

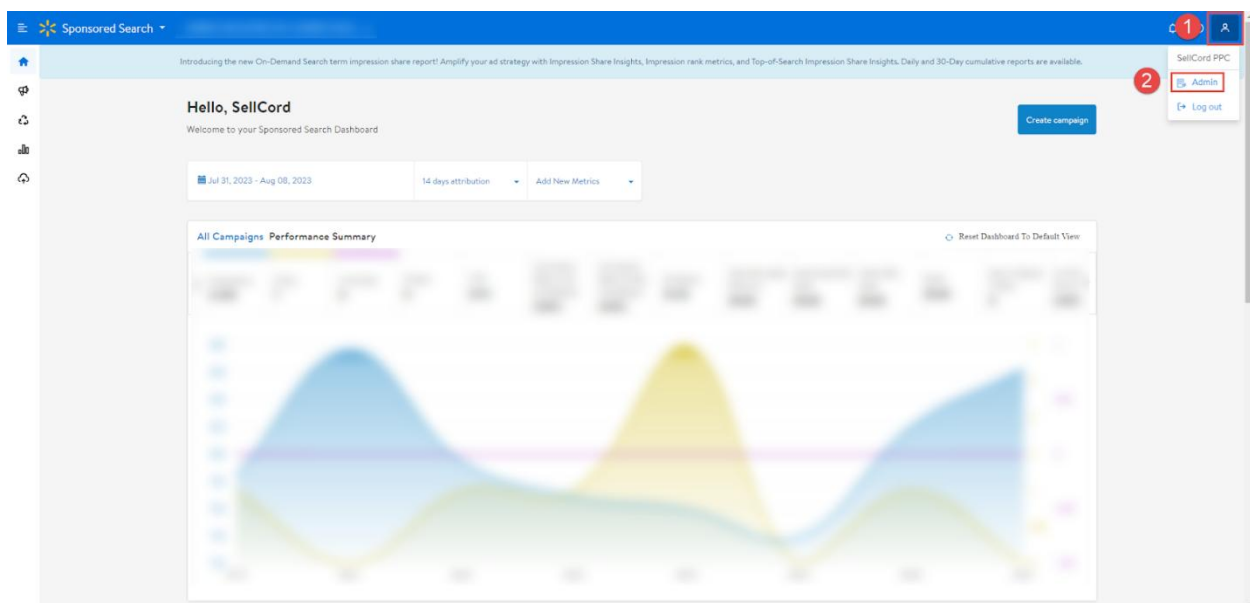
## Add User to Walmart Ad Center

Hi! Welcome to Metrics by SellCord, the only PnL tool that syncs all your Walmart data. In this SOP we cover how to add SellCord as a user in Walmart's Ad Center, this is how we are able to gather your advertising data daily. In addition to adding us as a user, we will also need your Advertising ID. If you have multiple Ad Center accounts (for example through SS and API), make sure to have us added to both and to share both IDs. This does require Admin access, so if you are having any issues adding us due to a lack of permissions, please reach out to [support@sellcordmetrics.com](mailto:support@sellcordmetrics.com) and we will work with you to get this resolved.

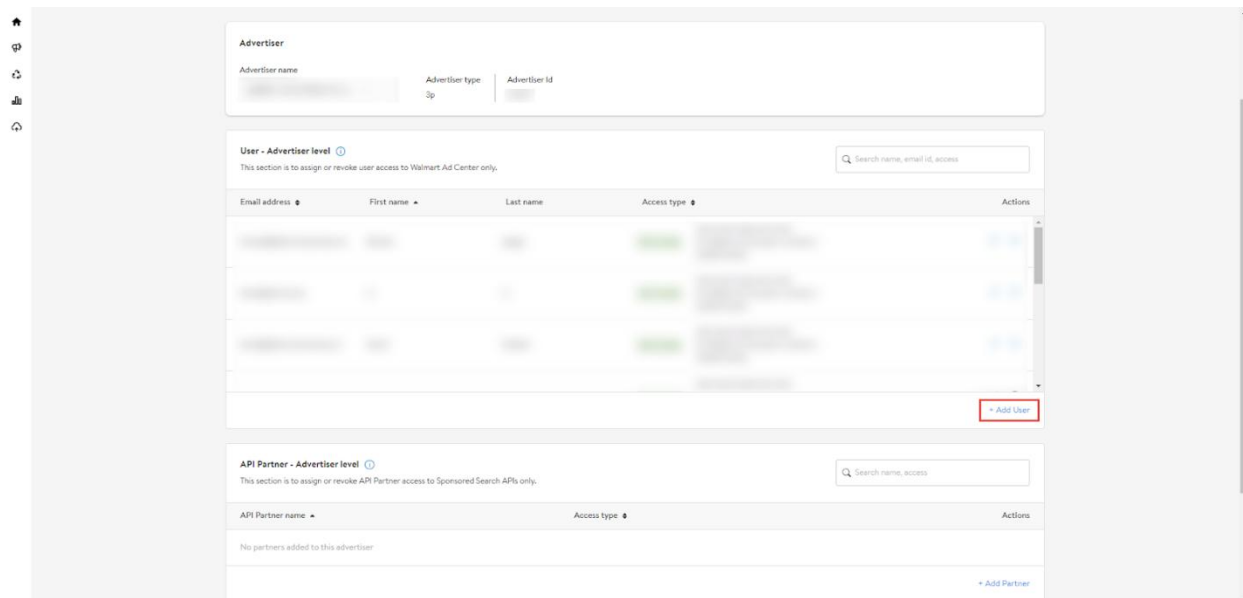
Let's Begin!

**Step 1:** Log in to your Walmart Ad Center Admin account through an admin user here: <https://advertising.walmart.com/>

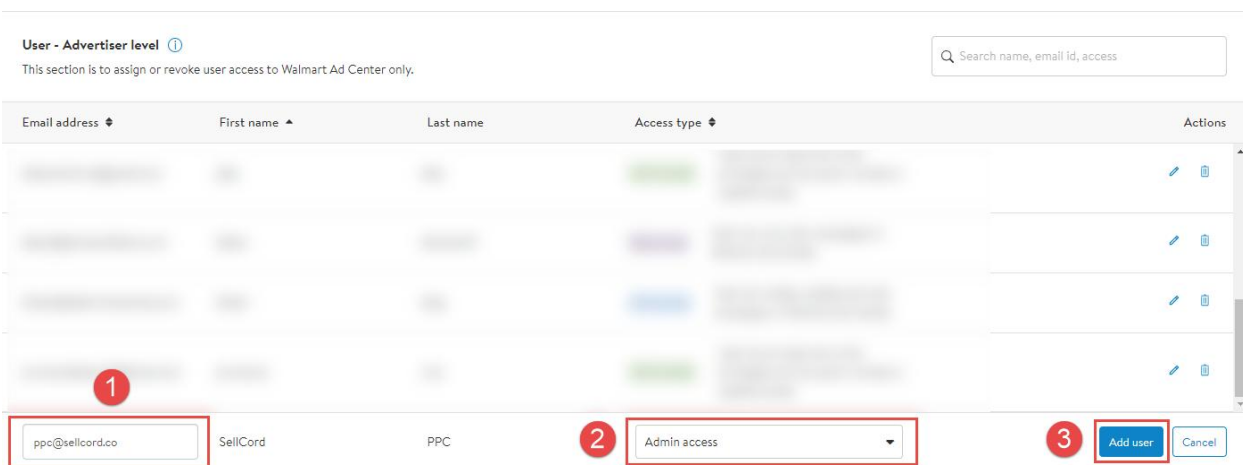
**Step 2:** Click your user name on the top right, and on the dropdown click the "Admin" option



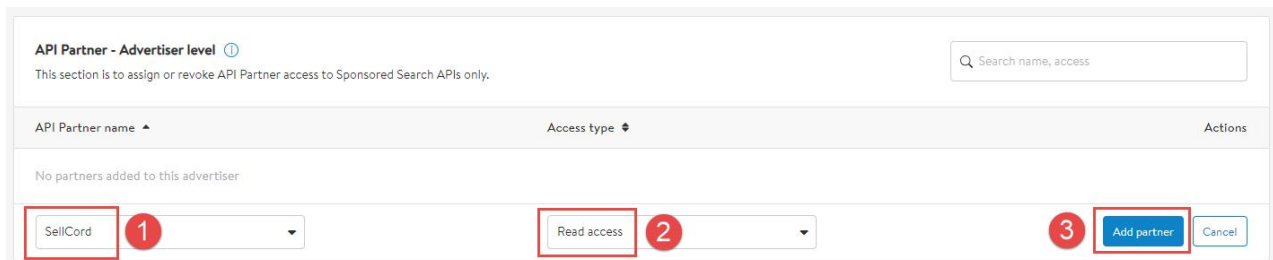
**Step 3:** Click “Add User” in the User – Advertiser level section:



**Step 4:** Enter the email [ppc@sellcord.co](mailto:ppc@sellcord.co) and select “Admin access” from the Access Type dropdown, then click “Add User”:

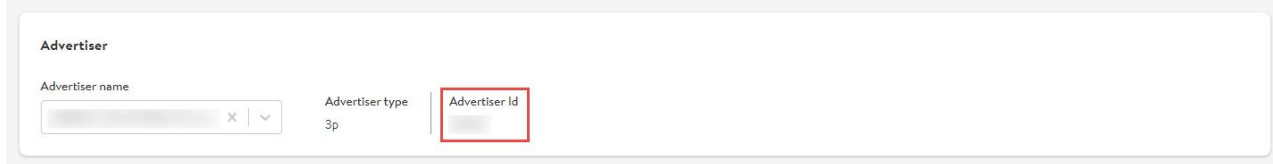
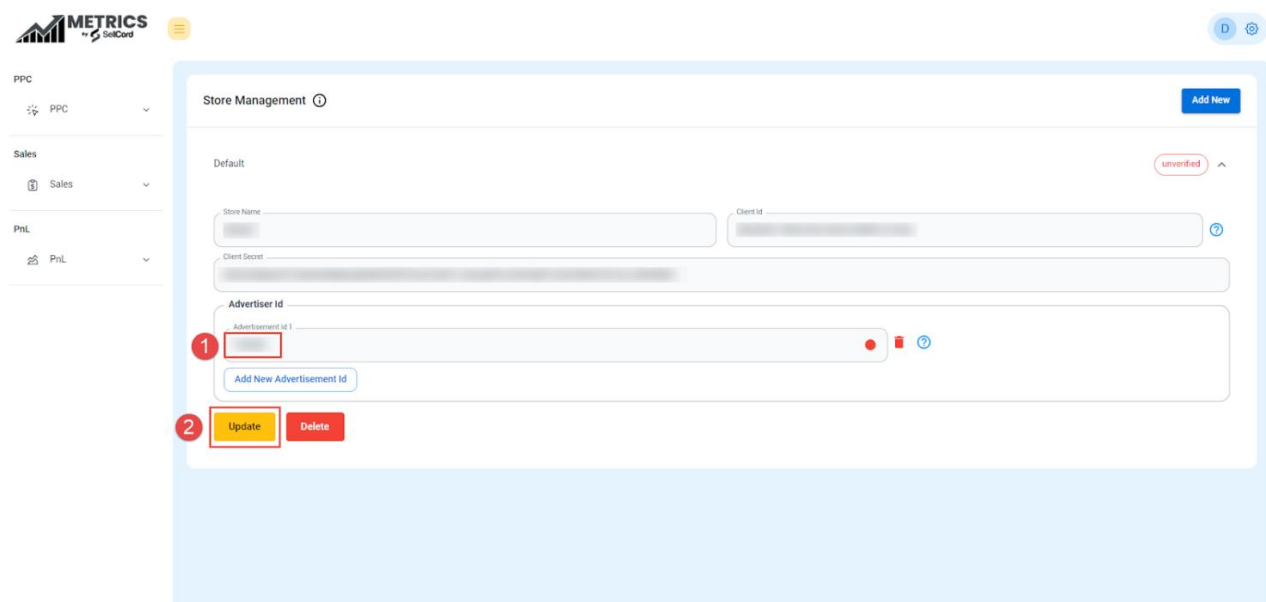


**Step 5:** Below in the API Partner – Advertiser level section, click “Add Partner” and select SellCord from the dropdown with “Read Access” and click “Add Partner” again:



**Step 6:** The Advertiser ID is found on the same page under the Advertiser section. Copy the ID and paste into your Metrics account:

#### Admin Management



The system will verify that we have access and will show a green verification icon

Note: Multiple Advertiser IDs can be added if there are multiple for the same Seller Account

That's All!