

Rithum Support for Walmart Advertising

Visibility and ad spend efficiency for success on Walmart Marketplace



Not only does Walmart Marketplace now welcome more than 150 million customers weekly, its advertising business has also grown due to expanded offerings and enhancements. Today, brands and retailers have more options for holistic campaigns that put advertiser messages right next to where customers are making purchasing decisions.

Yet, with more product listings competing for limited space, the battle for Walmart visibility goes far beyond traditional best practices and product content optimization. A well-managed Walmart advertising strategy is essential for long-term marketplace success.

#1

channel
management
vendor

First ever

Walmart
launch partner

\$500M

annual
ad spend

20+

years
of experience

Rithum support for Walmart advertising

Rithum offers best-in-class technology for managing your Walmart advertising campaigns to:

- View listing data in the same view as advertised product data
- Perform bulk actions (bid, budget and manage keywords) on the same page as performance
- Create keywords from the search query report
- Automate bidding and keyword creation
- Apply ad rules based on product performance
- Leverage custom campaign scheduling and dayparting
- Copy and reuse existing campaigns

Why Rithum?

- **Proven technology** — Our proprietary technology uses advanced automation tools for faster scaling and more efficient campaign management.
- **E-commerce expertise** — Our long-time Walmart partnership means we understand what it takes to be successful with retail media offerings like Walmart Connect.
- **Centralized approach** — Identify areas of opportunity faster by managing your advertising and product listings in a single platform.

Get support for your Walmart Advertising

Let us help you improve your Walmart advertising program starting with a complimentary analysis of your campaigns. [Request a demo](#) to get started with a Rithum e-commerce expert today.

Get support for Walmart's many advertising formats

Though Walmart offers an impressive portfolio of digital ad options, in-store experiences and off-site media opportunities, its primary online offerings include:



Sponsored Products



Sponsored Brands



Onsite Display



Offsite Display