SEARCH

Item recommendations

A new **Search Performance Dashboard** tool identifies **unadvertised items** with the potential to **perform well** in a Walmart **Sponsored Products** campaign.

Use the tool to identify items to add to new or in-flight campaigns, to help **boost sales**.

Advertisers can download item recommendations as an **on-demand report**.

How it works

The item recommendations tool scans an advertiser's full **Walmart product catalog** for high-quality items that are not live in an in-flight campaign but are **eligible** to be advertised, and have been **previously purchased**.

Recommendations are refreshed **weekly** and can be filtered by **brand, category** and **department**.
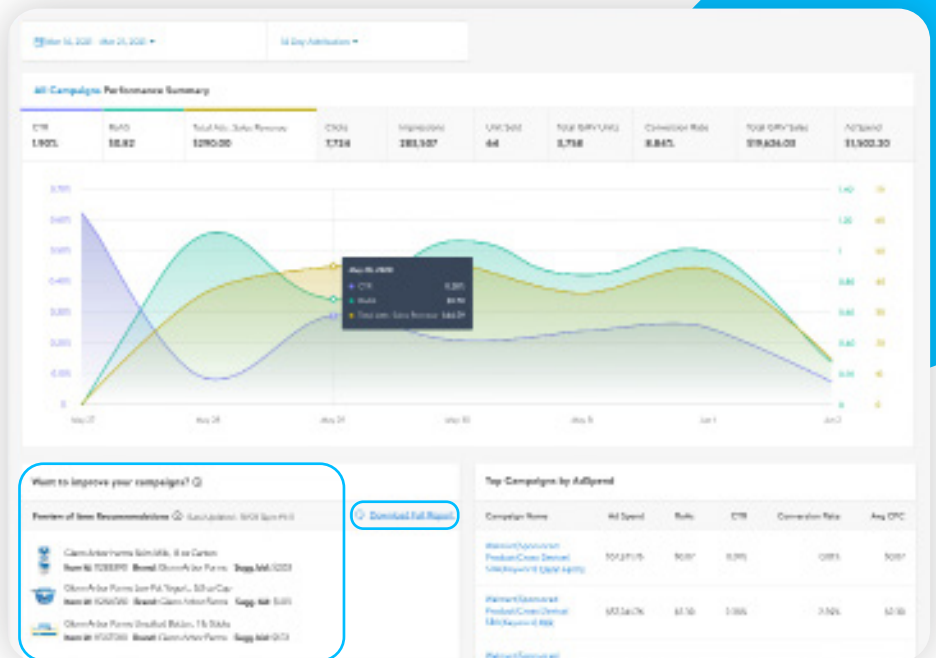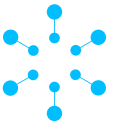
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Item recommendations best practices

✳ Automatic campaigns

- Add each item only once, so it does not compete with itself.
- Use the suggested bids tool to bid competitively.
- Use the keyword report to identify high-performing keywords for each item.

✳ Manual campaigns

- Add each item using keywords harvested from Automatic campaigns.
- Use the suggested keywords tool to identify additional keywords.