

2. The video profile created will have "enabled" status by default
3. The video profile's review status will be "pending" by default and requires a review to be "approved"

4. Only 1 Sponsored Video profile is allowed for a campaign
   ***Note: Sponsored Video** profile comprises of the following components:*

   - Media file – The media file represents the video asset. The media file must be uploaded and validated before it can be added to a video campaign

   - Media name – name provided when uploading the media to generate mediaId

   - Thumbnail – URL for the image snapshot of video

Add Ad Items to the ad group

1. Maximum 10 items can be added to an ad group

2. Minimum 1 item needs to be added to an ad group (recommended min. 3 to avoid stop serving ads in case of out-of-stock scenario)

3. The "reviewStatus" will default to "pending" for each new item added or an item that is re-enabled

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Add Keywords (Additional/Suggested keywords) to the ad group

1. Adding keywords to a **Sponsored Videos** campaign is like adding keywords to a **Sponsored Brands** campaign
2. The "status" for each new or re-enabled keyword is set to "pending" by default
3. Maximum of 200 distinct bidded keywords can be enabled per ad group with 1 to 3 keyword-match types allowed for each
4. Minimum bid for keywords in a **Sponsored Videos** campaign is as per below table -

Tenant	Min CPC
WMT_MX	22
WMT_BD	-
SAMS_MX	22
WBD_OD	12
WMT_CA	TBD

Completing Sponsored Videos campaign review

Submit a Review Request for Campaign

1. Following campaign components are subject to review approval:
   - Video profile
   - Ad Item(s)
   - Keyword(s)
2. The video profile review status is "pending", and will be reviewed when review is requested
3. Review process can take 1-3 days unless we are experiencing heavier than expected load
4. Review will provide approval/rejection outcome for each component added to the campaign

Fetch Review State for Campaign

1. For further details on a campaign's review status and possible rejection reasonings, you will have to retrieve the following entities for the Sponsored Video campaign's ad group to understand the review outcome
   - Video profile – comprising of media filethat have been added to the ad group
     * GET/api/v1/adGroupMedia

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- Review – comprising of ad items and keywords that have been added to the ad group and submitted for review
  * GET/api/v1/review

Schedule Campaign to go live

1. A campaign is eligible to go live if its review is complete and:
   - The video profile is approved. Since we are supporting only one video profile for an ad group, the video profile will be enabled by default
   - At least 1 ad item is approved
   - At least 1 keyword bid is approved
2. If the campaign meets the above eligibility criteria, the campaign will auto-schedule and go live on the Sponsored Video campaign's start date
3. If the campaign does not meet the above criteria, the campaign will not go "Live" and campaign status will remain in "Proposal". You will have to modify the campaign based on review outcome and resubmit for another review
   Note: *You cannot update the* ***Sponsored Video*** *profile for live campaigns. To update the* ***Sponsored Video*** *profile, you will have to pause the campaign, update the profile, get it reviewed and scheduled once again. Once the review is complete, the campaign can be re-enabled to go live if it is eligible*

Cancel Review

1. You can cancel a review when reviewStatus is "pending"/ "in-progress"
2. Cancel by submitting a PUT/api/v1/review request
3. When a review is cancelled, its "reviewStatus" will be changed to "cancelled"

Understanding the Review

Once you make the changes and submit a campaign review request

1. If you need to add/ re-enable item/keyword for a campaign while the review is "pending" / "in-progress" :
   - You can cancel the review request
   - After cancelling the review request, you can modify the campaign and re-submit for review
2. If you need to modify the campaign while the review is "pending"/ "in-progress"
   - You can:
     * Update keyword bids
     * Update campaign budget
     * Update campaign's end date

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* Disable an item/keyword
* Cancel the review

- You cannot:
  * Add/re-enable items or keywords
  * Update video profile
  * Submit a second review for the campaign unless the current review is complete

Post review completion

Post review completion, the campaign status will automatically change to "enabled" then "scheduled" and finally to "live" (on the campaign start date). However, for the campaign to be auto scheduled, it must be eligible to go live. A campaign will only be scheduled when following are approved for it:

1. **Sponsored Video** profile
2. At least 1 Keyword
3. At least 1 item

Rules for updating a live campaign (or paused)

1. If a campaign review is pending or in-progress, the video profile cannot be updated
2. **The video profile in a live campaign cannot be updated/modified/disabled**
   - To update the video profile in a live campaign, the campaign will have to be paused to make changes to the profile, have the profile reviewed and approved and then re-enable the profile
   - Once an approved profile will be paused and updated, the status will switch to "pending"
3. **If a campaign is live or has been live at least once in its lifetime, you cannot:**
   - Delete an Ad Item or Keyword
4. **Following changes can be made without the need for a review to apply them in near real-time**
   - Change in keyword bids
   - Disable a keyword
5. **For the following changes you need to submit a review request:**
   - Add a new ad item/keyword
   - Re-enable an ad item/keyword
6. **If you need to modify the campaign while the review is "pending"/"in-progress"**
   - You can:
     * Update keyword bids
     * Update campaign budget
     * Update campaign's end date
     * Disable an ad item/keyword
     * Cancel the review
   - You cannot:
     * Add/re-enable ad items or keywords

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    * Update video profile
    * Submit a second review for the campaign unless the current review is complete
7. **If you need to add/ re-enable item/keyword for a campaign while the review is** "**pending**"**/** "**in-progress**"**:**
    - You can cancel the review request
    - After cancelling the review request, you can modify the campaign and re-submit for review
8. If a campaign review is revised for **Sponsored Video** Profile such that the **Sponsored Video** profile is rejected, the campaign will be "paused". A campaign cannot stay "live" if profile is rejected by WMC team. If this happens, you need to change the video profile as per guidelines and resubmit it for review
9. If you extend an ended campaign, the system will auto-change the status to "rescheduled" and then to "live" as per the defined start date for the campaign
10. A campaign can be auto scheduled only if it is in "proposal" state. A "paused" campaign cannot be auto scheduled
11. A campaign can be auto scheduled if it has a profile whose review status is approved (apart from having at least 1 item and 1 keyword bid approved)

Sync Sponsored Videos campaigns (Entity snapshot)

You can sync your **Sponsored Videos** campaigns using Entity Snapshot API endpoint

Report on Sponsored Videos campaigns (Report snapshot)

Report snapshots provide **Sponsored Videos** campaign metrics like they do for non- **Sponsored Videos** campaigns, however, following are some rules that specifically govern metrics for **Sponsored Videos** campaigns:

1. Video ads standard performance metrics will flow under existing reportTypes for snapshot v2
2. Sponsored Video campaign report and Sponsored Video keyword report is available via new report types "videoCampaigns" and "videoKeywords" under snapshot v2.
3. **Sponsored Videos** campaigns are not included in Item-Keyword Report

Frequently Asked Questions (FAQs)

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Q: What is the eligibility criterion for an advertiser to be eligible for Sponsored Videos?
A:All 1p and 3p advertisers are eligible for Sponsored Videos. A 3p seller has to be a rightful Brand Owner

Q: Which products are eligible to advertise on Sponsored Brands? Should the items be winning buy-box to be eligible for advertising on Sponsored Brands?
A: Products that are published, in-stock, winning buy box, and are sold online

Q: Once we create a Sponsored Videos campaign, does WMT Connect team moderate the campaign? If yes then, what does the moderation process look like and what are the attributes that go under the moderation process?
A: Yes, each **Sponsored Videos** campaign (or qualifying changes to it) require moderation by WMC, please refer **Sponsored Videos** policy guide

Q: How do API partners source video asset when creating Sponsored Videos campaigns?
A: From Suppliers

Q: What happens if one of the 3 products chosen for Sponsored Videos ad goes OOS? Will the Sponsored Videos ad be taken down or will WMC automatically select another related product from the advertiser's catalog?
A: The Campaign keeps serving ads on Desktop and Mobile as long as at least 1 relevant item in a campaign is in stock

Q: Is there a cap on the no. of items that can be added to a Sponsored Videos campaign?
A: Maximum 10 (and minimum 1)

Q: How does budgets setting work for Sponsored Videos campaign? Does it have both daily and total budgets similar to Keyword and Auto Campaigns?
A: Yes, both total and daily budgets are applicable

Q: What are bid thresholds applicable for Sponsored Videos campaigns?
A:

Tenant	Min CPC
WMT_MX	22
WMT_BD	-
SAMS_MX	22
WBD_OD	12
WMT_CA	TBD

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Q: Are bid multipliers available for Sponsored Videos campaigns?
A: No, as there is only one placement

Q: What are the different Sponsored Videos campaign statuses?
A: Here are applicable workflows for different statuses. Please refer flow diagram in 'campaign' doc for more clarity on statuses for both **Sponsored Videos** and Non- **Sponsored Videos** campaigns

1. New campaign: Enabled>Proposal (set by system)>Enabled>Scheduled (set by system)>Live (set by system)
2. Pause Live campaign: Live>Paused>Enabled>Rescheduled (set by system)>Live (set by system)
3. End Live & Extend Completed Campaign: Live>Completed>Extend>Rescheduled (set by system)>Live (set by system)

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