



Walmart Connect Partner Awards - Terms & Conditions

By submitting an entry for the Walmart Connect Partner Awards ("Awards"), you ("Partner") agree to comply with and be bound by these Terms & Conditions. Please read them carefully before submitting your case.

1. Eligibility

1.1 The Awards are open to all Walmart Connect Network Partners, including agencies, technology providers, and media partners, that have fully executed at least one campaign or implemented one solution between May 1, 2025, and May 1, 2026.

1.2 Partners must have an active partnership — onboarded and actively advertising — with Walmart Connect at the time of submission.

1.3 Submissions must showcase measurable impact, aligning with the award categories.

1.4 Walmart Inc., its affiliates, and employees directly involved in the Awards selection process are not eligible to participate.

2. Entry Process

2.1 Entry Requirements

2.1.1 Eligible Partners must complete and submit the official entry form, providing all required details and supporting documentation by the submission deadline (June 22, 2026, 11:59 PM PDT) for the applicable category. The categories, criteria, and requirements referenced here are incorporated by reference.

2.1.2 Each Partner may submit entries for multiple categories, but a separate entry form must be submitted for each category entry. Each Partner may submit only one entry per category. Multiple entries in the same category from the same Partner will be void.

2.1.3 All entries must be original, verifiable, and fact-based. Submissions containing false or misleading information will be disqualified.

2.1.4 By submitting an entry, Partners represent and warrant that they have been granted the right from the advertiser who owns the content included in Partner's



submission to share campaign data, creative assets, advertiser marks, logos or other intellectual property contained therein, for the purpose of use in connection with the Partner Awards.

2.2 Entry Components

2.2.1 Detailed documentation (300 – 1,000 words) outlining the campaign, strategy, impact and high-level summary metrics.

2.2.2 Supporting data and results demonstrating measurable success.

2.2.3 For the Creative Excellence category, creative assets, inclusion of creative technology and/or creative formats, and measurable impact metrics tied to creative effectiveness (e.g., CTR lift, engagement, brand lift, ROAS, and GMV if this data available) are required.

2.2.4 Entries will be anonymized before being reviewed by the qualified judging panel.

2.2.5 Optional: Additional creative assets, testimonials, case studies, or relevant materials; provided advertiser approval is obtained.

3. Judging Criteria

3.1 Entries will be evaluated based on the following criteria and weightings:

- **Impact:** Measurable improvement in business outcomes and customer engagement (45%)
- **Innovation:** Creative and effective use of Walmart Connect products and services (45%)
- **Commitment:** Partnership and execution excellence (10%)

3.2 Applicable for all category submissions: New product and integrated technology is defined by Walmart Connect Products as feature enhancements and API endpoint integrations that have launched after April 1, 2025 with at least 8 weeks of data. All products for submission must be in General Availability ("GA") by April 20, 2026.



3.3 Category-Specific Criteria as follows:

3.3.1 Full-Funnel Activation: Strategic activation of upper, mid, and lower funnel tactics; effective use of Walmart’s omnichannel capabilities; demonstration of incrementality and revenue growth.

3.3.2 Product Innovation: Introduction of new technology, tools, or features; clear differentiation from competitors; demonstrated success in efficiency, measurement, and/or campaign automation.

3.3.3 Marketplace Acceleration: Successful accelerated growth of Marketplace sellers; measurable growth in sales, GMV, ROAS, customer acquisition, or sales velocity; strategic use of Walmart Connect ad solutions.

3.3.4 Partnership Achievement: Strong collaboration between agencies, technology partners, and/or media partners; measurable impact on campaign performance, efficiency, and innovation.

3.3.5 Precision Impact: Implementation of innovative or rigorous measurement approaches; clear evidence of improved decision-making or optimization; ability to quantify incrementality, ROAS gains, customer journey impact, or omnichannel lift.

3.3.6 Creative Breakthrough: Exceptional creative development; strategic use of Walmart Connect formats; clear connection between creative excellence and measurable business results; differentiated creative approach.

3.3.7 Global Growth: Ability to grow U.S. sales and performance for advertisers managed or supported outside the U.S.; measurable advertiser growth; strategic application of Walmart Connect solutions for cross-border execution.

3.3.8 CTV to Commerce: Excellence in leveraging CTV advertising to drive retail performance and commerce outcomes; high-quality, engaging creative; clear linkage between brand storytelling and measurable business impact; strategic use of targeting, measurement, and insights.



4. Judging Process

4.1 The judging panel consists of subject matter experts from the Walmart Connect leadership team.

4.2 Judging will take place in two phases:

Phase 1: Initial review by a panel of Walmart Connect employees to shortlist entries based on eligibility and completeness. These employees will not participate in the final selection process.

Phase 2: Judges will conduct an in-depth evaluation of shortlisted entries using the judging criteria to choose winners and finalists for each category.

4.3 Judges' decisions are final and binding. In the event of a tie, an additional tie-breaking judge will review the tied entries using the judging criteria to determine the winner.

4.4 Walmart Connect reserves the right not to provide an award for one or more categories if, in its sole discretion, it does not receive any qualified and eligible entries for that category.

4.5 No correspondence or discussions regarding the decisions will be provided. Judging scores will not be revealed.

5. Finalists Announcements and Award Notification & Acceptance

5.1 Finalists will be notified via email when chosen as category finalists of the Walmart Connect Partner Awards.

5.2 Finalists must confirm acceptance as a category finalist within 7 business days of notification, and provide any additional requested documentation and marketing materials within the stated period. If a finalist does not comply, Walmart Connect reserves the right to select an alternate finalist for the applicable category.

5.3 Winners of the Walmart Connect Partner Awards will be announced at an Award ceremony or through official Walmart Connect channels, and over email notification. Winners must confirm acceptance over email within 7 business days of notification, and provide any additional requested documentation and marketing materials.



6. Publicity & Use of Entries

6.1 By submitting an entry, Partners grant Walmart Connect the right to use their submission details, including Partner company name and logo for promotional and marketing purposes, in any and all media now or hereafter devised, worldwide in perpetuity, without additional compensation, permission, or notification.

6.2 Additionally, Partner represents and warrants that it has authorization from the applicable advertiser to include advertiser's content including trademarks, service marks, tradenames, and brand identifiers, advertiser creative assets and campaign insights, for promotional and marketing purposes, in any and all media now or hereafter devised, worldwide in perpetuity, without additional compensation, permission, or notification.

6.3 Should you become chosen as a Partner Award category finalist or winner - you may be required to submit additional campaign details, case studies, creative assets, and / or submission materials. These materials will be used for promotional and marketing purposes as set forth in these terms. Your timely submission ensures your achievements are celebrated and showcased to the fullest extent.

7. Disqualification & Liability

7.1 Walmart Connect reserves the right to **disqualify** any entry that:

7.1.1 Contains **false or misleading** information.

7.1.2 Violates any Walmart Connect **policies, ethics, or legal requirements**.

7.1.3 Infringes upon **intellectual property rights** of any third party.

7.2 By participating, each Partner agrees to release, discharge and hold harmless Walmart Connect, its parent, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from Partner's participation in the Awards. You release the Released Parties and agree to indemnify and hold harmless (and, at Walmart Connect's request, defend) the Released Parties from and against any and all costs, losses, damages, liabilities, judgments, and expenses (including reasonable fees of attorneys and other professionals), arising out of or in



connection with any legal claim, lawsuit or proceeding which in any way may result from or arise in any manner out of your actual or alleged breach of any representation, warranty, or obligation in these Terms and Conditions, including any claims that your submission materials misappropriate or infringe upon the intellectual property rights, publicity rights or moral rights of advertiser or any third party.

7.3 Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered or garbled entries, emails, or other communications of any kind; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Awards, including, without limitation, errors or difficulties which may occur in connection with the administration of the Awards, the processing or judging of entries, or in any Awards-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Awards. Released Parties are not responsible for injury or damage to any person's computer or other device related to or resulting from participating in this Awards or downloading materials from or use of any website. Persons who tamper with or abuse any aspect of the Awards, any website or social platform, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Walmart Connect, will be disqualified and all associated entries will be void. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROGRAM MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, WALMART CONNECT RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

8. Dispute Resolution

All disputes between Walmart Connect and Partner arising out of or relating in any manner to the Walmart Connect Partner Awards or these terms and conditions shall be finally resolved by confidential and binding arbitration administered by judicial and arbitration and mediation services ("JAMS") in the state of Texas.



9. General Conditions

9.1 Walmart Connect reserves the right to modify or cancel the Awards at any time for any reason.

9.2 Participation in the Awards does not guarantee any future business opportunities or partnerships with Walmart Connect.

For any questions or clarifications, please contact partnerawards@walmart.com.
[Walmart Connect's Privacy Policy](#).