

Question 1: Why is the attributed sales data lower for the 30-day attribution window than for the 14-day attribution window?

Answer 1: Walmart Connect uses the fair attribution method for the 14- and 30-day windows, which divides impressions equally across the report window. For example, there was a \$30 transaction on Day X and the user was shown three impressions before the purchase: Impression 1 Day X-3 days Impression 2 Day X-5 days Impression 3 Day X-20 days 14-day attribution accounts for impressions one and two and divides the \$30 transaction equally between them for \$15 each attribution. 30-day attribution accounts for all three impressions and divides the \$30 transaction equally across all three impressions for \$10 each attribution. If the report is pulled before the attribution window is complete, the data can look imbalanced. For example, if a report is filtered from Day X to Day X-7, it captures data for the first two impressions only. This means that 14-day remains at \$30, but 30-day is only \$20 (the last \$10 is not captured in the filter). For the most accurate reporting, we suggest measuring from the start of the campaign or waiting for the entire attribution window to close.

Question 2: I don't see any reporting for my active line items and campaigns. What should I do?

Answer 2: If you don't see any reporting for active line items and campaigns, we recommend you take the following steps: 1. Check that you have an item set attached to your campaign. 2. Check that it has been at least 24 hours since your line item launched. 3. Try clicking "Save Changes," on the campaign information page to refresh the item set. Reporting will only appear if your campaign has an item set attached and has been running for at least 24 hours. If the above criteria have been met and you're still not seeing any reporting for your active line items, please contact our support team here:

<https://advertisinghelp.walmart.com/s/contact?channel=Display>

Question 3: Are sales lift reports available on the Walmart Connect Display Self-serve platform?

Answer 3: They are available on request here:

<https://advertisinghelp.walmart.com/s/guides?channel=Display&article=000009874> To qualify, your campaign will need to reach a minimum spend of \$100,000. The report will not be available to view within the platform itself.

Question 4: Why is my campaign missing from the dashboard?

Answer 4: Data is shown for campaigns that have activity after 11/1/19. If your campaign is not displayed, please contact your Walmart Connect account manager for assistance.

Question 5: What is the Attributed RoAS/Accruing RoAS toggle on the RoAS reports?

Answer 5: By default, the toggle is set to Attributed ROAS to show the ROAS we have attributed to your campaign based on a 14-day attribution window. If you'd like to see the ROAS your campaign is currently accruing, toggle to Accruing ROAS. Accruing ROAS will be depicted with a dotted line until the full 14-day (or 30 day) attribution window has passed.

Question 6: How long does it take for RoAS to be attributed?

Answer 6: For Display campaigns, we use a 14-day attribution window by default. You may also choose a 30-day attribution window. ROAS metrics that have not had 14 days to attribute sales are still accruing

and will be depicted with a dotted line. After the 14-day attribution window has passed, attributed ROAS will be depicted with a solid line.

Question 7: What campaigns are available in the dashboard?

Answer 7: This is available for all Display media campaigns that were live after November 1, 2019.

Question 8: Is there a fee for accessing this dashboard?

Answer 8: No, there is no additional fee to access the dashboard.

Question 9: Are sales from Pickup & Delivery included?

Answer 9: Yes, it's included as part of online sales and ROAS as of 6/1/20.

Question 10: Is the dashboard available to all advertisers?

Answer 10: Yes, the dashboard is currently available to both our Display Self-serve and Managed Serve advertisers.

Question 11: Can I export the data?

Answer 11: Yes. You can export the data in a downloadable to CSV file.

Question 12: How frequently is data in the dashboard updated?

Answer 12: Data is refreshed every 24 hours in the evening (Pacific time).

Question 13: Why am I unable to see the Table view?

Answer 13: For the best experience, we recommend using Chrome as your browser.

Question 14: Can I access viewability or lift metrics?

Answer 14: Currently, only ad-attributed in-flight metrics are included in the dashboard.

Question 15: Is the inventory on the Walmart Connect Display Self-serve platform the same inventory that's available through the Walmart Connect Managed Serve team?

Answer 15: Yes, the same inventory is available. The benefits to using the Display Self-serve platform are: Full budget control. Set the price you pay for Walmart Onsite Display with more-accessible Display Auction pricing, no platform fee and no minimum spend requirement. Quick, easy launch. Build creative assets, set campaign pacing and targeting strategies and get your campaign up and running in a couple of days. On demand reporting. Access in-flight,campaign metrics,to inform,optimizations. Our Closed-loop Measurement tracks the impact of your campaign on Walmart omnichannel sales.

Question 16: What is Display Self-serve?

Answer 16: Display Self-serve lets advertisers buy available,Walmart Onsite Display,inventory,,build their own creative assets, and launch and manage their own campaigns,quickly and easily, all from the,Walmart Ad Center.,, There is no minimum spend requirement to access Display Self-serve, and our,Display Auction pricing,model gives advertisers,full,control,over their campaign budget.,,, Advertisers can choose their own,precise targeting,powered by Walmart's,proprietary customer data,

with behavioral, customer-attribute, shopping-journey, and advanced targeting options., Advertisers can access metrics in near real time to inform in-flight optimizations., Our, Closed-loop Measurement, tracks the impact of the campaign on Walmart, omnichannel sales, including new buyer analysis.

Question 17: What types of campaigns can I run on the Walmart Connect Display Self-serve platform?

Answer 17: The platform empowers your team to build native creatives, choose targeting options, view in-flight metrics and optimize your campaign all in one place. While you can use the Display Self-serve platform for any type of display campaign, here are a few ideas to get you started. Discovery. Introduce a new product, provide product updates or help increase share of voice. Consideration. Advance or defend market share among specific Walmart customers. Conversion. Reach in-market customers or lapsed buyers to help make sales.

Question 18: How are impressions delivered on the Walmart Connect Display Self-serve platform?

Answer 18: Display Auction allows you to set your campaign flight dates and bid on available inventory for those dates by setting a base and a maximum CPM bid as well as lifetime or daily budget. The platform holds a real time auction for each impression and is best for advertisers who want full control over budget and optimizations, budget efficiencies and to test new strategies. Guaranteed allows you to set your campaign flight dates while paying a fixed CPM to reserve inventory and is best for a must-spend budget.

Question 19: What placements are available on the Walmart Connect Display Self-serve platform?

Answer 19: There are four key ad units available through the Display Self-serve platform: Marquee, Skyline, Brand Box and Gallery. Marquee. Marquee ad units appear below the fold on pages across Walmart's digital properties, and often feature a strong image along with a title and description text. Skyline. Skyline ads appear at the very top of a page across Walmart's digital properties. Skyline ads usually do not include images, although you do have the ability to add one within the Creative Editor. Brand Box. Brand Box ads appear underneath the Buy Box across product pages on Walmart.com. This ad unit includes a key visual with your brand logo, a headline, subhead and CTA. On desktop this ad unit highlights a sticky experience. Gallery. Gallery appears as two or three horizontal units depending on device size, with each card showcasing a hero image, logo, headline, sub-headline and Shop now CTA. On the Display Self-serve platform, campaigns will run across all available ad units. Our policy does not allow the targeting of a specific ad unit when building out your campaigns and line-items. Note: As these new creative assets are rolled out, the relevant inventory may fluctuate. Ad type availability within the Creative Editor does not guarantee access to inventory.

Question 20: I'd like to run an always-on Display campaign on Walmart.com. Is there a maximum amount of time I can run a campaign for?

Answer 20: You're able to create campaigns and line items as far as 180 days out from its creation date. You're also able to adjust line item end dates mid-flight to extend the lifetime of your campaign, creating opportunities for always-on campaigns, without needing to build new line items throughout the year.

Question 21: Do my creatives need to be built separately from my campaign and line item?

Answer 21: Yes. This empowers your team to reuse approved creatives across your campaigns and line items, while also providing you with the flexibility to align campaign creation with your team's ways of working.

Question 22: Is there a recommended process for setting up my campaign?

Answer 22: There is no set process you need to follow to create the components of your campaign. You can build your creative first, your campaign second and your line item third, or you can start with your campaign and line item and add your creative in later. The platform is adaptable to your team's ways of working, providing you with the flexibility to build and launch your campaigns on your timeline.

Question 23: What brands will I be able to see in my Walmart Connect Display Self-serve account?

Answer 23: The platform is currently only available for brands and products that a supplier sells directly to Walmart. Brands or items sold through distributors or third parties will not be available. If you believe you should have a brand or item associated with your account, but don't see it in the platform, please contact our support team.

Question 24: Are there any budget minimums required to run a campaign on the Walmart Connect Display Self-serve platform?

Answer 24: No, there are no budget minimums required, however, your line item will need to run 1,000 impressions per day to fetch a forecast.

Question 25: Where will my Onsite Display Self-serve ads run?

Answer 25: Across Walmart's website and app. It's not possible to target a single device type when running campaigns on the Display Self-serve platform.

Question 26: Why am I unable to login to Walmart Ad Center?

Answer 26: Please try these troubleshooting tips: Make sure you are logging in from <https://advertising.walmart.com/signin>. If you're a Walmart supplier or seller, make sure you can log into Walmart.com. Update your browser (we recommend using Chrome). Try logging in via incognito mode. Clear your cache and cookies for advertising.walmart.com. Turn off any ad blockers or plugins. Try using a different browser. * If you are still unable to log in after attempting the troubleshooting steps provided above, please contact our support team.

Question 27: I can't find all my brands or items in my Walmart Connect Display Self-serve account. What should I do?

Answer 27: The platform is currently only available for brands and products that a supplier sells directly to Walmart. If you believe you should have a brand or item associated to your account but cannot find it within the platform, please contact our support team.

Question 28: I'm having trouble accessing certain actions on the Walmart Connect Display Self-serve platform. What should I do?

Answer 28: If your account has an assigned admin, reach out to that individual to get the access you're looking for. If your account does not have an assigned admin and you'd like to submit one for approval,

please contact our support team. When reaching out, please provide the user's first/last name and email address.

Question 29: How can I change my password?

Answer 29: Login credentials are tied to your Seller Center account or your Walmart.com account. If you are a Walmart supplier, you will need to update your password via Walmart.com.

Question 30: How can I add users/remove users to my Display account?

Answer 30: Users with admin access will have the ability to add new users, remove new users, and change user roles directly within the platform. If your account does not have an assigned admin and you'd like to submit one for approval, or you're unsure who it is, please contact our support team. When reaching out, please provide the user's first/last name and email address. If they are agency users, make sure you send a confirmation confirming the users provided have approval to access your accounts.

Question 31: How early should I be booking my guaranteed holiday campaigns within Display Self-serve?

Answer 31: It's best to book your holiday campaigns as early as possible on Display Self-serve. This is due to the increased demand we see during the holiday season, which often creates restraints on specific types of inventory. Our recommendation is to start booking holiday campaigns no later than September, and as early as July or August.

Question 32: What is the difference between guaranteed and auction campaigns?

Answer 32: Display Auction allows you to set your campaign flight dates and bid on available inventory for those dates by setting a base and a maximum CPM bid as well as lifetime or daily budget. The platform holds a real time auction for each impression and is best for advertisers who want full control over budget and optimizations, budget efficiencies and to test new strategies. Guaranteed allows you to set your campaign flight dates while paying a fixed CPM to reserve inventory and is best for a must-spend budget.

Question 33: Is there separate pricing for the holiday season? What does this holiday pricing mean for my campaigns?

Answer 33: Yes, Walmart Connect features different pricing during the holiday season. For the most up-to-date holiday rates, please reach out to our support team.

Question 34: Can I use item IDs to create an item set?

Answer 34: No, you are not able to use item IDs to create item sets. The only IDs you can use are GTINs.

Question 35: How many items can be added to an item set?

Answer 35: When adding items by category: item sets that include more than 250 million items will most likely fail. Remove a category if you're experiencing difficulties building your item set. When adding items by ID: you can paste up to 2,000 GTINs at a time and add a total of 5,000 items to create an item set.

Question 36: Are there any best practices I can follow around creating holiday campaigns on Display Self-serve?

Answer 36: See the latest holiday insights from Walmart Connect on our website. For Display Self-serve in particular, we recommend: Booking your holiday campaigns early. Building out custom audiences to target the exact customers you're looking to reach with your holiday messaging. Leveraging non-behavioral targeting tactics like contextual targeting to make the most of increased demand across Walmart's site and app.

Question 37: What information is needed to set up an item set?

Answer 37: Item sets can be created at the brand or item level. Both can be done easily on the platform itself, based on the brands and items associated with your account. If you'd like to target a specific subset of items, you can copy and paste a list of GTINs to include in your item set, or search by item name directly within the platform. Learn more here:

<https://advertisinghelp.walmart.com/s/guides?article=000009846&channel=Display>

Question 38: Can I use the same name for multiple campaigns?

Answer 38: Each campaign created in the platform must have a unique name. For this reason, you can't use the same name for multiple campaigns within the platform. Using a unique name per campaign has many benefits, including clarity in reporting.

Question 39: Can I clone campaigns?

Answer 39: Clone functionality is available only on the line item level. It is currently not supported at the campaign level.

Question 40: How do I use item sets? What's their purpose?

Answer 40: Item sets are used to provide reporting on the efficacy of your advertising campaigns. They're set at the campaign level and apply to all the line items created under that campaign. Learn more here: <https://advertisinghelp.walmart.com/s/guides?article=000009846&channel=Display>

Question 41: Can I set items as heroes or halos in my item set?

Answer 41: Unfortunately, you are not able to set items as heroes or halos within your item sets in the Display Self-serve platform at this time.

Question 42: What does GTIN stand for? Is it the same as my item ID?

Answer 42: GTIN stands for Global Trade Item Number, and no, it is not the same as an item ID. If you have item IDs that you'd like added to an item set, we have a process to easily identify your GTINs. Learn more here: <https://advertisinghelp.walmart.com/s/guides?article=000009783&channel=Display>

Question 43: If I want to promote/link to a specific item, am I able to do so?

Answer 43: Yes, the platform supports promoting/linking. The following pages are supported on Display Self-serve: - Desktop and mobile web - App

Question 44: When I booked my guaranteed line item, there was an alert saying that impressions are subject to change. What does this mean?

Answer 44: Available impressions are only secured in a guaranteed campaign once a valid creative is attached and added to your campaign, and other necessary line item components are completed. Once this has occurred, your impressions should be reserved and will not change.

Question 45: If Walmart Connect cannot accommodate my requested guaranteed campaign budget, what happens?

Answer 45: When you book your guaranteed line items through the Self-serve platform, you are simultaneously reserving inventory across our network for your campaign. If there is not enough inventory to fulfill your request, the platform will automatically adjust your budget within the line item editor to reflect the amount of inventory and subsequent spend the platform is able to support. To reserve available impressions, accept the new budget and book your line item. If you're looking to meet a specific level of spend or impression delivery but are facing limited availability on our network, we recommend widening your targeting parameters, utilizing a different targeting tactic, extending your campaign end date, relaxing your frequency cap or making your delivery even paced. You can also try running a Display Auction campaign instead.

Question 46: Why am I being asked to revalidate the budget when I make changes to lines?

Answer 46: The targeting and scheduling chosen for a campaign can influence available inventory and, therefore, the potential spend for a line item. These parameters may be changed at any time, but if they are, the platform will revalidate the inventory available under the updated parameters. Because of the potential for a change in inventory availability, their budget that can be set must be revalidated. Tip: Only users with Admin, Add or Write, Add access can make changes to campaigns or line items.

Question 47: Why does CPM differ at various times of the year?

Answer 47: Display inventory on Walmart is reserved based on the CPM in the rate card issued on January 1 of each calendar year. CPM is higher during the winter holidays than it is at other times of the year. Non-holiday pricing is in effect from January 1 to October 31. Holiday pricing is in effect from November 1 to December 31.

Question 48: What optimization options are available on the Walmart Connect Display Self-serve platform?

Answer 48: The platform currently doesn't support Automatic campaign optimizations; however, we do have a repository of Manual recommendations that can be used to optimize your campaign. View a full list of campaign optimization opportunities here:

<https://advertisinghelp.walmart.com/s/guides?channel=Display&article=000009786>

Question 49: My line item doesn't seem to be delivering. What should I do?

Answer 49: We recommend taking the following steps: 1. Check to see if your line item was approved or has any outstanding concerns. 2. Confirm that your line item is showing as active, Add in the platform. 3. Confirm you have an item set attached and that it has been 24 hours since your line item went live. Reporting will not be available on the platform unless an item set has been attached and it has been 24 hours since your line item's start date. If you've confirmed the above and are still facing delivery issues, please submit a ticket to our support team here:

<https://advertisinghelp.walmart.com/s/contact?channel=Display>

Question 50: I'm getting a "line item cannot save" error when I try to save my line item. What should I do?

Answer 50: We recommend waiting a few minutes and attempting to re-save your line item. If at that time you're still encountering this error, take a full screenshot of your error message along with the URL and please submit a ticket to our support team here:

<https://advertisinghelp.walmart.com/s/contact?channel=Display>

Question 51: My line item was rejected. What should I do?

Answer 51: When your line item was rejected, you should have received an email containing information on why it was not approved and next steps to correct the issue. Common issues preventing your line item from launching include creative, tag and keyword approvals.

Question 52: Does the campaign automatically end if you hit your budget before the timeframe is up?

Answer 52: Yes, if your budget is reached prior to your line item's end date.

Question 53: How far in advance can I create my line items?

Answer 53: You're able to create a campaign as far as 180 days out from the campaign's creation date. You're also able to adjust line item end dates mid-flight to extend the lifetime of your campaign, creating opportunities for always-on campaigns without needing to build new line items throughout the year.

Question 54: Can I clone line items?

Answer 54: Yes, you're able to clone line items on the platform. To do so, navigate to the line item in question and select the ellipses to the right of the line item data. This should engage a dropdown. From this dropdown, you can select the option to clone your line item. Learn more here:

<https://advertisinghelp.walmart.com/s/guides?article=000009857&channel=Display>

Question 55: Are brand pages available on the Walmart Connect Display Self-serve platform?

Answer 55: Brand pages are supported for Onsite Display ads run on the platform; however, we are not currently supporting the creation of brand pages specifically for Display Self-serve campaigns. For more information, contact your account manager.

Question 56: Are manual/custom shelves available on the Walmart Connect Display Self-serve platform?

Answer 56: Manual shelves are supported for Onsite Display ads run on the platform; however, we are not currently supporting the creation of manual shelves specifically for Display Self-serve campaigns. For more information, contact your account manager.

Question 57: Can I use the same name for multiple line items?

Answer 57: Each line item created in the Display Self-serve platform must have a unique name if it's within the same campaign; however, you may reuse line item names across campaigns.

Question 58: How long does it take for my line items to be approved and start serving?

Answer 58: It can take up to 72 hours to approve line items.

Question 59: Can I add multiple types of targeting to one line item?

Answer 59: Currently, we only support the inclusion of one targeting tactic per line item. Adding only one targeting tactic per line item keeps your reporting streamlined and clear and makes it easier to determine campaign optimizations.

Question 60: What are the available lookback windows for custom audiences?

Answer 60: The default lookback window for rule-based custom audiences is 12 months; however, the following rolling lookback windows are also available via dropdown: Yesterday Last week Last month Last quarter Last 6 months Last year Last 3 years

Question 61: What is custom audience targeting?

Answer 61: Custom audience targeting uses Walmart's first-party data to help you connect with customers across the shopping journey. Custom audiences fall into two types, rule-based and predictive.

- Custom rule-based segments: Build your own audience based on Walmart customer past purchase, search, and browse behavior with the option to layer with customized lookback windows, purchase and browse frequency and channel, and/or top spending tiers.
- Predictive segments: Build audiences based on predicted future purchase behaviors through machine learning combined with omnichannel purchase data. Brand affinity segments are loyal to your brand, loyal to category competitors, or not committed to any specific brand. Item propensity segments may be likely to buy your items or items in relevant categories during the campaign lifecycle. Item sets can be built at the brand (owned only), category or GTIN (Global Trade Item Number) level and applied to the custom/ item propensity or rule-based audiences, including inclusion/exclusion. Brand affinity is built at the brand level (owned only).

Question 62: How long will it take for my custom audience to be available?

Answer 62: Self-service custom audience development takes about 10 calendar days from request to activation.

Question 63: Why can't I change a line item's targeting tactic?

Answer 63: When setting up a line item, the user must choose a targeting tactic in order to reserve inventory. Because reporting is based on the chosen targeting tactic, the platform does not support changing the tactic midflight. For example, the targeting tactic cannot be changed from Contextual to Behavioral, Keyword or Run of Site; or from premium to non-premium categories.

Question 64: I don't see all of my brands or items in the item set builder of the Asset Library. How do I get more brands/items added?

Answer 64: If you're missing any brands/item sets within the item set builder, we recommend submitting a ticket to our support team (<https://advertisinghelp.walmart.com/s/contact?channel=Display>). Please note that you will need your Retail Link login information to successfully submit a ticket.

Question 65: Can I use my custom audience across both the Display Self-serve platform and Walmart DSP?

Answer 65: Custom audiences cannot be shared across Display Self-serve and Walmart DSP at this time. If you'd like to use a custom audience built in the Display Self-serve platform on the Walmart DSP, you will need to re-build it within the Walmart DSP platform.

Question 66: Is there a limit on how many keywords I can include in one campaign?

Answer 66: There is currently a limit of 200 keywords and 100 negative keywords per line item on the Display Self-serve platform.

Question 67: Can I import my Sponsored Product keywords into the Walmart Connect Display Self-serve platform?

Answer 67: No, we do not currently support that.

Question 68: Is competitor conquensing allowed?

Answer 68: Currently, we do not support competitor conquensing on the platform.

Question 69: Is there a limit on how many categories I can add for contextual targeting?

Answer 69: Yes, there is a total targeting criteria limit of 793 criteria across all targeting selections, including geotargeting. We've added a counter into the line item editor to show how many criteria you've selected as you're building out your line item.

Question 70: What is the difference between historical and predictive targeting?

Answer 70: Historical targeting helps your brand reach past purchasers of specific products or items that belong to your brand or your category, while predictive brand targeting helps your brand reach consumers that are likely to buy your brand or are currently shopping for products in your category.

Learn more about our brand audience targeting tactic here

<https://advertisinghelp.walmart.com/s/guides?channel=Display&article=000009849>

Question 71: Where can I find information on creative specifications?

Answer 71: Information on creative specifications can be found in our Advertising Help Center.

Marquee: <https://advertisinghelp.walmart.com/s/guides?article=000009781&channel=Display> Skyline:

<https://advertisinghelp.walmart.com/s/guides?article=000009782&channel=Display> Brand Box:

<https://advertisinghelp.walmart.com/s/guides?article=000010110&channel=Display> Gallery:

<https://advertisinghelp.walmart.com/s/guides?article=000010111&channel=Display>

Question 72: Can I reuse my Managed Serve creatives in the Walmart Connect Display Self-serve platform?

Answer 72: The platform does not currently support uploading pre-built creatives.

Question 73: Can I upload pre-built creatives?

Answer 73: The platform does not currently support uploading pre-built creatives.

Question 74: My creative was rejected. How do I fix it?

Answer 74: If your creative is rejected, you can view comments with reasons for the rejection in the Creative Editor or from the Creative Hub. Please address the feedback and resolve each comment before resubmitting a creative for review. Learn more here:

<https://advertisinghelp.walmart.com/s/guides?article=000009867&channel=Display>

Question 75: Can I share my creatives before I submit them for approval?

Answer 75: Yes, you're able to share your creatives for review by your internal teams prior to submitting them for approval. You can do so in a few ways: Click the share button. This will provide you with a shareable preview link that can be sent to your internal teams who are onboarded within the platform. They will be able to load the preview link and see all compiled sizes. Sharing within advertiser group. All users within the same advertiser group will be able to access and preview creatives and folders built within that group. Click the download button. This will download a ZIP file with screenshots of all compiled sizes, which you can attach to an email or message and share with your team.

Question 76: Am I able to preview my creatives?

Answer 76: Yes, you can preview creatives on the Display Self-serve platform. Learn more here:

<https://advertisinghelp.walmart.com/s/guides?article=000009866&channel=Display>

Question 77: Can I clone creatives?

Answer 77: Yes. To do so, click the check box to the left of your creative's name on the main Creative Hub navigation page and choose the Clone Selected Items, "icon in the upper right corner, which looks like a stack of papers. Learn more here:

<https://advertisinghelp.walmart.com/s/guides?article=000009871&channel=Display>

Question 78: Do all items featured on the CTA URL for my line item need to be on Rollback to add the Rollback, "sticker to my creative?

Answer 78: Yes, all items on your destination/CTA URL must be on Rollback to leverage the Rollback, "sticker on your creative.

Question 79: Can I edit just one of the available ad placements in the Creative Editor?

Answer 79: While our Creative Editor does feature a universal edit functionality, you can also edit each ad unit individually for greater customization. Learn more here:

<https://advertisinghelp.walmart.com/s/guides?article=000009872&channel=Display>

Question 80: Do I need to manually resize my desired images before adding them to my creative?

Answer 80: The Creative Editor will automatically resize your images to fit the various ad unit templates available across the ecosystem; however, we do recommend reviewing the image break locations indicated in our creative guides to ensure your images appear as desired across our site. The creative guide can be found here:

<https://advertisinghelp.walmart.com/s/guides?article=000009781&channel=Display>

Question 81: How long will it take for my creative to be approved?

Answer 81: We currently ask for three business days to review and approve creatives on the Walmart Connect Display Self-serve platform. This timeline can be extended if revisions are necessary.

Question 82: How long will it take me to build out my creative in the Walmart Connect Display Self-serve platform?

Answer 82: Building a creative can be done in a matter of minutes using the Creative Editor on the platform; however, it does take up to three business days for creatives to be approved.

Question 83: I don't have access to build creatives on the Creative Hub. What should I do?

Answer 83: Users with admin access will have the ability to change user roles directly within the platform. If your account does not have an assigned admin and you'd like to submit one for approval, or if you're unsure who it is, please contact our support team here:

<https://advertisinghelp.walmart.com/s/contact?channel=Display> When reaching out, please provide the user's first/last name and email address. If you're part of an agency, please also include approval from your supplier for the user to access your account.

Question 84: Is there a template for building out creatives?

Answer 84: Yes, our Creative Editor provides your team with a template for creating all necessary ad units, as well as a universal editor that allows your team to edit all sizes at the same time, saving time and effort. Learn more here:

<https://advertisinghelp.walmart.com/s/guides?article=000009872&channel=Display>

Question 85: How do I get started building a creative?

Answer 85: Navigate to the Creative Hub. From the main page, select the Create button. Once engaged, a dropdown should appear. From this dropdown, select New Creative. Once selected, add in a unique creative name and select your creative template, then click the Next button on the bottom right. This should open the Creative Editor. Learn more here:

<https://advertisinghelp.walmart.com/s/guides?article=000009871&channel=Display>

Question 86: How do I access the Creative Hub?

Answer 86: Click on the paintbrush icon on the far left of the platform. Learn more about using our Creative Hub here: <https://advertisinghelp.walmart.com/s/guides?article=000009871&channel=Display>

Question 87: For Display Self-serve, does Walmart Connect allow suppliers to pay by credit card?

Answer 87: No, we currently do not have a credit card payment option. Currently our payment options are ACH, Wire and check.

Question 88: I'd like my agency to manage my account for me. How do I get them access?

Answer 88: Please inform your sales team and provide the agency user's first and last name and email address. If you don't have a sales team member assigned to your account, submit a ticket through the Advertising Help Center. In either case, make sure you provide written approval to grant the agency permission to manage your account by providing Walmart Connect with an email identifying the agency, user's name, and user's email address via email.

Question 89: Is there a Walmart Platform Partners integration available for the Walmart Connect Display Self-serve platform?

Answer 89: The Display API for reporting is now available. It includes data for both onsite and offsite campaigns. We do not currently have an API for campaign management.

Question 90: How do I reach out for help with my account?

Answer 90: Please submit all questions through our Help Center. Please note that we do ask you to log into your Retail Link or Seller Center account first to help us better answer your request. If you do not know your Retail Link or Seller Center account information, please select "Continue as Guest." After selecting "Continue as Guest," you may see a modal popup. If prompted, select Display.

Question 91: Is this platform attached to Retail Link?

Answer 91: While the Display Self-serve platform is not connected to Retail Link directly, our Help Center is. We kindly request that, if available and accessible, you use your Retail Link credentials to log into our Help Center.

Question 92: Are conversions deduped across Sponsored Search and Display?

Answer 92: No, Sponsored Search and Display conversions are not deduped.

Question 93: What is the current attribution model on Walmart Connect?

Answer 93: The current attribution model across Display is fair share.

Question 94: Can I grant my agency or my other partners access to the Display API?

Answer 94: Yes, you can invite your own development team or a trusted third party to access your entity information through the API.

Question 95: If I already have access to Sponsored Search API, is anything additional needed to get access to Display API?

Answer 95: Yes., Please reach out to your Walmart Connect representative to learn more about next steps.

Question 96: Does Walmart Display API replace The Trade Desk API, in case I want access to my Walmart DSP campaign reporting?

Answer 96: No., Some reporting can only be found in The Trade Desk API, including customizable user journey reports, tactic-level reporting and brand safety reporting.

Question 97: Why has Walmart Connect made Display Self-serve available to the Walmart Connect Partner Network?

Answer 97: With the launch of the Display API, we are providing access to those advertisers who work with and rely on the API Partners within our Partner Network.

Question 98: Are there other ways to advertise my products?

Answer 98: Yes. We have several other ways to advertise your products on Walmart.com and across the web. Please contact us at walmartconnect.com for information on additional advertising opportunities.