

Walmart SOP: Walmart Keyword Research

08/29/2024 11:23 am CDT

Walmart Keyword Research



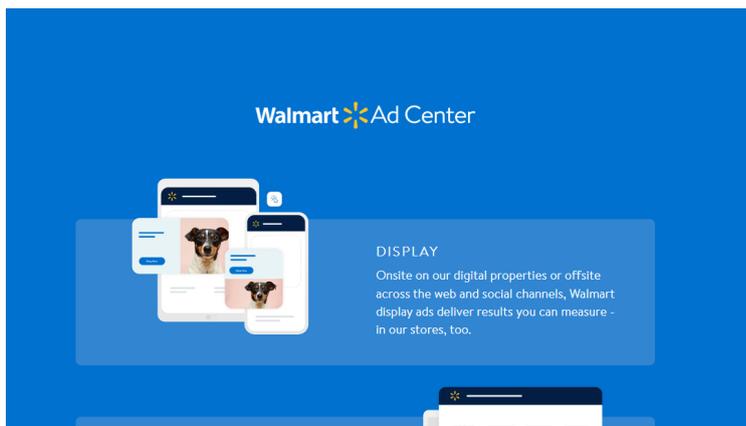
Who is this for? For various teams or individuals who are responsible for optimizing ad campaigns to improve their performance, which includes identifying new keywords to target.



Objective: To expand the reach of your ads by identifying and incorporating new search terms that are relevant to your products.

Instructions:

1. Log in to Walmart's advertising account. Go to <https://advertising.walmart.com/signin/>



Sign in to Walmart Ad Center

Sign in with Walmart.com

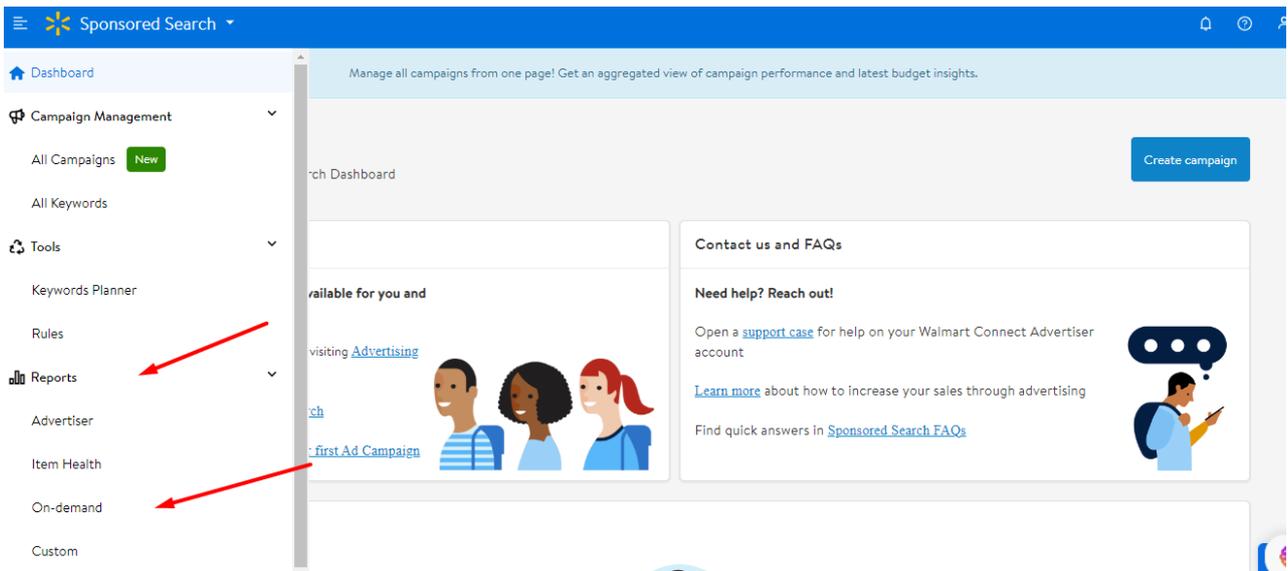


Sign in as Seller

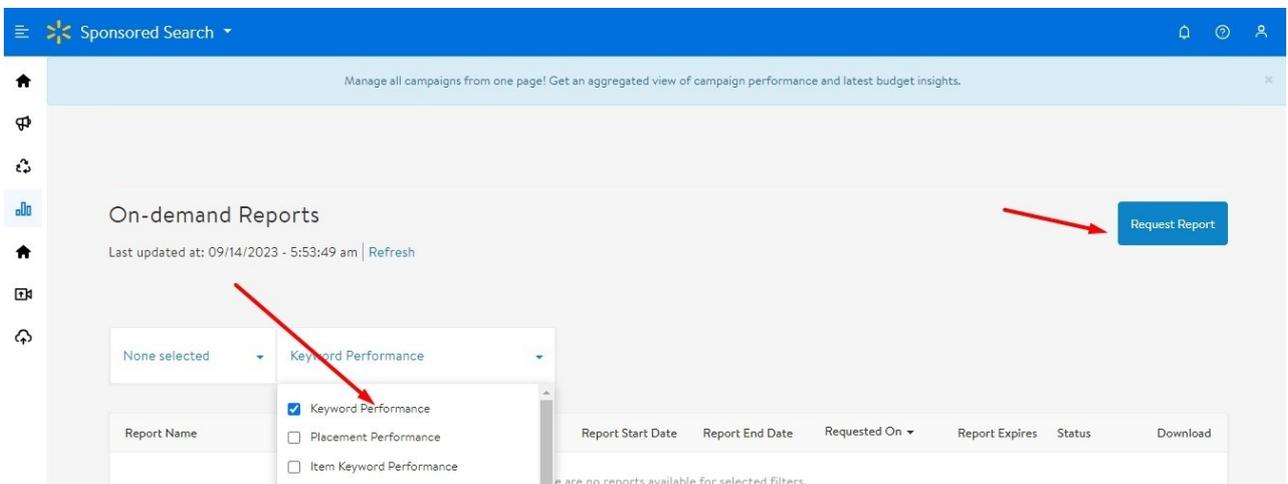


2. If your Walmart seller account is already linked to your Walmart advertising account you can simply click the **Ad Center** on the top when you are logged in to your Walmart seller account.

3. From the **Reports** Tab, click on 'On demand'

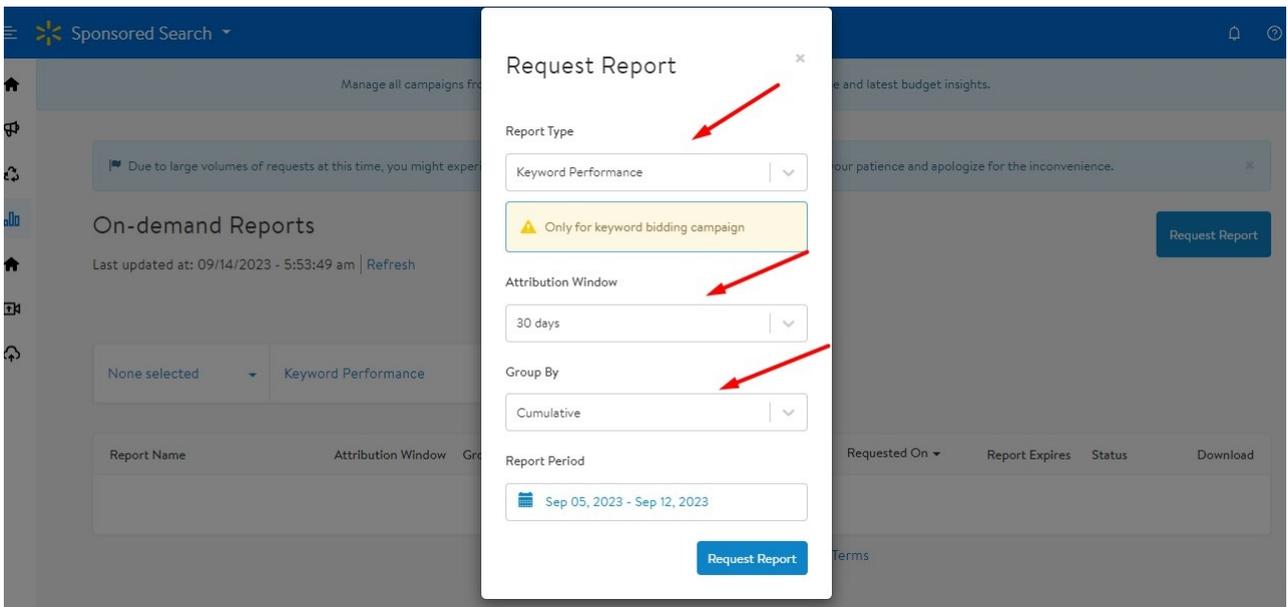


4. Download the 'Keyword Performance Report' by clicking the Request Report button.



5. Supply needed information with

- *Report Type: Keyword Performance*
- *Attribution Window: 30 days*
- *Group By: Cumulative*



6. The data in the report will be reflective of the Report Period selected. Click on 'Request Report.' Please note that this report may take up to 30 minutes to download. It is not as instant as Amazon.

7. Download the report. The Report will become available as an Excel file similar to Amazon's Advertised Product Report.

A	B	C	D	E	F	G	H	I	J	K
Campaign Name	Campaign Id	Ad Group Name	Ad Group Id	Item Id	Item Name	Impressions	Clicks	CTR	Ad Spend	Conversion Rate
Manual - Free S	1	Manual	10	27	Fr s a din S e Ho e Re l vate Ho	1196	3	0.25	0.969999988	33.3
Manual - Free S	1	Manual	10	56	ISI 3 0 Vat C ad fo Y rd r 3 dr i F	59070	16	0.03	5.210000068	6.2
Auto - Twist Title	1	Auto	10	37	Tw it ll rge de l v e o & l a d i e he	87632	74	0.08	22.20000082	2.1
Manual - Mighty	1	Manual	10	80	Sv ve H se ex a ter h e s e v d y ill r c	87273	66	0.08	21.56000042	1.5
Manual - Twist T	1	Auto	10	37	Tw it ll rge de l v e o & l a d i e he	40847	40	0.1	12.94000033	2.1
Auto - Bulb Plan	1	Auto	10	51	Bu i G rde F a b r - l r h n k l i a n u l	24086	31	0.13	6.200000092	3.2
Auto - Core Aerc	1	Auto	10	81	ID 6 C M nua L i v o r i g o e l t r C a s s D	44634	73	0.16	14.60000025	1
Auto - Gopher B	1	Auto	10	51	IG A l k o p t r i t M c t a l A g c o r - /	12096	11	0.09	2.200000033	1
Auto - Free Stan	1	Auto	10	56	ISI 3 0 Vat C ad fo Y rd r 3 r e i F	11121	5	0.04	1.000000015	1
Auto - Free Stan	1	Auto	10	27	Fr s ta din S e Ho e e l V a t r k	71	2	2.82	0.400000006	1
Auto - Free Stan	1	Auto	10	27	Fr s ta din S e Ho e e l V a t r k	3184	6	0.19	1.200000018	1
Auto - Mighty Re	1	Auto	10	80	Sv v l H se ex a ter h e s e v d r a r c	12262	8	0.07	1.600000024	1
Manual - Bulb Pl	1	Manual	10	51	Bu i G rde F a b r - l r h n k l i a n u l	19724	22	0.11	7.240000248	1
Manual - Core A	1	Manual	10	81	ID 6 C M nua L i v o r i g o e l t r C a s s D	7366	23	0.31	7.480000138	1
Manual - Gophe	1	Manual	10	51	IG A l k o p t r i t M c t a l A g c o r - /	23301	13	0.06	4.2700001	1

8. Filter the data by Units Sold (M2) to find the best-sellers

1	Item Name	Impressions	Clicks	CTR	Ad Spend	Conversion Rate	Total Attributed \$	Units Sold	Attributed Direct	Attributed Bran
2	...	87632	74	0.08	22.20000082	2.7	105.9	2	0	0
3	...	1196	3	0.25	0.969999988	33.33	189.99	1	0	0
4	...	59070	16	0.03	5.210000068	6.25	179.99	1	0	0
5	...	87273	66	0.08	21.56000042	1.52	93.99	1	0	0
6	...	40847	40	0.1	12.94000033	2.5	52.95	1	0	0
7	...	24086	31	0.13	6.200000092	3.23	45.99	1	0	0
8	...	44634	73	0.16	14.60000025	0	0	0	0	0
9	...	12096	11	0.09	2.200000033	0	0	0	0	0
10	...	11121	5	0.04	1.000000015	0	0	0	0	0
11	...	71	2	2.82	0.400000006	0	0	0	0	0

1	CTR	Ad Spend	Conversion	Total Attributed \$	Units Sold	Attributed D	Attributed B	Attributed B	Attributed B	Attributed R	RoAS	ACOS
28	0.103	1.98	0.167	52.95	1	0	52.95	0	0	0	26.742	3.749
94	1	0.64	0.5	179.99	1	0	179.99	0	0	0	281.234	0.369
101	1	0.32	1	189.99	1	0	189.99	0	0	0	593.719	0.179
102	1	0.32	1	93.99	1	0	93.99	0	0	0	293.719	0.349

9. The Item Id (E) is similar to an Amazon ASIN.

Campaign Name	Campaign Id	Ad Group Name	Ad Group Id	Item Id	Item Name	Impressions	Clicks	CTR	
Manual - Free S	1743148	Manual	1C	2	7	Free Standing S	1196	3	0.25
Manual - Free S	1743144	Manual	1C	2	6	IS	59070	16	0.03

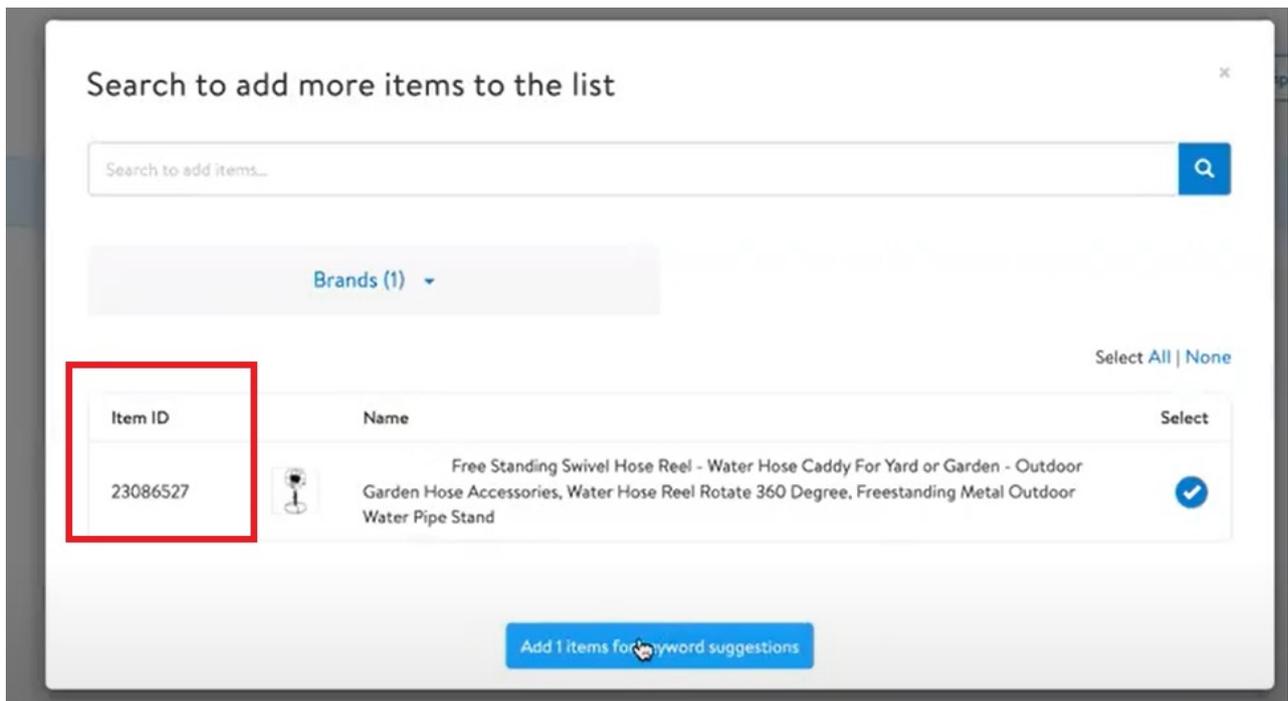
10. Go to 'Keywords Planner' under 'Tools'

The screenshot shows the 'Sponsored Search' navigation menu. The 'Tools' section is expanded, and 'Keywords Planner' is highlighted with a blue background. Two red arrows point to the 'Tools' and 'Keywords Planner' items.

11. Click 'Add Items'

The screenshot shows the 'Keywords Planner' page. At the top right, there are three buttons: 'Download CSV Template', 'Upload CSV', and 'Add Items'. A red arrow points to the 'Add Items' button. Below the buttons is a light blue box with the text 'Please add item ids in search bar or upload from csv.' and a copyright notice at the bottom: '© 2023 Walmart Inc. All Rights reserved. Privacy and Terms'.

12. Enter the listing 'Item ID'



13. This will give you the 'Keyword Analytics Dashboard,' which provides the following information:

- **Normalized Query:** The Search Term
- **Item Keyword Frequency:** The Relevancy
- **Traffic Keyword Frequency:** The Search Volume

The dashboard is shown below:

Sponsored Products | Dashboard | Campaigns | Optimization Tools | Reports

Keywords Analytics

Download CSV Template | Export to CSV | Upload CSV | Add Items

23086527: Yard Butler Free Standing Swivel Hose Reel - Water Hose Caddy For Yard or Garden - Outdoor Garden Hose Accessories, Water Hose Reel Rotate 360 Degree, Freestanding Metal Outdoor Water Pipe Stand

Normalized Query	Raw Query	Item Keyword Frequency	Traffic Keyword Frequency
hose reels	hose reel	High	High
garden hose reels	garden hose reel	High	High
garden hose stand	garden hose stand	High	High
yard butler	yard butler	High	High
hose caddy	hose caddy	High	High
water hose reels	water hose reel	High	High
hose stand	hose stand	High	High
hose reels cart	hose reel cart	High	High
garden hose holder free standing	garden hose holder free standing	High	High
suncast hose reels	suncast hose reel	High	High
water hose stand	water hose stand	High	High
hose reels	hose reels	High	High
water hose caddy	water hose caddy	High	High
garden hose caddy	garden hose caddy	High	High

14. Download this report by 'Export to CSV.'

- Compare the Walmart Keywords above to the Bided Keywords from the 'Keyword Performance Report using VLOOKUP.

A	B	C	D	E
Walmart KWs	Bidded KWs		Opportunities Missing	
hose reels	hose reels	hose reels		
garden hose reels	hose holder			
garden hose stand	garden hose holder			
	garden cultivator			
hose caddy	grass aerator			
water hose reels	hand tiller			
hose stand	loosen soil			
hose reels cart	bulb planter tool			
garden hose holder free standing	core aerator			
suncast hose reels	garden tiller			
water hose stand	vole killer			
hose reels	garden hose reels			
water hose caddy	bulb planter			
garden hose caddy	wall mount hose reels			
metal hose reels	cultivator			
freestanding hose holder	water hose reels			
hose reels stand	lawn core aerator			
hose hideaway	tiller			
free standing hose hanger	twist tiller			
steel hose reels	mole killer			
hose pipe reel	gopher killer			
auto rewind hose reels	garden hose			
free standing hose holder				
free standing garden hose holder	gardening tool			
free standing hose reels	hose reels wall mount			
aluminum hose reels cart 200 ft silver	grass dethatcher			
free standing garden hose hanger	water hose holder			
	pest control			

- Formula: =VLOOKUP(A2,\$B\$2:\$B\$29,1,0)

A	B	C	D	E
Walmart KWs	Bidded KWs	hose reels x	Opportunities Missing	
hose reels	hose reels	=VLOOKUP(A2,\$B\$2:\$B\$29,1,0)		
garden hose reels	hose holder			
garden hose stand	garden hose holder			

	A	B	C	D	E	F
1	Walmart KWs	Bidded KWs		Opportunities Missing		
2	hose reels	hose reels	hose reels			
3	garden hose reels	hose holder	garden hose reels			
4	garden hose stand	garden hose holder	#N/A			
5		garden cultivator	yard butler			
6	hose caddy	grass aerator	#N/A			
7	water hose reels	hand tiller	water hose reels			
8	hose stand	loosen soil	#N/A			
9	hose reels cart	bulb planter tool	#N/A			
10	garden hose holder free standing	core aerator	#N/A			
11	suncast hose reels	garden tiller	#N/A			
12	water hose stand	vole killer	#N/A			
13	hose reels	garden hose reels	hose reels			
14	water hose caddy	bulb planter	#N/A			
15	garden hose caddy	wall mount hose reels	#N/A			
16	metal hose reels	cultivator	#N/A			
17	freestanding hose holder	water hose reels	#N/A			
18	hose reels stand	lawn core aerator	#N/A			
19	hose hideaway	tiller	#N/A			
20	free standing hose hanger	twist tiller	#N/A			
21	steel hose reels	mole killer	#N/A			
22	hose pipe reel	gopher killer	#N/A			
23	auto rewind hose reels	garden hose	#N/A			

- #N/A shows which Walmart Keywords are not targeted in our 'Bided keywords.' These are all missing opportunities that can be added to our campaigns.

Adding Keywords to Campaigns

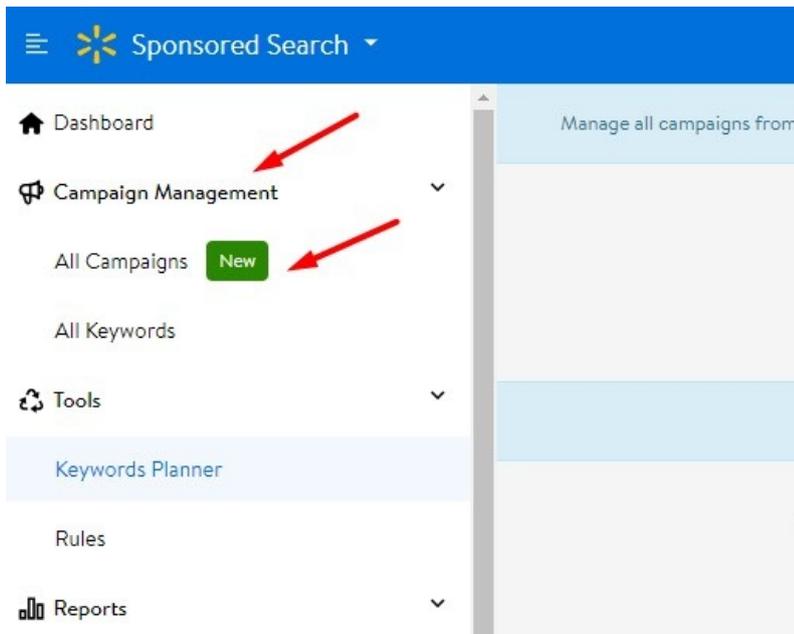
1. Select the keyword(s) from the missing opportunities column using VLOOKUP.

Walmart KWs	Bidded KWs		Opportunities Missing
hose reels	hose reels	hose reels	garden hose stand
garden hose reels	hose holder	garden hose reels	hose caddy
garden hose stand	garden hose holder	#N/A	hose stand
	garden cultivator	yard butler	hose reels cart
hose caddy	grass aerator	#N/A	garden hose holder free standing
water hose reels	hand tiller	water hose reels	suncast hose reels
hose stand	loosen soil	#N/A	water hose stand
hose reels cart	bulb planter tool	#N/A	
garden hose holder free standing	core aerator	#N/A	

2. Go to 'Keyword Performance' and find the corresponding Campaign Name for the keyword (s)

Campaign Name	Campaign Id	Ad Group N:	Ad Group Id	Searched Keyword
Manual - Gopher Bait Applicator - IGBA-1 - MAG	1743141	Manual	1063616	vole killer
Manual - Bulb Planter - IBPL-6 - MAG	1743129	Manual	1063598	bulb planter tool
Manual - Mighty Reel Wall Mount Hose Reel - ISRM-90 - MAG	1743153	Manual	1063627	hose reel
Manual - Twist Tiller - ITNT-4 - MAG	1743158	Auto	1063632	hand tillers
Manual - Core Aerator - ID6-C - MAG	1743136	Manual	1063607	
Manual - Twist Tiller - ITNT-4 - MAG	1743158	Auto	1063632	hand tiller
Manual - Bulb Planter - IBPL-6 - MAG	1743129	Manual	1063598	bulb planter

3. Go to 'Campaign Management'



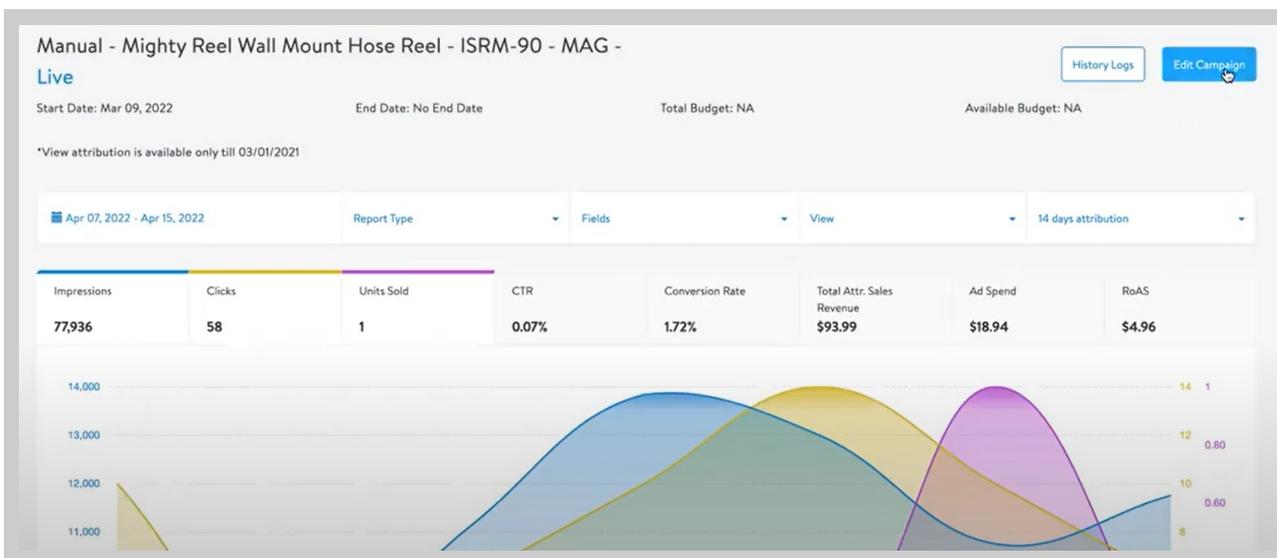
4. Click on the Campaigns.

All Campaigns

Apr 08, 2022 - Apr 15, 2022 Scheduled, Live, Paused

Name	Type	Status	Start Date
Hose Reel - ISRM-90 - MAG	Automatic	Live	Mar 09, 2022
Auto - Twist Tiller - ITNT-4 - MAG	Automatic	Live	Mar 09, 2022
Manual - Bulb Planter - IBPL-6 - MAG	Keyword	Live	Mar 09, 2022
Manual - Core Aerator - ID6-C - MAG	Keyword	Live	Mar 09, 2022
Manual - Gopher Bait Applicator - IGBA-1 - MAG	Keyword	Live	Mar 09, 2022
Manual - Free Standing Swivel Reel - ISR-360 - MAG	Keyword	Live	Mar 09, 2022
Manual - Free Standing Swivel Reel w/ Patio Base - ISRPB-360 - MAG	Keyword	Live	Mar 09, 2022
Manual - Mighty Reel Wall Mount Hose Reel - ISRM-90 - MAG	Keyword	Live	Mar 09, 2022
Manual - Twist Tiller - ITNT-4 - MAG	Keyword	Live	Mar 09, 2022

5. Click on 'Edit Campaign'



6. Edit the Ad Groups

Keyword Bidding Campaign

Campaign Name

Manual - Mighty Reel Wall Mount Hose Reel - ISRM-90 - MAG

Run indefinitely from start date

Start

Mar 09, 2022 (PST) 

Total Budget ⓘ

\$ 0

Daily Budget ⓘ

\$ 10

[Next](#)

Placement Inclusion NEW [Edit](#)

Bid Multiplier (optional) [Edit](#)

Ad Groups [Edit](#)

7. Edit the Ad Group Name

 **Manual - Mighty Reel Wall Mount Hose Reel - ISRM-90**
- MAG
Campaign created on Mar 09, 2022. Currently live.

Details and Budget [Edit](#)

Placement Inclusion NEW [Edit](#)

Bid Multiplier (optional) [Edit](#)

Ad Groups

Ad Group Name	Status
Manual Edit	<input checked="" type="checkbox"/>

[Add New Ad Group](#)

8. Edit the Keywords

Manual - Mighty Reel Wall Mount Hose Reel - ISRM... Manual

 **Ad Group: Manual**
Ad Group created on Mar 09, 2022. Currently enabled.

Details

Keyword Bidding Campaign

Ad Group Name

Manual

[Next](#)

Content [Edit](#)

Keywords [Edit](#)

9. Add new keywords under the 'Additional Keywords' tab

Manual - Mighty Reel Wall Mount Hose Reel - ISRM... Manual

 **Ad Group: Manual**
Ad Group created on Mar 09, 2022. Currently enabled.

Details Edit

Content Edit

Keywords

Suggested Keywords **Additional Keywords** Bidded Keywords

garden hose stand
hose caddy
hose stand
hose reels cart
garden hose holder free standing
suncast hose reels
water hose stand



[Upload Keyword CSV](#) [Download CSV Template](#) [Add Keywords](#)

10. Adjust the bids for Exact and Broad match types. Bid slightly higher than suggested bids.

Upload Keyword CSV Download CSV Template		Add Keywords				
Raw Keyword(s)	Normalized Keyword	Suggested CPC <small>(i)</small>	Exact	Phrase	Broad	Add All+
water hose stand	water hose stand	\$0.67	\$ 0.6	\$ 0.3	\$ 0.6	+ Add
hose stand	hose stand	\$0.34	\$ 0.4	\$ 0.3	\$ 0.4	+ Add
suncast hose reels	suncast hose reels	\$0.34	\$ 0.4	\$ 0.3	\$ 0.4	+ Add
garden hose stand	garden hose stand	\$0.34	\$ 0.4	\$ 0.3	\$ 0.4	+ Add
garden hose holder free standing	garden hose holder free standing	\$0.67	\$ 0.6	\$ 0.3	\$ 0.3	+ Add

11. Click the **Add All** link.

Upload Keyword CSV Download CSV Template		Add Keywords				
Raw Keyword(s)	Normalized Keyword	Suggested CPC <small>(i)</small>	Exact	Phrase	Broad	Add All+
water hose stand	water hose stand	\$0.67	\$ 0.6	\$ 0.3	\$ 0.6	+ Add

12. Confirm the keywords have been added

pivot

hose stand \$0.34 \$ 0.4 \$ 0.3 + \$ 0.4

suncast hose
reels \$0.34 \$ 0.4 \$ 0.3 + \$ 0.4

13. After all the changes, click **Save**

Ad Group Overview

Campaign
Manual - Free Standing Swivel Reel - ISR-360 - MAG