

WALMART MARKETPLACE

At Amz in Mind, we believe knowledge should be accessible. That's why we're offering this premium eBook—originally paid—for free. Whether you're diving into Amazon, Shopify, Walmart, Meta Ads, AI Content Creation, or WordPress, this guide is packed with expert insights to boost your journey. Grab it now and grow smarter—on us!

Chapter 1: Introduction to Walmart Marketplace Unlocking the Potential of America's Largest Retailer

Overview of Walmart Marketplace

Walmart Marketplace is the online selling platform of Walmart, one of the world's largest and most trusted retailers. Unlike Amazon, which started as an e-commerce giant, Walmart has a decades-long legacy of physical retail dominance and has now extended that trust into its online marketplace.

Since its inception, Walmart Marketplace has become a powerful platform for third-party sellers, giving them access to millions of loyal Walmart shoppers across the U.S. With a rapidly growing online presence and support for sellers in a variety of categories, Walmart Marketplace presents an exciting opportunity for e-commerce entrepreneurs to scale their businesses.

Key Stats:

- Over 120 million unique monthly visitors
- Low seller competition compared to Amazon
- Fast-growing fulfillment infrastructure (WFS)

Whether you're new to e-commerce or already selling on other platforms, Walmart Marketplace can become a major sales channel with the right setup and strategy.

Need expert guidance? Visit our agency: [Amz in Mind](#) – where Walmart growth starts.

Walmart vs Amazon: Key Differences

While Walmart and Amazon appear similar, they differ significantly in how they operate, support sellers, and engage with customers.

Feature	Walmart Marketplace	Amazon Marketplace
Monthly Seller Fee	Free	\$39.99/month (Professional plan)
Fulfillment Option	WFS (Walmart Fulfillment Services)	FBA (Fulfillment by Amazon)
SEO Flexibility	Limited	Extensive
Review Policy	Stricter, fewer fake reviews	More frequent review abuse
Customer Loyalty	In-store pickup, trusted brand	Prime subscriptions

Walmart focuses heavily on seller quality, compliance, and a premium customer experience. While Amazon encourages aggressive scaling and wide competition, Walmart aims to maintain its long-standing reputation of affordability and trust.

Sellers who adapt to Walmart's structured and compliance-focused approach often enjoy lower competition and higher visibility on the platform.

Looking to outperform the competition? Our team at [Amz in Mind](#) can help customize your Walmart selling strategy.

Seller Benefits and Requirements

Top Benefits of Selling on Walmart Marketplace:

- **No Monthly Subscription Fees:** Walmart does not charge a monthly fee, making it beginner-friendly.
- **High Customer Trust:** Leverage Walmart's trusted name to boost your brand.
- **Multi-Channel Selling:** Expand both online and in-store with Walmart's omnichannel integrations.
- **Walmart Fulfillment Services (WFS):** Fast, reliable fulfillment options without building your own logistics.

Basic Seller Requirements:

- A registered business with a U.S. address and tax ID
- A history of marketplace or e-commerce performance (preferred but not mandatory)
- U.S. bank account and product catalog that complies with Walmart standards
- Ability to fulfill orders reliably and quickly
- UPC or GTINs for all listed products

Pro Tip from Amz in Mind:

Don't try to "copy-paste" your Amazon strategy onto Walmart. Instead, focus on listing quality, customer service, and WFS adoption to gain the algorithm's trust.

Want personalized onboarding help? Learn how [Amz in Mind](#) helps sellers with seamless setup and approval support.

Chapter Summary

Walmart Marketplace is more than just a secondary sales channel—it's a rapidly evolving platform with massive growth potential. With less competition, a high-trust brand name, and customer loyalty, Walmart offers fertile ground for building a sustainable e-commerce business—especially if you understand and follow its unique ecosystem.

Chapter 2: Account Setup and Approval **Laying the Foundation for Your Walmart Marketplace Journey**

How to Register for a Walmart Seller Account

Getting started on Walmart Marketplace begins with completing the official application on the Walmart Marketplace Application Page. Unlike platforms like Amazon, Walmart is invite-only or application-based, which ensures quality control over who can sell on the platform.

Steps to Register:

- Visit the Walmart Marketplace site.
- Click “Apply Now.”
- Fill in the application form with:
 - Your business name and address
 - U.S. Tax ID (EIN)
 - Product categories and average monthly sales
 - E-commerce experience
- Submit your application and wait for the review.

Approval typically takes 1–2 weeks, but may take longer depending on volume and accuracy of submitted information.

Want to boost your chances of approval? Reach out to [Amz in Mind](#) for expert-led account setup assistance.

Required Documents and Approval Tips

Walmart requires professional, established businesses. To improve your chances of approval:

Required Documents:

- U.S. Business Tax ID (EIN)
- W9 or W8 Form
- U.S. Business Address
- DUNS Number (optional but preferred)
- U.S. Bank Account

Approval Tips from Amz in Mind:

- Avoid Gmail or Yahoo emails. Use a branded business email (e.g., sales@yourbrand.com).
- List only popular, compliant categories. Avoid restricted or low-demand niches during application.
- Have a solid history of marketplace selling (even Shopify counts).
- Display clear branding and mention logistics partners (WFS, ShipBob, etc.)

Setting Up Walmart Seller Center

Once approved, you'll get access to Walmart Seller Center, the central hub for managing everything from product listings to customer communication.

Want step-by-step setup guidance? [Amz in Mind](#) offers dedicated Walmart account management support.

Initial Setup Checklist:

- Add company info, payment settings, and tax details
- Upload a logo and brand banner

- Connect your fulfillment system (WFS or 3PL)
- Sync your catalog using bulk upload, API, or a listing partner like CEDCommerce or Zentail

Walmart Verification Steps:

- Complete partner profile
- Upload return policies
- Configure shipping settings
- Submit your first product for review

Once this setup is complete and verified, you can begin listing your products live.

Need launch help? Our team at [Amz in Mind](#) can get your first products live the right way.

***Chapter 3:* Product Listing Optimization**

Making Your Products Stand Out on Walmart

Listing Requirements and Guidelines

Walmart has strict listing standards to ensure quality and consistency across the marketplace.

Product Listings Must Include:

- Product Name (50–75 characters, keyword-optimized)
- Accurate Product ID (UPC, GTIN, or ISBN)
- High-resolution images (at least 1000x1000 pixels)
- Product Description (3–5 bullet points + long form)
- Shipping weight, dimensions, and manufacturer

Common Mistakes to Avoid:

- Keyword stuffing
- Duplicate listings
- Missing or incorrect identifiers

- Blurry or watermark-covered images

Tip: Walmart auto-suppresses listings that don't meet their standards, so aim for full data completeness (called "Content Score").

Need fully optimized listings? Let [Amz in Mind](#) handle your content strategy to match Walmart's algorithm.

SEO and Keyword Research for Walmart

Walmart's algorithm (similar to Amazon's A9) ranks products based on relevance, performance, and completeness. Want data-backed keyword research? Visit [Amz in Mind](#) to discover how we help sellers dominate Walmart search results.



Chapter 4: Order Management and Fulfillment

Delivering Excellence Every Time

Walmart Fulfillment Services (WFS)

Walmart Fulfillment Services (WFS) is Walmart's answer to Amazon FBA—allowing sellers to store inventory in Walmart warehouses and let Walmart handle packing, shipping, and customer service.

Tip from Amz in Mind: For expert setup and hands-off scaling, visit [Amz in Mind](#).

Benefits of WFS:

- 2-day shipping badge on eligible listings (increases sales by 30%+)
- Trusted delivery and returns management
- No need to maintain your own warehouse
- Higher Buy Box potential

WFS Eligibility:

- Products must be new (no used/refurbished items)
- Items must be in the contiguous U.S.

- Standard or oversized items only

WFS Fee Structure:

- Monthly storage fees (based on volume)
- Fulfillment fees (based on weight and size)

Tip from Amz in Mind:

WFS listings often outperform self-fulfilled listings in visibility. For fast-growing sellers, switching to WFS can significantly reduce order defects and increase customer satisfaction.

Shipping Options and SLAs (Service Level Agreements)

Walmart expects sellers to meet strict fulfillment SLAs whether you use WFS or fulfill orders yourself (FBM).

Need help staying compliant? Amz in Mind can optimize your backend for peak fulfillment rates – [check it out](#).

Shipping Standards:

Shipping Method	Delivery Time	Tracking Required	On-Time Rate
Standard	3–5 Days	Yes	95%+
Expedited	2 Days	Yes	95%+
Value Shipping	5–7 Days	Yes	95%+

Order Fulfillment Metrics to Maintain:

- On-Time Shipment Rate: ≥ 99%
- Valid Tracking Rate: ≥ 99%
- Cancellation Rate: ≤ 1.5%
- Order Defect Rate (ODR): ≤ 2%

Pro Tip: Use Walmart’s shipping templates to pre-define rates and timelines. Offering free shipping often helps listings rank higher.

Handling Returns and Refunds

Walmart provides a seller-friendly return system while maintaining customer satisfaction.

Key Return Policies:

- Default return window: 30 days
- Returns must be processed within 48 hours
- For WFS orders, Walmart handles the return and restocking
- For seller-fulfilled orders, you must:
 - Provide a return label
 - Accept the product (if eligible)
 - Process the refund through Seller Center

Best Practices:

- Automate return labels using the returns API or Walmart's dashboard
- Clearly state refund conditions in your Return Policy section
- Avoid restocking fees unless absolutely necessary

Amz in Mind Advice:

Transparent and fast returns build trust and increase repeat buyers. Always monitor return feedback for potential listing issues.

Chapter Summary

Effective order management on Walmart requires both speed and precision. By utilizing WFS and staying compliant with Walmart's strict SLAs, you ensure higher product visibility, fewer issues, and a stronger seller reputation. Combine automation tools with Walmart's own systems to scale seamlessly.

Chapter 5: Advertising on Walmart **Amplify Your Reach and Dominate the Marketplace**

Types of Walmart Ads

Advertising on Walmart is essential for gaining visibility and boosting conversions—especially for new sellers. Walmart offers a powerful advertising platform known as Walmart Connect.

Amz in Mind helps you set up high-ROAS Walmart ad campaigns – learn more at <https://amzinmind.store/>.

1. Sponsored Products (Search In-Grid Ads):
 - Appear directly in search results and category pages
 - Cost-per-click (CPC) model
 - Based on keyword relevance and bid
2. Sponsored Brands (Beta):
 - Showcase your brand and a collection of products
 - Helps increase brand recognition

- Great for branded keyword targeting
3. Buy Box Banners:
- Display your ad within the Buy Box area
 - Higher conversion potential
 - Limited to high-performing sellers
4. Offsite Ads:
- Run ads across external platforms

Tip from Amz in Mind:

Start with Sponsored Products and monitor ROAS before scaling into Sponsored Brands.

Keyword Targeting and Campaign Setup

To create a successful Walmart ad campaign, targeting the right keywords is crucial.

Need assistance with keyword research? Amz in Mind can optimize it for you – <https://amzinmind.store/>

Steps to Launch a Campaign:

- Go to Walmart Ad Center
- Choose “Sponsored Products”
- Set campaign budget and duration
- Add keywords (auto/manual)
- Set CPC bids
- Launch and monitor

Best Practices:

- Use both auto and manual campaigns
- Split branded and generic keywords

- Include converting keywords in titles
- Run campaigns 14+ days before optimizing

Budgeting and Performance Metrics
Walmart ads work on a CPC model.

Suggested Budget:

- \$20–\$50/day to start
- Increase with performance (ROAS > 3)
- Reinvest 10–15% of revenue into ads

Key Metrics:

Metric	Target
Impressions	Weekly increase
CTR	> 0.35%
CPC	\$0.30–\$0.80
Conversion	> 8%
ROAS	> 3x

Optimization Tips:

- Pause poor keywords
- Increase bids on converting terms
- Monitor reports weekly

Amz in Mind Insight:

Ads drive traffic and organic visibility. High-performing ads = better rankings.

Chapter Summary

Walmart advertising is a powerful tool to drive traffic, increase conversions, and improve

organic rankings. Start with Sponsored Products, optimize your keywords regularly, and gradually scale your campaigns.

***Chapter 6:* Customer Support and Reviews**

Build Trust, Drive Loyalty, and Protect Your Seller Score

Responding to Buyer Inquiries

Customer support impacts visibility and ranking. Walmart expects all customer inquiries to be answered within 24 hours.

Want to automate your support flow? Let Amz in Mind set it up for you – <https://amzinmind.store/>.

Best Practices:

- Use templates
- Always include order ID
- Monitor daily

Pro Tip from Amz in Mind:

Enable notifications and use helpdesk tools to stay responsive.

★ Managing Reviews and Seller Score

Reviews and seller metrics are key to success.

What Affects Scorecard:

- Order Defect Rate
- Delivery rate
- Tracking rate
- Customer response time
- Cancellation rate

Tips:

- Offer fast/free shipping
- Use WFS
- Monitor tracking daily

Handling Negative Reviews:

- Flag inappropriate content
- Issue refunds/replacements fast
- Use review management software

Avoiding Order Defects

A high ODR can lead to suspension.

Common Issues:

- Late shipments
- Stockouts
- Wrong items

- Poor support

Prevention:

- Maintain 30-day inventory
- Sync inventory in real time
- Check tracking daily

Amz in Mind Advice:

Treat support like a growth tool—not just a requirement.

Chapter Summary

Excellent customer service improves Buy Box share and rankings. Maintain fast support, low ODR, and reliable fulfillment for long-term success.

***Chapter 7:* Scaling and Branding**

From Product Listings to Powerful Brand Presence

 Expanding Your Product Catalog

Catalog expansion increases visibility and AOV.

Looking to expand? Amz in Mind offers catalog setup services at <https://amzinmind.store/>.

Strategies:

- Bundles
- Seasonal trends
- Amazon SKU repurposing

Tools:

- Walmart Bulk Upload

- Helium 10
- Integration platforms

Brand Building

Walmart favors brand-first sellers.

Branding Steps:

- Join Walmart Brand Portal
- Use consistent visuals
- Add brand story to listings

Amz in Mind Insight:

Consistency builds trust—even for small sellers.

Multi-channel Integration

Expand across Amazon, Shopify, eBay, etc.

Tools:

- ShipBob, Deliverr, MCF
- Zentail, Sellbrite

Amz in Mind helps integrate and automate your systems – <https://amzinmind.store/>

Chapter Summary

Think like a brand to scale. Expand SKUs, stay visually consistent, and integrate cross-channel tools.

***Chapter 8:* Common Mistakes & Growth Tips**

Avoid Pitfalls, Learn from Success, and Stay Ahead

Errors That Get Sellers Suspended

Avoid these:

- Late shipments
- Stockouts
- Misleading listings
- Ignored messages
- Policy violations

Amz in Mind Tip:

Run weekly audits to stay compliant and protected.

Case Studies

Case Study 1: Skincare brand scaled from 10 to 60 SKUs via WFS + PPC.

Case Study 2: Amazon seller transitioned to Walmart, increased sales 4x.

Expert Advice from Amz in Mind

TJ's Top Tips:

Use WFS early

Optimize listings every 30–60 days

Test ads

Monitor competition

Deliver 5-star service

Chapter 9: Walmart International Strategy Sell Globally. Scale Sustainably.

Walmart Canada & Mexico

Why Expand:

- Lower competition
- High brand trust
- Higher margins

Requirements:

- U.S./Canada business
- Cross-border logistics
- Spanish for Mexico

Amz in Mind helps you expand into Walmart Canada/Mexico – <https://amzinmind.store/>

Logistics & Currency

Use:

- ShipBob, EasyShip
- Payoneer for payments

Tax Compliance:

- GST/HST in Canada
- IVA in Mexico

Opportunities:

- Beauty
- Home goods
- Tools

Amz in Mind Insight:

Start with Canada—simpler logistics. Expand into Mexico with localized marketing.

Chapter Summary

Walmart international expansion is open to all serious sellers. With the right setup, you can multiply your reach and profits fast.

Use data – Export reports monthly to track and improve performance.

Final Takeaway:

Selling on Walmart is a long-term game. Success comes from applying tested strategies, tracking metrics, and learning continuously—with expert support from **Amz in Mind** <https://amzinmind.store/>.

About the Author – TJ

TJ is the founder and lead strategist behind **Amz in Mind**, a full-service Amazon and Walmart agency helping eCommerce sellers grow, optimize, and scale their business with precision. With a proven track record of boosting visibility, conversion rates, and profits, TJ and the **Amz in Mind** team specialize in account management, reinstatement services, PPC campaigns, and listing optimization tailored to the Walmart ecosystem.

 Learn more at: <https://amzinmind.store/>



If you're looking for reliable partners who understand the Walmart landscape, reach out to **Amz in Mind** today.