



Need help with Integration Options?

Got a question? No problem. Open a support case by clicking the button below. **We're here to help!**

Seller Help

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.

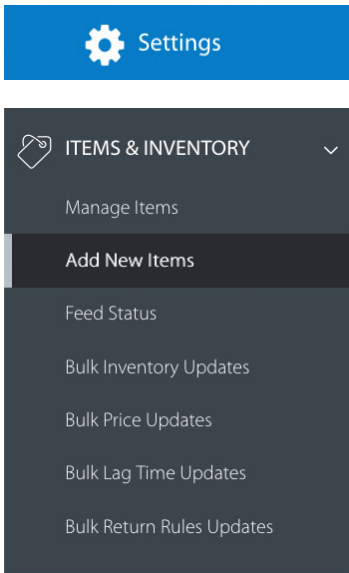


If you've already decided on your Integration Channel and Method, you can disregard this guide. But if you need a refresher, please continue reading.

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:

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

DIRECT INTEGRATION

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.

API Integration

DIRECT INTEGRATION

Single Item Add 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.

Single Item Integration

DIRECT INTEGRATION

Bulk Upload 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.

Bulk Upload Integration

Solution Provider 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.

Solution Provider Integration

Which Integration Option is best for me?

API Integration	Solution Provider	Bulk Upload
Requires <ul style="list-style-type: none"> • Programming skills • Ability to integrate new APIs 	Requires <ul style="list-style-type: none"> • Ability to use SaaS platforms, dashboards and reporting tools 	Requires <ul style="list-style-type: none"> • Basic spreadsheet knowledge
Dependencies <ul style="list-style-type: none"> • Available IT staff • On-going costs for staff 	Dependencies <ul style="list-style-type: none"> • Signup cost and monthly fees • Possible integration lag time 	Dependencies <ul style="list-style-type: none"> • Ability to find data errors • Must upload and manage data
Features <ul style="list-style-type: none"> • Stable, scalable • Cost effective 	Features <ul style="list-style-type: none"> • Scalable with Predictable Costs • IT staff managed by provider 	Features <ul style="list-style-type: none"> • Very basic understanding of spreadsheets and file uploading



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](#)



Links from this QuickStart Guide

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

