

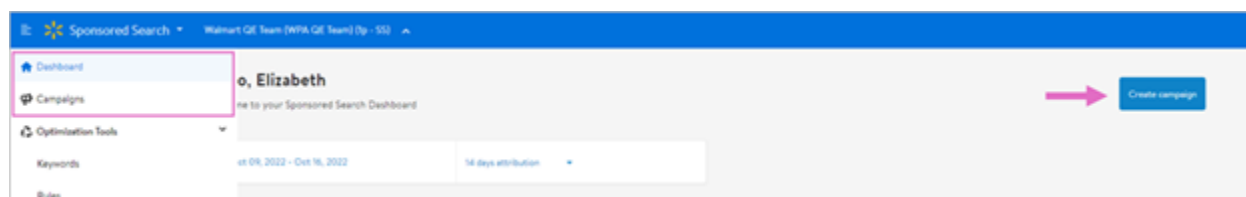
Campaign Setup and Management

1. Create a campaign
2. Set Placement Inclusion
3. Add Bid Multipliers
4. Create Ad Groups
5. Add Items to an Ad Group
6. Add and Select Keywords
7. Suggested Bids

1. Create a campaign — Step 1

This article takes you through the first step in creating a new Sponsored Products campaign: choosing your campaign type (automatic or manual) and setting your flight dates and budget. You'll also learn how to edit your budget and apply in-flight out-of-budget recommendations.

To create a new campaign, click on the **Create campaign** button in the upper right of either the *Dashboard* or *Campaigns* tab.



Enter your campaign's name.

Note: *If this is your first time creating a campaign in the Walmart Connect Ad Center, we recommend being descriptive with your naming convention.*

Campaign type & targeting tactic

After you've entered your information, proceed to either the optional Bid Multiplier section or the Placement Inclusion section (for manual campaigns).

Campaigns / Example Campaign for Budgets

Example Campaign for Budgets

Live Out of Budget End Campaign Save Pause Campaign

ⓘ Your ads are no longer serving because you have reached your budget. [View Budget](#)

General Information

Campaign Name*
Example Campaign for Budgets

Advertiser
Walmart QE Team

Targeting

Select Campaign Type:

Sponsored Products
Get your items included in relevant

Campaign details

- Targeting Tactic: Manual Bidding
- Start Date: Jan 9th 2024 (PST)
- End Date: No end date
- Total Budget: \$100,000
- Daily Budget: \$50,000
- Ad Group Name: Testma3hbu008
- Total Active Items: 2

In the *Targeting* section, select your campaign type as *Sponsored Products* and targeting tactic.

For targeting, you have the choice between Automatic and Manual.

Automatic — Used to create a content-driven campaign where Walmart decides when and where to display your ad based on keywords identified from the product title, description and other sections of your item page, in addition to product category and related products.

Manual — Gives you greater transparency and control as it allows you to select and target individual keywords and products.

Campaigns / Example Campaign for Help Center

Example Campaign for Help Center

General Information

Campaign Name*
Example Campaign for Help Center

Advertiser
Walmart QE Team

Targeting

Select Campaign Type:

Sponsored Products
Bid on competitive keywords and feature your products across various pages.

📦 💡 🏠 👤

Sponsored Brands
Have your ad show up in the premium brand amplifier slot.

📦 💡 🏠 👤

Select Targeting Tactic:

☒ **Automatic Bidding**
Allows you to place a CPC bid at a SKU or ad group level. We'll choose the most relevant keywords for your SKU set. Your ads will show up on all pages. Automatic bidding is a quick and easy way to set up your campaign.

☐ **Manual Bidding**
Allows you to place individual CPC bids for each keyword related to the SKU set. Your ads will show up on search and item pages. Manual bidding gives you more control over your campaign.

Note: Launch campaigns with as many products as you can to discover which ones are driving the most results. Create detail-oriented campaigns—organize Ad Groups by product categories, top-selling SKUs, low profitable SKUs, seasonal SKUs, and new SKUs. You'll have more control and higher visibility into product performance.

Scheduling & budget

In the *Scheduling & Budget* section, set your campaign duration and budget.

Select a **start date** for your campaign. Selecting the current date (today) will launch within the hour.

Run indefinitely from start date is selected by default. This allows your campaign to run with no end date, but your campaign will end once your total budget has been spent. If you uncheck this, you have the option of setting an end date for your campaign. This end date will stop your campaign even if there is still a budget left.

Next, set a total budget and/or a daily limit for your campaign.

Scheduling & Budget

Start Date
Oct 17, 2022 (PDT)

☒ Run indefinitely from start date

Total Budget
\$ 1500

Daily Limit
\$ 50

Run your campaign without a specified end date, or unselect the "run indefinitely from start date" checkbox to schedule an end date.

Set a total budget and/or a daily limit for your ad campaign.

The *total budget* represents the most you will spend on the campaign. As your account will be charged per ad click, the final campaign spend may be equal to or less than the total budget but will **never exceed** it.

For Marketplace sellers: the total budget must be \$50 or above.

Note: If you set only a total budget, your campaign will spend this amount as quickly as possible.

Daily limit represents the most you will spend each day of the campaign. As your account will be charged per ad click, daily spend may vary. It cannot exceed your total budget.

For Marketplace sellers: the daily limit must be \$50 or above.

Note: If your campaign does not spend all its daily budget, the unused amount will roll over to the next day (and continue to do so if unused) BUT daily spend will never exceed 2X the daily limit.

For example:

- If you set a daily limit of \$100 and spend \$50, the daily limit for the following day, with the addition of rollover budget, will be \$150.

OR

- If you set a daily limit of \$500 and spend \$100, the daily limit for the following day will be \$900. If your campaign again spends \$100, the daily limit for the following day will be \$1000 (capped at 2X your set daily limit).

Note: If you set only a total budget, you will not be able to add a daily limit once the campaign is live. Similarly, if you create a campaign with only a daily limit, you will not be able to add a total budget once the campaign goes live.

If you unchecked *Run indefinitely from start*, you will also see an **Auto Calculate** button next to *Daily limit*. This button will divide your total budget by the total number of days your campaign will run, to provide an equally distributed daily limit amount. For example, if your campaign is 30 days long and you set a total budget of \$6,000, pressing the **Auto Calculate** button will enter \$200 for your daily limit.

Note: If the calculated amount is lower than the minimum required daily budget, it will default to the minimum amount.

Scheduling & Budget

Start Date: Oct 17, 2022 (PDT)

End Date: Nov 17, 2022 (PST)

☐ Run indefinitely from start date

Total Budget: \$ 1500

Daily Limit: \$ 50 [Auto Calculate](#)

Run your campaign without a specified end date, or unselect the "run indefinitely from start date" checkbox to schedule an end date.

Set a total budget and/or a daily limit for your ad campaign.

2. Set Placement Inclusion — Step 2

This article explains how to use the Placement Inclusion section in Manual Campaigns.

If you chose *Manual* as your targeting tactic, you have the option to include additional placement options.

Placement inclusion

By default, the Search In-grid placement is toggled on and cannot be toggled off.

Note: *Inclusion of additional placements is optional but is highly recommended to expand reach.*

Placement types

Search In-grid

This is the default placement for Manual campaigns. When a customer makes a search query and you are bidding on that keyword/match type, your item may be eligible to serve on the Sponsored Products In-grid placements within the search results.

Search carousel

When a customer makes a search query and you are bidding on that keyword/match type, your item may be eligible to serve on the Sponsored Products carousel placement below the search results.

Buy Box & item carousel

When a customer lands on an item page and you are bidding on a keyword/match type of one of the **anchor item entities**, your item may be eligible to serve on the Sponsored Products Buy Box and/or carousel placement on the item page.

An anchor item is an item page where you want your ads to appear. The following are considered anchor item entities:

- Item title
- Item brand
- Item taxonomy

Match types for item page placements

Exact match: all bid keywords should be present in the same order and should be continuous (except for stop words or functional words). There cannot be any additional words in the entity.

Phrase-match: all bid keywords can be in any order, however all the words should be in one entity and should be continuous. There can be any additional words in the entity before and after the bid keywords.

Broad match: all bid keywords can be present in any order and do not need to be continuous.

3. Add Bid Multipliers — Step 3

This article explains what bid multipliers are and how to apply them.

If you're creating Automatic or Manual campaigns, you will have the option to set bid multipliers.

What are bid multipliers?

Bid multipliers give you additional opportunities to optimize your advertising campaigns. This bidding feature helps you manage your Sponsored Products campaign by enabling you to increase your bids on prime placements and platforms, while keeping your base bid low.

Note: Bid multipliers are optional, but highly recommended

Bid Multipliers for Automatic campaigns

Bid Multipliers for Manual campaigns

Setting and using bid multipliers

Placement multiplier

Example:

- ## Platform multiplier

This control allows you to set bid multipliers starting at 0% for desktop, app and mWeb (mobile web) platforms. When your ads serve on these platforms, the bid percentages you

set will help you better compete for these platform opportunities.

Example:

- **Starting bid:** \$1.00
- **mWeb Multiplier:** 90%
- **Resulting searches on Mobile:** $\$1.00 + 90\% = \0.90

If you use both Placement and Platform multipliers, your bid multipliers will be added together.

Example:

- **Starting bid:** \$1.00
- **Buy Box Multiplier:** 50%
- **Desktop Multiplier:** 150%
- **Resulting bid for Buy Box position on Desktop:** $\$1.00 + (50\% + 150\%) = \3.00

If bid multiplier = 0% or blank, your bid will remain the same as the bid entered at item or keyword level.

Note: *There is no maximum bid multiplier amount, so please make sure you understand and are comfortable spending the multiplier amount you are setting.*

4. Create Ad Groups — Step 4

This article shows you how to create ad groups within your campaign. Ad groups are grouped items and keywords within a campaign.

Setting up your campaigns ad group(s)

Each campaign must have at least one ad group. Ad groups are unique to their campaign. Each ad group is limited to a maximum of 2,000 items. Your targeting tactic (Automatic vs. Manual) determines the level at which to set your bids.

Ad groups can be enabled or disabled while the campaign is live as can the items and/or keywords within them. By default, ad groups are always enabled. To create more than one ad group, you must first save the campaign. This will enable the **Create new ad group**

button.

Name your ad group under *Ad group details*.

Note: Remember to give your ad groups names that will easily distinguish them from each other.

Launch campaigns with as many products as you can to discover which ones are driving the most results. Create detail-oriented campaigns—organize Ad Groups by product categories and SKUs (top-selling, low profitable, seasonal, and new). This can provide more control and higher visibility into product performance.

How to set up your Ad Group(s) for success

For Automatic campaigns:

- Cluster similar products together to enable you to track performance accordingly.

For Manual campaigns:

- Create ad groups for products with similar attributes and related keywords.
- Include no more than 50–100 products per ad group.
- Organize groups by related keywords, brands, product categories and top sellers, so all products can be found via search easily.
- Choose a naming convention that is easily relatable to items in the ad group.
- Continuously check ad group performance reports to optimize campaigns.

Ready to continue your campaign setup journey? Continue to Add Items to an Ad Group — Step 4 (continued).

5. Add Items to an Ad Group — Step 4 (continued)

This article shows you how to add items to your Sponsored Products ad group and assign bid values to items in an Automatic campaign.

Adding items to your ad group

You can add items to your ad group in two different ways:

Upload a set of items in a CSV file.

OR

Search for items by item ID, product name, product keyword or brand name.

Note: You can now advertise all variant types that meet the eligibility criteria in your Sponsored Products campaign. See the *Adding variants* section for more details.

Adding a set of items in a CSV file

Download the CSV template using the **Download** icon in the top right corner of the *Item List* section.



Once you have downloaded the template, you will need to fill out these required fields:

- *Item ID* — Include your item IDs.
- *Bid* (Automatic campaigns only) — Place the amount you wish to bid on each item.
- *Status* — To enable an item, you can either enter "Enabled" or leave the field blank. If you wish to disable an item, enter "Disabled."

	A	B	C
1	Item Id	Bid	Status
2	544575596	0.2	Enabled
3	544575597	0.2	Enabled
4	544575598	0.2	Enabled
5	544575599	0.2	Enabled
6	544575600	0.2	Enabled
7	544575601	0.2	Enabled
8	544575602	0.2	Enabled
9	544575603	0.2	Disabled
10	544575604	0.2	Disabled

Notes:

- Bids cannot be more than \$100 and no more than two decimal places.
- A maximum of 2,000 items are allowed per ad group.

Once you have filled out and saved your CSV file, use the **Upload** icon to upload your CSV file. The items/bids will be added to your ad group under *Added Items*.

Adding items using the search field

Click the **Search** icon in the top right corner of the *Item List* section.

In the *search* field, enter the item ID(s), product name(s), product keyword(s) or brand name(s) of the item(s) you wish to promote.

Once the list populates, click **Add** to add the item(s) to your ad group. To select all, click **Add All** at the top of the column.

Item List [Ad Group Name: Example Ad Group for Help Center](#)

Select Items to Advertise

All Items (2000)

Item Name	Item Id	Sugg Bid	Add
Bean, Great Northern	1676992	\$0.20	Add
Mr. Bean's Holiday / Bean Value Pack	10022968	\$0.20	Add
Great Value Hickory Smoked Bacon, 24 oz	1029392	\$0.20	Add
Great Value Pork & Beans, 15 oz Can	1029392	\$0.20	Add
Great Value Whole Grain Quick rolled Oats	1029392	\$0.20	Add
Great Value Maraschino Cherries, 10 Oz	1029392	\$0.20	Add
Great Value Granulated Sugar, 10 lbs	1029392	\$0.20	Add
Great Value Baby Lima Beans, 16 oz	1029392	\$0.20	Add
Great Value Black Beans, 16 oz	1029392	\$0.20	Add
Great Value Black Eyed Peas, 16 oz	1029392	\$0.20	Add
Great Value Great Northern Dried Beans, 16 oz	1029392	\$0.20	Add

Added Item (0/2000)

Item Name	Item Id	Sugg Bid	Bid	Status
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Please select items from the left to create your ad group

Search: great value bean

*For illustration purposes only. May not represent the bids available on the Canadian version of the platform.

The items/bids will be added to your ad group under Added Items.

Item List [Ad Group Name: Example Ad Group for Help Center](#)

Select Items to Advertise

All Items (1995)

Item Name	Item Id	Sugg Bid	Add
Bean, Great Northern	1676992	\$0.20	Add
Mr. Bean's Holiday / Bean Value Pack	10022968	\$0.20	Add
Great Value Hickory Smoked Bacon, 24 oz	1029392	\$0.20	Add
Great Value Whole Grain Quick rolled Oats	1029392	\$0.20	Add
Great Value Maraschino Cherries, 10 Oz	1029392	\$0.20	Add
Great Value Granulated Sugar, 10 lbs	1029392	\$0.20	Add
Great Value Baby Lima Beans, 16 oz	1029392	\$0.20	Add
Great Value Black Eyed Peas, 16 oz	1029392	\$0.20	Add
Great Value Large Lima Beans, 32 oz	1029392	\$0.20	Add
Great Value Small Red Beans, 16 oz	1029392	\$0.20	Add
Great Value Pinto Beans, 32 oz	1029392	\$0.20	Add

Added Item (5/2000)

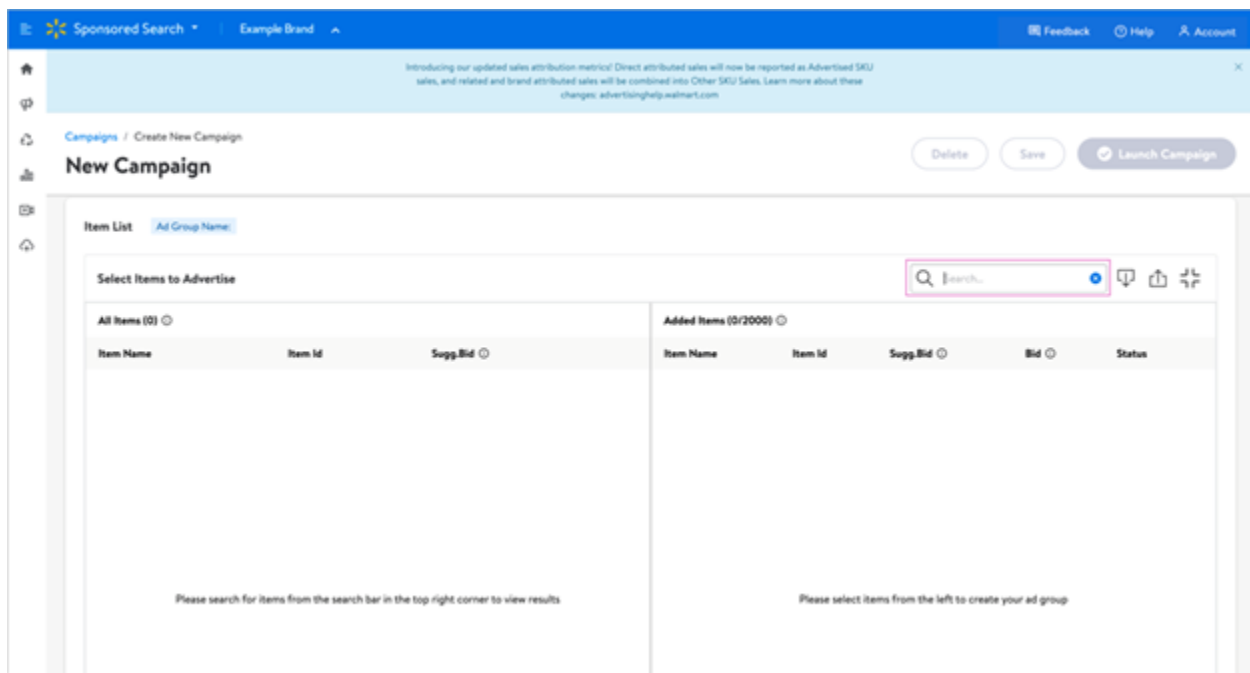
<input type="checkbox"/>	Item Name	Item Id	Sugg Bid	Bid	Status
<input type="checkbox"/>	Great Value Pork & Beans, 15 oz Can	1029392	\$0.20	1.92	
<input type="checkbox"/>	Great Value Black Beans, 16 oz	1029392	\$0.20	1.92	
<input type="checkbox"/>	Great Value Great Northern Dried Beans, 16 oz	1029392	\$0.20	1.92	
<input type="checkbox"/>	Great Value Lentils, 16 oz	1029392	\$0.20	1.92	
<input type="checkbox"/>	Great Value Navy Beans, 16 oz	1029392	\$0.20	1.92	

Search: great value bean

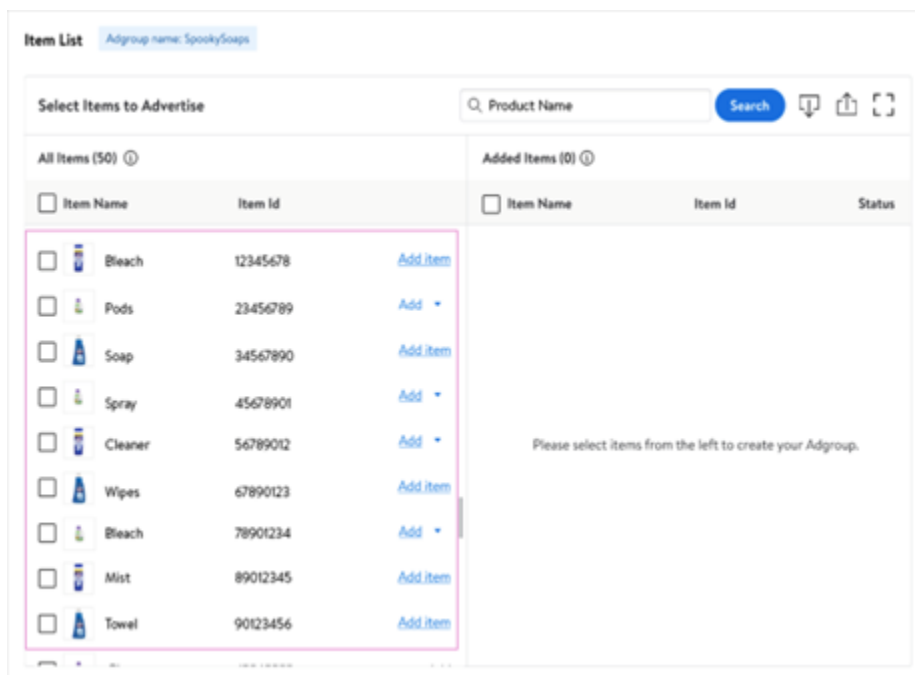
*For illustration purposes only. May not represent the bids available on the Canadian version of the platform.

Add variants to your campaign

First, choose a primary variant (formerly known as a base item) from the variants you wish to add to your campaign. Paste the ID number into the *Search* field and select **Enter**.



Once you press **Enter**, the primary variant will appear in the left pane.



After the primary variant appears, click **Add** to open the dropdown option.

From the dropdown, choose from three options: *Add item*, *add all variations* and *add specific variations*.

- *Add item* — Add your primary variant to the campaign.
- *Add all variations* — Add all variants of the primary variant to the campaign.

Select Items to Advertise

Search: chair

All Items (1449)

<input checked="" type="checkbox"/>	Item Name	Item Id	Sugg. Bid	
<input checked="" type="checkbox"/>	Costway Full Body Massage Chair, Zero Gravity Shiatsu Massage Recliner with SL Track, Intelligent Voice Control, Heat Therapy, Foot Roller, Thai Yoga Stretch for Home and Office	6TE2IG2I1KW2	\$0.80	Add Item
<input checked="" type="checkbox"/>	Costway Full Body Massage Chair, Zero Gravity Shiatsu Massage Recliner with SL Track, Intelligent Voice Control, Heat Therapy, Foot Roller, Thai Yoga Stretch for Home and Office	4028VU478BUS	\$0.80	Add Item
<input checked="" type="checkbox"/>	Costway 3 PCS Patio Conversation Set Wicker Chair Tempered Glass Table Cushioned Seat Quick Dry Foam All Weather	5P2UESIEVSDH	\$0.80	Add Item
<input type="checkbox"/>	Costway Folding Floor Single Sofa Massage Recliner Chair W/ a Pillow 5 Adjustable Backrest Position Leisure Lounge Couch White	3K0IGZ6FMAU	\$0.80	Add
<input type="checkbox"/>	Costway 4 Piece Patio Folding Chairs with Woven Rope Seat & High Back Indonesia Teak Wood for Porch Natural&Black	6TBZ26JU4XD	\$0.80	Add Item
<input type="checkbox"/>	Costway 3 PCS Patio Rattan Furniture Bistro Set C-Spring Chair Padded Seat & Back Pillow Quick Dry	49G698BPOY6A	\$0.80	Add Item

Items Selected

Added Items (339/2000)

<input type="checkbox"/>	Item Name	Item Id	Suggested Bid	Bid	Status
<input type="checkbox"/>	Goplus Massage Gaming Recliner Height Adjustable Racing Swivel Chair with Cup Holder Red	7ZT7JETSIT2G	\$0.80	\$ 0.8	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Goplus Massage Gaming Recliner Height Adjustable Racing Swivel Chair with Cup Holder Pink	56D9J4XSL9LD	\$0.80	\$ 0.8	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Goplus 10ft Inflatable Gymnastic Air Track Tumbling Mat W/Electric Pump Yoga Training	5QH52NMKF2PZ	\$0.80	\$ 0.8	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Goplus Water Punching Bag 21" 180 Pound Heavy Punching Bag with Adjustable Metal Chain Blue	1H4Y1TSSR9PLS	\$0.80	\$ 0.8	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Goplus Gaming Computer Desk&Massage Gaming Chair Set w/Monitor Shelf Power Strip Red	5AMULUBJ607B	\$0.80	\$ 0.8	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Goplus Massage Gaming Chair Reclining Racing Chair w/Lumbar Support and Headrest Pink	5OZL6Y4ESEOW	\$0.80	\$ 0.8	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Goplus Water Punching Bag 21" 180 Pound Heavy Punching Bag with Adjustable Metal Chain Black	5PUZ0E6SD09V	\$0.80	\$ 0.8	<input checked="" type="checkbox"/>

☐ Add Items (3)
☐ Add items and variations (3)
☐ Add match types

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If you choose **Add all variations**, you'll see all the variants added to your campaign. You can remove any variant by clicking the *Delete* icon. Once the campaign is live, you will not be able to remove items, you may only change the status to *Off*.

Note: Each variant will count towards the 2000 item maximum per ad group.

Item List







Adgroup name: SpookySoaps

Select Items to Advertise

Product Name

Search







< Return to search results

Item Name (6)	Item Id	Add all
<input checked="" type="checkbox"/>  Spray	45678901	Add item
<input type="checkbox"/>  Spray 1	23456789	Add item
<input checked="" type="checkbox"/>  Spray 2	34567890	Add item
<input type="checkbox"/>  Spray 3	12345678	Add item
<input type="checkbox"/>  Spray 4	56789012	Add item
<input checked="" type="checkbox"/>  Spray 5	67890123	Add item

3 Items selected

Add items

Added Items (3) ⓘ

Item Name	Item Id	Status
 Spray	45678901	<input checked="" type="checkbox"/> 
 Spray 2	34567890	<input checked="" type="checkbox"/> 
 Spray 5	67890123	<input checked="" type="checkbox"/> 

Updating items in your ad group

Once you've uploaded or selected the items you wish to promote, you'll see all the items you have added to your ad group under *Added Items*.

You can enable/disable items and update bids.

Added Items (5/2000)

	Item Name	Item Id	Sugg. Bid	Bid	Status
<input type="checkbox"/>	Great Value Pork & Beans, 15-oz Can	10214522	\$0.20	\$ 0.2	
<input type="checkbox"/>	Great Value Black Beans, 16-oz	10214535	\$0.20	\$ 0.2	
<input checked="" type="checkbox"/>	Great Value Great Northern Dried Beans, 16-oz	10214542	\$0.20	\$ 0.2	
<input checked="" type="checkbox"/>	Great Value Lentils, 16-oz	10214542	\$0.20	\$ 0.2	
<input checked="" type="checkbox"/>	Great Value Navy Beans, 16-oz	10214544	\$0.20	\$ 0.2	

0 Items Selected

Select Action

☐ Pause status

☐ Unpause status

☒ Enter new bid

\$ 0

☐ Apply sugg. bid

Apply

*For illustration purposes only. May not represent the bids available on the Canadian version of the platform.

Searching for items in your ad group

Once the items have been added, you can use the search function to look for existing items and modify single or multiple items. You will be able to change bids, enable/disable or delete items (only if the campaign has not launched).

Use the following options to narrow your search results:

- By item ID – partial or full
- By name – single word or full name

Note: If you are creating a Manual campaign, the bid column will not be present. You will instead be assigning bid values to individual keywords and match types in the next section.

Item List

Ad Group Name: Example Ad Group for Help Center

Select Items to Advertise

Search great value food

All Items (1994)

Item Name	Item Id	Add
Great Value Bitty Lima Beans, 16 oz	10204934	Add
Great Value Large Lima Beans, 32 oz	10204940	Add
Great Value Small Red Beans, 16 oz	10204945	Add
Great Value Pinto Beans, 32 oz	10204947	Add
Great Value Yellow Popping Corn, 32 oz	10204955	Add
Great Value Chicken Broth, 14.5 oz	10204956	Add

Added Items (6/2000)

<input type="checkbox"/>	Item Name	Item Id	Status
<input type="checkbox"/>	Great Value Pork & Beans, 15 oz Can	10204932	<div><div></div></div>
<input type="checkbox"/>	Great Value Black Beans, 16 oz	10204935	<div><div></div></div>
<input type="checkbox"/>	Great Value Black Eyed Peas, 16 oz	10204936	<div><div></div></div>
<input type="checkbox"/>	Great Value Great Northern Dried Beans, 16 oz	10204937	<div><div></div></div>
<input type="checkbox"/>	Great Value Lentils, 16 oz	10204942	<div><div></div></div>
<input type="checkbox"/>	Great Value Navy Beans, 16 oz	10204944	<div><div></div></div>

Launch campaigns with as many products as you can to discover which ones are driving the most results. Create detail-oriented campaigns—organize Ad Groups by product categories and SKUs (top-selling, low profitable, seasonal, and new). This can provide more control and higher visibility into product performance.

Setting up a manual campaign? Continue to Add and Select Keywords — Step 5.

6. Add and Select Keywords — Step 5

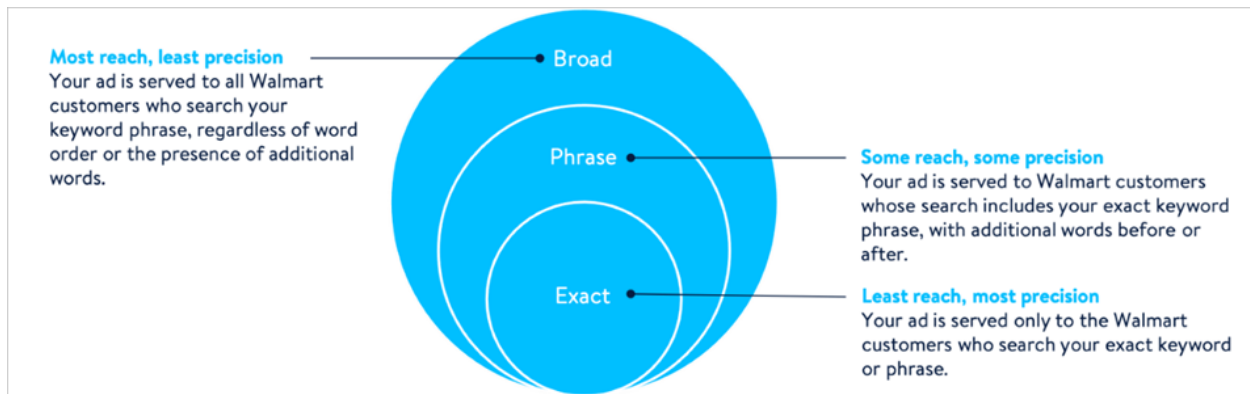
This article explains how to select keywords, match types, and assign bids.

A note about match types

If you created a Manual campaign, the *Keywords section* is where you will be selecting and/or adding your own keywords and assigning bid values.

Note: As a best practice, we recommend grouping items with similar attributes when creating a keyword bidding campaign.

When bidding on keywords, you have three match type options to bid on:



For each match type, you can assign different bid values. Keep in mind that the bid value you have entered is the amount you are willing to spend for someone clicking on your ad.

Note: Bids must be less than \$100 with no more than two decimal places.

Using Additional keywords

In the *Additional Keywords* tab, you can add your own keywords to target. Use this section to add and bid on keywords not mentioned in the *Suggested Keywords* section.

You can add additional keywords in two ways:

- Through the text box, using one keyword per line and up to 100 keywords at a time.
 - Once you have added all your keywords, click on the **Add Keywords** button.
 - Select the match types from the list below the text box and click **Add** to move to the *Selected Keywords* section.

OR

- Using a CSV file upload:
 - First download the template by clicking the **Download** icon and selecting *Template*, then click the **Download CSV** button.
 - In the template file, enter the keywords you want to bid on, and bid values for the match types you wish to target.

Keywords [Ad Group Name: Example Ad Group for Help Center](#)

Suggested Keywords **Additional Keywords**

Enter Keywords

[Add Keywords](#)

Raw	Normalized	Match Type	Sugg. Bid	Bid	Status
<input type="checkbox"/> black bean	black bean	Broad	\$0.62	\$0.62	Add
		Phrase	\$0.62	\$0.62	Add
		Exact	\$0.62	\$0.62	Add
<input type="checkbox"/> red bean	red bean	Broad	\$0.62	\$0.62	Add
		Phrase	\$0.62	\$0.62	Add
		Exact	\$0.62	\$0.62	Add
<input checked="" type="checkbox"/> canned beans	canned bean	Broad	\$0.62	\$0.62	Add
		Phrase	\$0.62	\$0.62	Add
		Exact	\$0.62	\$0.62	Add
<input checked="" type="checkbox"/> dried beans	dry bean	Broad	\$0.41	\$0.41	Add
		Phrase	\$0.41	\$0.41	Add
		Exact	\$0.41	\$0.41	Add

Selected Keywords (12/1000)

Keywords	Match Type	Sugg. Bid	Bid	Status
<input type="checkbox"/> pinto bean	Broad	\$0.62	\$0.62	Add
	Phrase	\$0.62	\$0.62	Add
	Exact	\$0.62	\$0.62	Add
<input type="checkbox"/> dry bean	Broad	\$0.41	\$0.41	Add
	Phrase	\$0.41	\$0.41	Add
	Exact	\$0.41	\$0.41	Add
<input type="checkbox"/> dry pinto bean	Broad	\$0.41	\$0.41	Add
	Phrase	\$0.41	\$0.41	Add
	Exact	\$0.41	\$0.41	Add
<input type="checkbox"/> great value dry bean	Broad	\$0.41	\$0.41	Add
	Phrase	\$0.41	\$0.41	Add
	Exact	\$0.41	\$0.41	Add

Download CSV for
☐ Additional Keywords
☐ Selected Keywords
☒ Template
[Download CSV](#)

- If you wish to enable the keyword and match type, enter "Enabled" in the Status column or leave it blank. If you wish to disable a keyword and match type, enter "Disabled" in the Status column.
- Save your CSV file and click on the **Upload** icon and choose your file.

Keyword	Exact Match	Exact Match Status	Phrase Match	Phrase Match Status	Broad Match	Broad Match Status
Gift card	1.5	Enabled	1	Enabled		
Gift cards	1.2	Enabled	0.8	Enabled		
Gift cardz	1	Enabled	0.5	Enabled		
Gyft cards	1	Enabled				
Walmart gift card			1	Disabled	0.5	Disabled
physical gift card	2.5	Enabled				

When using the *Additional Keywords* tab, there are a few other things to consider:

- 80 characters max per keyword (including spaces)
- Full string of special character keywords is not allowed
 - Examples — #!%&@, \$\$\$\$\$\$
- Our system will convert all your keywords into normalized keywords
 - For example, if you add "gift cards," "gift cardz," and "gyft cards," the keywords will be normalized to "gift card."

Note: If you used the CSV upload, the bid values you entered will already be applied. If you added multiple keywords that were normalized to the same keyword, we will select the highest bid value from each match type from all the raw keywords associated with the normalized keyword.

All added keywords, match types and bids are added to *Selected Keywords*.

In *Selected Keywords*, you can review and update the keywords you have added from both *Suggested Keywords* and *Additional Keywords*.

Note: A maximum of 1,000 keyword match type combinations are allowed per ad group.

To update a bid value, enter the new bid value in the text box under the *Bid* column. Use the Status toggle to enable or disable a keyword. The status of each added keyword is enabled by default.

- You can edit keywords in bulk by selecting the checkboxes and clicking Select actions.
- Choose Select actions from the dropdown menu to pause status, unpause status, enter new bid or apply suggested bid.

Selected Keywords (15/1000) ⓘ

<input type="checkbox"/>	great value	Broad	\$0.75	<input type="text" value="\$ 0.75"/>	<input checked="" type="checkbox"/>
		Phrase	\$0.75	<input type="text" value="\$ 0.75"/>	<input checked="" type="checkbox"/>
		Exact	\$0.75	<input type="text" value="\$ 0.75"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	pinto bean	Broad	\$0.62	<input type="text" value="\$ 0.62"/>	<input checked="" type="checkbox"/>
		Phrase	\$0.62	<input type="text" value="\$ 0.62"/>	<input checked="" type="checkbox"/>
		Exact	\$0.62	<input type="text" value="\$ 0.62"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	dry bean	Broad	\$0.41	<input type="text" value="\$ 0.41"/>	<input checked="" type="checkbox"/>
		Phrase	\$0.41	<input type="text" value="\$ 0.41"/>	<input checked="" type="checkbox"/>
		Exact	\$0.41	<input type="text" value="\$ 0.41"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	dry pinto bean	Broad	\$0.41	<input type="text" value="\$ 0.41"/>	<input checked="" type="checkbox"/>
		Phrase	\$0.41	<input type="text" value="\$ 0.41"/>	<input checked="" type="checkbox"/>
		Exact	\$0.41	<input type="text" value="\$ 0.41"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	great value dry bean	Broad	\$0.41	<input type="text" value="\$ 0.41"/>	<input checked="" type="checkbox"/>
		Phrase	\$0.41	<input type="text" value="\$ 0.41"/>	<input checked="" type="checkbox"/>

2 Items Selected

Select action

☐ Pause status

☐ Unpause status

☒ Enter new bid

☐ Apply sugg. bid

Next

*For illustration purposes only. May not represent the bids available on the Canadian version of the platform.

- Click **Next** to select the match type(s) you wish to apply the bulk edit to, then click **Apply changes**.

The screenshot shows a table titled "Selected Keywords (15/1000)". The table has columns for a selection checkbox, the keyword, the match type, the current bid, a bid input field, and a toggle switch. The keywords listed are "great value", "pinto bean", "dry bean", "dry pinto bean", and "great value dry bean". The match types are "Broad", "Phrase", and "Exact". The bids are \$0.75, \$0.62, and \$0.41 respectively. The "dry pinto bean" and "great value dry bean" rows are selected. A "Select action" button is at the bottom right. A dropdown menu titled "Apply to" is open, showing "Select Match Type" with options: "All", "Broad", "Exact" (selected), and "Phrase". An "Apply changes" button is at the bottom of the dropdown.

	Keyword	Match Type	Bid	Bid Input	Toggle
<input type="checkbox"/>	great value	Broad	\$0.75	\$ 0.75	ON
		Phrase	\$0.75	\$ 0.75	ON
		Exact	\$0.75	\$ 0.75	ON
<input type="checkbox"/>	pinto bean	Broad	\$0.62	\$ 0.62	ON
		Phrase	\$0.62	\$ 0.62	ON
		Exact	\$0.62	\$ 0.62	ON
<input type="checkbox"/>	dry bean	Broad	\$0.41	\$ 0.41	ON
		Phrase	\$0.41	\$ 0.41	ON
		Exact	\$0.41	\$ 0.41	ON
<input checked="" type="checkbox"/>	dry pinto bean	Broad	\$0.41	\$ 0.41	ON
		Phrase	\$0.41	\$ 0.41	ON
		Exact	\$0.41	\$ 0.41	ON
<input checked="" type="checkbox"/>	great value dry bean	Broad	\$0.41	\$ 0.41	ON
		Phrase	\$0.41	\$ 0.41	ON

2 Items Selected

Select action

Apply to

Select Match Type

☐ All

☐ Broad

☒ Exact

☐ Phrase

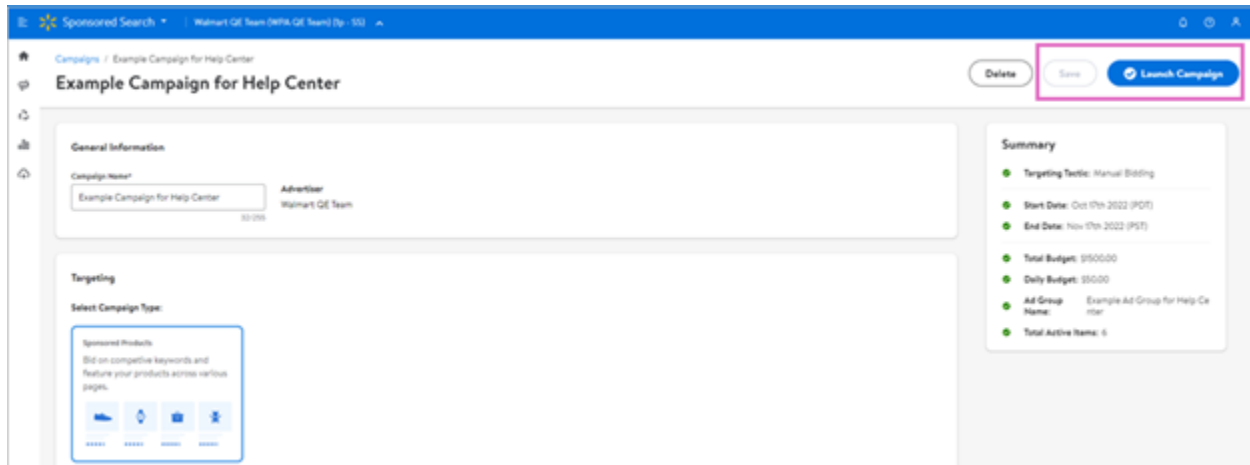
Apply changes

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Saving your ad group and starting your campaign

Once you have added all your keywords and adjusted all your bids, you will need to save your ad group by clicking on the **Save** button in the top right corner of the page.

Once you are satisfied with the setup of your campaign, click **Launch Campaign**.



7. Suggested Bids

This article provides an overview of suggested bids for automatic and manual campaigns.

What are suggested bids?

Suggested bids are automated bid-price recommendations provided to enhance the campaign management process by providing bid suggestions based on winning bids on similar ads and delivering more relevant impressions.

The recent enhancements to suggested bids help minimize bidding guesswork and can increase the chance of an advertisers' ad being served. We've refined this feature to provide more granular automated bid-price recommendations based on winning bids for similar ads. These automated bid-price recommendations are offered at the product type level and at the keyword level for broad-, phrase- and exact-match keywords across all demand channels. Advertisers can gain competitive bid insights and compare their current bid to be more successful on our platform.

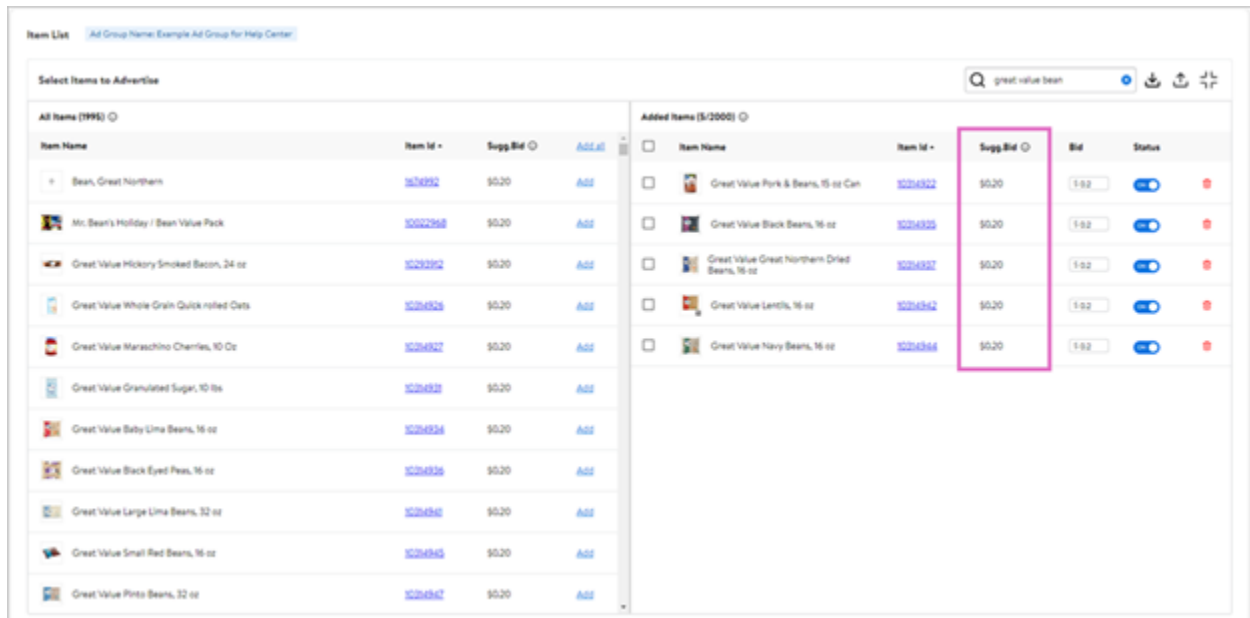
If you are unsure of what bid to start with for your campaign(s), we recommend using the suggested bid. This will aid you in delivering impressions compared to ads similar to yours.

How to get started

The suggested bids feature is available to all Sponsored Products and Sponsored Brands campaigns. Use the steps below to locate them within the Walmart Connect Ad Center.

For Automatic campaigns

For Automatic Sponsored Products campaigns, the suggested bid appears next to each item in the campaign.

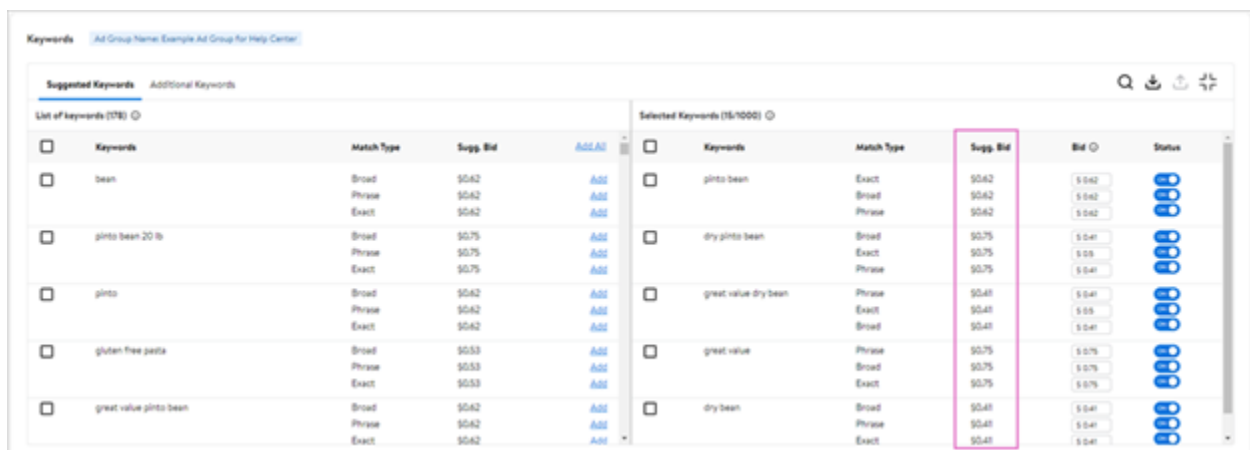


Item Name	Item ID	Sugg. Bid	Add All
Bean, Great Northern	1676992	\$0.20	Add
Mr. Bean's Holiday / Bean Value Pack	1002968	\$0.20	Add
Great Value Hickory Smoked Bacon, 24 oz	1029392	\$0.20	Add
Great Value Whole Grain Quick rolled Oats	1026426	\$0.20	Add
Great Value Maraschino Cherries, 10 Oz	1026927	\$0.20	Add
Great Value Granulated Sugar, 10 lbs	1026930	\$0.20	Add
Great Value Baby Lima Beans, 16 oz	1026934	\$0.20	Add
Great Value Black Eyed Peas, 16 oz	1026936	\$0.20	Add
Great Value Large Lima Beans, 32 oz	1026940	\$0.20	Add
Great Value Small Red Beans, 16 oz	1026945	\$0.20	Add
Great Value Pinto Beans, 32 oz	1026947	\$0.20	Add

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For Manual campaigns

For Manual Sponsored Products campaigns, the suggested bid appears under the Keywords section.



Keywords	Match Type	Sugg. Bid	Bid	Status
bean	Broad	\$0.42	\$0.42	On
	Phrase	\$0.42	\$0.42	On
	Exact	\$0.42	\$0.42	On
pinto bean 20 lb	Broad	\$0.75	\$0.41	On
	Phrase	\$0.75	\$0.08	On
	Exact	\$0.75	\$0.41	On
pinto	Broad	\$0.42	\$0.41	On
	Phrase	\$0.42	\$0.08	On
	Exact	\$0.42	\$0.41	On
gluten free pasta	Broad	\$0.53	\$0.75	On
	Phrase	\$0.53	\$0.75	On
	Exact	\$0.53	\$0.75	On
great value pinto bean	Broad	\$0.42	\$0.41	On
	Phrase	\$0.42	\$0.41	On
	Exact	\$0.42	\$0.41	On

**For illustration purposes only. May not represent the bids available on the Canadian version of the platform.*