

Manage Items

Filter your items, make quick updates or download your entire catalog into an Excel template.

We recently released a new and improved version of the full-item report. Find out the benefits.

Published Items
82,591

Unpublished Items
61,241

Items Pending
108

Items In Review
1,070

Seller Guide

Walmart Marketplace Onboarding

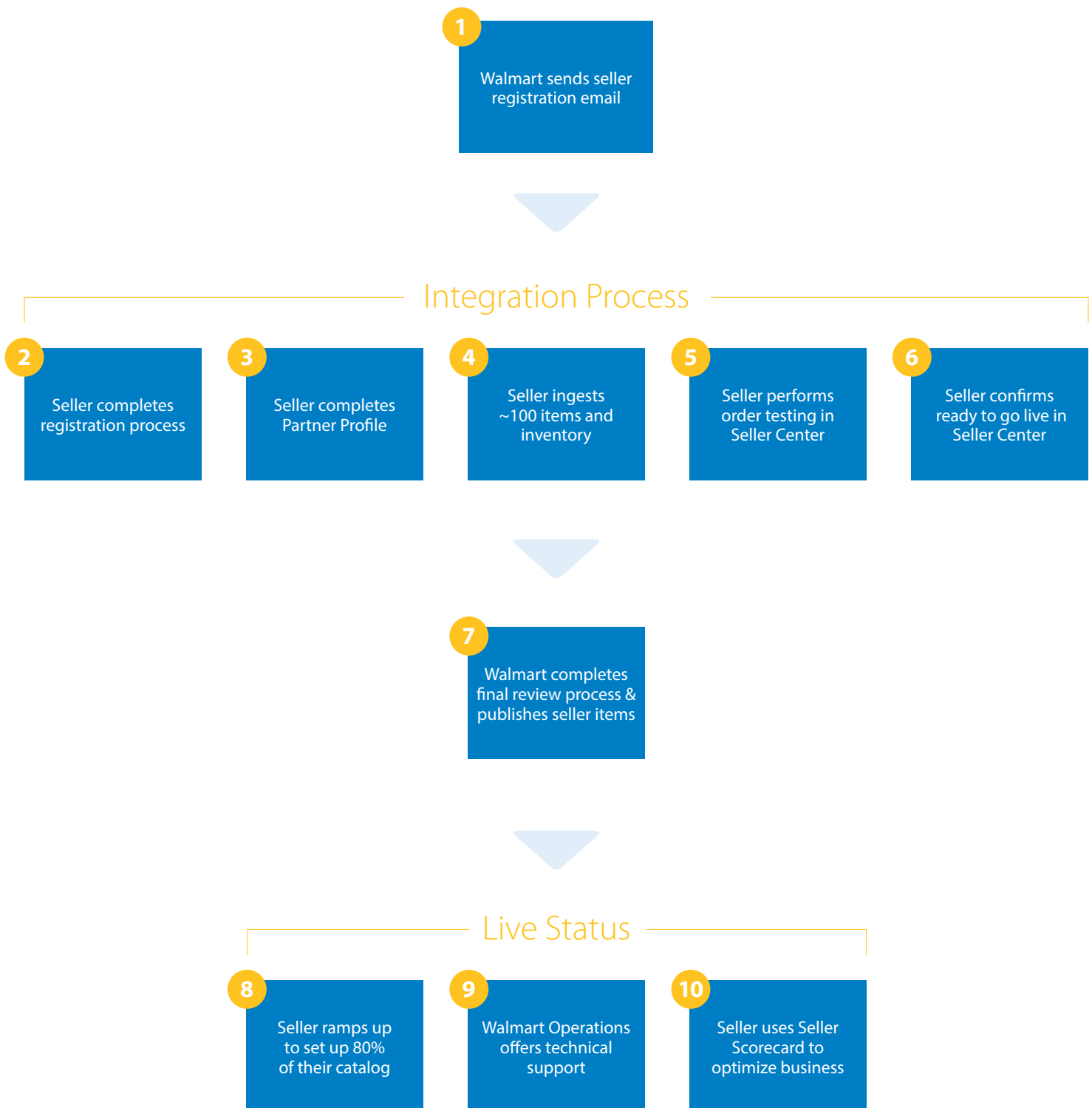


Seller Onboarding Process Introduction

This document outlines the steps for Walmart Marketplace seller onboarding. Please review it carefully and [contact Partner Support](#) if you have any questions or difficulties.

For more information or to see detailed instructions for any of the activities mentioned, refer to the **Guides** section of the [Walmart Seller Help](#) website.

Seller Onboarding Milestones



Step 1

Walmart Sends Seller Registration Email

Turnaround Time: Depends on your scheduled onboarding date

After you signed the Marketplace Retailer Agreement, you should have received an email asking you to schedule your onboarding start date. By 5pm PT on that date, you should receive a registration email with the subject "Your account has been created in the Walmart Marketplace".

Step 2

Complete Your Registration

Expected Duration: 10 – 60 minutes

The registration email contains a uniquely generated Walmart Signup invitation URL, which allows you to complete your registration, set credentials and gain access to Walmart's Seller Center.

Important: The user that completes your registration is automatically set up as the Admin, who will be able to add and remove additional users from the organization. The Admin user will also be able to access secured information such as the Private Key, Consumer ID and Bank Information. Make sure to save the answers to the security questions, as they are required need to update some of this information.

 [Read More: Launch Checklist: Complete Registration](#)

Step 3

Complete Launch Checklist and Obtain Authentication Credentials in Seller Center

Expected Duration: 30 – 60 minutes

a) Once you have gained access to Seller Center, you **must** complete all of the sections within your **Partner Profile**. Navigate to your Partner Profile using the **Settings** menu and gear icon at the top right in Seller Center. After you have completed the required sections, the Readiness For Launch Meter should reach 100%. All of the sections in the Partner Profile are mandatory because they are site- and customer-facing. Any delay in completing this section will delay the onboarding process and launch on Walmart.

 [Read more: Launch Checklist: Complete Your Partner Profile](#)

b) After your Partner Profile is complete, you should obtain your [API Private Key and Consumer ID](#) and store them in a secure location.

Step 4

Test Item and Quantity Ingestion

Expected Duration: 3 – 5 days

- a) You must provide Walmart with data on enough items and quantities to perform testing. Set up your top-selling items first.
Important: Your items will go live once this testing is complete. For this reason, you should use real items with complete information. Do **not** include in the description any text that indicates this item is a “test.”
- b) If you have items belonging to multiple categories, provide a couple of items from each category for the initial round of item setup.
- c) If you have items that will require variant groups or promotional pricing, set up a couple of items with these features.
- d) Choose a few items for order testing (Step 8) that sell for less than \$20.
- e) All of the items ingested successfully will automatically move to STAGE status. This means that they will not show up on Walmart.com until you go live. You will not be able to search Walmart.com for them until they are live.
- f) When uploading specs, do not exceed throttling limits of 10 feeds per hour.



For more details on setting up items correctly, refer to [Item Setup: Create a Great Listing](#) and the other articles in the **Items and Inventory** section of Walmart Seller Help.

Step 5

Order Testing

Expected Duration: 30 – 90 minutes

- a) Publish 2 – 3 items and place your own test order(s). You do not need to ship these test orders. It should take less than 30 minutes for your order to show up in Seller Center; if it takes any longer, your order is most likely caught in our fraud check system and should clear in a few hours.
- b) Execute the following test scenarios in Seller Center:
 - i. Order Acknowledgement
 - ii. Order Cancellation
 - iii. Order Shipping
 - iv. Order Refund
- c) Once these scenarios are completed, make sure that all of the items in the Launch Checklist are complete. When all of the items are crossed off, a window will pop up informing you that an email will be sent to our Operations team.



For details, refer to the article [Preview Items And Place Test Orders](#).

Step 6

Seller Confirms Ready to Go Live

Expected Duration: 10 minutes

- a) Once everything is validated and working as expected, you are ready to go live on Walmart Marketplace. You must have completed every step in the Launch Checklist. You must have added an appropriate selection and number of items from your catalog.
- b) Click **Go Live** in the Seller Center Launch Checklist.



For more information on the final steps required for launch, refer to the article [Confirm You Are Ready To Launch](#).

Step 7

Walmart Completes Final Review Process & Publishes Seller Items

Turnaround Time: 1 – 4 Days

Walmart will complete a final review process and then will release your account to go live. Once you are live, your items are published to Walmart.com, transactable within a few hours and searchable in 24 – 48 hours.

Step 8

Seller Ramps Up Item Setup

Expected Duration: 1 Day – 5 Weeks

We expect you to begin ramping up item setup immediately. This will allow you to hit at least 80% of your catalog size within 5 weeks of going live, which will help maximize your sales.

Step 9

Seller Operations and Support

Turnaround Time: Ongoing

Once you have ramped up within a couple weeks of going live, you are transitioned from the Integration team to the Operations team for your day-to-day issues and support. If you have any difficulties, you should create a case as described in the article [Open a Case for Partner Support](#).

Step 10

Seller uses Seller Scorecard to Optimize Business

Expected Duration: Ongoing

You are given a [Seller Scorecard](#) to track and review your orders with defects, orders shipped on time, and orders shipped with valid tracking numbers. If your Order Defect Rate exceeds our standards or you are unresponsive to our Partner Performance Team's messages, you may be suspended from selling on Walmart Marketplace. Refer to [Seller Performance Standards](#) to understand how our metrics are calculated. You can also improve your business performance on Walmart Marketplace by reviewing your [Buy Box Reports](#) and the other resources described in the **Reports, Payments and Insights** section of Guides on Walmart Seller Help.