

Walmart Marketplace Integration Options

Walmart.com scale.
Your unique identity.



Tools that meet the needs of your business

During the Walmart Marketplace application process, you'll indicate the method you plan to use to integrate with Walmart systems to set up your catalog, update pricing, and manage orders and inventory. We offer

multiple options for connecting and managing your operations: use templates and upload files in our Seller Center web application, connect directly via API, or contract with a third-party solution provider.

Which integration method is best for my business?



Integration via Seller Center

Manually add items via bulk upload of Excel spreadsheets or via the single item setup form. Orders and inventory are also managed online - all in Seller Center.

Direct API Integration

Use defined API calls documented in our Developer Center to enable catalog and order data exchange between your business and Walmart systems.

Integration via a Solution Provider

Add and manage your listings, inventory and orders via an approved third party full-service or specialty integration Solution Provider.

Benefits

- Cost-effective
- Item setup options include full item specification, setup by match and single item setup
- Best for small/medium catalogs

- Stable and scalable
- Increased selling efficiency
- Setup by match is available
- Best for large catalogs

- Increased selling efficiency
- Multi-channel management
- Additional features: repricing, order management, reporting
- Best for medium/large catalogs

Cost

No fees, but more time intensive

In-house engineering team

Sign up cost and solution provider fees

Requirements

Basic Excel knowledge

Experience with APIs and data management solutions

Experience with SaaS marketplace management platform

Learn more:

[Add Items in Bulk in Seller Center](#)
[Single Item Setup in Seller Center](#)

Learn more:

[Walmart Developer Center](#)

Learn more:

[Walmart Marketplace Solution Providers](#)