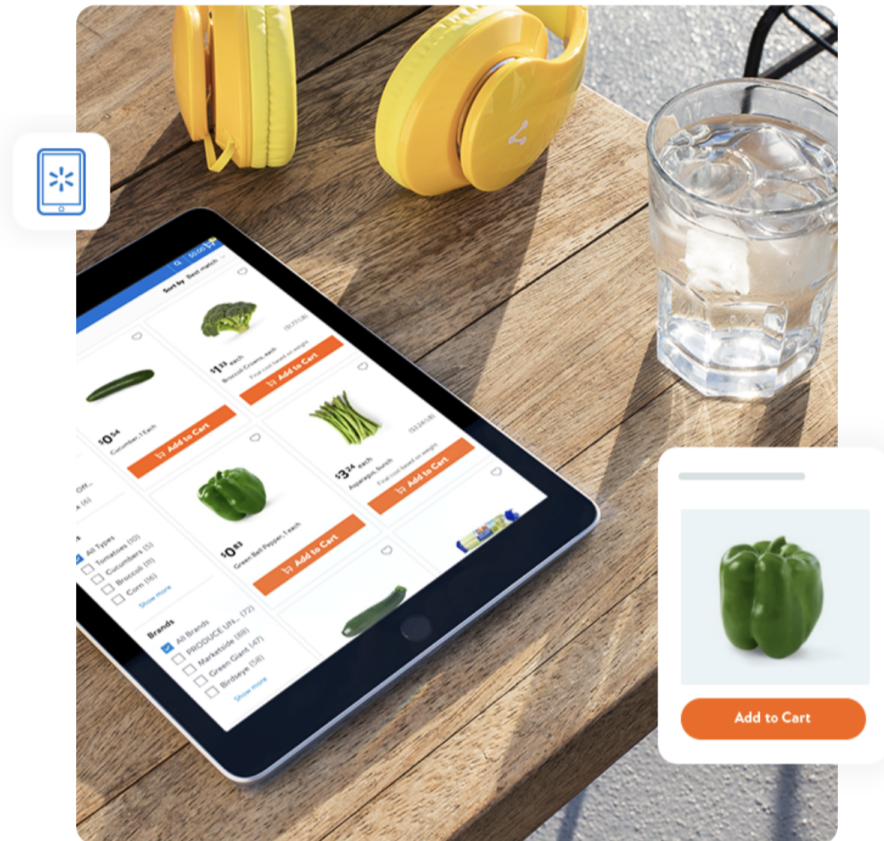


Big results on a smaller budget

Walmart Media Group has lowered the budget threshold for Walmart Sponsored Products campaigns, making Search advertising on Walmart more affordable than ever.



Advertisers now can launch a Sponsored Products campaign on Walmart.com with a **maximum budget commitment as low as \$100** and/or a **maximum daily budget commitment as low as \$50**. Advertisers will continue to have the choice to set a total budget, a daily budget, or both.

“Maximum commitment” represents the most you could spend on your campaign. Sponsored Products advertisers are charged only when a Walmart customer clicks an ad, so the final campaign spend may be equal to or less than the maximum but will never exceed it.



This change will affect all Sponsored Products campaigns launched through Walmart's self-serve platform on or after September 2, 2020. Advertisers with current campaigns don't need to take any action.



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