

# Managed Services for Walmart Advertising

Unlock your full Walmart Advertising potential



Gaining visibility on the Walmart marketplace takes more than a few e-commerce tactics. Even after tweaking your product categorization or listings for better searchability, your product could still end up deep in the trenches of the search results.

Walmart Advertising helps connect you to more customers through search and display ads. But as more sellers flock to the platform, it becomes increasingly difficult to build campaigns that stand out — especially while maintaining ad spend efficiency. Having a team of Walmart Advertising experts in your corner makes all the difference.

## Improve visibility and drive Walmart ad performance

Rithum's Managed Services for Walmart Advertising helps you drive visibility while effectively managing ad spend. We help you streamline and optimize your Walmart Advertising campaigns by combining our proven e-commerce platform with our team of retail media experts. That way, you have the support you need to ensure no opportunity is missed.

annual ad  
spend managed

**\$500M+**

global  
marketplaces

**420+**

years  
of experience

**20+**

## How it works

Partner with Rithum's Managed Services for Walmart Advertising to:

- Streamline campaign creation, management and tracking
- Gain strategic guidance and technical support
- Effectively leverage automation of key components
- Manage costs and uncover revenue-increasing opportunities

## You'll benefit from:



**Global reach:** Rithum has offices across the globe, as well as a diverse team working as one to ensure your strategy is localized.



**An expanded team:** Acting as a true extension of your team, our retail media experts leverage Rithum's proprietary technology to drive advertising efficiency.



**Increased efficiency:** With automation around common tasks like bidding, ad creation and keyword research, you can overcome the current limitations of the Walmart Advertising interface to ensure ad spend efficiency and effectiveness.



**Agility in an ever-changing landscape:** Our extensive experience and close partnership with Walmart allow us to easily navigate changes as they occur.

There's a reason Rithum has been named the #1 channel management vendor to the Digital Commerce Top 1000 since 2013. Our Client Strategy Managers are constantly up-to-date on marketplace changes and emerging strategies, so you'll always be the first to know about new requirements and opportunities.

We've helped hundreds of brands and retailers exceed their sales and revenue goals. And we can do the same for you.

[Request a demo today](#) to learn more and speak with one of our e-commerce experts.