2025

SellCord

Navigating Walmart Success

Essential Techniques for Listing, Advertising, and SEM
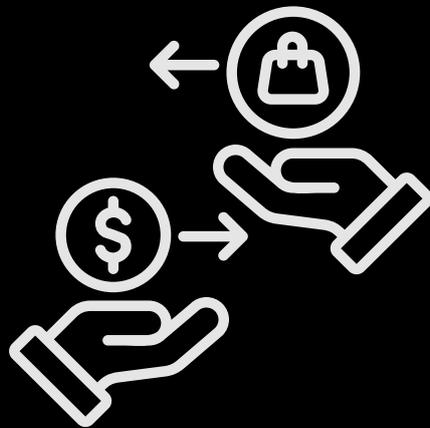
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SellCord

SellCord, Your Trusted Partner in the Walmart Marketplace.

SellCord is a Walmart-approved partner agency dedicated to transforming brands' digital marketplace strategies.

We bring deep expertise, innovative strategies, and a collaborative spirit to ensure brands can reach their full potential.

Key Company Highlights

- Exclusively focused on Walmart Marketplace
- +2 billion in Managed Walmart.com Sales
- +500 Manages Brands
- Team comprised of brand owners and marketers

SellCord doesn't just consult—we partner. Our approach combines strategic insight, technical expertise, and a proven methodology to help brands:

- Navigate Walmart's seller requirements
- Optimize product listings for maximum visibility
- Develop data-driven advertising strategies
- Leverage advanced marketplace tools and technologies
- And more!

We're here to guide you every step of the way, let's start!

Introduction

Walmart attracts approximately 255 million customers each week. This impressive figure represents a significant opportunity for you as a Walmart seller to reach a vast audience of potential buyers. By leveraging Walmart's various tools and programs, you can maximize your sales potential.

However, navigating through the multitude of available programs and tools can be overwhelming. That's why we've created this ebook—to serve as your comprehensive guide. Our aim is to simplify the complexities of selling on Walmart by providing you with clear insights into the essentials of listing optimization, advertising strategies, and search engine marketing (SEM).

By understanding these key concepts and implementing effective strategies, you can position your products for success in the competitive Walmart Marketplace. This ebook will equip you with the knowledge needed to make informed decisions, enhance your visibility, and ultimately drive more sales. Let's embark on this journey together to unlock your business's full potential on Walmart!

[welcome]

Chapter 1

Listing Optimization Techniques

Listing Optimization Techniques

Definition and importance

Imagine walking into one of the world's largest stores, shelves lined with countless products competing for attention. Now picture your product among them.
How does it stand out? This is the reality of listing your items on Walmart.com.

But here's the secret:

Not all listings are created equal. A well-crafted listing can transform your product into a best-seller, while a poorly optimized one might leave it lost in the crowd.

High-quality listings boost visibility, improve conversion rates, win the Buy Box, and enhance customer satisfaction. In Walmart's vast marketplace, optimization is your key to standing out and achieving success.

Key Components

Walmart evaluates listing quality through these critical factors:

Content & Discoverability: How descriptive is your listing?

Product Category: Accurate categorization ensures your products appear in relevant searches.

Title: Clear, keyword-rich titles help customers quickly identify what they're looking for.

Descriptions: Detailed yet concise descriptions provide all the necessary information and entice purchases.

Images: High-quality visuals adhering to Walmart's guidelines capture customer attention and drive trust.

Attributes: Filling out relevant attributes improves discoverability and ensures accurate filtering.

Offer: How competitive is your offer?

Item Price: Customers have more options than ever before, making it crucial for your listings to stand out with the best offer.

Shipping Price and Speed: Free or fast shipping options are preferred by Walmart customers.

In-Stock Rate: Ensuring your items are consistently in stock minimizes lost sales and enhances customer satisfaction.

Ratings & Reviews: What are consumers saying about your products?

- How many customer reviews does your product have?
- What is the average star rating of your product?

Post-Purchase Quality: How great is your customer experience?

Order Defect Rate (ODR): Low ODR reflects reliability and builds trust.

Policy Adherence: Following Walmart's seller policies is critical to maintaining a good standing.

Customer Service: Prompt, helpful responses to customer inquiries improve the shopping experience

Listing Quality
1 items scored
73%
0   100

Improve LQ Score >

Pos
0 %

Vie

Listing Quality Breakdown

- Content & Discoverability — 72%
- Offer — 100%
- Ratings & Reviews — 0%
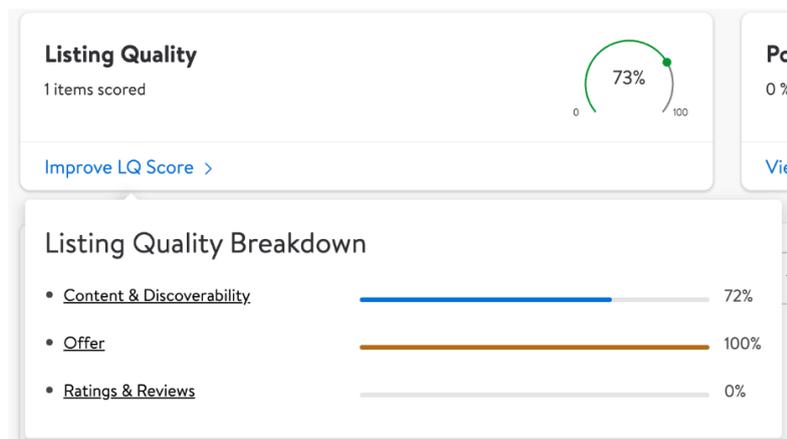
Walmart Listing Optimization: Strategic Performance Framework

To succeed on Walmart's marketplace, it's essential to optimize your listings across multiple key areas. From crafting the right content to ensuring competitive pricing and top-tier customer service, every detail plays a role in boosting visibility and driving sales.

This section outlines the core strategies that will help you elevate your listings and improve your performance on Walmart:

1. Content & Discoverability

Walmart-Optimized Copy

- ▸ Tailored, keyword-rich descriptions crafted specifically for Walmart's algorithm and _style guidelines_, enhancing search visibility and customer engagement.

- ▸ Use short and concise **listing** titles. The ideal length of a **listing** title in the **Walmart** Marketplace is between 50-75 characters

- ▸ Regularly update titles, descriptions, keywords and attributes to align with current search trends.

- ▸ Incorporate customer feedback to refine descriptions and address common questions.

- ▸ Avoid overusing HTML, as Walmart doesn't prefer it.

Category Audits

▸ Precise placement in the correct Main Category, Category Path and Product Type to improve ranking and visibility. Make sure to correct any misclassifications caused by Walmart's auto-classification system.

Image Audits

▸ Comprehensive review of your images to ensure Walmart compliance. Optimize the image order to maximize appeal and drive conversions.

Attribute Filling

▸ Completion of all relevant attributes to improve discoverability. Incorporate keywords seamlessly into attributes for better alignment with customer searches.

Compliance Audits

▸ Completion of all relevant attributes to improve discoverability. Incorporate keywords seamlessly into attributes for better alignment with customer searches.

2. Offer

▸ **The Offer Score is currently the most impactful component in your LQS.**

▸ **Walmart keeps a close eye on Amazon's prices o ensure its own stay competitive and appealing:**

  ▪ If your products are priced higher on Walmart than on Amazon, it can result in:

    1. Getting removed from the Buy Box
    2. Risk account closure

- **Key Pricing Alignment Principles**
    - Match cross-platform promotional deals
    - Ensure uniform pricing within 2-3% range
    - Continuously track competitive landscape

- **Leverage Repricer Tool:**
    - Automates competitive pricing strategies
    - Dynamically adjusts product prices in real-time

- **Shipping Performance**
    - Prioritize two-day delivery options
    - Demonstrate logistical efficiency

3. Ratings & Reviews

- **Reviews are more than ratings—they're a trust-building mechanism that directly influences purchasing decisions.**

- **Leverage Review Accelerator Program**
    - Facilitates genuine customer review generation
    - Provides mechanisms to encourage customer feedback

- **Monitor and analyze review trends**

- **Organic Review Generation Techniques**
    - Implement strategic packaging slip requests
    - Create clear, non-intrusive review invitations
    - Provide simple review submission pathways

4. Post-purchase Quality:

- **Respond promptly to customer inquiries and resolve issues efficiently.**

- **Monitor your ODR and take proactive steps to minimize defects.**
  Track key performance indicators:
  - Cancellation rate
  - Return rate
  - Negative feedback percentage

- **Regular staff training on customer service**

- **Develop comprehensive resolution scripts**

- **Proactive Defect Minimization**

  - Conduct root cause analysis on returns
  - Implement quality control checkpoints
  - Continuously refine product descriptions

Pro Tips:

Enroll in Walmart Fulfillment Services (WFS) to streamline your shipping process, offering customers faster delivery and reducing your operational logistics complexity.

- **Conduct Regular Audits:**
  - Walmart is constantly updating their guidelines. Schedule periodic reviews of your listings to identify areas for enhancement and ensure continued compliance with Walmart's guidelines.

Optimizing your Walmart listings is not a one-time task—it's an ongoing process that requires attention to detail, strategic adjustments, and leveraging data-driven insights. By mastering these techniques, you can enhance your products' visibility, improve conversion rates, and achieve long-term success on Walmart Marketplace.

Basics of Walmart Advertising

1. Introduction to Walmart Sponsored Ads

Walmart's advertising platform has become a crucial part of any successful e-commerce strategy. With millions of daily shoppers, Walmart offers advertisers the ability to showcase their products directly to potential customers at various stages of their buying journey. We will walk you through the different types of Walmart Sponsored Ads and provide actionable insights to help you maximize your campaign performance.

2. Types of Walmart Sponsored Ads

Sponsored Products

Sponsored Products are cost-per-click (CPC) ads that promote individual products. These ads appear in prominent locations, such as search results, category pages, and product detail pages.

Key Benefits:

- ▸ Increases product visibility
- ▸ Boosts sales velocity
- ▸ Helps improve organic rankings

There are two primary campaign types:

1. **Automatic Campaigns:** Walmart's algorithm selects placements based on product relevance.

2. **Manual Campaigns:** Advertisers select specific keywords and bids for more control over targeting.

Sponsored Brands

Sponsored Brands are banner-style ads that display a brand logo, custom headline, and a selection of products at the top of relevant search results.

Key Benefits:

- ▸ Enhances brand visibility
- ▸ Drives traffic to your brand page or specific product listings
- ▸ Increases customer engagement

Sponsored Videos

Sponsored Videos allow brands to engage with customers through video content directly embedded in search results or product pages. Video ads are becoming increasingly popular on Walmart due to their ability to capture attention and communicate product benefits quickly.

Key Benefits:

- ▸ Increases engagement rates
- ▸ Highlights product features and benefits
- ▸ Helps differentiate your products from competitors

Tips for Effective Video Ads:

- ▸ **Keep videos short (15-30 seconds).**
- ▸ **Focus on showcasing unique product features.**
- ▸ **Include a clear call-to-action (CTA).**

3. Setting Up Your Walmart Advertising Account

To start running ads on Walmart, you need to create an account on Walmart Connect.

Steps to Set Up:

- Visit Walmart Connect and create an account.
- Complete your business profile, including your company information and payment details.
- Upload your product catalog to ensure all items are eligible for advertising.

4. Creating Effective Sponsored Product Campaigns

Automatic Campaigns

Automatic campaigns are ideal for discovering high-performing keywords. Walmart's algorithm matches your ads to relevant search queries based on your product data.

Best Practices:

- Start with a moderate daily budget.
- Monitor performance regularly to identify high-converting keywords.
- Use bid multipliers to adjust bids based on performance.

Manual Campaigns

Manual campaigns give you more control over which keywords your ads target. This is where you can apply different match types to refine your targeting strategy.

Match Types Explained:

1. **Broad Match:**

   ▸ Your ad appears for searches that include your keyword in any order, along with variations.

   ▸ **Use Case:** Great for increasing traffic and discovering new keywords.
   ▸ **Example:** If your keyword is "running shoes," your ad may appear for searches like "best shoes for running" or "buy running sneakers."

2. **Phrase Match:**

   ▸ Your ad appears for searches that include your keyword in the exact order, with additional words before or after.

   ▸ **Use Case:** Ideal for targeting more specific queries while still maintaining some flexibility.
   ▸ **Example:** If your keyword is "running shoes," your ad may appear for searches like "cheap running shoes" or "running shoes for men."

3. **Exact Match:**

   ▸ Your ad appears only for searches that match your keyword exactly.

   ▸ **Use Case:** Best for controlling ad spend and targeting highly relevant searches.
   ▸ **Example:** If your keyword is "running shoes," your ad will only show for that exact search term.

Bid Multipliers and Bid Adjustments

Bid multipliers allow you to adjust your bids based on page types and platforms to optimize your campaign performance.

Types of Bid Multipliers:

1. **Page Type:** Adjust bids for different placements within Walmart's ecosystem.

   ▸ **Applicable Placements:** Buy-Box, Search In-Grid.
   ▸ **Use Case:** Increase bids for premium slots like top-of-search to enhance visibility.

   ―――

2. **Platform:** Adjust bids based on the device type used by potential customers.

   ▸ **Applicable Platforms:** Desktop, Mobile, App.
   ▸ **Use Case:** Increase bids for mobile devices if data indicates higher conversion rates from mobile users.

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Example:

▸ **Base bid:** $1.00
▸ **Platform bid multiplier (mobile):** +20%
▸ **Page type bid multiplier (Search In-Grid):** +15%
▸ **Final bid:** $1.38 for mobile traffic in the Search In-Grid placement.

Best Practices for Using Bid Multipliers:

▸ Start with small adjustments and monitor performance.
▸ Use historical data to identify trends and adjust accordingly.
▸ Combine multiple bid multipliers for a more targeted approach.

4. Walmart Advertising Strategies for Success

Increasing Traffic and Visibility

- ▸ Use broad-match keywords with moderate bids in your campaigns to reach a wider audience. Leverage Phrase/Exact with aggressive bids to be more aggressive on priority keywords to increase brand visibility and dominate the top slots on the Search Page.

- ▸ Implement bid multipliers to capture more traffic during peak shopping hours on top performance Page types/Platforms.

Boosting Organic Rankings

- ▸ Focus on high-performing keywords to improve your organic search rankings.
- ▸ Increase sales velocity through targeted ads.

Improving Return on Ad Spend (RoAS)

- ▸ Continuously optimize your bids based on performance data.
- ▸ Pause underperforming keywords and items.

5. Optimizing Campaigns: Best Practices and Tools

Day Parting

Day Parting is the practice of scheduling your ads to run during specific times of the day when your target audience is most active. This ensures your budget is spent effectively and maximizes the chances of conversion.

- Analyze performance data to identify peak hours.
- Use bid multipliers to increase bids during high-conversion times.
- Schedule ads to pause during low-performing hours to save budget.

Example:

Your data shows that conversions peak between 6 PM and 9 PM. Use Day Parting to schedule higher bids during these hours and pause ads in the early morning.

Budget Manager

Budget Manager is a feature that helps advertisers control their spending by allocating budgets across multiple campaigns and adjusting them based on performance.

Benefits of Using Budget Manager:

- Ensure your budget is used efficiently.
- Helps prevent overspending.
- Allows for dynamic adjustments based on campaign performance.

Best Practices:

- Set daily, weekly, and monthly budget caps.
- Monitor budget usage regularly and adjust based on performance.
- Allocate more budget to high-performing campaigns.

6. Advanced Techniques for Walmart Ads

Seasonal Campaign Planning:

▸ Plan campaigns around key shopping seasons to maximize visibility and sales.

Leveraging Data:

▸ Use Walmart's search term reports to identify new keyword opportunities.

Chapter 3

Introduction to SEM for Walmart Sellers

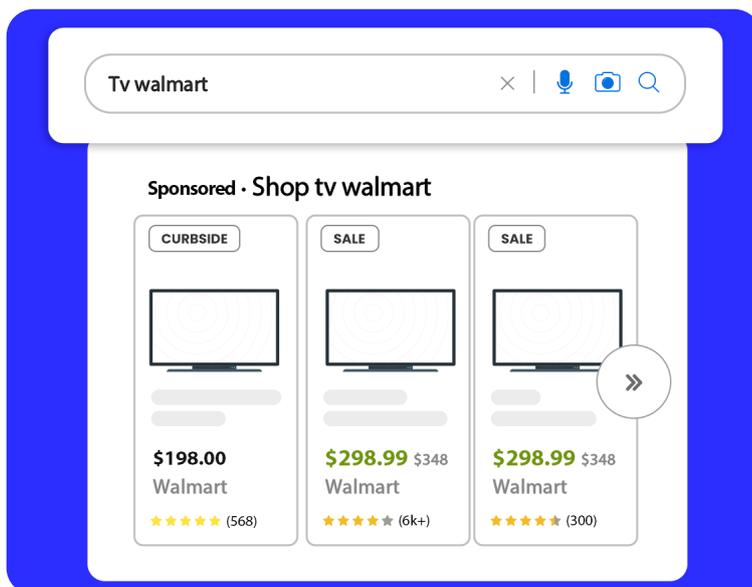# Understanding SEM (Search Engine Marketing)

Definition and Relevance for Walmart Sellers

Search Engine Marketing (SEM) is a powerful tool that allows sellers to promote their products through Google Shopping Ads.

This tool is directly integrated into the Walmart UI, making off-site Google Shopping Ads easy to set up. By utilizing SEM, Walmart sellers can reach customers who are searching for products on Google Shopping.

Leveraging this tool not only enhances visibility but also drives targeted traffic directly to Walmart listings, increasing the listing's overall ranking. By tapping into external search engines, sellers can expand their reach and attract more potential buyers to their offerings on Walmart.

As this is a Walmart program, the attribution is accurate which truly helps understand the campaigns' effectiveness.

Tv walmart

Sponsored · **Shop tv walmart**

| CURBSIDE | SALE | SALE |

$198.00
Walmart
★★★★★ (568)

$298.99 $348
Walmart
★★★★☆ (6k+)

$298.99 $348
Walmart
★★★★☆ (300)

Pricing Note:

You're only charged when potential customers click your ads on the Google search results page and land on your product page on Walmart.com.

How to Set Up a Campaign

Setting up an SEM campaign in the Seller Center is straightforward. The SEM program was designed with a simple infrastructure, making it easy to use for the everyday seller.

Unlike standard Walmart Connect ads (or ads on other platforms), SEM ads are limited to only a few choices: Item Selection, Date Range, and Budget. There is no ability to change CPC by item, select keywords, or other similar ideas that are typically found in a standard ad platform.

All of these make SEM a quick setup with simple optimizations. Leveraging this program correctly is a great way to boost sales with limited time spent.
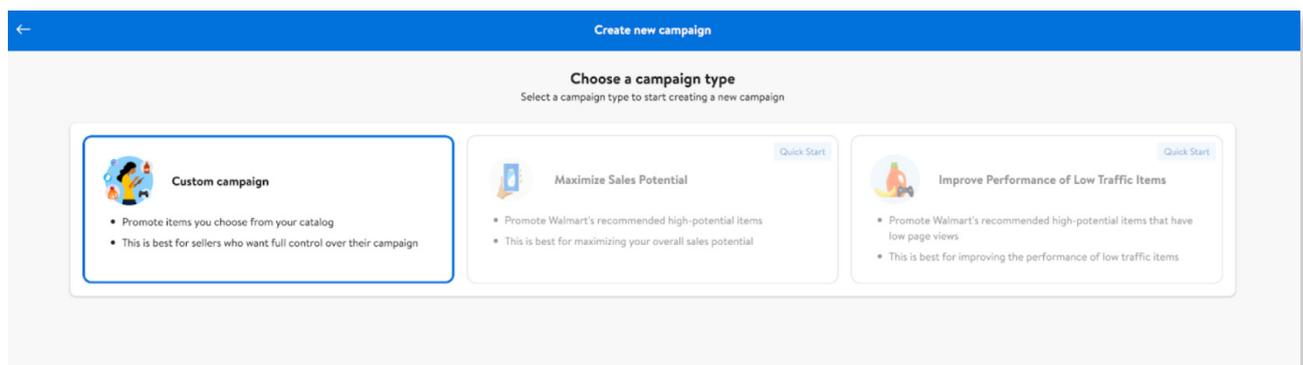
To create a campaign, follow these steps:

1. Create a Campaign: Navigate to the Advertising dashboard and select the Search Engine Marketing tab. Click the "Create new campaign" button to get started.

2. First time users will need to agree to the Terms of Service before launching a campaign.

3. Select your Items: For your first campaign, it's advisable to start by adding your top items.

- ▸ Focus on products that have:

  - ▪ Strong sales history
  - ▪ High offer listing quality
  - ▪ Competitive pricing
  - ▪ Recommendations from Walmart
  - ▪ Sufficient inventory

- ▸ Use the "Recommend" filter to see which items are predicted to perform best.

- ▸ **Upload Items in Bulk:** You can add items individually or use bulk upload for efficiency. Click the **"Select Items in bulk"** button where you can download a template, fill it out, and submit it.

4. **Forecast Your Budget:**

Click **"Get Forecast"** after selecting your products. This will provide an estimate of the budget required to achieve your sales goals.
Note these numbers are extremely automated from Walmart and should be taken with a grain of salt.

The best way to truly build a budget is to launch a campaign and adjust it with time as results come in.

5. **Set Up your Campaign:**

Under **"Campaign details"** click **"Set up your campaign"** to add the name, budget, and date range for your campaign.

Keep it simple to start as a way to learn how your product performs, however, don't go too low on the budget or you won't be giving yourself a chance for success.

After launching your campaign, the algorithm navigates through two different bidding phases:

Learning Phase (7-10 days):

The initial stage where our algorithm tests and analyzes your item's performance. During this period, expect limited and inconsistent impressions, clicks, and ROAS as the system explores optimal bidding strategies. Variability is normal, especially in competitive markets.

Optimization Phase:

After learning concludes, the algorithm strategically bids to maximize ROAS. It focuses spending on high-performing items and reduces investment in underperforming products. You'll likely see more stable ad spend with improved revenue generation, as the system intelligently allocates budget based on item-specific performance data.

Best Practices for SEM Campaigns

▸ **Regularly Monitor Performance**
Keep a close eye on your campaign and item performance. Regularly review metrics such as impressions, clicks and return on ad spend (ROAS) to gain valuable insights.

▸ **Seasonal Opportunitiest**
Consider seasonal factors and market demand when managing your campaigns. For instance, capitalize on events like Black Friday or summer sales by adjusting budgets and launching targeted promotions during peak shopping times.

▸ **Test with Different Items**
Don't hesitate to diversify your campaigns by adding various types of items or exploring different categories. This experimentation can uncover new opportunities and niches that may benefit your business.

▶ **Optimize Your Listings**

After the initial learning phase, if you notice a low click-through rate (CTR), it may indicate that potential customers are seeing your ads but not engaging with them. Ensure that your product titles, descriptions, images, prices, shipping options, and availability are accurate and up to date.

Incorporate relevant keywords and high-quality images to enhance attractiveness.

▶ **Learn from Results**

Analyze your campaign outcomes to identify trends. Despite your best efforts, some items may not attract customer interest. Focus on high-performing products to maximize the return on your SEM investment.

Final Inspiration

Success on Walmart isn't about overnight transformation, but consistent, strategic efforts. Your potential is limited only by your willingness to learn, implement, and innovate.

Your Next Steps

▶ **Audit your current product listings**
▶ **Develop a comprehensive advertising strategy**
▶ **Continuously learn and adapt your SEM techniques**

With over 150,000 sellers and 73% achieving profit margins above 20%, the Walmart Marketplace represents a significant growth opportunity.

By applying the techniques outlined in this eBook, you're not just selling—*you're building a robust, scalable e-commerce business.*

Onwards to your Walmart Marketplace success!

For more information about SellCord, contact info@sellcord.co

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