



How to win on Walmart

Walmart Marketplace

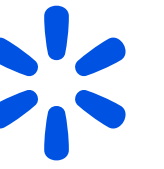


PRIVATE AND CONFIDENTIAL



Agenda

- How to win on Walmart
- How to win the Buy Box & why it matters
- Create listings that convert with Listing Quality Score
- Scale with Assortment Growth Dashboard
- Beyond the Buy Box: 3 ways to make a difference for your sellers
- Additional resources



How to win on Walmart:

1. Competitiveness on Walmart (Listing Quality Score)

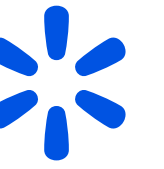
*Listing Quality Score impacts your **visibility** on Walmart AND your **Buy Box Win %**.*

2. Competitiveness Across Marketplaces (Price & Delivery Speed)

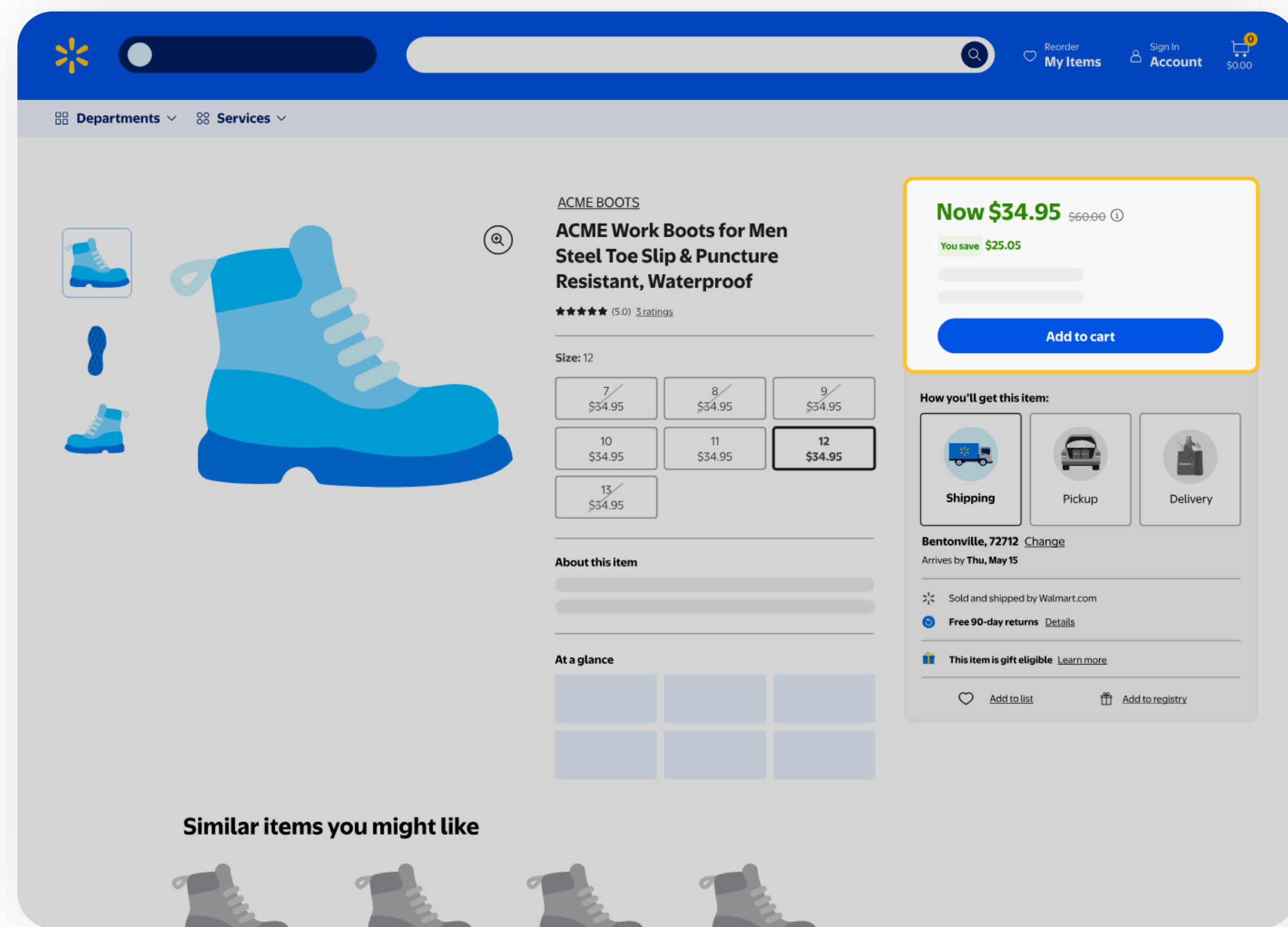
Customer expect the lowest prices and the fastest delivery. Increase conversion.

3. Do you all have other products that would excel on Walmart.com? (Assortment Growth)

Utilize discounts on referral fees to maximize profit margin and items in-demand, but low competition.



How to win the Buy Box



On Walmart Marketplace, multiple sellers can offer the same item. **The Buy Box** is the prominent box displaying the winning listing on each item page.

When you win the Buy Box your item will be featured at the top of the product listing page. Winning the Buy Box improves your chances of attracting more customers and building trust.

The Buy Box winner is determined by:

- Listing Quality Score
- Price
- Shipping speed

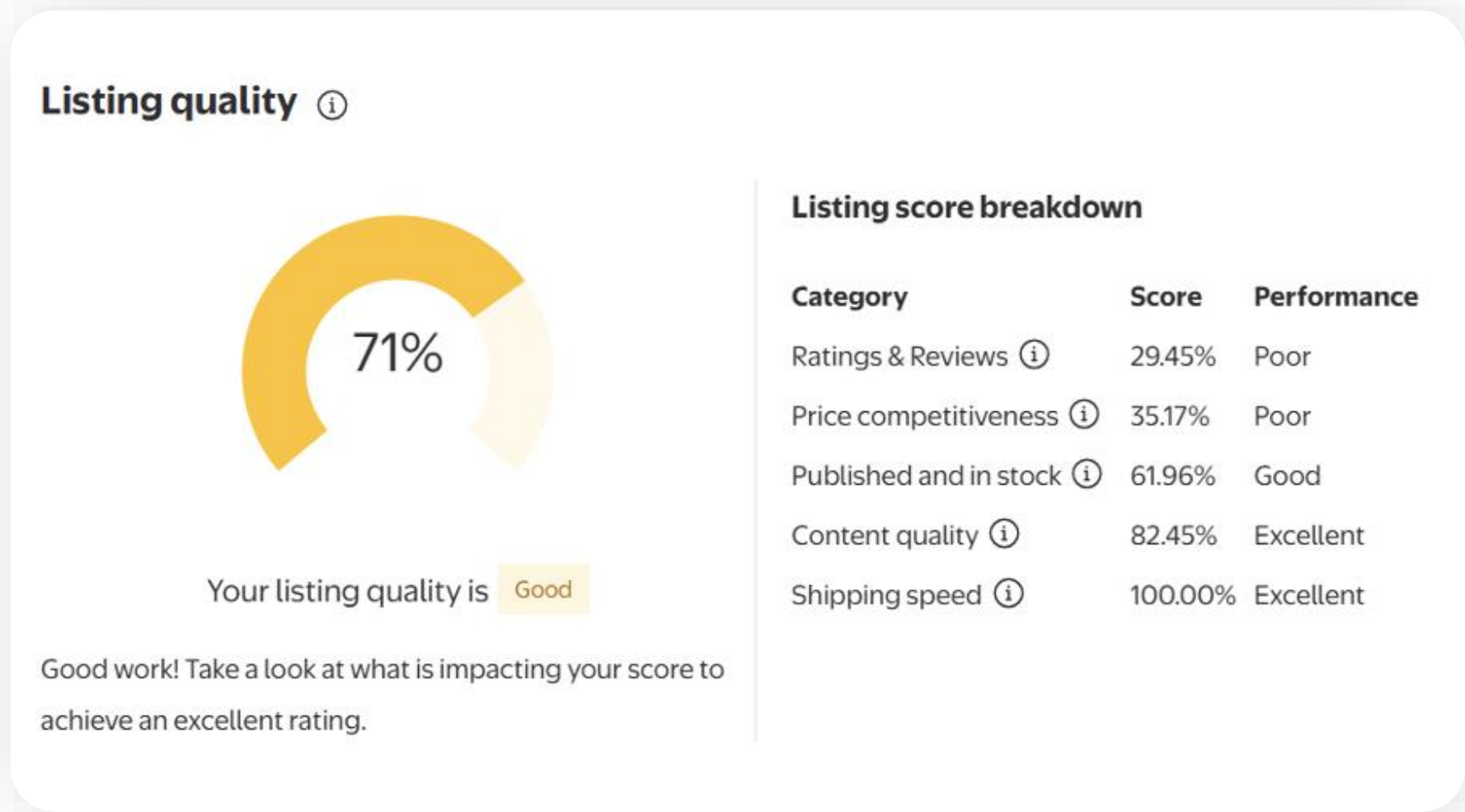


Listing Quality Score & more

Create listings that convert



Listing Quality Score (OLQ)



Marketplace listings with an OLQ score above 80% convert, on average, more than 1.5 times more than listings with lower scores.*

The Listing Quality Score (OLQ) is used to assess how well a product listing is optimized to drive conversions, visibility and Buy Box wins.

The six metrics that impact OLQ:

- Price competitiveness
- Shipping speed
- Shipping score
- Ratings and reviews
- Content quality
- Published and in-stock



Price competitiveness

Goal: 75% or higher



Why it matters:

This score is a top factor in determining Buy Box win eligibility

Pro tip:

Even with a strong Listing Quality Score, uncompetitive pricing can immediately disqualify a seller from winning the Buy Box

Ways to improve this score::

- Use automated pricing tools like Repricer to stay competitive in real time
- Regularly audit the seller's pricing vs. top competitors on Walmart and other marketplaces
- Ensure pricing strategy, fulfillment capabilities and margin goals are aligned

Marketplace sellers see an **average sales lift of over 20%** when they adjust pricing to match competitors and over 40% when they optimize pricing to beat them.



Offers added to Repricer by Marketplace sellers achieve an average **40% GMV lift** and a **30% increase** in Buy-Box win rate.



Shipping speed

Goal: Three days or less



Why it matters:

Faster delivery leads to a better customer experience and can lead to higher conversion rates

LIMITED TIME OFFER

Get up to 30% off multichannel fulfillment fees for sellers new to Multichannel Solutions until January 31, 2026*

*Terms and conditions apply

How to improve shipping speed:

- **Walmart Fulfillment Services (WFS)**: Our in-house solution handles fulfillment for your sellers with no inventory minimums or maximums
- **Multi-Channel Solutions (MCS)**: Use to fulfill orders on Walmart.com and other marketplaces
- **Third-Party Logistics (3PL)**: Partner with approved 3PL providers to scale fulfillment and stay competitive

WFS costs 15% less, on average, than most competitors¹



Sellers using WFS see 50% GMV growth, on average, for items with 'Fulfilled by Walmart' and '2-day shipping' tags²



Shipping score

Goal: 75%



Why it matters:

Shipping score measures the delivery accuracy and reliability

Sellers who moved from manual templates to Simplified Shipping Settings (SSS) reduced promise times by over 1 day and boosted sales by approximately 10%¹

How to improve shipping score:

Simplified Shipping Settings (SSS):

Calculate transit times to ensure accurate delivery promises and get credit for items shipped on time

Shipping Templates:

Make sure you assign a template to every product. You do not need to do this if you have enrolled in SSS

Marketplace sellers that use Simplified Shipping Settings see approximately 10% boost in sales, on average²



¹Walmart internal data, January 2025 – May 2025. Derived from the speed elasticity model developed by the Walmart Data Science team. Past performance is not indicative of future results.
²Walmart internal data, January 2025 – May 2025



Ratings and reviews

Goal: 75%



Why it matters:

Ratings and reviews help build trust with shoppers and serve as a signal to Walmart's algorithm that your product is high quality and competitive

How to improve ratings and reviews score:

- Review Accelerator: Jumpstart your review count with Walmart's Review Accelerator program
- Review Syndication: Sync reviews from your brand's other platforms to their Walmart listings

Walmart Marketplace sellers experienced nearly 20% GMV boost when their items go from zero to 15 reviews*





Content quality

Goal: 75%



Why it matters:

Walmart's algorithm prioritizes high-quality listings. Strong content signals credibility to both customers and Walmart.

Pro tip, Walmart favors listings with:

- Clear titles
- Rich product images and videos
- Complete attributes
- Accurate descriptions

Resources for improving content quality:

- [Product details policy](#)
- [Listing quality optimization guide](#)
- [Item Spec 5.0](#)

Sellers using our latest item setup and management tool, Item Spec 5, see an average of 15% improvement in Content Quality scores compared to the previous version, Item Spec 4*





Published and in-stock

Goal: 75%



Why it matters:

Items published but out of stock and inactive listings will be deprioritized

Pro tip:

- Inactive or unavailable SKUs lower your overall Listing Quality Score—even if your bestsellers are fully optimized
- Regularly audit and clean your catalog

Ways to improve score:

- Retire items in Seller Center
- Update your inventory regularly
- Resolve unpublished flags
- Use WFS for stock reliability





Not sure what to prioritize?

These two factors have a big impact on the Buy Box



Price competitiveness

Just over 60% of Walmart customers surveyed say price and affordability are the most important factors when shopping*



Shipping speed

3-Day or less is ideal, faster shipping = more GMV

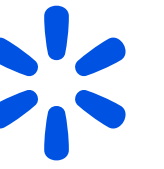


Listing Quality Score: Tips for reaching your target score

Score	Goal	Quick Fix	Walmart Tools
Price competitiveness	75%+	Lower prices	Repricer
Shipping speed	≤3 days	Increase shipping speed	WFS, MCS
Shipping score	75%+	Assign templates or use SSS	SSS, Shipping templates
Ratings and reviews	75%+	Use review programs	Review Accelerator
Content quality	75%+	Complete attributes, rich images	Item Spec 5.0
Published and in stock	75%+	Remove inactive listings	Inventory sync, Bulk retire



Help your sellers scale with Assortment Growth



Expand your catalog: Assortment Growth

WHAT it is

Assortment Growth dashboard helps identify **high-potential SKUs** from a seller's existing catalog or similar categories that are **not yet live on Walmart** but are likely to perform well.

WHEN to use it

Once a seller:

- Is winning the Buy Box
- Has a strong OLQ score
- Is ready to scale GMV

WHY it matters

Assortment Growth can lead to an immediate GMV boost with:

- Low risk, high ROI
- Little or no competition
- Up to 100% referral fee incentives



Expand your catalog with Assortment Growth

Walmart Marketplace

Get rewarded for listing new and/or optimizing existing Customer Favorite items

Save up to 100% on referral fees once competitive prices and delivery promise conditions are met.





Learn more



Assortment Growth: additional tools

Tool	What it does	Best for
Assortment Recommendations	Shows high demand items in their current categories	Same-category expansion
Assortment Explorer	Shows high demand items in all categories	Cross-category testing
In-Demand Reporting	External SKU match to other marketplaces	Hidden gems not yet live

Home

Catalog

Pricing

Orders

WFS

Payments

Performance

Analytics

Growth

Assortment Growth

Exclusive Programs

Listing Quality

Pro Seller

Review Accelerator

SEO Marketing

Social Commerce

Advertising

Apps

Assortment Growth

Discover Customer Favorites - best-selling and most searched items, for inspiration on your next product. [Learn more](#)

Save with Assortment Growth!

List new Customer Favorite items and get up to 100% off referral fees.

[Conditions apply](#)

Recommendations

Explorer

Workspace

All

Search all

Filters

Configure

	Item name	Actions	No. of offers	Buy box price	Competitor price	Ratings Count
☐	Presto 8-Quart Big Kettle, Steamer and Deep Fryer Multi-Cooke...	Actions	0	--	\$79.95	1000
☐	Christmas Ornament Storage Container with Dividers-Box Stor...	Actions	0	--	\$39.99	2765
☐	Presto 06006 Kitchen Kettle Multi-Cooker/Steamer, Black	Actions	--	No offers yet	\$44.99	19740
☐	Presto 0784 23-Quart Induction Compatible Pressure Canner, ...	Actions	--	No offers yet	\$131.85	4925
☐	Over The Door Closet Valet- Over The Door Clothes Organizer ...	Actions	1	\$49.58	\$22.99	4907
☐	Presto 06852 16-inch Electric Skillet with Glass Cover	Actions	--	No offers yet	\$62.99	13022

Assortment Growth

Discover Customer Favorites - best-selling and most searched items, for inspiration on your next product. [Learn more](#)

Save with Assortment Growth!

List new Customer Favorite items and get up to 100% off referral fees.

[Conditions apply](#)

Category traffic percentage

38.86%

Category AOV

\$150.94

Category Content Quality

80.03%

Category 2Day or less Delivery or WFS

87.28%

Recommendations

Explorer

Workspace

All

Search all

Filters

Configure

Acti

	Item name	Actions	No. of offers	Buy box price	Competitor price	Ratings count	Ratings
☐	Pokemon TCG Scarlet & Violet 3.5 Pokemon 151 Booster Bundle	Actions	131	\$69.99	\$15.28	1490	4.3
☐	dELIA's Girls' Sweatsuit Set - 3 Piece Cozy Ribb...	Variant item Actions	1	\$12.98	\$12.99	40	4.5
☐	Halloween Advent Calendar 2024,Contains 24 ...	Variant item Actions	1	\$9.99	\$30.99	2	3.5
☐	Crystal Crowns for Women, Crystal Bubble Tiar...	Variant item Actions	5	\$7.99	\$7.99	7	4.1



Additional resources



Additional resources

Guides:

- [Advertising with Search Engine Marketing \(SEM\)](#)
- [Generate a Buy Box report](#)
- [Growth opportunities: Using the Search Insights dashboard](#)
- [Order management: Handling returns and refunds](#)
- [Product detail page: The Buy Box](#)
- [Repricer: Create a strategy](#)
- [Seller Success Formula: Launch](#)
- [Seller Success Formula: Grow](#)
- [Shipping & fulfillment](#)
- [Shipping Templates overview](#)
- [Simplified Shipping settings overview](#)

Seller Center tools:

- [Advertising dashboard](#)
- [Assortment Growth dashboard](#)
- [Listing Quality dashboard](#)
- [Repricer](#)
- [Review Accelerator](#)



Thank you!