

Profit more by listing proven best sellers

Find the right products to grow your business—without the guesswork.



Customer Favorites are items on Walmart.com that shoppers frequently search for and buy. For a limited time, when you list eligible Customer Favorite items with competitive pricing, you can unlock fee savings designed to help you grow more profitably.

5x

Customer Favorites can deliver up to **5x** greater page view visibility with customers.*

12x

Customer Favorite items can deliver up to **12x** higher sales per item compared to non-Customer Favorite items.*

*Based on performance data from FY26. Compared to competitively priced, fast-shipping (≤2-day) non-Customer Favorite items.

Earn up to 75% off referral fees

25% off referral fees for 90 days

List a new Customer Favorite item and meet or beat competitor pricing.

OR

Optimize shipping to unlock 75% off referral fees for 90 days

List a qualifying Customer Favorite item, meet or beat competitor pricing, and enable fast, free shipping.

Save even more when you ship with Walmart Fulfillment Services (WFS):

- 100% off storage fees
- 15% off fulfillment fees

How it works:

1. Opt in to the program.
2. Get 25% off referral fees by listing a qualifying Customer Favorite item that meets or beats competitor pricing.
3. Add fast, free shipping to boost your discount to 75% off referral fees. Note: Offers cannot be stacked.

Option 1: Fulfill with WFS

Take 100% off storage fees and 15% off fulfillment fees for eligible Customer Favorite items. Simply send inventory to WFS and we'll take care of the rest.

Option 2: Fulfill items yourself

Offer free 2-day delivery to customers.

Start with competitive pricing.
Add fast shipping. Unlock more sales.

Opt in

Walmart Marketplace



Terms & Conditions

- Discounts can't be stacked with other incentives. Only one referral-fee incentive can be applied to a transaction at a time. The system automatically applies the incentive with the deepest discount.
- Eligible items that meet or beat competitor pricing qualify for a 25% referral fee discount. The discount is applied upon the first transaction for the qualifying item.
- Eligible items that meet or beat competitor pricing and shipping requirements qualify for a 75% referral fee discount. To qualify through seller-fulfilled shipping, sellers must enable free shipping and a 2-day delivery promise on the qualifying item. The discount begins upon the first transaction for the qualifying item. To qualify through WFS, eligible inventory must be received by Walmart Fulfillment Services. WFS discounts are applied once the qualifying item is fulfilled through WFS.
- If an eligible seller-fulfilled item receiving a 25% or 75% referral fee discount is converted to Walmart Fulfillment Services (WFS), the item may qualify for a new 90-day 75% referral fee discount period. The new discount period begins when the item is first fulfilled through WFS. To be eligible, the first transaction for the WFS-fulfilled item must occur within 45 days of the original incentive start date. The maximum incentive period is 135 days from the incentive start date, and referral fee discounts will not be applied beyond that period.
- WFS discounts will be applied to eligible storage fees (100% off per item) and fulfillment fees (15% off per item) for 90 days after the first unit of inventory is received by WFS. To be eligible, the inventory must be received by WFS, and the first transaction for the WFS-fulfilled item must occur within 45 days of the referral fee incentive start date. Preparation services and unplanned fees for non-compliant inbound items are not discounted. Only WFS-eligible items can receive WFS discounts.
- Sellers have a seven-day grace period from the date an item is listed to opt in. Items are not eligible if the seller opts in after this seven-day window. The discount is applied once the seller has opted in.
- Discounts cannot be applied retroactively to items optimized before the incentive start date or before opting in to the program.
- Items with meet/beat pricing driven by Walmart-funded incentives and/or items with no price coverage are not eligible to receive the discounts.
- Customer Favorite items are subject to change on a monthly basis without notice. Walmart reserves the right to stop or discontinue referral-fee discounts that may apply if the item is no longer in-demand.
- Seller must be in good performance standing and meet operational performance metrics as outlined in the Seller Performance Standards.
- After the seller has opted in, discounts on eligible items will apply for 90 days from the date the item becomes active and transactable on Walmart.com, or until Jan. 31, 2027, whichever comes first.
- Discounts are only applied on days when the item meets the required pricing and shipping criteria.
- Walmart's decisions regarding eligibility, qualification and discount calculations under this Program are final and binding. Any violations of the Walmart Marketplace Retailer Agreement, Marketplace Policies, these terms or any indication of circumvention or fraud may result in the reversal of the incentives and demand for reimbursement. The final balance of the discount is calculated at Walmart's discretion and is binding. We may revise these terms at any time, with changes posted in the Seller Center for your review. Continued participation in the Program signifies acceptance of these changes. If you disagree with any changes, discontinue your participation.
- Sellers are responsible for any tax obligations arising from discount payments received under this Program. This Program is subject to the terms of the existing Retailer Agreement with Walmart. In the event of a conflict between these Terms and Conditions and any such agreement, the terms of the existing agreement shall control unless expressly stated otherwise herein.
- Walmart does not make and hereby waives and disclaims any representations or warranties regarding the Program, and your participation in the Program is at your own risk. To the maximum extent permitted by law, Walmart disclaims any representations or warranties regarding the Program and associated services, including any implied warranties of merchantability, infringement, fitness for a particular purpose or implied warranties arising out of course of dealing, course of performance or usage of trade. To the maximum extent permitted by law: (a) in no event will Walmart be liable for special, incidental, indirect or consequential damages (however caused and regardless of the theory of liability), even if advised of the possibility thereof; and (b) the total cumulative liability of Walmart, for all costs, losses or damages from all claims, actions, class actions or suits, however caused, arising from or relating to the Program or associated services will not exceed one hundred United States dollars (USD \$100).

