Walmart Connect

SPONSORED PRODUCTS CANADIAN PLATFORM

Get-Started Guide

Strategies & best practices
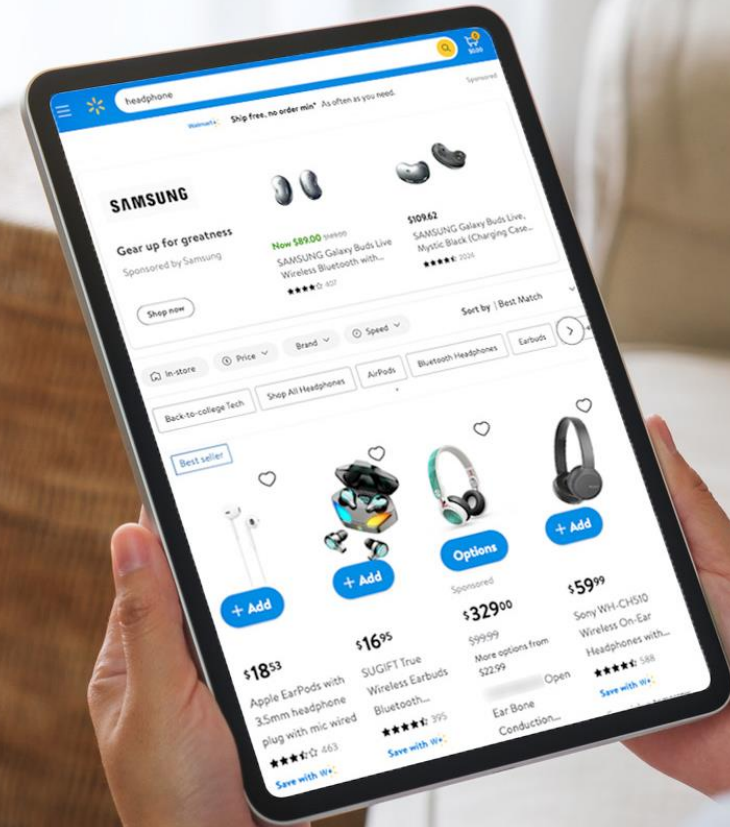to help you succeed

March 2025

![Walmart Connect](Walmart Connect logo)

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These materials include one or more fictitious brands.
Images and brands are for illustration only.

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Step 1: Check your eligibility requirements

To advertise with Sponsored Products, you must be a qualified Marketplace seller and fulfill these three eligibility requirements:

- Your item is in stock

- Your item is published

- Your item is winning the Buy Box

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Step 2: Support your business objectives with measurable goals

Establish goals right away to help determine campaign type and which items to advertise

Business objective	Campaign goal
"I want more people to be aware of my brand." "I want to reach new customers." "I want to tell my brand story."	**Brand awareness** • Tell your brand story • Reach potential customers • Build trust and confidence in your brand • Maximize audience size
"I want more customers to consider my products and brands as they research my competitors' products and brands."	**Consideration** • Reach customers as they search and browse • Engage prospective customers
"I want to drive sales of my products." "I want to move seasonal inventory fast." "I want to lead high-intent customers from consideration to purchase." "I want to sell variations of a single product."	**Purchase** Encourage high-intent customers to move from consideration to purchase

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Step 3: Select your campaign type & targeting

Automatic offers maximum exposure, while manual offers maximum control

| Campaign type	Reach	Benefits	Best for
Automatic	Ads are served to customers who search relevant keywords, as selected by Walmart's algorithm	• More visibility • High impression volume • Easy setup • No keyword management	• Brands that are new to advertising • Expanding reach beyond existing customer base • Launching new items
Manual	Ads are served to customers who search relevant keywords, as selected by the advertiser	• More precise audience • Full campaign control • Strategize and optimize in flight	• Items with a long history on Walmart • Brands that already know the keywords their customers use

Step 4: Define campaign structure

Launch your campaign with as many items as you can to discover which drive the most results.

Categorize products into specific themed campaigns and ad groups. The more refined your campaigns and ad groups are, the greater controls you'll have over performance.

Organize the campaign and the ad groups within it by:
- Product category
- Brand
- Top-selling items
- Growth items
- Low-profit items*
- Seasonal items
- New items

*Note: Ad groups will influence your campaign strategy & performance metrics. That is, ROAS will not be a good KPI for "low-profit items." Use CTR and conversion rate as success indicators.
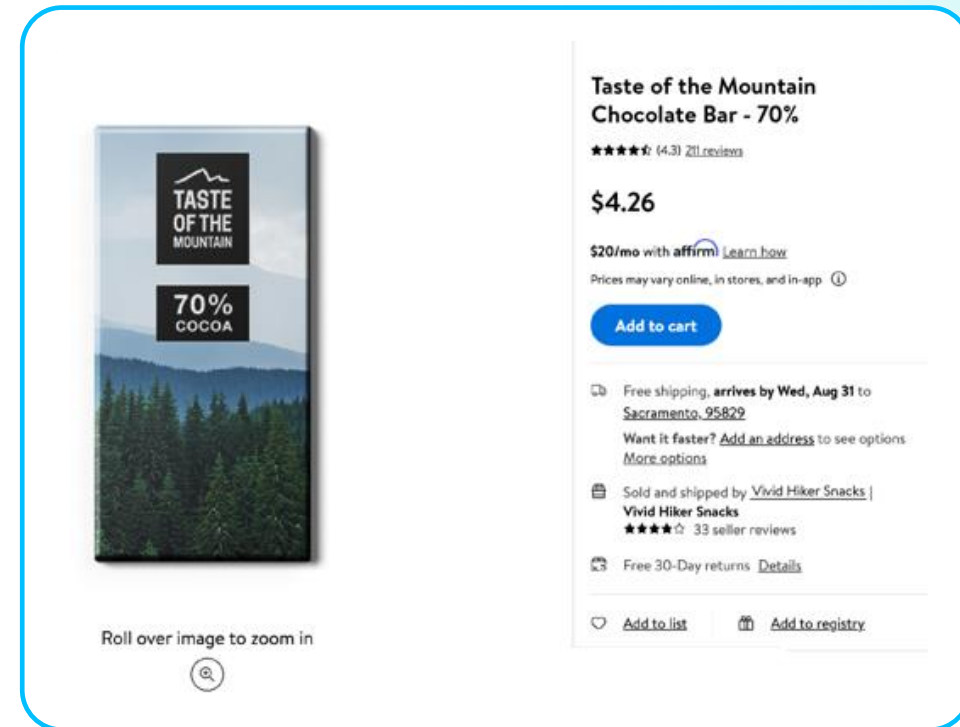
We recommend ensuring that there are approximately 10 SKUs per ad group for optimal results.

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Step 5: Set budgets & allocate bids strategically

- To begin, evaluate if a total campaign budget or a fixed daily budget is necessary

- Considerations for setting a fixed daily budget:

  - Consider the type of product.

  - Consider the seasonality (if applicable).

  - Be mindful of your daily budget and the number of ad groups running.

    For example, for a $50 daily budget, with 1-2 ad groups, each containing 20 items, the average budget is $1.25 per item per day. With a minimum bid of $0.40, this would generate just over 3 clicks per day per item. To avoid stretching your budget too thin and limiting ad exposure, ensure your budget and bids are balanced.

  - Set your budgets above the minimum daily and/or total budget to ensure that your ads run throughout the day.

- Use **suggested bids** for your initial bid strategy. Bid competitively to quickly build relevancy and increase clicks and visits. For a new campaign, this will help compensate for low-engagement history on Walmart's site and app.

- Re-evaluate and optimize after 4–6 weeks. You can lower these bids once your products gain engagement history and sales.

Source: Walmart first-party data, Feb. 1–April 30, 2023. Seasonal data has not been factored into these results due to the given range of data; results may vary over a different period of time. Past results do not guarantee future performance.

Ensure that bids are in alignment with the budget, so you don't run out of budget early in the day and miss out on impressions, clicks, and sales.

Note: If a keyword is high-performing, consider bid multiplier to qualify for Search In-Grid and get maximum exposure.

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Best Practices

01 **Start with one automatic campaign.** After you feel comfortable with the spend and optimizations, add a manual campaign. We recommend automatic for new advertisers to get **maximum exposure**.

02 Check your listing quality score in Seller Center and aim for at least **60%** to maximize visibility and drive sales. *Note: See Appendix for tips*

03 For bidding, **start with suggested bids** to help deliver impressions comparable to similar ads. **For new items: consider bidding more competitively than suggested bids to help build relevancy quicker** and fast-track click volume and page visits**.**

04 Prioritize bids to achieve **higher frequency in premium placements** like Homepage and Search In-Grid and outbid the competition.

05 Create multiple ad groups and group them by related items and keywords.

06 Use the Item Keyword report to identify what customers are searching for and **which keywords are driving conversions** and visibility for your items.

07 Visit www.Walmartconnect.ca/advertising-help for more information, or attend the Walmart Connect Office Hours to ask your questions.

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Campaign Launch Checklist

☐ **Check Your Eligibility Requirements**
- Your item is in stock
- Your item is published
- Your item is winning the Buy Box

☐ **Define Campaign Goals**
- Brand awareness?
- Consideration?
- Purchases?

☐ **Select Your Campaign Type & Targeting**
- Automatic: offers maximum exposure
- Manual: offers maximum control

☐ **Define Campaign Structure**
- Group products into themed campaigns and ad groups, such as similar categories, seasonality, or related keywords
- *We recommend ensuring that there are approximately 10 SKUs per ad group for optimal results*

☐ **Define Campaign Budget(s)**
- Decide whether to implement a total campaign budget or a daily budget

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Step 6: Launch your first campaign

- Log in to Walmart Ad Center

- Click **Create campaign**

- Enter a campaign name and ensure that the campaign type is set to Sponsored Products

- Choose a targeting type: We recommend automatic for new advertisers as it serves in all Sponsored Products placements

- Set start and end dates

- Set your budget: Minimum daily limit is $50

- Create ad groups and add items to the ad groups

- Assign bids for each item

- Launch your campaign
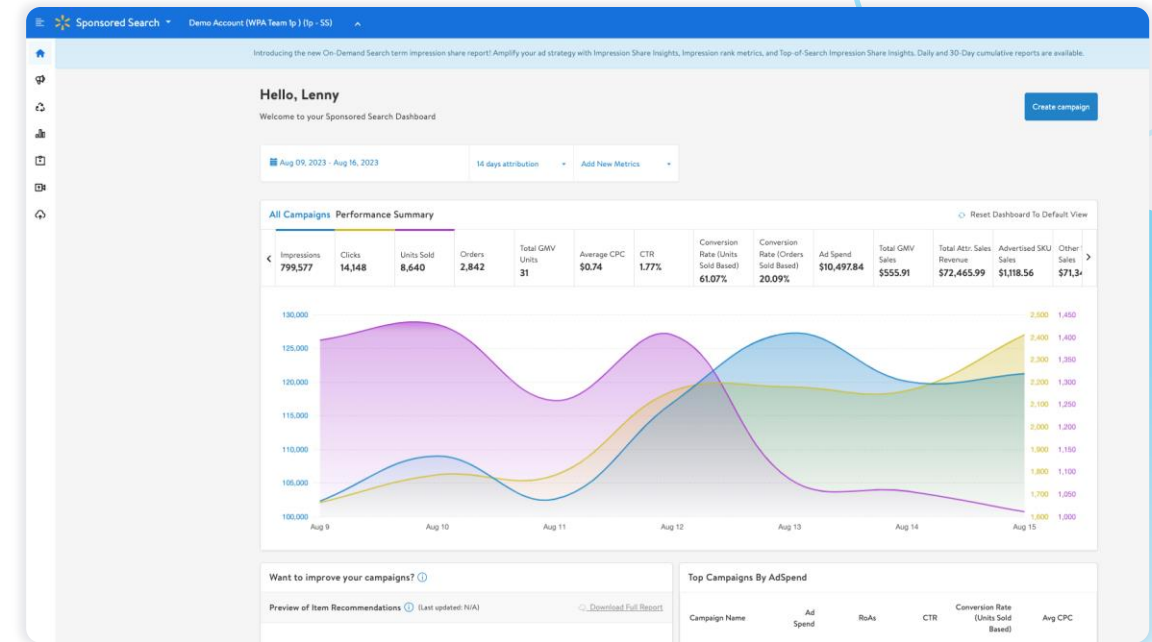
For illustrative purposes only

Visit www.Walmartconnect.ca/advertising-help for information on how to optimize your campaigns, or join our Walmart Connect Office Hours to ask your questions.

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More than media. Meaningful connections.

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Appendix

Best practices: Optimize your item page content quality to improve item relevancy

- Regularly optimize **item titles, descriptions, images,** and **key features.** Aim for a minimum **60% listing quality score**.*

- Use **Keyword** and **Item Keyword** reports from your Sponsored Products performance dashboard to identify keywords that drive clicks and conversions.

- Weave **relevant keywords** throughout your item description.

- When listing your items, ensure the **correct item category** is used — this makes it easy for customers to find your product organically, which helps your Sponsored Products campaign.

- **Offer a competitive price.**

- **In stock:** Your ads will not be eligible if the items are out of stock.

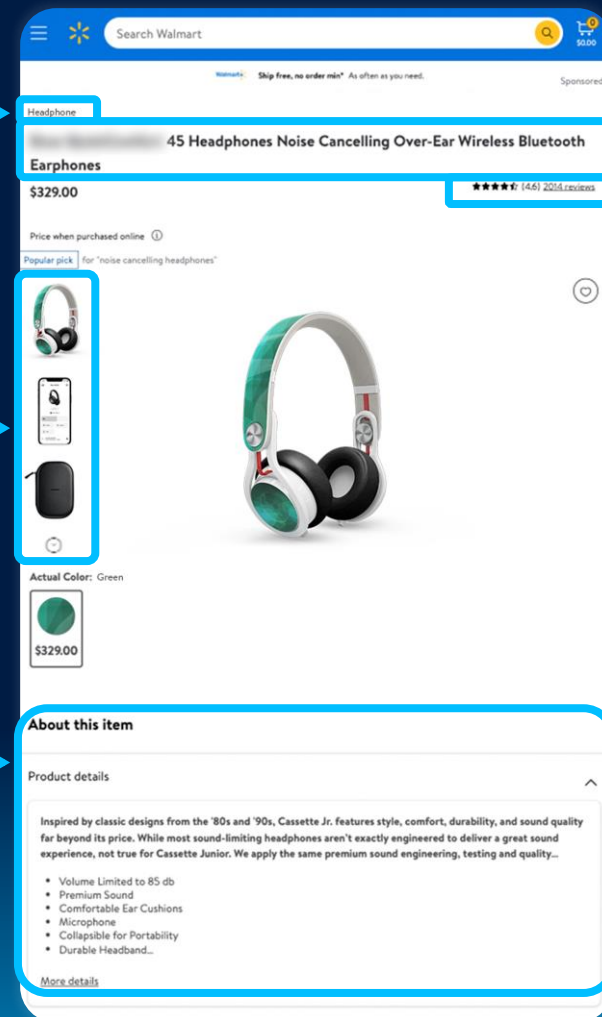- **Shipping:** Offer free and 2-day shipping.

*Learn more: Seller Center Analytics at Walmart Seller Center help.

Product categorization

Item title

Ratings & reviews

Images

Description & key features

Image for illustrative purposes only