Integration Channels & Methods

During the Walmart Marketplace application process, we ask our Partners (aka Sellers) to select the Catalog Integration Channel and Method (if applicable) that is best for them. Learn about our current integration options and requirements below.

If you’ve already decided on your Integration Channel and Method, you can disregard this guide. But if you need a refresher, please continue reading.

Step-by-Step Instructions

1. Navigate to “Add New Items” under “Items & Inventory”

The Integration Channel is **REQUIRED**.

**Direct Integration**: Seller will use Single Item, Bulk Upload or API method. If using a Solution Provider, see below.

Add New Items screen for Direct Integration:

- **Add Single Item**: Allows you to set up one item at a time.
- **Add Items in Bulk**: Allows you to set up multiple items using an Excel template.
- **Add Items through API**: You can add items using code directly through the API.

The Integration Method is **OPTIONAL** (only needed if using a Solution Provider Partner). See approved Solution Providers.

Not sure which Integration Option is best?
No problem! See details on the next page.
More about each Integration Option

**API Integration**
*Best for LARGE CATALOGS at ENTERPRISE LEVEL*

*API:* Standard method of integration. This requires some programming and is very stable and scalable. This is the best method if you are publishing a large catalog and have a technical support team.

**Single Item Integration**
*Best for SMALL or NICHE CATALOGS*

*Single Item:* Details are directly entered into the Seller Center interface. This method is easy and does not require any technical capabilities. Best for first time Sellers, limited catalog items or limited tech support.

**Bulk Upload Integration**
*Best for SMALL to MEDIUM CATALOGS*

*Bulk Upload:* Catalog details are on Excel spreadsheets. This method is easy and doesn’t require any technical capabilities. Best for Sellers with a limited catalog or less technical support.

**Solution Provider Integration**
*Best for LARGE CATALOGS at ENTERPRISE LEVEL*

*Solution Provider:* Integrate through a Solution Provider partner (you must have one) rather than integrating directly with Walmart.com.

Which Integration Option is best for me?

<table>
<thead>
<tr>
<th>API Integration</th>
<th>Solution Provider</th>
<th>Bulk Upload</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requires</td>
<td>Requires</td>
<td>Requires</td>
</tr>
<tr>
<td>- Programming skills</td>
<td>- Ability to use SaaS platforms, dashboards and reporting tools</td>
<td>- Basic spreadsheet knowledge</td>
</tr>
<tr>
<td>Requires</td>
<td>Dependencies</td>
<td>Dependencies</td>
</tr>
<tr>
<td>- Ability to integrate new APIs</td>
<td>- Available IT staff</td>
<td>- Ability to find data errors</td>
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<tr>
<td>Requires</td>
<td>Features</td>
<td>Features</td>
</tr>
<tr>
<td>- Stable, scalable</td>
<td>- Ability to integrate new APIs</td>
<td>- Very basic understanding of spreadsheets and file uploading</td>
</tr>
<tr>
<td>Requires</td>
<td>Features</td>
<td>Features</td>
</tr>
<tr>
<td>- Cost effective</td>
<td>- On-going costs for staff</td>
<td>- Cost effective</td>
</tr>
<tr>
<td>Dependencies</td>
<td>- Signup cost and monthly fees</td>
<td>- On-going costs for staff</td>
</tr>
<tr>
<td>Features</td>
<td>- Possible integration lag time</td>
<td>- Signup cost and monthly fees</td>
</tr>
<tr>
<td>- Scalable with Predictable Costs</td>
<td>- Possible integration lag time</td>
<td>- Possible integration lag time</td>
</tr>
<tr>
<td>- IT staff managed by provider</td>
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</tbody>
</table>
Keep on learning, and let’s grow your business!
We’re here to help you learn more, faster. Click below to find other QuickStart guides, help articles, and contact Partner Support!

Seller Help
sellerhelp.walmart.com/seller/s/

Single Item Integration
sellerhelp.walmart.com/seller/s/guide?article=000007468

API Integration
sellerhelp.walmart.com/seller/s/guide?article=000005839

Solution Provider Integration
sellerhelp.walmart.com/seller/s/guide?article=000007885

Bulk Item Integration
sellerhelp.walmart.com/seller/s/guide?article=000007685