



Search relevancy best practices

Optimizing your Walmart Sponsored Products ads

As a one-stop shop for everyday items, Walmart continually attracts customers as they search for products like yours. To help enhance the search experience, our Sponsored Products ads can spotlight your products across the Walmart site and app – when and where they are relevant. This can help increase the likelihood of customers purchasing while they are already searching for these items.

Relevancy is an important part of advertising at Walmart, because it helps ensure that ads are tailored to the specific interests and needs of customers, potentially leading to higher product engagement, and helping to bring in more clicks and conversions. This guide will help you optimize items in your Sponsored Products campaigns to improve relevancy, which is key to winning the Sponsored Search auction!

SEARCH RELEVANCY BEST PRACTICES

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 quality of **item page content** and the product's **historical performance** at Walmart.



Customer intent

When customers search for specific keywords and phrases on Walmart's site or app, the algorithm analyzes those keywords to understand the customer's intent.

The algorithm also suggests popular products based on multiple signals such as what other customers searched or bought after searching similar keywords. This helps provide a more personalized and intuitive shopping experience by surfacing relevant Sponsored Products to Walmart customers.

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** help give your products the most visibility to customers and which **keywords** help drive the strongest conversions.

SEARCH RELEVANCY BEST PRACTICES

Use the Sponsored Products Performance Dashboard to help you optimize placements and keywords

- Use the **Placement report** to identify which placements help drive more visibility and a **bid multiplier** to increase the likelihood of your ads serving in these placements.
- Use the **Item Keyword report** to harvest effective keywords from your automatic campaigns for use in manual campaigns.
- Use the **Keyword Planner tool** 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 easily set their bid prices).
- Use **suggested bid** to set a competitive bid price that increases the chance of your ad serving in a top placement.
- Use the **Keyword performance report** (available for manual campaigns only) to help 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 expand the targeting or narrow the audience.
- **Manual campaigns** are positioned to be more scalable than ever. Group similar products with similar keywords to help relevancy recognition for the algorithm.
- Get insight into your Sponsored Products Search In-grid ad share of voice with the **search term impression report**. This displays your ad impression share and rank, along with the top four ad positions' share and rank.
- Analyze, strategize and optimize multiple keywords at once using the **All Keywords** optimization dashboard.

SEARCH RELEVANCY BEST PRACTICES

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 placements.

Help 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**.
- Select the right category for ideal product **taxonomy**.
- Weave important and **relevant keywords** into the product's description.

Pro tips

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.



SEARCH RELEVANCY BEST PRACTICES

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 relevancy.

Benefit from more visibility

An item can 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 enhanced visibility has the potential to not only elevate your products' short-term performance but also **drive the clicks and engagement** needed to enhance your products' long-term historical performance at Walmart.

Plus, as a **window into your brand**, your Sponsored Products ad may lead customers to consider more items in your portfolio.



SEARCH RELEVANCY BEST PRACTICES

Considerations to help improve item relevancy

- Ensure your keyword list is **highly relevant to your items** to help increase the likelihood of conversion. Keep in mind relevancy is determined at the item level.
- The more engagement an item gets, the more it helps improve its relevancy. Utilize multiple campaign types — such as **Sponsored Brands** and **Sponsored Videos** — that help to build awareness, highlight unique product selling points and drive customers to your item pages.
- To help fast-track click volume and page visits for new products, consider bidding more competitively than the **suggested bid** feature suggests.
- Enable **item page placements** for new products. These placements are typically less competitive than Search In-grid placements and can help products gain maximum visibility.

Considerations for optimizing your bids & budgets

- **Bid heavily** on high-traffic keywords to help secure Top of Search placements. You will never pay more than your maximum bid.
- Use bid **multipliers** to help increase your chances for your top-performing placements and platforms.
- **Tier or stagger bids** by individual item performance to help maximize the efficiency of your budget and help improve overall campaign spend and ROAS
- Gain more visibility with higher bids on better performing products.
- Focus your highest bids on keywords and items you want to defend and those you want to **win the most searches** for, as this will help protect your share of voice and inspire sales.