



Welcome to Seller Source, your monthly view into what's happening on the Walmart Marketplace Canada. You'll find information on new features, tips on how to drive your business and general reminders of what's coming up.

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Enhancing Shipping Speed and Efficiency

We're on a journey to get marketplace products to our customers faster. Over the next few months, you will see changes to our shipping templates, max transit times, and region options in Canada. We will need your assistance in updating fulfilment options once these changes are made. Stay tuned for more information.



Improving the Search Experience

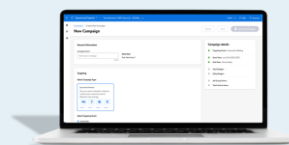
We're reducing [duplicate listings](#) to create a cleaner search experience. Customers will see one consolidated product page, with sellers still visible under "compare all sellers" on the Product Information Page (PIP).

Why this Change?

- Faster product discovery.
- Reduce confusion.
- Improve visibility for sales conversion.

Impact to Sellers

- No SKUs removed; products are merged under a single listing.
- Visibility will be maintained; items can be located under **"Compare all sellers."**



Sponsored Product CPC Price Drop

We've reduced our cost-per-click (CPC) floor and daily spend for [Sponsored Product Ads](#) until **June 30, 2025**.

- The minimum bid is now **\$0.40 CAD**, down from **\$0.80**.
- The daily spend minimum is **\$20 CAD**, down from **\$50**.

Please note that these rates are subject to change.

These changes will help you maximize your budget, enhance ROI, and facilitate better testing and optimization of your ad strategies.

Questions? Contact your Account Manager or the [Walmart Connect Canada Ad Support](#) team.

Migrate to the Latest Multi-Warehouse APIs for Inventory and Lag Time

Switch to the new APIs for inventory and lag time updates by **April 30, 2025**. After this date, old APIs will be **decommissioned**, causing update errors. The new APIs facilitates the use of multiple nodes and Shipping Templates (STs), as well as the assignment of Fulfillment Centers (FCs) and STs to offers. Get [more details](#) on the new APIs.

Review Syndication Webinar Resources



Please watch the recorded webinar in case you missed it. It's a great time to boost your product reviews on Walmart.ca by [syndicating customer reviews](#) from your website. Don't miss this opportunity to enhance your product's online presence and increase sales!

Seller Knowledge Articles Migrated to Marketplace Learn



We've completely migrated to [Marketplace Learn](#). You won't be able to access Guides in Seller Help anymore. Marketplace Learn offers comprehensive learning tracks, refreshed guides, FAQs, and the latest release notes - all in one place. Please explore Marketplace Learn and update your bookmarks soon.



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About Walmart

Walmart Canada helps Canadians save money and live better. Quality products at everyday low prices – that's the promise Sam Walton made when he started Walmart and it's as true today more than 50 years later. We believe in innovation and continue to grow by adding new services like pickup, online grocery, and mobile app shopping. Walmart.ca is visited by more than 1.5 million Canadians daily, who can choose from millions of items sold by Walmart and third-party sellers to fit their needs. We make sure their service experience is as amazing as it is in our stores around the world.