

Get rewarded for pricing customer favorites competitively

Save on referral fees when you list customer favorites (in-demand items) at competitive prices! See the table below for details.



 Item details	 Pricing required	 Discount amount
New customer favorite (in-demand) item listed after April 1, 2025.	Meets or beats the competitive price, or there is no competitor price	30% off referral fees for 180 days for items that meet the criteria
New customer favorite (in-demand) item listed: - Offers 3-day shipping via shipping template - Is seller-fulfilled <i>and/or</i> Existing customer favorite (in-demand) item is optimized: - Offers 3-day shipping via shipping template - Is seller-fulfilled - Wasn't already optimized as of April 1, 2025	Meets or beats the competitive price, or there is no competitor price Meets or beats the competitive price, or there is no competitor price	50% off referral fees for 180 days for items that meet the criteria
New customer favorite (in-demand) item listed: - Offers 2-day shipping - Is seller-fulfilled or uses Walmart Fulfillment Services <i>and/or</i> Existing customer favorite (in-demand) item is optimized: - Offers 2-day shipping - Is seller-fulfilled or uses Walmart Fulfillment Services - Wasn't already optimized as of April 1, 2025	Meets or beats the competitive price, or there is no competitor price Meets or beats the competitive price, or there is no competitor price	100% off referral fees for 180 days for items that meet the criteria

Terms and 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.
- You'll receive the discount when a qualifying item is inbounded to Walmart Fulfillment Services or a label is created for seller-fulfilled shipping.
- Discounts can't be applied retroactively on items from the customer favorite (in-demand) list that were optimized before the incentive started.
- Items with meet/beat pricing achieved via incentives funded by Walmart don't qualify for this discount.
- Walmart reserves the right to modify the terms and conditions of the incentive at any point based on adoption metrics and performance.
- These offers apply to competitively priced items meeting the above conditions for 180 days, or until the promotion ends, whichever comes first, from the day the item is added and transactable on Walmart.com. The discount won't be applied to orders on the days when the item didn't meet either the pricing or shipping criteria listed above.