Need help with Setup by Match?

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

Seller Help

Setting up items with Setup by Match (Bulk Upload)

In this guide, we'll show you how to add items using Setup by Match (Bulk Upload). This method is the fastest way to setup items because we match your items to descriptions and images we already have in our system. For this method, it's best you're familiar with Excel.

TIP

Don't want to upload using Excel?
No problem! You can Add Single Items in Seller Center.

Add Single Item Guide

Have items that don't match?
We recommend using this tutorial first, and then using the Full Item Spec guide for non-matching items.

Full Item Spec Guide

Setup by Match via API
Great news! This method is now available via API.

API Documentation

What's in this guide? (Click to jump to page)

Please read the next page!

⚠️ Before you begin, read these helpful tips first!

Below are some tips and watchouts to remember when using Setup by Match Bulk Upload.

- **When you copy data from another file, use Special Paste and select "Values."** If not, Excel may mark the data as invalid.

- **Be careful with SKU and Product ID.** These are difficult to change later. We do not recommend using EAN. If you need to update an SKU or Product ID, see detailed instructions in Updating the SKU and Updating an Item's Product ID.

- **Please use SEO best practices** while writing your item descriptions and key features. See our guidelines here.

- **Need help with Product Tax Codes?** See Current Tax Codes for Walmart Marketplace.

- **For your Main Image URL, provide a URL to where you're hosting the image.** If you host images using Walmart's internal SFTP, use this for the URL field: partnerId/dirname/imagefilepathname. It'll mark it as invalid but only because it isn't technically a URL. You'll still be able to upload successfully without any feed errors.

- **Global shipping settings are set up in Seller Center and apply to your entire catalog.** To override global shipping settings for a specific item, see Create Shipping Overrides.

- **In the Compliance section, some attributes may be required, such as: "Prop 65 Warning Required," "Contains Batteries," and "Has Warranty."** For example, if you answer "Yes" to "Has Warranty," then you'll have to provide either Warranty Text or a Warranty URL.
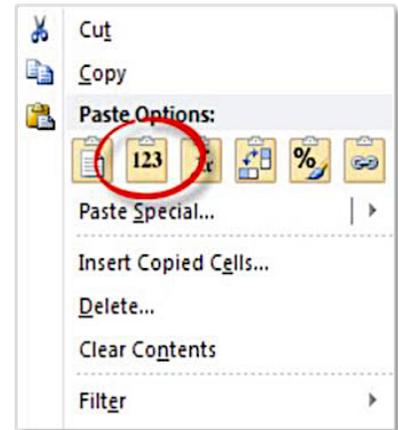
Ready to get started?
Instructions begin on the next page.

Step-by-Step Instructions

1 **Download the Setup by Match spreadsheet**

1. Log in to **Seller Center**

2. Click **"Add New Items"**

   Add New Items

3. Click **"Add Items in Bulk"**

   Add Items in Bulk

   Allows you to set up multiple items using an Excel template.
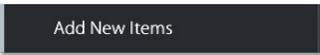
4. Click on the **"Setup by Match"** download button
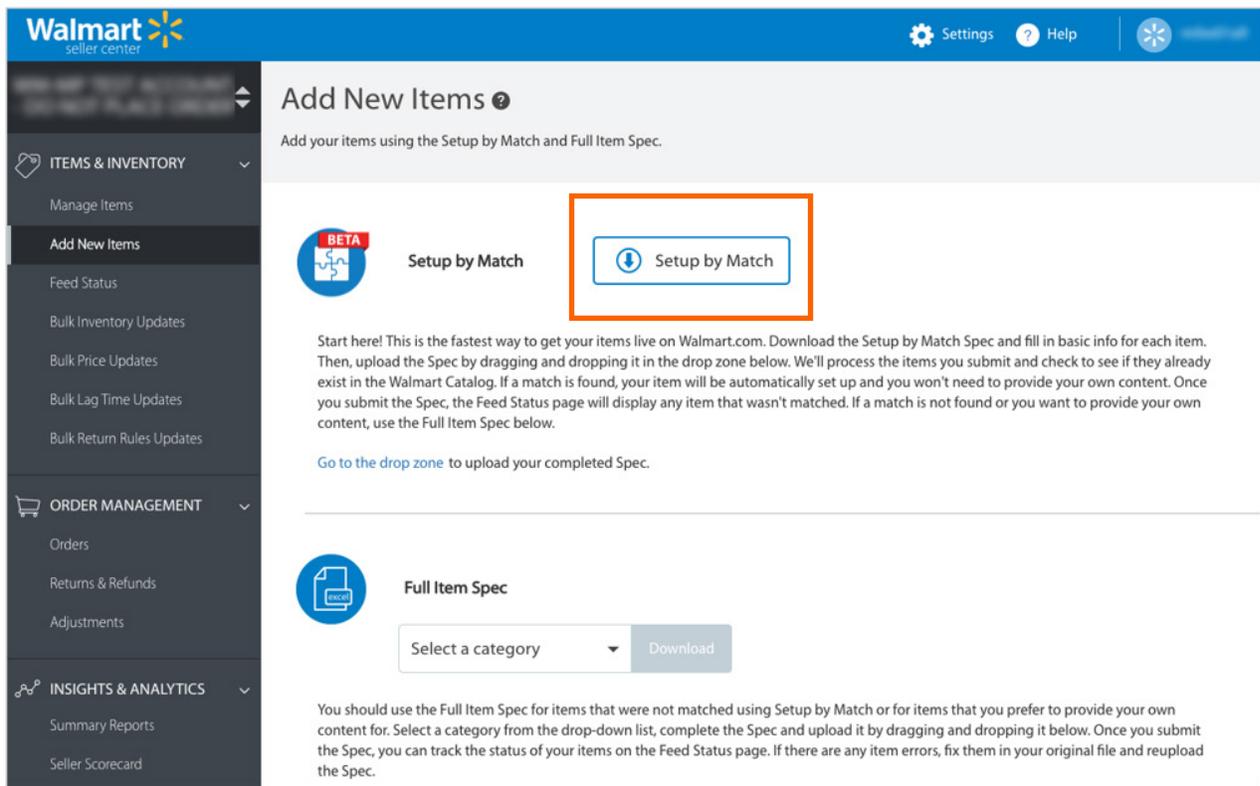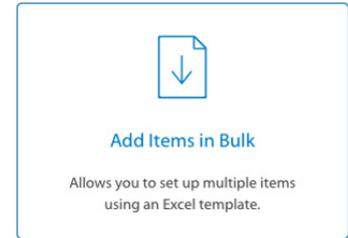
Keep going!
Next, learn how to open the file correctly.

Step-by-Step Instructions

2 **Open the Setup by Match spreadsheet**

⚠️ **You must enable macros when you open the Setup by Match Spec in Excel.** If you try to save the Spec spreadsheet and any required fields have been left empty, the macros will trigger an alert and highlight the fields in red.

1. **Open the Spec in Excel** (it will inform you that the workbook contains macros)

2. Click on the **"Enable Macros"** button
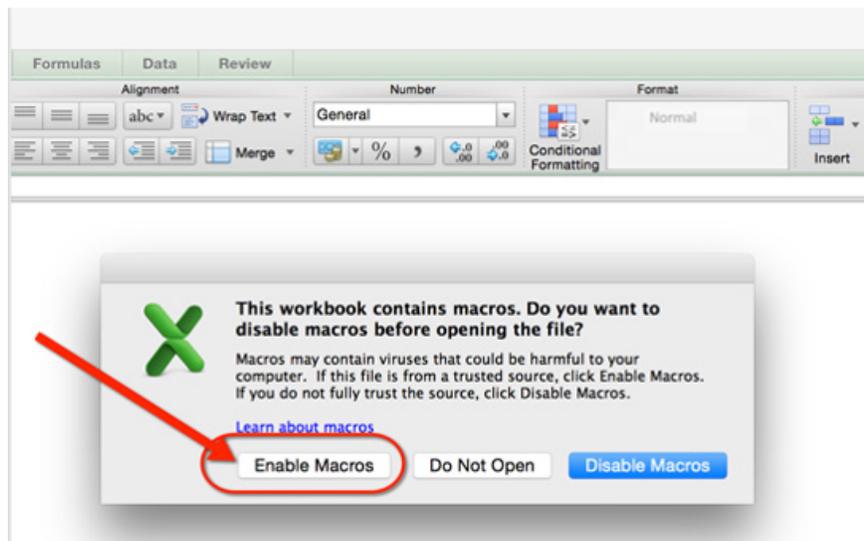
Good job!
Next, let's complete the spreadsheet.
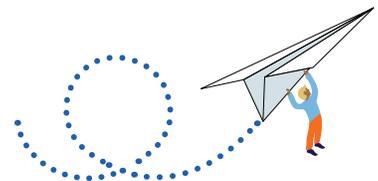
Step-by-Step Instructions

3 **Complete the Setup by Match spreadsheet**

1. First, read through the **Instructions tab**
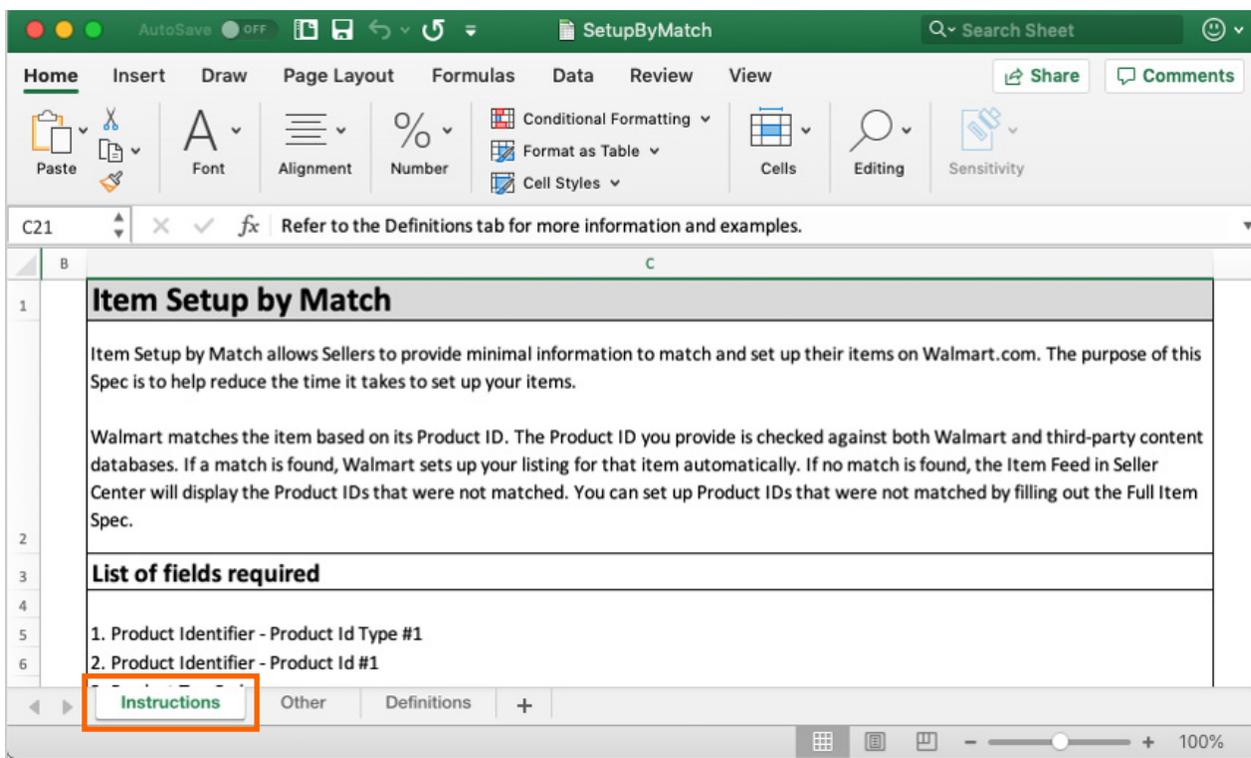
2. **Fill in your data**

3. **Save the Spec spreadsheet**
   Save as either XLSM or XLSX.
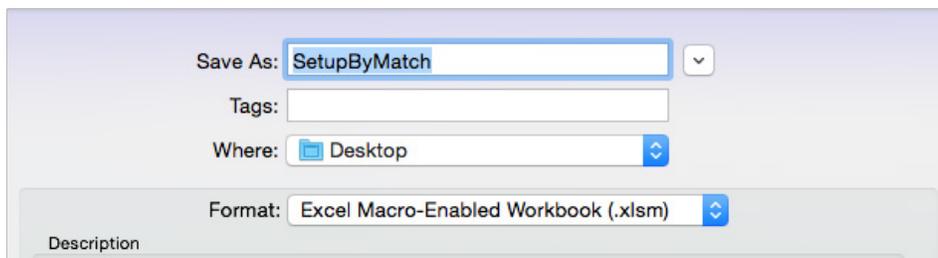
Nice work!
Now let's upload your spreadsheet.

Walmart Marketplace | QuickStart Setup by Match (Bulk Upload)

Step-by-Step Instructions

4 **Upload your Setup by Match spreadsheet**

After you've saved your spreadsheet, upload it to Seller Center:

1. Log in to **Seller Center**

2. Click **"Add New Items"**

   Add New Items

3. Click **"Add Items in Bulk"**

   Add Items in Bulk

   Allows you to set up multiple items using an Excel template.
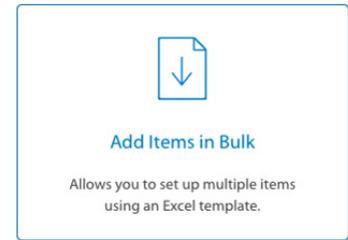
4. **Attach the Spec spreadsheet by EITHER:**

   Option 1:
   Drag and drop your file into the upload area

   Option 2:
   Click on the "Upload Spec" button

   Drag and drop your completed Spec here

   - or select a file -

   Upload Spec

   The maximum file upload size is 25MB
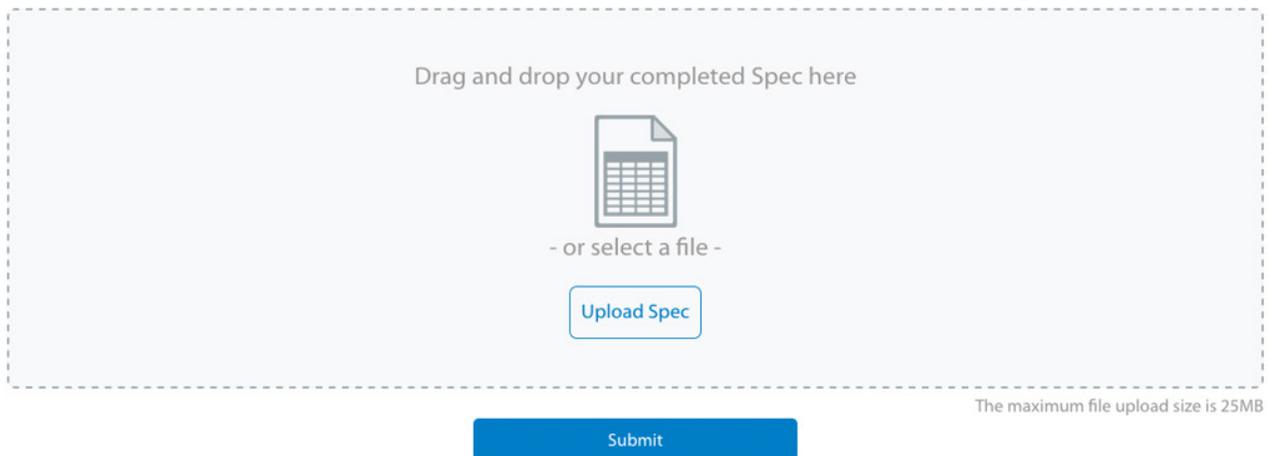
   Submit

5. Click **"Submit"** to upload your spreadsheet
   Don't worry if you accidentally attach the wrong file type (png, xls, jpg, etc.).
   An error message will appear until you attach the right file type (XLSM).

Not done yet!
Next, track your uploaded spreadsheet.

6

Step-by-Step Instructions

5 **Track your uploaded spreadsheet in Feed Status**

In about a minute after you submit your spreadsheet, you'll be able to track the status of it on the Feed Status page.

1. On the left navigation menu, click **"Feed Status"**   Feed Status
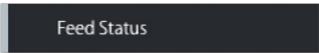
Feed Status shows the following information	
Feed ID	Reference ID of your feed
Date	The date the file was submitted and began processing
Status	Current status of the file
Submitted	Number of SKUs that provided in the file
Processed	Number of SKUs that processed successfully
Pending	Number of SKUs that are still pending Item Setup completion
Errors	The number of errors encountered. The number in this field linked to the error message page. This is where you can see the items that couldn't be matched using the Setup by Match Bulk Upload method.
Error File	Link to download the errors into a CSV file. This is another way to see the items that couldn't be matched using the Setup by Match Bulk Upload method.

Feed Status ❷

ITEM FEED   INVENTORY FEED   PRICE FEED   PROMO FEED

You can view your Item Feed statuses below. If any of your feeds have errors listed in the Error column, fix the error and reupload your feed.

Feed ID	Date	Status	Submitted	Processed	Pending	Errors	Error File
DD2E506F307240E39181F0987A63A...	3/22/17	Processed	7	1	0	6	Download Errors
E1A49CCC690840B2A79A057120DA1...	3/22/17	Processed	9	0	0	9	Download Errors

Have a few errors?
No problem. Let's take a closer look on the next page.

Step-by-Step Instructions

6 **View errors** (if present)

If you received errors after submitting the Setup by Match spreadsheet, it means we don't have matching content for some of your items. To add these unmatched items to your assortment, you'll need to add the SKUs with errors into the Full Item Spec spreadsheet with the necessary content and re-upload to Seller Center.

1. To see errors for your submitted SKUs, **click the blue number under "Errors"**

2. **This will take you to the Feed Status page that has a list of SKUs with errors and the reason for the error.** Download the Excel file of errors by clicking "Download Errors."

Pending	Errors	Error File
0	1	Download Errors

Feed Status ⌀

All item feeds > Feed ID: A3175C2CE6054338A2F3241A15997721@AQMBAAA

SKU	Error Type	Error(s)
test13upc	Data Error	• You did not provide a valid UPC.

Keep going!
Now let's fix those errors.

Step-by-Step Instructions

7 **Fix errors** (if present)

Please allow up to 4 hours for the Feed Status page to process!

1. **Review the Feed Status page** to understand the reason for the error

Feed Status ❓

All item feeds > Feed ID: A3175C2CE6054338A2F3241A15997721@AQMBAAA

SKU	Error Type	Error(s)
test13upc	Data Error	• You did not provide a valid UPC.

2. **Fix the error** in the Full Spec spreadsheet

3. **Save the Full Spec spreadsheet** in the correct file format (XLSM)

4. **Upload the spreadsheet** in Seller Center

5. **Track the status of your re-uploaded spreadsheet** and confirm you resolved the errors

One last thing!
Next, track your item's status.

Step-by-Step Instructions

8 **Track the status of your items**

After you submit your Spec spreadsheet successfully, you can track the status of each item by filtering Item Details by a specific SKU.

**If the item is "Processing," then it's still being set up.** If you have not launched yet, the item will move to a Staged status. This means the item is finished setting up and will be published once you go live.

Once you go live, items in your catalog will auto-publish. Unless there is an "unpublish reason" preventing your item from auto-publishing. Learn more about unpublish reasons.

Manage Items ⊘

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

Insights Hide ⌄

Published Items	Unpublished Items	Items Processing	Items with Errors
6,389	1,102	10	11
View Live Items ⊕	View Unpublished Items ⊕	View Items Still Processing ⊕	View Items with Errors ⊕

Selected: 0

($) Update Price   ⬡ Update Inventory   ⬆ Retire Item   ⧩ Filter | ⬇ Download | ⓘ Options

Item Status is 'Published' ✕

		Item Details		Status	Price	Buy Box	Units	Category	Average Rating
☐	📷	Biorb Air Stone SKU: 1010094124	View on site ⧉	Published	$7.00	❌ Buy Box Lost Buy Box Price: $5.89 + shipping	0	Pet Supplies	0
☐	📷	Spectrum Noir Alcohol Ink Refill 30ml-BG... SKU: NOT250607-B009CFZ9P0	View on site ⧉	Published	$8.99	✅ Buy Box Won Buy Box Price: $8.99 + shipping	1	Office & Stationery	0
☐	📷	Spectrum Noir Alcohol Ink Refill 30ml-PL4... SKU: NOT250808-B009CFXZB0	View on site ⧉	Published	$8.99	❌ Buy Box Lost Buy Box Price: $8.12 + shipping	0	Office & Stationery	0
☐	📷	Taunton Press Fashionista Arm Knitting SKU: NOT175251-B00OY1JQLK	View on site ⧉	Published	$14.99	❌ Buy Box Lost Buy Box Price: $7.82 + shipping	0	Books, Music & Movies	0
☐	📷	Quilled Creations Husking Hoops and Lo... SKU: NOT159488-B00AQ6W1CI	View on site ⧉	Published	$14.99	❌ Buy Box Lost Buy Box Price: $11.72 + shipping	0	Crafts	0

Woohoo – you completed this guide!
Thanks for hanging in there.

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

Partner Support
sellerhelp.walmart.com/s/contact

Add Single Item Guide
marketplace.walmart.com/walmart-marketplace-quickstart-item-setup-single-item-add/

Full Item Spec Guide
marketplace.walmart.com/walmart-marketplace-quickstart-item-setup-full-item-spec/

Setup by Match via API
developer.walmart.com/#/apicenter/marketPlace/latest#itemSetupByMatch

Updating the SKU
sellerhelp.walmart.com/seller/s/guide?article=000007896

Updating an Item's Product ID
sellerhelp.walmart.com/seller/s/guide?article=000007908

SEO Best Practices for Item Descriptions
sellerhelp.walmart.com/seller/s/guide?article=000006404

Current Tax Codes for Walmart Marketplace
sellerhelp.walmart.com/seller/s/guide?article=000005968

Create Shipping Overrides
sellerhelp.walmart.com/seller/s/guide?article=000007906

Unpublish Reasons
sellerhelp.walmart.com/seller/s/guide?article=000006417