

The 2023 Walmart Marketplace Playbook for Sellers

A step-by-step guide to maximizing
your success on Walmart Marketplace.



Imagine the possibilities with Walmart Marketplace

Experience the Walmart Marketplace difference.



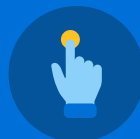
Walmart U.S. eCommerce sales grew **23% on a two-year stack** throughout FYE 2023¹



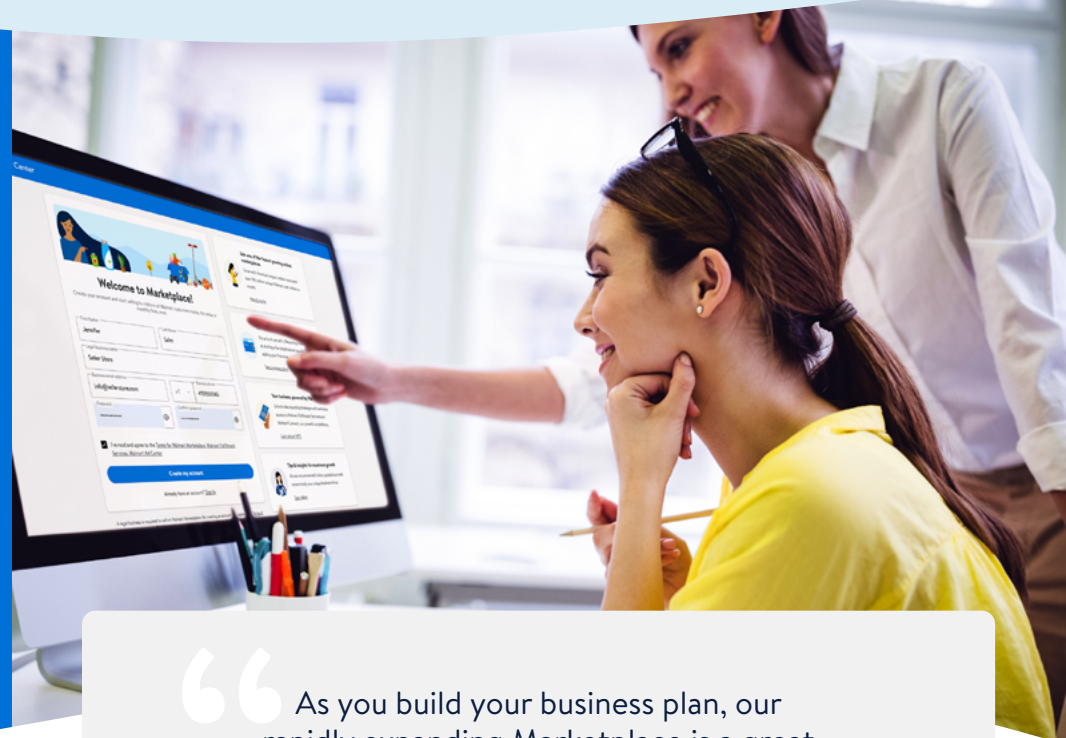
120 million Walmart.com unique monthly visitors²



Sellers have seen **50% GMV growth**, on average, for key items fulfilled by WFS³



85% of Walmart.com shoppers make at least **one online purchase per month**⁴



“As you build your business plan, our rapidly expanding Marketplace is a great place to start. Our powerful solutions are built to connect you with Walmart’s loyal customers and **help you grow to new heights** while remaining in control of your business. Now is the perfect time to join. Let’s grow together!”



Manish Joneja
Senior Vice President, Walmart U.S. Marketplace and Walmart Fulfillment Services (WFS)

2022 showed no signs of slowing down at Walmart, and in 2023, we’re looking forward to continuously building a bigger and better online selling platform for sellers just like you.

We want to make sure that scaling your eCommerce business is simple with Walmart. That’s why we offer an ecosystem of powerful solutions that can help elevate your brand, attract new customers, streamline operations and ultimately drive sales — because when you start selling on Walmart Marketplace, you unlock the scale of the world’s leading retailer and gain instant access to our millions of repeat customers.

This comprehensive guide is here to help facilitate your journey as we discuss and analyze the most effective strategies and programs available at your fingertips for growing your business on Walmart.com.

Let’s get started.

¹Walmart earnings report, FY23 • ²Comscore, October 2021 - NO ENDORSEMENT OF 3RD PARTY DATA SOURCES • ³ Walmart first-party data, February 2022 • ⁴Attitude & Usage Study, 2022

Gear up for an improved experience with Walmart Marketplace

The series of enhancements and solutions we launched in 2022 allows sellers to continuously grow.

We're committed to finding innovative ways of helping sellers grow and scale on our platform. That's why last year, we rolled out new programs and optimized existing ones to strive for the gold-standard experience that helps sellers and customers alike.



FEB '22

Walmart Fulfillment Services launches the Online Fee Calculator

What it does: Quickly estimates fulfillment and storage fees for any given product



APR '22

Walmart Marketplace launches Repricer

What it does: Automatically manages your listing prices to stay ahead of the competition – for free



APR '22

Walmart Connect adds Search-relevancy Enhancements

What's new: More ads can qualify to appear in relevant in-grid results on search and browse pages



MAY '22

Walmart Fulfillment Services expands service offerings

What's new: Less-Than-Truckload Rates, Item Prep Services & Real-time Reporting Resources



JUN '22

Walmart Connect launches Advanced Second-price Auction

What it does: Helps reduce your risk of overpaying for cost-per-click bids

SEPT '22

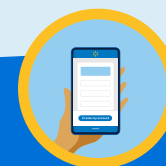
Walmart Marketplace sellers gain instant access to Walmart Ad Center and Walmart Fulfillment Services

What's new: Lets you start advertising and shipping with Walmart as soon as you complete onboarding

NOV '22

Walmart Marketplace launches the Biz Mentor Program

What it does: Gives actionable insights and personalized suggestions to identify new growth opportunities



AUG '22

Walmart Marketplace introduces a simple, 3-step application process

What's new: Streamlined onboarding experience to help you start selling faster



OCT '22

Walmart Marketplace introduces new ways for faster catalog set-up

What's new: Upload a Spreadsheet, Bulk Upload, Set Up by Match & Single Item Setup



JAN '23

Walmart Connect launches Variant Bidding

What it does: Allows advertisers to promote any variation of an item including color, size and patterns

We've been busy listening to sellers' feedback and following online consumer behavior. As we continue to gather information and further invest in our proprietary solutions like Walmart Fulfillment Services (WFS) and Walmart Connect, we see boundless possibilities for growth.

Stay top-of-mind with Sponsored Search from Walmart Connect

Connect more meaningfully to customers and accelerate your sales.

Walmart Connect provides advertising solutions to help sellers connect with our customers more often and more meaningfully than ever before. With Sponsored Search advertising, we can help get your brand and products in front of millions of customers actively searching and browsing Walmart's site and app for products like yours. And the best part? You only pay when customers click your ad.

76%
of our Top 500 sellers advertise with Walmart Connect*

Why should I advertise with Walmart Connect?

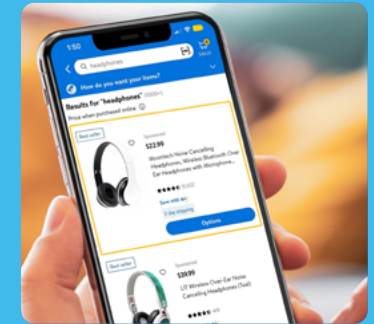
With Sponsored Search, Walmart Connect can help:

Increase awareness & discoverability:

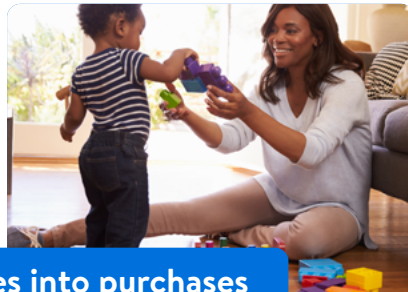
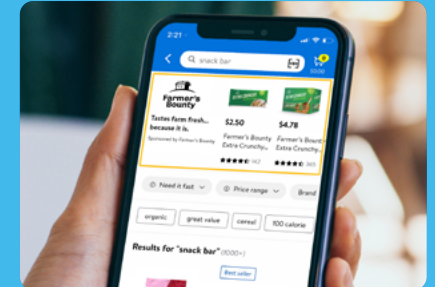
When a Walmart customer enters a search term on our website or app, relevant products appear as search results. Sponsored Search ads can help give your products a boost to higher positions within or above those search results.

Increase sales: Reach motivated customers searching for products like yours and advance them to your product's item page.

Sponsored Products ads can appear in premium positions on the homepage and within relevant search results and item pages.



Sponsored Brands sends your brand logo and products to the top of relevant search results. This premium placement is available to Marketplace brand owners registered with the [Walmart Brand Portal](#).



Turn customer searches into purchases with Sponsored Search advertising

STEP 1. Define your advertising goals

The first step in launching a successful advertising strategy is to **set measurable goals that support your business objectives**. For example, here are a few things to consider.

Are you looking to:

- Increase product awareness and reach new customers?
- Increase sales and drive conversion?

STEP 2. Gather valuable tips from Walmart Connect Academy

Learn all the ways Sponsored Search can help you by **registering for the Walmart Connect Academy**. Once registered, select the **"New to Walmart Connect"** learning path to gain access to our exclusive eCourse content on how to launch and optimize your advertising campaigns.

STEP 3. Activate Sponsored Search advertising

For new sellers, we recommend **waiting 60-90 days before you begin advertising** to help give your items the opportunity to build a higher organic ranking. When you're ready to launch your first campaign, there are two ways you can choose to activate Sponsored Search Advertising:

OPTION #1 Walmart Ad Center

Marketplace sellers are **automatically registered** to Walmart Ad Center, our self-serve ad platform. We provide step-by-step guidance to help make launching a Sponsored Search campaign easy, even for first-time advertisers.

[Get started today](#)

OPTION #2 Walmart Platform Partners

Work with one of Walmart Connect's API partners to help scale, automate and optimize your Sponsored Search campaigns.

[View our list of partners](#)

Helpful Tip: The most successful advertisers invest in campaigns that address multiple goals!

Contact us

Advertising Help Center

Convert more customers with effective listings

Fine-tune your strategies and earn the trust of Walmart customers with our free, personalized tools.

We know that getting your product listings seen and then clicked on requires serious optimization and strategy. But what if there was an easier way?

We created these free tools to help you put your best foot forward so you can build and win customer trust. We recommend structuring your strategy on Walmart.com around these tools to help drive conversion.

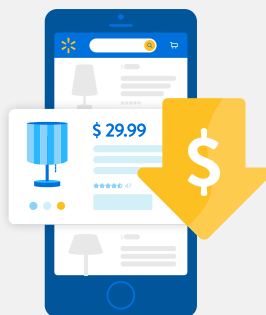
Stay ahead of the competition with Repricer

At Walmart, customers can count on everyday low prices. In fact, 82% of Walmart customers' stated that price is the most important factor that influences purchases on Walmart.com or the app!

That's why the automated-pricing tool, [Repricer](#), helps you stay ahead of the competition in a world where online prices are constantly changing. Best of all, it's free!

Here's how you can get started:

- 1 Define your strategy
- 2 Set pricing thresholds for the items of your choosing
- 3 Let [Repricer](#) manage select listings automatically



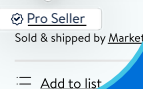
[Learn more](#)

Stand out with a Pro Seller Badge

The **Pro Seller Badge** is a mark of excellence given to top-performing Marketplace sellers.

Sellers are recognized for exceptional performance, and customers can take the guesswork out of online shopping—it's a win-win.

- Quality service provider
- Consistent on-time delivery
- Free online or in-store returns



[Learn more](#)

If you're looking to understand and improve how your items are performing, our free **Listing Quality dashboard** gives specific, insightful recommendations to take your optimization strategy to the next level based on your [Listing Quality score](#).



Build top-performing item pages with the Listing Quality dashboard

Here's how you can best optimize your listing:

- Provide a clean and concise **product title**
- Highlight the key benefits in the **product description**
- Include high quality **images**
- Offer competitive **price points**
- Maintain proper **stock availability**
- Offer free and 2-day **shipping**
- **Deliver** your product on time or earlier

[Learn more](#)

With the Listing Quality dashboard, learn to make data-driven decisions and turn browsers into shoppers to help drive an organic lift in conversion.

Pro Seller Badge criteria:

- Seller-accountable on-time delivery:** $\geq 90\%$ in the last 90 days
- Seller-accountable cancellations:** $\leq 2\%$ in the last 90 days
- Listing Quality score:** 70% of a seller's trending catalog must be $\geq 60\%$
- Orders:** more than 100 in the last 90 days
- No Trust & Safety or performance standards violations**
- Seller is active** for at least 90 days



Criteria can be monitored in the Listing Quality dashboard.

Defy limits to scaling your business with Walmart Fulfillment Services

Your amazing products. Our world-class supply chain.

Sellers have seen 50% GMV growth, on average, for key items fulfilled by WFS²

Walmart Fulfillment Services (WFS) is a fuss-free, low-cost end-to-end fulfillment service that helps you take control of your business. As one of the world's largest supply chains with no inventory minimums or maximums and no hidden fees, WFS gives you the freedom to choose how you scale your business.

66%
of our Top
500 sellers are
enrolled in WFS¹



Why should I leverage WFS?



Deliver your orders in two days across the contiguous U.S. (during non-peak seasons)



Increase product visibility and conversion with '2-day shipping' and 'Fulfilled by Walmart' tags



Offer seamless customer service, replacements, support and returns



Manage item labeling and poly bagging services for a small fee



Provide phone support and strategic advisory services 7 days a week



All with zero hidden fees so you can focus on growing your business.



Scale your business with WFS in 3 steps

1

Provide billing, returns and contact information

- Add a primary **point of contact**
- Provide an **address** for us to send Walmart-fulfilled inventory back to you
- Add a U.S. **billing method** to cover WFS fees (no signup or subscription fees)

2

Select products that meet WFS requirements

- Can ship to Walmart fulfillment centers within the contiguous U.S.
- No perishable or regulated products
- An assortment that includes best sellers, premium brands and items not already listed on Walmart.com, or items that meet our guidelines
- Max product weight: 150 lb.
- Max product length: 108"
- Max product length + girth: 165"

3

Send us your inventory

Send your inventory with no minimums or maximums! Plus, all sellers can benefit from reduced inbound shipping rates through our Preferred Carrier Program and enjoy discounted rates for FedEx small parcel and less-than-truckload (LTL) deliveries*.

In addition, we can help ensure your Walmart-fulfilled items are prepared correctly and consistently. Outsource your inventory prep to us for a small fee.

***Early participants in the WFS Preferred Carrier Program reported on average, 50% lower rates than shipping on their own.**

[Learn more](#)

[Estimate fees](#)

Get inspired: the top-performing categories & sellers of 2022

Thousands of new brands from top eCommerce categories like apparel, home and food joined and made a sale on Walmart Marketplace last year. Some notable brands became big success stories on Walmart Marketplace in 2022. Let's look at how they leveraged our ecosystem of solutions to become the leading brands within their category.

Top 5 categories on Walmart Marketplace in FY23

- 4x Prestige Beauty
GMV growth YoY
- 2.14x Cameras
GMV growth YoY
- 2x Automotive Tires
GMV growth YoY
- 1.4x Audio
GMV growth YoY
- 1.4x Wireless Accessories
GMV growth YoY



Fun facts about our Top 500 sellers in FY23



76%

Advertise with Walmart Connect

66%

Enrolled in WFS

58%

Leveraged Repricer to stay ahead of the competition

Walmart first-party data, 02/01/22 - 01/14/23

See how our Top 500 sellers successfully leveraged our ecosystem of solutions.



Meet Miko

Miko is a DTC brand selling natural wellness products. In 2022, Miko expanded their presence by leveraging Walmart Connect and Walmart Fulfillment Services and became one of the top Marketplace sellers in the Air Purification category.

269%

YoY increase in GMV after adopting WFS (Nov. '21 - Nov. '22)

250%

Increase in traffic to Miko's product page

+161

YoY increase in units sold (2021 - 2022)

Meet Cleancult

Cleancult is a DTC zero-waste, eco-friendly cleaning products company. When Cleancult joined Walmart Marketplace in 2022, the brand instantly tapped into Walmart Fulfillment Services and Walmart Connect and became one of the top Marketplace sellers in the Household Essentials category. And that was just the first step in its journey, ultimately leading to the distribution of Cleancult products in more than 3,000 Walmart stores nationwide.



90%

of orders fulfilled by WFS were delivered within three days

23%

WoW increase in sales during Cyber Week

91%

Listing quality score for a best-in-class Walmart.com catalog

Walmart first-party data, 02/01/22 - 12/31/22

Get started with Walmart Marketplace today

All it takes is 3 simple steps.



Limited-time offer

Walmart Marketplace New-Seller Savings

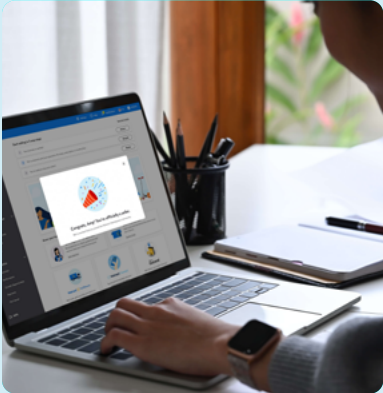
As a new Walmart Marketplace seller, you get to enjoy up to 25% off referral fees within your first 90 days when you:

- 10% Complete the New-Seller Survey and go live
- +5% Ship with Walmart Fulfillment Services
- +5% Advertise with Sponsored Search
- +5% Enroll in Walmart Marketplace Repricer

And, as a bonus, you'll receive a \$500 Sponsored Products ad credit

[Learn about New-Seller Savings](#)

Conditions apply. Available for eligible US domestic sellers only.



New, Simplified 3-Step Onboarding Process

Start selling on Walmart Marketplace after you...



- 1 Verify your business
- 2 Tell us where to send your payments
- 3 Configure your shipping

To fully enjoy the enhancements, optimizations and new programs we provide to our sellers, you'll first need to join Walmart Marketplace. So, do you have one minute? Because that's as long as it takes.

And now, for a limited time, we're offering new sellers up to 25% off referral fees after launching on Walmart.com. Get an initial 10% rate reduction for completing the New-Seller Survey. Then enroll in Walmart's ecosystem of solutions for additional rate reductions and unlock a \$500 Sponsored Products ad credit after you onboard.



Simply click the button below, fill out the required information, review the terms and create your Walmart Marketplace account to get started.








Maximize your success each season

Make note of these high-traffic, key seasonal moments and prepare accordingly.



Prepare your game plan

Season	Key Event(s)	Optimize Sponsored Search campaigns by	Inbound WFS inventory by
 Winter	New Year's January 1	December	Mid-November
	Valentine's Day February 14	January	End of December
	President's Day February 20	End of January	End of December
 Spring	Easter April 9	March	Mid-February
	Graduation Season May - June	Early May	Early March
	Mother's Day May 14	End of April	Mid-March
	Memorial Day May 29	Early May	Early April
	Father's Day June 18	End of May	Mid-April
 Summer	Independence Day July 4	June	Early May
	Back to school July 15	End of June	Mid-May
 Fall	Labor Day September 4	August	Mid-July
	Halloween October 31	Early October	Early September
 Holiday Season	Holiday Season October 1 - December 31	September	Early October

Optimize your listings and prep top-performing items in your catalog with best-of-web pricing for this year's key seasonal events on Walmart.com. Mark your calendars! Ramp up your inventory and **inbound merchandise to a Walmart Fulfillment Center** by the noted time frames and replenish as needed. Drive conversion while shoppers are looking for products like yours by **optimizing your Sponsored Search campaigns**.

2022 In a nutshell on Walmart Marketplace

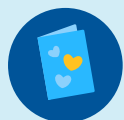
We can't wait to see what this year holds!

As we bring this playbook to a close, we wanted to share more **insights** from last year to help inspire this one. Take a closer look at customer habits throughout various holidays to help them make this year extra special.

How Walmart customers planned to spend Valentine's Day in 2022



68% Buy candy



52% Buy greeting cards



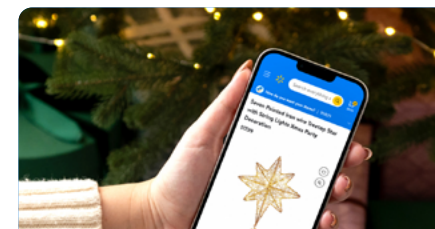
35% Nice dinner at home



20% Nice dinner out



Walmart First-Party Data, Walmart Customer Spark Community, provided by Walmart Luminate; QT WMTUS-Omnibus: Thursday Week 26 FY23. Online includes Walmart.com and Pickup and Delivery.



How the 2022 Holiday season¹ played out on Walmart Marketplace

Top 5 Categories:

6.75x Furniture GMV growth YoY

1.21x Vacuums & Floorcare GMV growth YoY

1.99x Health Care GMV growth YoY

1.19x Prestige Beauty GMV growth YoY

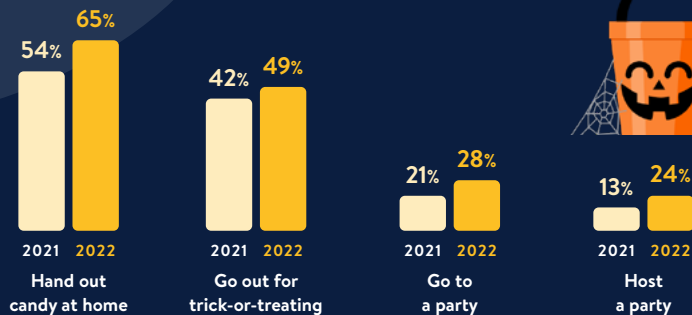
1.48x Audio GMV growth YoY

9+ million orders placed in the top 20 categories

Sellers who advertised with Sponsored Search on Black Friday saw, on average, a **61% increase in ROAS** and a **61% increase in conversion**²



How Walmart customers planned to celebrate Halloween in 2022



Proprietary First-Party Data, February 2022, Walmart Customer Spark Community, provided by Walmart Luminate

¹Holiday season from 11/01/22-12/24/22 ²Walmart first-party data, Black Friday 2022 vs. all other days in 2022



How far will your business have grown by the end of 2023?

Imagine the possibilities with
Walmart Marketplace and join us today.

Sign up

marketplace.walmart.com



Walmart  Marketplace