

Marketplace Sellers Billing Policy

For Sponsored Search

Overview

This Sponsored Search Billing Policy ("Billing Policy") applies to Sponsored Search advertising purchased by a Marketplace Seller through the Walmart Connect Ad Center, directly by an advertiser, or through an agency or API partner. All use of the Walmart Connect Ad Center is governed by the [Walmart Connect Ad Center Platform Terms of Use](#) ("TOU") and capitalized terms not otherwise defined below shall have the respective meanings set forth in the TOU. You acknowledge and agree that Walmart shall, in its sole discretion, have the right to update this Billing Policy from time to time to incorporate new terms by posting such modifications here, which such modifications shall have immediate effect.

Billing Manager details

Only admin users on Marketplace Seller advertising accounts can access Billing Manager, where they can view, add, and edit payment details.

- When you first sign into Ad Center, using your Walmart Connect Ad Center credentials, click the link in the banner to access Billing Manager.
- Once in Billing Manager, open the **Payment Settings** tab to see your payment method.
- By default, your **Seller Balance** will be listed as your only, and primary, payment method.

Note: Seller Balance is the same as your "net sales."

Important Notes:

- Only the account's Admin User(s) can access Billing Manager to see payment details. Note, all Admins have this access.
- At this time, the only payment method available is Seller Balance.

Invoicing

- Invoices are automatically issued at the end of the two-week billing cycle.
- If you exceed your Account Spend Limit, an invoice will automatically be issued and available in the Billing Manager at the end of each day on which you exceeded your Account Spend Limit.
- Your **Account Spend Limit** is the total amount of advertiser spend that can be incurred before ad serving is paused.
 - The Account Spend Limit is calculated based on an advertiser's Marketplace performance and is automatically assigned every two weeks.
 - The Account Spend Limit is visible by all account users directly on the Walmart Connect Ad Center homepage, and by admin users in Billing Manager.
 - Walmart Connect reserves the right to change the Account Spend Limit at any time with or without prior notice.
- An invoice is automatically issued at the end of the regular two-week billing cycle, for the remaining balance of ad spend for that period.

Payment

Seller Balance processes

Your Seller Balance is used as your primary payment method. All invoiced amounts will be deducted at the end of your Marketplace settlement cycle.

If at the end of the regular two-week billing cycle, your Seller Balance is not sufficient to pay the account unpaid balance, then your WMC Client Partner Lead or Account Manager will reach out to you to rectify your Seller account.

Once your Seller Balance is corrected, it will be reflected in Billing Manager and your account's outstanding balance will be adjusted accordingly.

Ad Serving

- If you exceed your Account Spend Limit, ad serving will be paused and you will be notified.
- Ads will resume serving once your account's outstanding balance is lower than the Account Spend Limit.

Note: Even if your ads are paused, you may still be charged for any clicks received on ads that have already been served.

Frequently Asked Questions

Q: Can my Account Spend Limit be increased?

A: Account Spend Limits cannot be increased upon a Seller request at this time.

Q: I am not able to access Billing Manager. How do I request access?

A: Only account admin users can access Billing Manager. Users with Write or Read permissions cannot access Billing Manager. If you are an admin user and are seeing an Access Denied error message when you try to access Billing Manager, please ensure you have the correct account selected in the upper left dropdown, as you can only access accounts that you are an admin for. If you are still not able to access Billing Manager, please reach out to the Walmart Connect team at Info_WMC_CA@walmart.com.

Q: How can I review my invoices?

A: Account admin users can access Billing Manager and download issued invoices. You will be able to check the invoices for the campaign names for which you have been charged. You can validate the charges with the reports present in Ad Center.

Q: Why has my Account Spend Limit decreased or increased from prior periods.

A: There could be multiple reasons for the decrease/increase in your Account Spend Limit:

- If your GMV has decreased or increased recently, your Account Spend Limit may decrease or increase accordingly.
- If you added a new Self-serve Ad Account or deleted an Ad Account linked to your Seller Account, your Account Spend Limit may decrease or increase.
- If you do or do not pay the total balance of unpaid invoices, your Account Spend Limit may decrease or increase.

Q: How can I access my invoices in Billing Manager?

A: To access your invoices in Billing Manager, an account admin should follow these steps:

- Log in to Billing Manager and go to the Payment Dashboard tab.
- Search for an invoice using the available filter options (Billing Period From, Billing Period To, Payment Status, Payment Method, Invoice ID).
- From the returned list of invoices, click See Details for the invoice you are interested in reviewing.
- Click Download PDF to export the invoice.
 - You can also view transaction history to see the log of failed, pending and successful transactions for an applicable invoice by clicking Transaction History.

Q: How can I access my receipts in Billing Manager?

A: Once payment has been made, your account admin should follow these steps to access your payment receipts in Billing Manager:

- Log into the Billing Manager and go to the Payment Dashboard tab.
- Search for Paid invoices using the available filter options

- Click See details and then Download PDF to export the receipt.

Q: If I've exceeded my Account Spend Limit, when will my ads start serving again?

A: In order to resume your ads, you can reach out to Info_WMC_CA@walmart.com and request reactivation of your ads once your Seller account has been rectified and your Seller balance is greater than your Account Spend Limit.