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Five Ways Walmart Marketplace API Facilitate Selling on Walmart.com

Walmart.com is growing at the super fast speed as a result more and more merchants wants that their product to be Published (available for sale) at
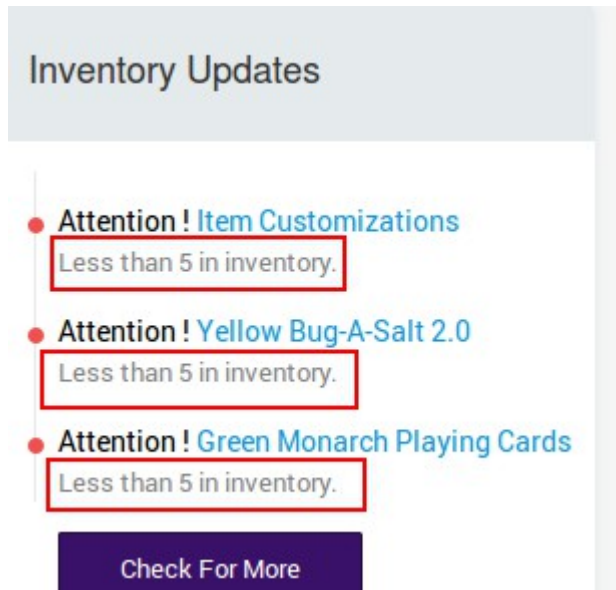
Walmart.com. Walmart facilitates its merchants to do all the process from product uploading to fulfill order via CSV but it is not easy. Therefore, e-sellers prefer to choose an API providers as they provide facilities to make the whole process easy.

Following are the ways through which an API Facilitates Selling on Walmart.com :

1. **Bulk Upload:** The API provider help you to upload product via CSV and through the app. It is an easy process of just clicking few buttons. Bulk upload facility help them to make changes in product information by the help of CSV and will directly uploaded to the Walmart.com.

2. **Inventory Threshold Limit:** It is good to manage stock when a vendor knows about its current status.Walmart marketplace integration app provides vendors to manage their low stock. If the vendor wants that whenever the inventory of product is going to be low then he/she would be notified, so this can be done through this feature "Threshold Product Inventory" .

Threshold Product Inventory
⚠ Enter the MINIMUM stock of products (in numeric) below which inventory status is sent as Out-Of-Stock to jet.

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When You enter the MINIMUM stock limit of products inventory status is sent as Out-Of-Stock to walmart and you gets the notification on the dashboard of the app.

Vendors can get this feature in "configuration setting" section of app.

3. **Auto Fulfillment:** Fulfillment is the most important pillar of an online business. Every merchant wants that his products deliver at the proper time. If there will be little bit delay in the shipping process it can affect his business and sales. He will not be trusted by any vendor also by walmart again .

This feature automatically imports the products from Walmart and print shipping labels in bulk. Also, these 3rd party fulfillment extensions have several fulfillment partners that economize your shipment charges.

4. **Repricer:** The repricing feature on Walmart will allow you to update the price according to the best market price of other seller on Walmart.com. Repricing will help you to Win the BuyBox by making slight variations in original price of your products. It is up to you that for which products you want to set the repricing enable. You can set the repricing to only those products that are "Published" on Walmart.

Mechanism behind Repricing: Let us understand the working mechanism of Cedcommerce behind Repricing with the help of examples:

Example:1-

If the price of your product is higher than the buy box price.

Buy Box Price: $15

Other seller-1 Price: $16

Other seller- 2 Price: $18

Other seller- 3 Price: $19

Your product price: $17

Your product Min Price: $14

Your product Max Price: $20

In this case the reprice tool will update your product price $14.5 which is greater than your product's min price and less than the buy box price. Then your product will win the buy box and the buy box price is now $14.5.

Example:2-

If the price of your product is less than the buy box price.

Buy Box Price: $22

Other seller-1 Price: $23

Other seller- 2 Price: $24

Other seller- 3 Price: $26

Your product price: $17

Your product Min Price: $14

Your product Max Price: $20

In this case the reprice tool will update your product price $20 which is the max price of your product.Therefore, the buy box price will now $20 and your product will win the buy box.

Example:3-

If the price of your product is less than the buy box price but the min price of your product is higher than buy box.

Buy Box Price: $18

Other seller-1 Price: $22

Other seller- 2 Price: $23

Other seller- 3 Price: $24

Your product price: $17

Your product Min Price: $18.5

Your product Max Price: $20

In this case the reprice tool will send the original price of your product price i.e., $17.

5. **Error rectification:** Walmart provide the facility to download the error whenever there is an error at the time of product upload. But the API providers make it easy, when you upload your products the catalog data is send to walmart in the form of feed. This feed is accepted by the walmart and then walmart send the listing of all the product SKUs showing successfully uploaded to walmart or SKUs with error. It even displays exactly what is the error, why the product did not get uploaded.

CA-004434 LG	SUCCESS	-
CA-004434 SM	SUCCESS	-
CA-004434 XL	SUCCESS	-
CA-004434 XS	SUCCESS	-
CA-004436 LG	DATA_ERROR	1. A variant item requires Variant Group ID, Variant Attribute Names, and values for these Variant Attributes. This record is in error because one or more of these values is missing. Please visit Walmart Knowledgebase (walmart-partner.force.com/knowledgebase) for more details about Variant Groups.
CA-004436 XL	DATA_ERROR	1. A variant item requires Variant Group ID, Variant Attribute Names, and values for these Variant Attributes. This record is in error because one or more of these values is missing. Please visit Walmart Knowledgebase (walmart-partner.force.com/knowledgebase) for more details about Variant Groups.
CA-004436 XS	DATA_ERROR	1. A variant item requires Variant Group ID, Variant Attribute Names, and values for these Variant Attributes. This record is in error because one or more of these values is missing. Please visit Walmart Knowledgebase (walmart-partner.force.com/knowledgebase) for more details about Variant Groups.
CA-004443 LG	SUCCESS	-
CA-004443 XL	SUCCESS	-

So many compiling features that Walmart API Integration providers provide to their users. There are many more features that can really make the tedious task easier.

Few more functions that API providers provide to serve the merchants are:

- ❏ Edit Individual product.
- ❏ Notification of orders on email.
- ❏ Refund order.
- ❏ Providing tax code universally.
- ❏ Product custom pricing.
- ❏ Sync orders to Shopify Store.