

Sponsored Products best practices



CATALOG | ITEMS | PRICING

- Enable all items to provide coverage of your catalog, populate more frequently throughout the customer's journey, and help build relevancy (and historical performance) to increase item's organic and paid rankings with this higher traffic.
- Put your best price forward – prioritize top-performing and discounted items, or items with high AUR for key timeframes.
- Use the Placement Inclusion feature to target your items against competitors, complementary target or upsell your own items.

BIDDING & BUDGETS

- Bid competitively to secure top of search in-grid placements.
- Use the Suggested bids feature as your starting bid. Using the Suggested CPC can lead to higher visibility of your items, resulting in more conversions.
- Use bid multipliers to drive more visibility and conversions on top performing placements and platforms. Start with 20% and increase incrementally if sales improve.
- Bid your highest bids on exact-match type for customers searching with intent.
- Increase the daily budget cap to capture more sales than normal during these higher site traffic periods.

KEYWORDS

- To capitalize on current customer search queries, consider adding Suggested keywords within Manual campaigns to capture sales on currently trending searches related to your items.
- Enable broad-match types to identify keywords that include more terms to your bid keywords. Walmart customers tend to know exactly what they're looking for and referencing the Keyword Performance Report can help clue in what your customers are searching for.
- Use Item Keyword Reports to identify what keywords the algorithm is serving your Automatic ads against to harvest those keywords for your Manual campaigns.
- Ensure descriptive and relevant keywords are weaved into your item page's description.

