The Complete Guide to Leveling Up



Newcomers start here

After completing your 3-step set up, it's time to get your products onto our site. We have multiple ways for you to upload and edit your catalog on Walmart.com, so find the best option for your business below.

Helpful tip!

Promote your listings as customers are searching for products like yours on Google with **Search Engine Marketing (SEM).**

Set up new items

Single Item Setup

Setup by Match

Upload a Spreadsheet



Update Content & SKUs

Update existing items

Retire an Item

Reactivate an Item



management here.

Still have questions? Find our comprehensive tutorial about item setup and

Hooray! Now that your business is up and running on Walmart.com, take the time to get into the

Gain more experience

cadence of managing and fulfilling your orders.



Helpful tip!

with a third-party Solution Provider. Find the **full range of your fulfillment options here**.

You can choose to: ship your items yourself, through Walmart Fulfillment Services, or

Manage Orders

Set up new items

Update Inventory (Seller-Fulfilled)

Manage Order Cancellations

Shipping Methods

Update Tracking Number



Services (WFS).

Update existing items

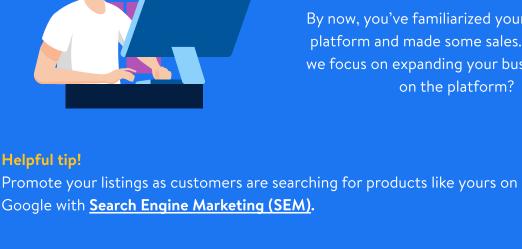
Respond to Customer Messages

Issue a Refund Marketplace Return Policy

Lost/Undelivered Orders



returns, and customer service? Do it all, and then some, through Walmart Fulfillment



we focus on expanding your business's reach on the platform?

Become a scale-seeker

By now, you've familiarized yourself with the platform and made some sales. So, how can

data, this free tool recommends best-selling items to add to your catalog. **Success Hub**

Formerly known as Biz Mentor, this free tool works in real time to identify specific items in your catalog with potential for improvement in areas like price, inventory, and conversion.

Assortment Growth Dashboard

to revisit them. Repricer

free tool. Submit, track, and register your brands and claims on this easy-to-use,

Our free, automated pricing tool helps manage select listings and keep your

offers competitive for a greater chance of winning the Buy Box.

Plus, sellers can now view the history of past recommendations, should they wish

Brand Portal Manage and protect your brands and intellectual property rights with a powerful

Advertising from Walmart Connect.

Sponsored Videos.

Get your brand and products in front of millions of Walmart.com customers. Increase your

brand's visibility for online purchases and be top-of-mind with **Sponsored Search**

unified hub and unlock advertising opportunities like Sponsored Brands and

Get personalized recommendations for your business

Using customer demand signals, product prices on other platforms, and category

Helpful tip!

Play in master mode Congratulations! You're at the top of your game. Now that you've acquired and converted new customers, the focus is on retention. So, how can we make sure that they know they can always rely on your business



*First-party data, (Dec 2023-Jan 2024)

conversion and lower return rates.*

to provide quality products for their needs?

Create a positive post-purchase experience **Review Accelerator Program**

Gain the confidence of online shoppers and stand out by participating in this pay-per-review program that encourages customers to add authentic reviews

to your items.

Review Syndication Program Enhance your listings and allow customers to shop your assortment with

response rates.

confidence through this free service that imports your organic product reviews onto Walmart.com. **Pro Seller Badge** Build trust, boost exposure, and stand out as a reliable choice with the Pro

Seller Badge. This mark of excellence is awarded to top-performing sellers for bringing their A-game to customers with things like on-time delivery and high