



# Best Practices Guide

## Optimizing the relevancy of your Walmart Sponsored Products ads



Walmart is a one-stop shop for everyday items, and our customers are actively searching for products like yours — and they're more likely to buy a product when they're already searching for it. **Walmart Sponsored Products** ads help customers find your products.

We recently made **search-relevancy enhancements** to make it easier to get your ads in front of the right Walmart customers. We've also moved to an **advanced second-price auction** model to help give you the confidence to bid your best, with a reduced risk of overpaying. This guide will help you **optimize your campaigns to improve relevancy** — the key factor that determines where your ads are positioned and the cost-per-click price you'll pay.



# How Walmart determines ad relevancy

When a customer searches Walmart's site or app, the platform runs a real-time auction to determine which ads will appear along with the search results, and in what placements.

The platform considers factors including how closely the advertised product matches the **customer's intent**, the ad's **contextual relevancy**, the quality of **item page content** and the product's **historical performance** at Walmart.



## Benefit from more visibility



As of April, an item can now populate as an **organic listing** within search results while also showing as a **Sponsored Products listing**. This repetition of your brand within search results can increase your share of voice.

This potential improved visibility can not only boost your products' performance in the short term, but can also **generate the clicks and other activity** necessary to improve your products' historical performance at Walmart.



Plus, as a **window into your brand**, your Sponsored Products ad may lead customers to consider more products in your portfolio and potentially generate organic sales.





# Item page content optimizations

When a customer performs a keyword search, Walmart's algorithm **scans item pages** for these keywords, then **ranks the products** it finds based on their relevancy and eligibility to compete for Sponsored Products placement through advanced second-price auction.

## Make your products discoverable

**Relevant, complete item pages** assist the algorithm in finding your products, helping improve visibility and sales.

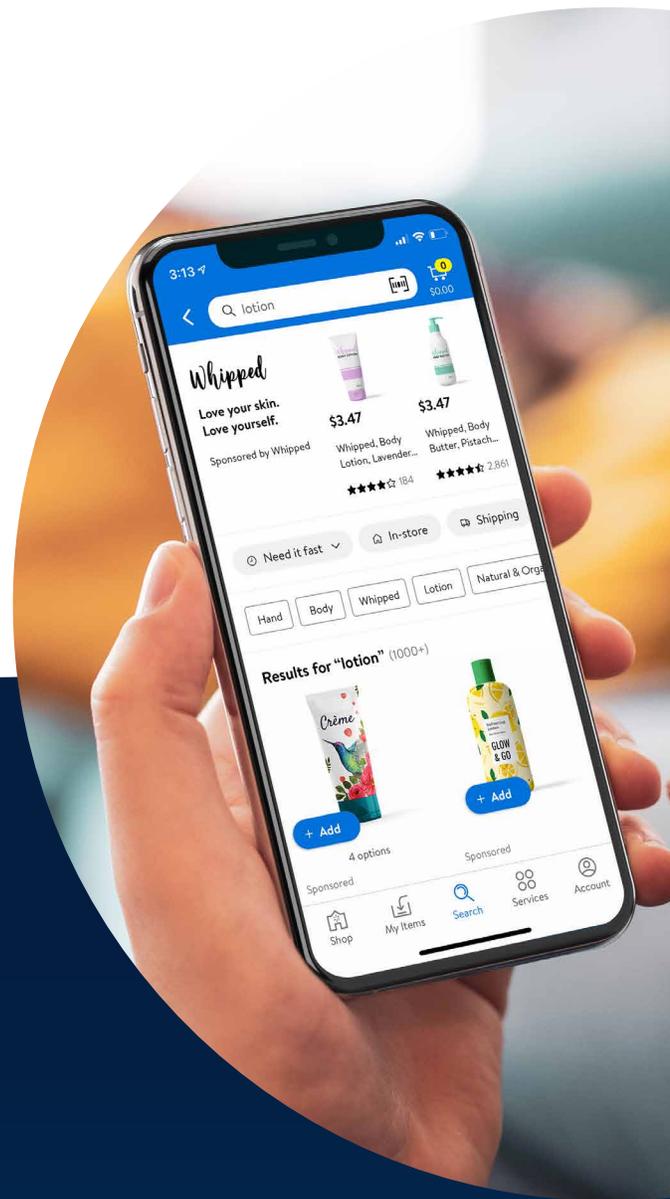
- Regularly optimize product **titles**,
- **descriptions**, **images** and **key features**.

• Ensure that the **taxonomy** is accurate.

• Weave important and **relevant keywords** into the product's description.

### PRO TIP

Use the **Keyword** and **Item Keyword** Reports from your **Sponsored Products Performance Dashboard** to identify keywords that drive clicks and conversions. Include these keywords throughout your item pages.





# Customer intent



To run an effective Sponsored Products campaign, it's important to gather actionable data about **how Walmart customers interact with your products**. You'll excel if you know which ad **placements** give your products the most visibility to your customer and which **keywords** drive the strongest conversions.

## Use the Sponsored Products Performance Dashboard to optimize...

### Placements

- Use the **Placement** Report to identify which placements drive more visibility, and a **bid multiplier** to increase the likelihood of your ads serving in these placements.

### Keywords

- Use the **Item Keyword** Report to harvest effective keywords from your Automatic campaigns for use in Manual campaigns.
- Use **Keyword Analytics** to monitor high, medium and low traffic volume against keywords related to your products.
- Use **Suggested Keywords** to add new, frequently searched keywords to Manual campaigns (and to effortlessly set their cost-per-click bid prices).
- Use **Suggested bid** to set a competitive bid price that increases the chance of your ad serving in a top in-grid placement.
- Use the **Keyword Performance** Report to identify what customers are searching for and which keywords are driving conversions and visibility for your items. Based on the performance of the keyword, you may need to increase the targeting for the keyword or narrow the audience.
- **Manual campaigns** are positioned to be more scalable than ever. Group similar products with similar keywords to help propel relevancy recognition for the algorithm.



# More keyword optimizations: Match types

Tier your bids by match type. Bid lower on **broad-match**, higher on **exact-match**, and in the middle on **phrase-match**. Then adjust your bids as necessary based on performance. This strategy can help efficiency and minimize waste.

Don't waste unnecessary clicks on match types that are not driving conversions. If the match type has ad spend but low ROAS, and **sales is your goal**, consider lowering the bid on the match type or disabling that match type and enable a bid on a match type that drives the opposite of what you're experiencing.

## Example

If your brand is Marble Breads, bidding on broad-match "bread" might capture too wide an audience. You want to capture sales, so you bid exact-match on "marbled bread." You're paying for the customer to click on exactly what they searched, and you served the exact item they were searching for.

### Broad-match

Maximum visibility

Keyword search: Bread

Captures customers searching for your **keywords in any order**

### Use it to...

- Gain new customers and brand loyalists
- Harvest new relevant keywords

 **PRO TIP** Use this data to optimize and refine audience targeting for Manual campaigns. It can improve ad visibility, since your ads will show up for many of the same search terms.

### Exact-match

Maximum targeting precision

Keyword search: Marbled Bread

Captures customers searching your **precise keywords**, without additional words

### Use it to...

- Better ensure you get the right target audience and clicks
- Get optimal returns from high-converting keywords

 **PRO TIP** Walmart's platform **normalizes misspellings** and pluralizations, so that all versions of the customer's search keyword are captured.

### Phrase-match

More control than broad-match

Keyword search: Best Marbled Breads

Captures customers searching for your **keywords in order**, with **another word** before or after the phrase

### Use it to...

- Reach more customers looking for products like yours



# Historical Performance optimizations

Walmart puts the **customer at the center** of everything we do. To ensure a good shopping experience, we will only show them ads for products that are the **most relevant** to their search.

A product's longevity within the Walmart ecosystem builds a **higher organic ranking**. The product will appear higher organically within search results. If advertised, its ads will appear more frequently.



## How to improve organic ranking

-  Use **Search Brand Amplifier** to quickly drive customers to your products' item pages. This increases the likelihood of interactions, reviews and conversions.
-  To fast-track click volume and page visits for new products, consider bidding more competitively than the **Suggested CPC** feature suggests.
-  Enable **item page placements** for new products. These placements are less competitive than in-grid placements, and can help products gain maximum visibility.

Search is most successful when it is **always on**. Plan your investment to allow year-round coverage for your products, and set an **automated rule** that notifies you if your daily budget caps out.



# Optimize your bids and budgets and increase ROAS

## Bidding & budgeting

- **Bid high** to secure top-of-search placements. You will never pay more than your maximum bid and may pay less.
- Use **bid multipliers** to increase your chances for top-performing placements and platforms, depending on performance goals.
- **Tier or stagger bids** by individual item performance to maximize the efficiency of your budget and help improve overall campaign spend and ROAS.
  - Place different bids to prioritize specific products.
  - Gain more visibility with bids set a little higher on better-performing products.
  - Products with higher AUR can usually afford higher bids.
- Bid **heavier on high-traffic** keywords.
- **Manual campaign match-type strategies**
  - Bid your lowest bid on broad-match for widest audience reach.
  - Bid your highest bid on exact-match for customers searching with intent.
  - Analyze which keywords drive conversion, and move keywords from broad- to phrase- and exact-match as needed.
- **Ensure budget delivery**
  - Control your daily ad spend by increasing or decreasing daily budget cap.
  - Increase the daily budget cap during peak sales periods to capture more sales during higher site traffic or events.
  - Test higher daily caps if your budget is hitting the cap consistently to keep your products live onsite longer.
  - Use automated rules to alert you when your budgets have capped out.

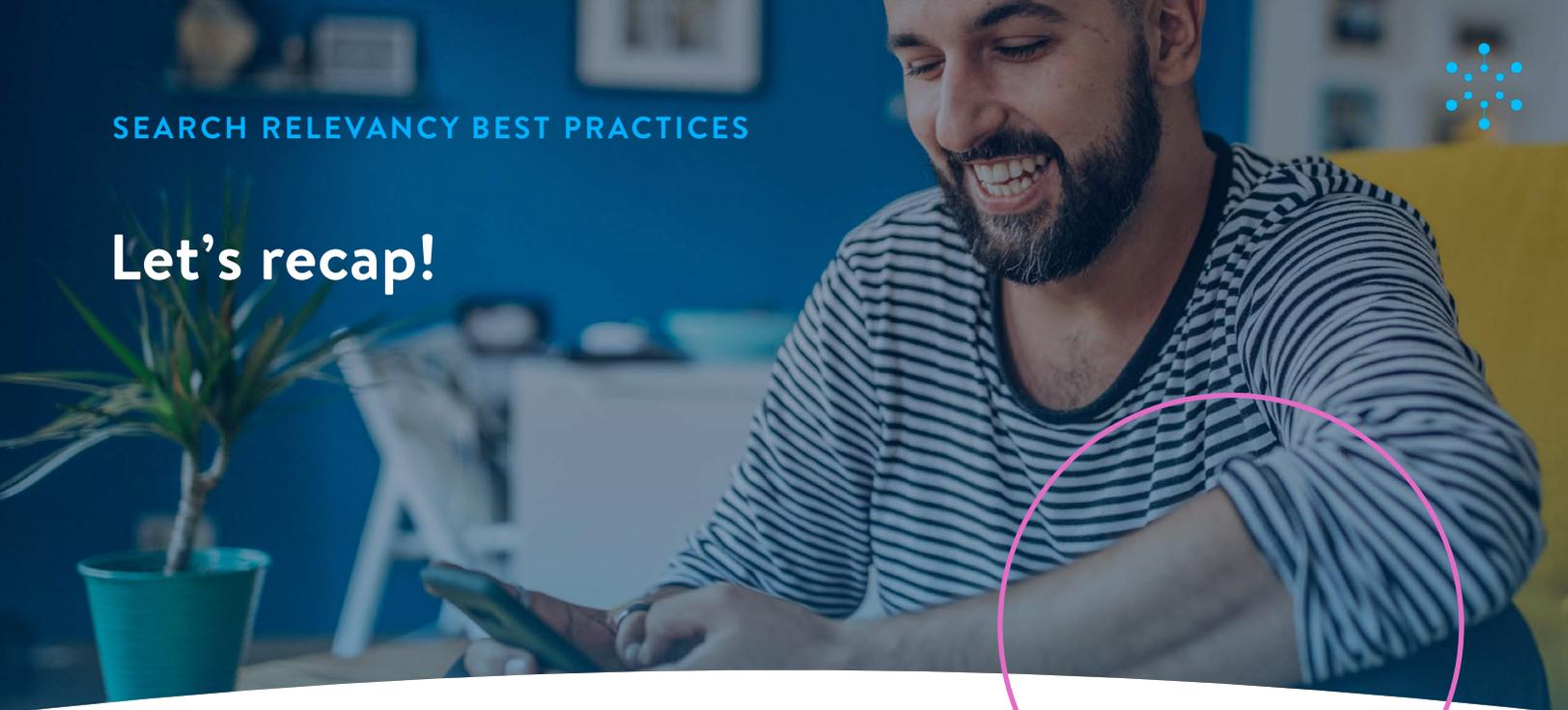
## Return on ad spend

- Ensure your keyword list is **relevant to your items** to increase the likelihood of conversion.
- Use **bid multipliers** for better ROAS performing page & device types.
- **Be mindful** of the products you are advertising. Higher priced and top sellers normally drive more sales due to historical performance.
- Focus your highest bids on keywords and items you want to defend and **win the most searches** on, as this will protect your share and continue driving sales.
- If your campaign is frequently capping out, this indicates demand. **Add more budgets** to ensure you don't go dark.
- Increase ROAS by funneling your budget into placements and devices that **drive stronger performance**. Increase the bid multiplier value and maintain higher daily ad spend to **continue owning more** of the share within this placement long after competitors have capped out for the day.





# Let's recap!



## Why run Sponsored Products?



Boost product sales



Increase organic ranking of products over time

- Increase visibility of products during key seasons and promotional periods
- Generate sales by increasing targeted audience and interest
- Sponsored & organic work together to grow your Walmart traffic and sales



Improve relevancy of products and associate keywords

- Builds brand awareness of new products
- Avoid irrelevant ads; don't allow your brand to be associated with terms that don't align with your brand or story.



Grow & defend

- If you don't sponsor your items, a competitor might gain control over your organic landscape. Sponsored Search can help to defend and grow your brand; organic ranking alone may not be enough.
- Advertise all your items in your catalog.



You will never pay more than your maximum bid and may pay less.