Looking for something or need an extra hand?

(Partner Support)   (Seller Help)   (QuickStart Guides)

Ready for Holiday 2019?

In this guide, we'll walk you through a three-part plan to prepare you for the holidays.

Major Dates

BLACK FRIDAY
November 29th

CYBER MONDAY
December 2nd

GREEN MONDAY
December 9th

(2019 Holiday Shipping Deadlines)

Walmart Marketplace

Holiday Prep Guide 2019

▶

Watch the video

Holiday Prep Guide (click to jump to page)

1. **Increase assortment**
2. **Add inventory**
3. **Price competitively**

Add more published items

Our first recommendation is to increase your number of published items, especially your top sellers and items that sell well during the holidays. You don't want shoppers to miss out on discovering your items simply because they're not listed.

You have four options for adding items:

Option 1

Add a Single Item

Option 2

Add by API

Option 3

Full Item Spec (Bulk Upload)

Option 4

Setup by Match (Bulk Upload)
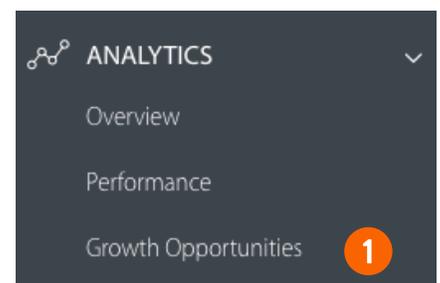
QUICKHELP

Have you tried QuickHelp?
Click the button in the lower corner of Seller Center to easily access training guides, walkthroughs, videos, and more!

Need assortment inspiration?

We recommend trying out our new Walmart Best Sellers tool.
This tool shows the top-selling items by department currently offered on Walmart.com. This info may be useful as you make assortment decisions.

1. **Click "Growth Opportunities"** in Seller Center.
2. **Tap the "Walmart Best Sellers"** button.
3. **Select the departments** you want to filter.

ANALYTICS
Overview
Performance
Growth Opportunities **1**

Assortment Growth Insight	Super Department Ranked by the fastest growing Marketplace Super Department	Department
✺ Walmart Best Sellers See what sells well on Walmart.com ✓	WOMENS APPAREL	WOMENS

2 **3**

Last Updated **11/07/2019 (06:25 PM)**   ▼ Filter | ⬇ Export | ⚙ Customize Grid

	RANK ⑦ ⇕	ITEM ID ⇕	ITEM NAME ⇕	BRAND ⇕	CATEGORY ⇕	AVG RATING ⇕	# OF LIVE SELLERS ⇕	OFFERED TWODAY DELIVERY BY SELLERS?	IN YOUR CATALOG? ⇕	IN YOUR TWODAY CATALOG? ⑦	PUBLISHED? ⇕	MESSA
☐	1	468880622	Nlife Women Bohemian 3/4 Sleeve V	Nlife	WOMENS TOPS	3.50	1	No	No	--	--	--
☐	2	56168492	Signature by Levi Strauss & Co. Won	Signature by Le	WOMENS BOTTON	4.40	1	Yes	No	--	--	--

Part 1: Increase Assortment (continued)

Publish your unpublished items

Next, let's take a look at publishing any unpublished items. Although you may add items to your assortment, it's essential to remember to publish them, so they appear on Walmart.com.

TIP

Heads up! Your items may become unpublished for a variety of reasons. Click below for instructions on fixing these items.

Unpublish Reasons

Double-check your items' assigned categories

Placing your items in the best category helps shoppers find them on Walmart.com. An incorrect category could lead to missed sales, and we don't want that!

Click below for tips on selecting the best category for your items.
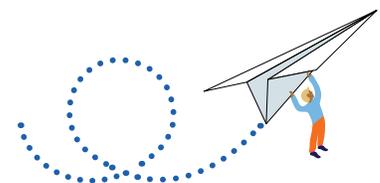
Select the Best Category

Optimize your items' content

It's important to make sure the content in your item's listing is SEO-friendly, accurate, descriptive, and visually appealing.

Click below for instructions on how to create great listings for your items.

Create a Great Listing

Good job on Assortment!
Next, let's prepare your inventory.

Consistently check and update your inventory

We recommend that you continuously check and update your inventory balances, especially your top sellers. This way, you won't miss an opportunity to sell an item.

If you'd like some pointers, click below.

(Update Inventory)   (Feed Status)

Reactivate discontinued items (if applicable)

As you monitor your inventory, also take a look at your discontinued items, if you have any.

These items will show as **"Unpublished" in Seller Center with the reason "Offer Has Ended."** This means the item's offer end date has expired, which you can find in your Item Report.

To reactivate a discontinued item, all you need to do is change the item's end date to a future date, re-upload, and the item will become active once processed.

For more instructions, click below.

(Unpublish Reasons)

**Nice job!**
Lastly, let's talk about pricing.

We love helping customers save money – especially during the holidays. For you, this means bringing your most competitive pricing, shipping, and promotions.

Compare your pricing to competitors

First, here's how you can easily compare your pricing to competitors.

1. Go to the **Manage Items** page in Seller Center.

2. Find the download button and **click "Download catalog"** to get your item report.

3. In the file, navigate to the **column named "Competitor URL."**

4. Review the brand, offered price, shipping price, and the date it was last pulled.

5. **Check this pricing daily** to stay competitive.
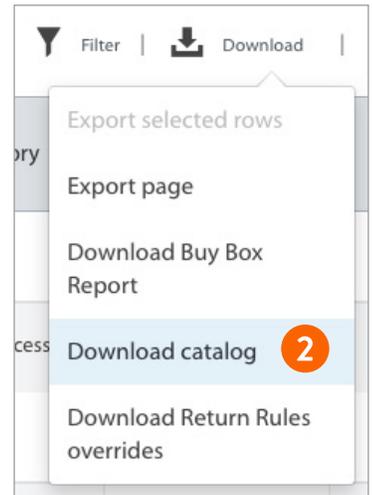
COMPETITOR URL	COMPETITOR PRICE	COMPETITOR SHIP PRICE	COMPETITOR LAST DATE FETCHED	BRAND
https://www.amazon.com/Tar	36.77	0	11/12/19	Targus
https://www.amazon.com/Log	189	0	11/9/19	LogOx
https://www.amazon.com/Cal	26.49	0	11/12/19	Caldwell
https://www.amazon.com/dp/	182.72	0	11/12/19	LEGO
https://www.amazon.com/dp/	27.99	0.99	5/26/19	IGLOO
				Nature
				CND
https://www.amazon.com/CN	10.5	0	11/12/19	CND
http://www.amazon.com/Grar	-1	0	11/12/19	Roadmaster

TIP

Don't forget the Buy Box!
To see your Buy Box report, click "Download Buy Box Report" on the Manage Items page.

Part 3: Price competitively (continued)

Offer Free TwoDay Delivery

Another way to be competitive with pricing is by offering free and expedited shipping. **We've recently introduced new enhancements to our Free TwoDay Delivery program.**
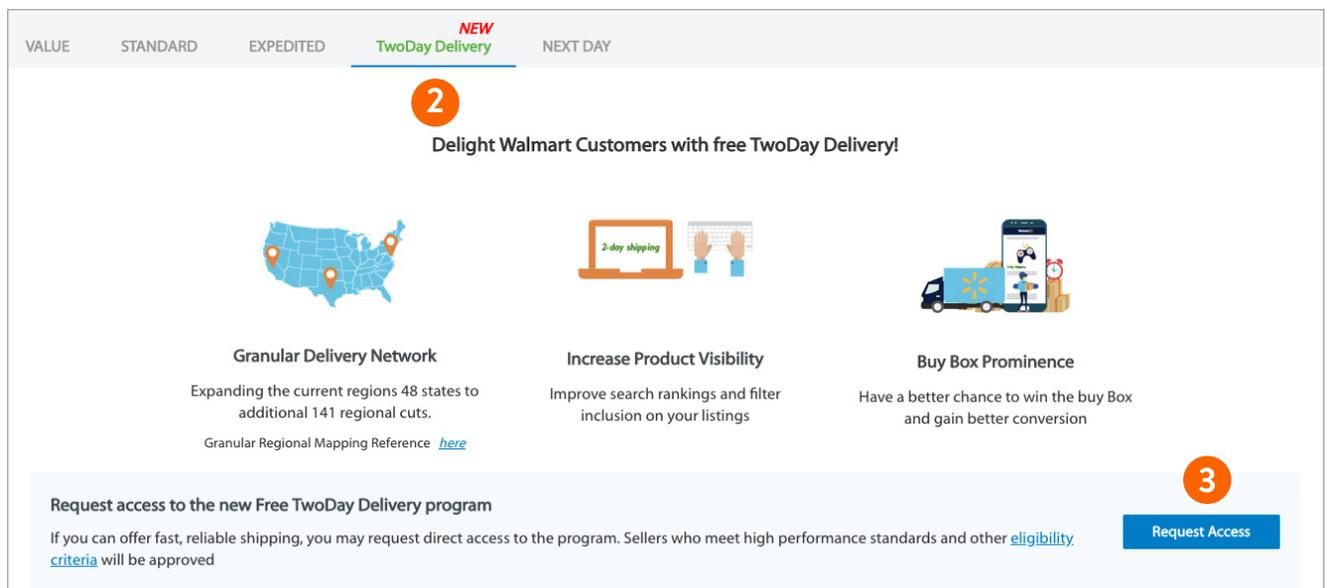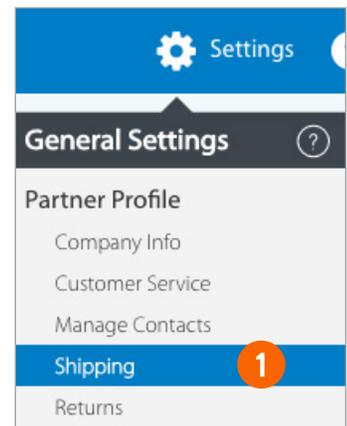
Program website   **Overview guide**   **Item Setup Video**

To request access

1. In Seller Center, click **"Settings,"** and then **"Shipping."**

2. Tap the **"TwoDay Delivery"** tab.

3. Click **"Request Access."**

4. We'll review your performance metrics and approve/not approve you within 48 hours.

Delight Walmart Customers with free TwoDay Delivery!

Granular Delivery Network

Expanding the current regions 48 states to additional 141 regional cuts.

Granular Regional Mapping Reference *here*

Increase Product Visibility

Improve search rankings and filter inclusion on your listings

Buy Box Prominence

Have a better chance to win the buy Box and gain better conversion

Request access to the new Free TwoDay Delivery program

If you can offer fast, reliable shipping, you may request direct access to the program. Sellers who meet high performance standards and other *eligibility criteria* will be approved

Request Access

Part 3: Price competitively (continued)

Plan ahead for promotions

Finally, let's talk about promotions. Giving customers fantastic deals is a great way to win their holiday business. We recommend setting strikethrough pricing or any pricing flags (such as reduced price or clearance) well ahead of their start dates.

All promotions must be set at least 24 hours in advance and less than 365 days from submission date.

And don't worry, when you set up your promotions, you can set a specific date and time for your promotion to go live.

Manage Promotions   **Promotion Rules**

Get smarter with holiday shipping

We recommend checking out our Holiday Shipping 101 article that contains **helpful insights, downloadable tools and all upcoming 2019 shipping deadlines**.

Holiday Shipping 101

You finished the guide!
Thanks for preparing for the holidays.

Partner Support   Seller Help   QuickStart Guides

Links from this QuickStart Guide

Holiday Prep Guide 2019 (video)
bit.ly/2QrF4UH

Holiday 2019 Shipping Deadlines
marketplace.walmart.com/holiday-shipping-101/

QuickStart Guides
marketplace.walmart.com/quickstart-guides/

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

Select the Best Category
sellerhelp.walmart.com/seller/s/guide?article=000005984

Create a Great Listing
sellerhelp.walmart.com/seller/s/guide?article=000007891

Update Inventory
sellerhelp.walmart.com/seller/s/guide?article=000007709

Feed Status
sellerhelp.walmart.com/seller/s/guide?article=000007683

TwoDay Delivery Program (website)
marketplace.walmart.com/twoday-delivery-program

Free TwoDay Delivery: Overview (Guide)
marketplace.walmart.com/walmart-marketplace-quickstart-2day-shipping-overview

Free TwoDay Delivery: Item Setup (Video)
www.youtube.com/watch?v=_URHfjlPQDo

Manage Promotions
sellerhelp.walmart.com/seller/s/guide?article=000006435

Promotion Rules
sellerhelp.walmart.com/seller/s/guide?article=000006414