

Walmart SOP: Optimizing Bids

08/29/2024 11:46 am CDT

Walmart Optimizing Bids



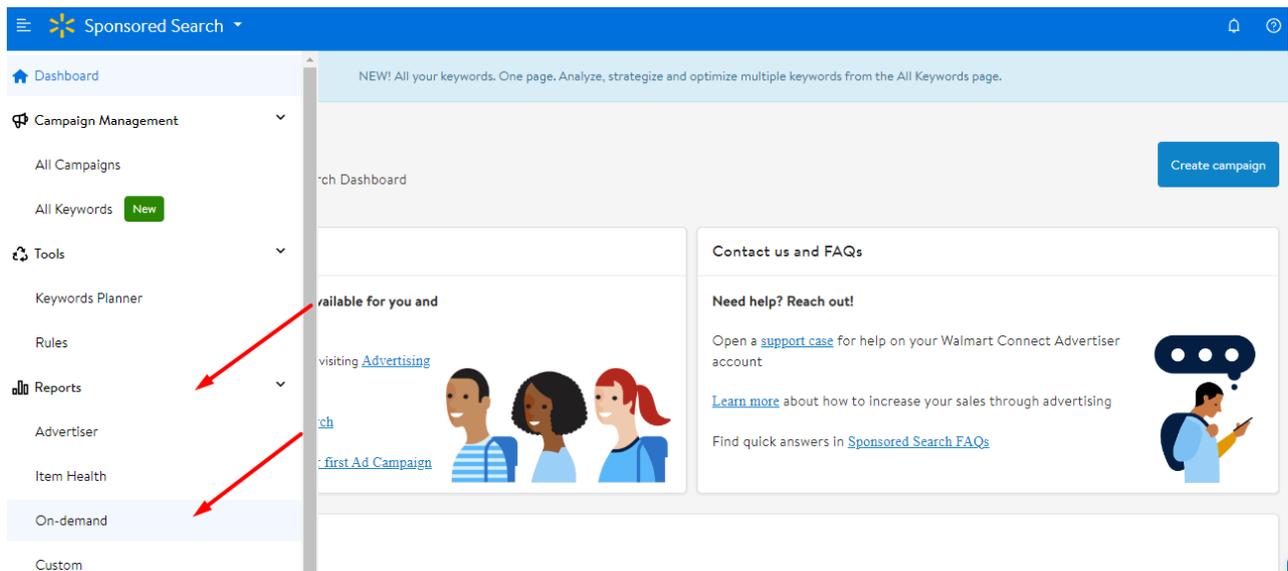
Who is this for? For various teams or individuals who are responsible for optimizing ad campaigns to achieve ad performance goals



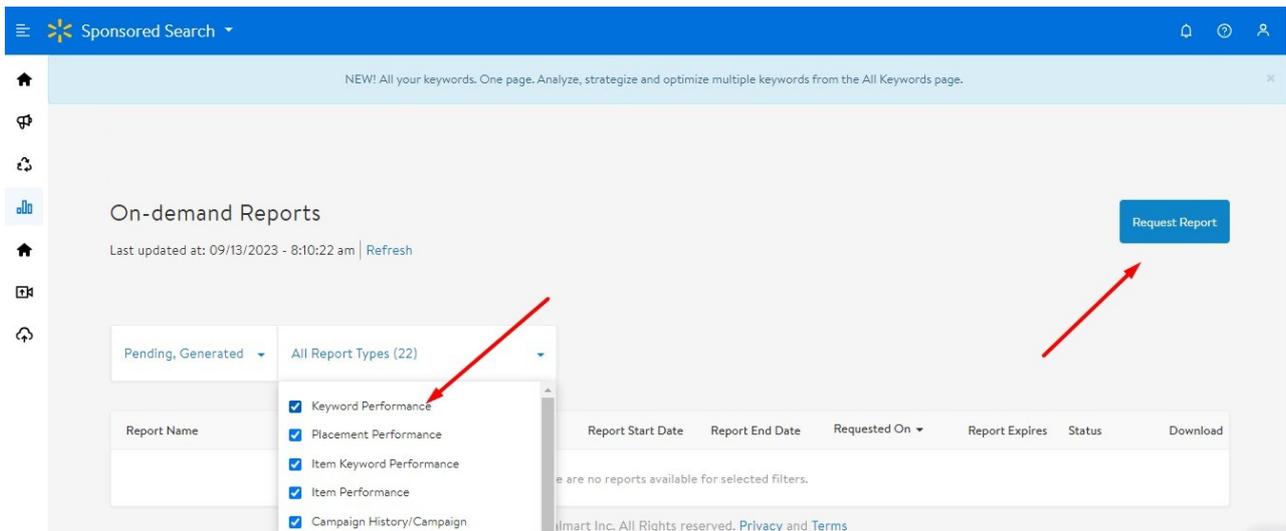
Objective: To improve the efficiency and effectiveness of your ad campaigns by adjusting your bids to achieve your desired performance goals.

Instruction:

1. Log in to Walmart's advertising account. Go to <https://advertising.walmart.com/signin/>
 - 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.
2. From the Reports Tab, click on 'On demand'



3. Download the 'Keyword Performance Report' by clicking the **Request Report** button.



4. Supply needed information with

- Report Type: Keyword Performance
- Attribution Window: 3 days
- Group By: Cumulative

Request Report

Report Type

Keyword Performance

⚠ Only for keyword bidding campaign

Attribution Window

3 days

Group By

Cumulative

Report Period

Sep 04, 2023 - Sep 11, 2023

Request Report

5. The data in the report will be reflective of the Period selected. Click on 'Request Report.' This report may take up

to 30 minutes to download.

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

7. Add the ACoS column as shown: = Ad Spend/Total Attributed Sales [K2/M2]

8. Filter the data by ACOS and optimize the data as needed by going to the campaign manager (as shown below).

	J	K	L	M	N	O	P	Q	R	S	T	U
1	CTR	Ad Spend	Conversion	Total Attributed S	Units Sold	Attributed D	Attributed D	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	3.74%
94	1	0.64	0.5	179.99	1	0	179.99	0	0	0	281.234	0.36%
101	1	0.32	1	189.99	1	0	189.99	0	0	0	593.719	0.17%
102	1	0.32	1	93.99	1	0	93.99	0	0	0	293.719	0.34%
111												
112												

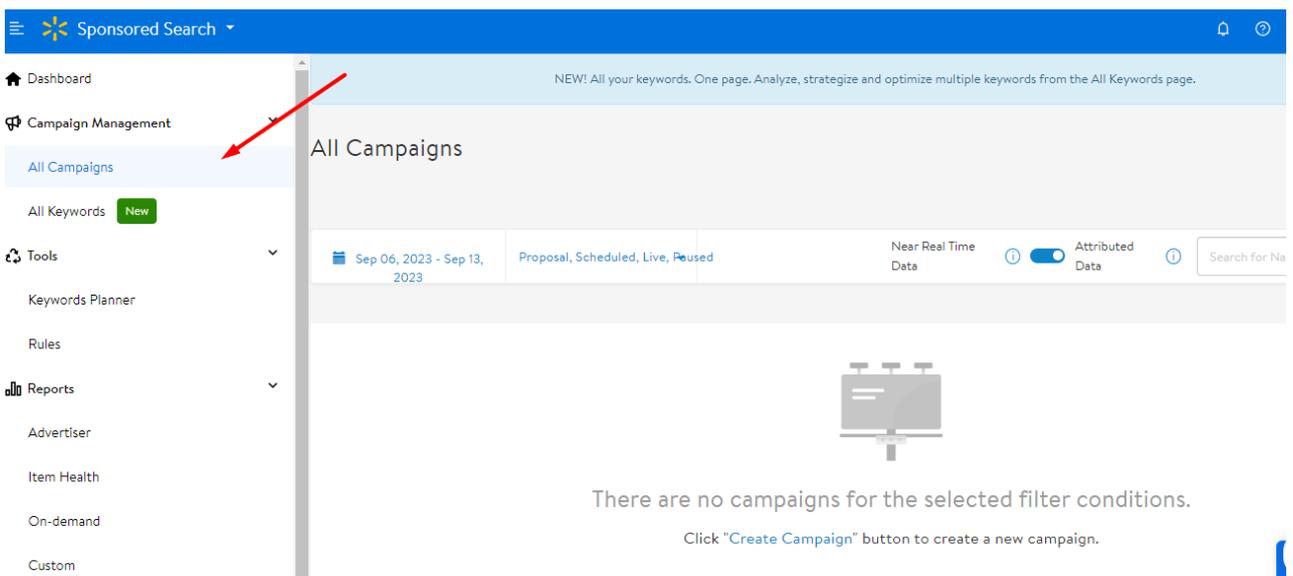
9. Next, filter the data by Ad Spend and optimize as needed by going to the campaign manager (as shown below).

G	H	I	J	K	L	M	N	O	P	Q
Match Type	Impressions	Clicks	CTR	Ad Spend	Conversion	Total Attributed S	Units Sold	Attributed D	Attributed D	Attributed B
exact	121	9	0.074	2.97	0	0	0	0	0	0
exact	233	7	0.03	2.31	0	0	0	0	0	0
exact	1445	6	0.004	1.98	0	0	0	0	0	0
exact	58	6	0.103	1.98	0.167	52.95	1	0	52.95	0
phrase	273	6	0.022	1.92	0	0	0	0	0	0
exact	301	5	0.017	1.65	0	0	0	0	0	0
exact	99	5	0.051	1.65	0	0	0	0	0	0
exact	98	5	0.051	1.65	0	0	0	0	0	0
exact	2744	3	0.001	0.99	0	0	0	0	0	0
exact	2540	3	0.001	0.99	0	0	0	0	0	0
exact	2144	3	0.001	0.99	0	0	0	0	0	0
exact	1818	3	0.002	0.99	0	0	0	0	0	0
exact	547	3	0.005	0.99	0	0	0	0	0	0
exact	213	3	0.014	0.99	0	0	0	0	0	0

10. Trim targets with lots of clicks and spend with zero sales.

Currently, we are unable to make changes to Walmart campaigns via bulk. Therefore, we must go to the Walmart campaign manager dashboard to make any changes.

1. Go to ‘Campaigns’



2. Click on the Campaign (that needs optimization)

All Campaigns

Apr 08, 2022 - Apr 15, 2022

Scheduled, Live, Paused

Name	Type	Status	Start Date
Household - IS - MAG	Automatic	Live	Mar 09, 2022
Auto - ITN	Automatic	Live	Mar 09, 2022
Manual - Bulb	Keyword	Live	Mar 09, 2022
Manual - Bulb	Keyword	Live	Mar 09, 2022
Manual - GBA	Keyword	Live	Mar 09, 2022
Manual - GBA	Keyword	Live	Mar 09, 2022
Manual - GBA	Keyword	Live	Mar 09, 2022
Manual - GBA	Keyword	Live	Mar 09, 2022
Manual - GBA	Keyword	Live	Mar 09, 2022
Manual - GBA	Keyword	Live	Mar 09, 2022

3. Click on 'Edit Campaign'

Manual () - MAG - History Logs Edit Campaign

Live

Start Date: Mar 09, 2022 End Date: No End Date Total Budget: NA Available Budget: NA

*View attribution is available only till 03/01/2021

Apr 07, 2022 - Apr 15, 2022 Report Type Fields View 14 days attribution

Impressions	Clicks	Units Sold	CTR	Conversion Rate	Total Attr. Sales Revenue	Ad Spend	RoAS
77,936	58	1	0.07%	1.72%	\$93.99	\$18.94	\$4.96

4. Edit Ad Groups

Keyword Bidding Campaign

Campaign Name

... Minko, the Wall ... the Re ... ISH ... MA ...

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 

5. Edit Ad Group Name



Manual - - 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



Add New Ad Group

6. Edit the Keywords



Manual - |

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

7. Adjust the bids for Exact and Broad match types as desired by the Excel data in the first step (e.g., Bid slightly higher than suggested bids for more traffic).

Upload Keyword CSV		Download CSV Template		Add Keywords		
Raw Keyword(s)	Normalized Keyword	Suggested CPC ⓘ	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

8. Add All

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

9. Confirm the keywords have been added

pivot							
hose stand	\$0.34	\$ 0.4	<input checked="" type="checkbox"/>	\$ 0.3	+	\$ 0.4	<input checked="" type="checkbox"/>
suncast hose reels	\$0.34	\$ 0.4	<input checked="" type="checkbox"/>	\$ 0.3	+	\$ 0.4	<input checked="" type="checkbox"/>

10. After all the changes, remember to Save

*There may **not be enough data in the report** to optimize due to low clicks and spending. However, it may also be due to low bids or enough keywords being targeted. **Consider adding more keywords to the campaigns** by following this [Keyword Research SOP](#).