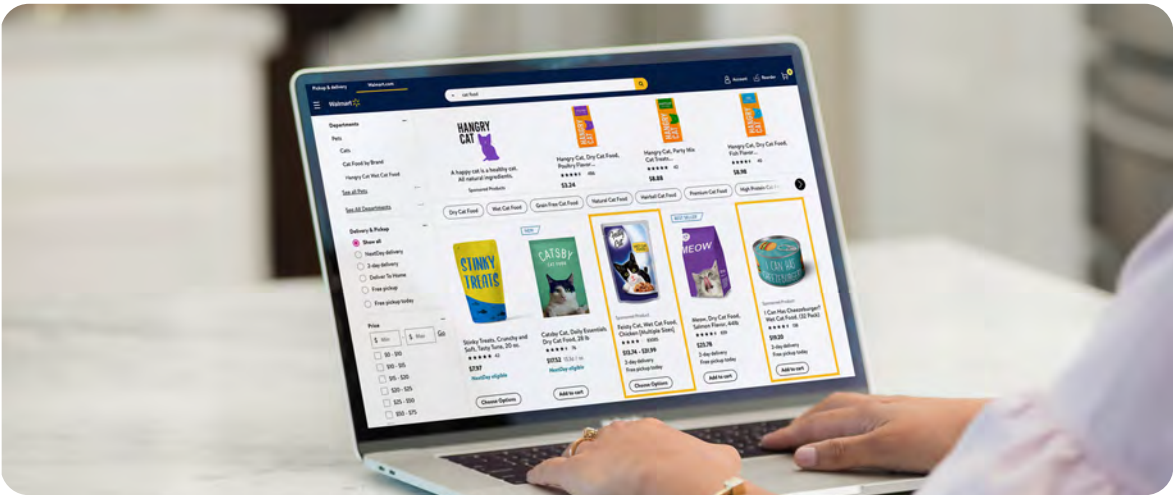


Detailed keyword reporting

Good news! All Walmart Sponsored Products campaigns now include keyword reporting at the item level.

Walmart Media Group’s new Item Keyword Performance report indicates which keywords are calling up each of your advertised SKUs, and how well the SKUs are performing under these keywords. This information can help you to improve current and future Sponsored Products campaigns.



How to use it

For Automatic campaigns, use this report to identify keywords that showed your ads in Search In-grid placements and delivered high performance. You can then add these keywords to Manual campaigns.

For Manual campaigns, use the additional information to optimize campaign performance: Bid higher on more-valuable keywords and/or remove underperforming SKUs.

Where to find it

Open the “Reports” tab on your Sponsored Products Performance Dashboard, select “On-demand” from the drop-down menu, and request the report for “Item Keyword Performance.”

If you are new to Walmart Sponsored Products, fill out our [contact form](#) to learn how to get started.



Questions? Visit our [help center](#).