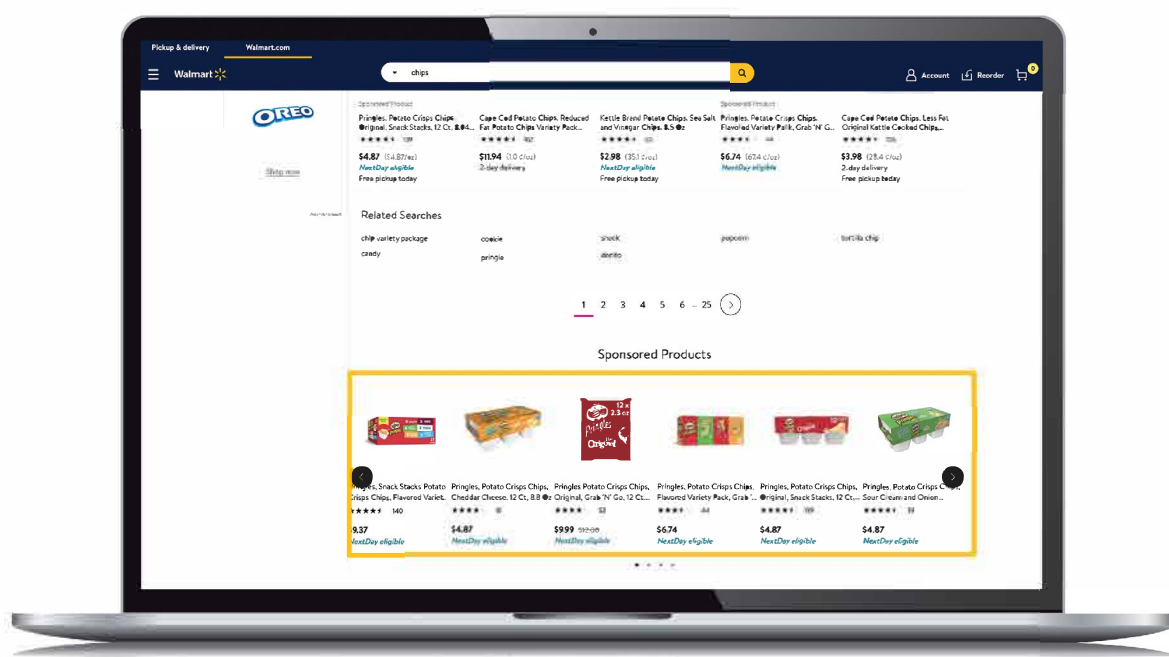


More reach. More control.

Great news! Walmart Media Group has added a **Search Carousel placement to Manual Sponsored Products campaigns** to increase transparency and give advertisers more control over campaign budget and performance.



What's new

In addition to premium Search In-grid placement, Manual Sponsored Products ads can now serve in a Search Carousel. The new placement can help advertisers increase reach, make effective use of their campaign budget and identify new search terms.

To support this placement, we've added the following enhancements:

- **Search In-grid bid multiplier** to ensure an advertiser's bids for Search In-grid placements remain competitive.
- **Placement-level performance reporting.** Advertisers may view and compare Search In-Grid and Search Carousel ad metrics on their Sponsored Products Performance Dashboard.

Next steps

We strongly encourage advertisers with in-flight Manual Sponsored Products campaigns to opt in to Search Carousel placement.

[Visit the Help Center for instructions.](#)

Advertisers with Manual Sponsored Products campaigns launching after **September 17, 2020**, do not need to take any action; the placement will be included.



[Contact us today to learn more.](#)