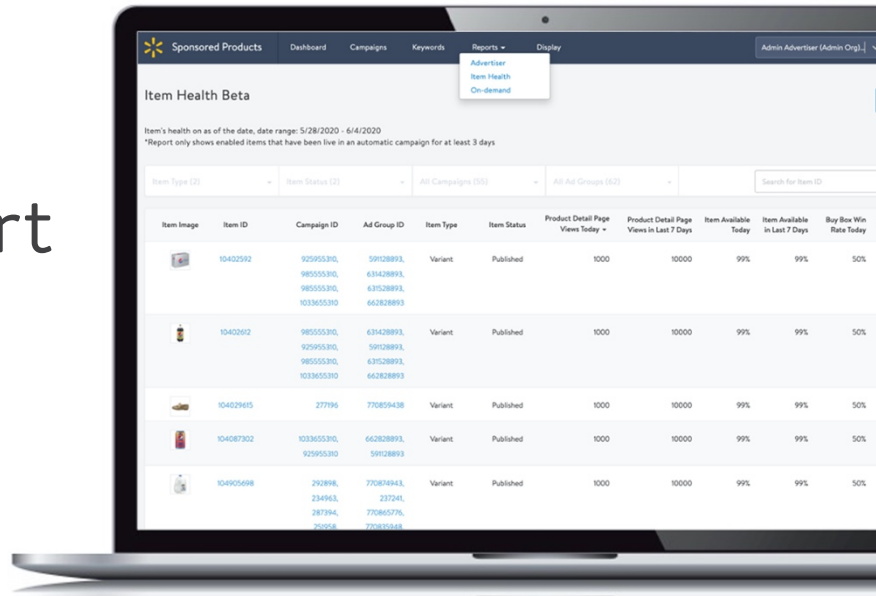


SPONSORED PRODUCTS

How to read the Item Health Report

Use this data to improve the performance of individual SKUs in your Automatic campaign



If Item Health Report shows...	It may mean...	Walmart Media Group recommends...
High page views Low Buy Box win rate or High page views Buy Box win rate trending down	A competitive item has a lower price and/or shipping cost	Lower item price and/or shipping cost to compete with current Buy Box winner. or Promote a different item. or Continue promoting your item until it wins the Buy Box.
High page views High Buy Box win rate	If the item isn't converting: Product Detail Page is incomplete and/or Item isn't competitive	Update Product Detail Page with title that fully describes the item; detailed item description and high-quality images. and/or Lower item price and/or shipping cost, and/or upgrade shipping speed. and/or Gradually increase cost-per-click to improve item visibility.
Low page views High Buy Box win rate or Low page views Buy Box win rate trending up	Item needs more visibility	Gradually increase cost-per-click to improve item visibility. and/or Change the match type of your keywords to "broad." and/or Target additional keywords.
Low page views Low Buy Box win rate	Item currently is not a good candidate for advertisement	Lower item price and/or shipping cost to compete with current Buy Box winner. or Promote a different item. or Continue promoting your item until it wins the Buy Box.
Item availability is 2% or below	Item is out of stock	Replenish stock.
Item status is "unpublished"	Item status has changed from "published"	Contact Seller/Supplier Help team.