# Walmart x GoDataFeed Quickstart Guide

## Launch smarter. Sell faster. Reach Millions of Shoppers.

**Walmart** ⁙

Walmart Marketplace connects you with millions of active, high-intent shoppers every month—and now is the perfect time to tap into that audience. Whether you're expanding your ecommerce footprint or launching a new channel, this guide gives you the streamlined steps to get started with confidence.

- Backed by GoDataFeed's smart automation tools, you'll launch faster, avoid common feed issues, and ensure your listings are optimized to perform from day one.
- Even better? If you go live before January 31, 2026, you'll automatically qualify for up to $75,000 in New-Seller Savings, including:

✅ 75% off referral fees
✅ $2,000 in Walmart Fulfillment Services (WFS) credits
✅ $1,000 in Walmart Connect ad spend
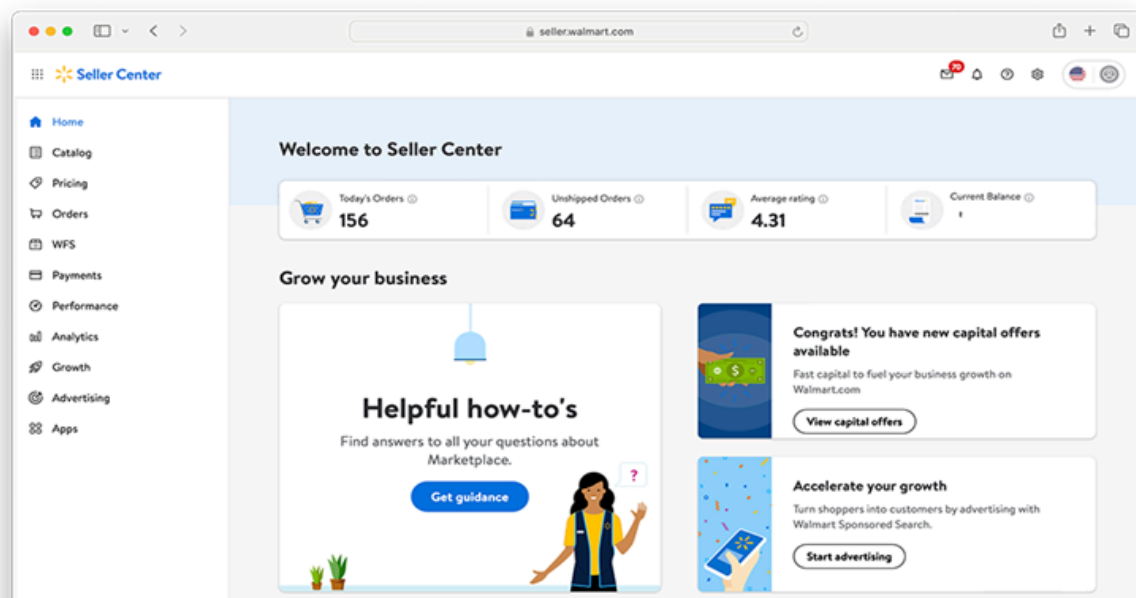
## 📘 WHAT'S IN THE GUIDE?

Inside this guide, you'll find the five steps to launch successfully—plus pro tips and post-launch strategies to help you stand out and scale. This is your quick roadmap to launching on Walmart Marketplace—one of the fastest-growing ecommerce platforms in the U.S. If you're a new seller, there's no better time to get started.

## 🎯 WHY WALMART MARKETPLACE? (AND WHY NOW?)

Walmart gives your brand access to millions of ready-to-buy customers—without the ad saturation or costs you'll find elsewhere. Plus, Walmart's seller-friendly approach means:

- No monthly subscription fees
- Referral fees only apply to completed sales (typically 6–15%)
- Built-in marketing, shipping, and fulfillment tools
- Faster approval for established ecommerce sellers
- Up to $75K in promotional perks through NSS

## 🤝 WHY SELLERS USE GODATAFEED

Walmart's onboarding process is designed to ensure quality and operational readiness. That's where GoDataFeed comes in. We help you:

✅ Format and validate listings for Walmart compliance
✅ Automate inventory, pricing, and order syncing
✅ Avoid launch delays caused by feed errors or misformatted data
✅ Streamline catalog setup using bulk upload or API integration

# 🧭YOUR 5-STEP GUIDE TO LAUNCHING ON WALMART MARKETPLACE

## 1. COMPLETE YOUR REGISTRATION

Head over to marketplace.walmart.com/apply to kick things off. You'll need to provide your EIN, U.S. business details, tax ID, and sign the Retailer Agreement. Walmart will also ask about your ecommerce history, catalog size, and the categories you plan to sell in.

- ☐ Apply at marketplace.walmart.com/apply
- ☐ Submit your EIN, tax ID, and U.S. business information
- ☐ Sign Walmart's Retailer Agreement
- ☐ Share ecommerce experience, product categories, and catalog size
- ☐ Global sellers, setup an additional market per Walmart's guidance

⭐ **Pro Tip:** Highlight your monthly revenue, fulfillment capabilities, and marketplace track record to speed up approval.

## 2. SET UP YOUR PARTNER PROFILE

Once approved, it's time to configure your back-end. Link your payment provider (Payoneer or Hyperwallet), set up shipping methods and return policies, and polish your storefront with a public-facing seller profile.

- ☐ Connect a payment provider (Payoneer or Hyperwallet)
- ☐ Set up your shipping methods and return policy
- ☐ Complete your public-facing seller profile

⭐ **Pro Tip:** A well-branded profile builds buyer trust and credibility and improves conversions

# 3. ADD YOUR ITEMS (PRODUCT CATALOG)

Now it's time to build your Walmart catalog. You'll want to list at least 100 SKUs to start. With GoDataFeed, you can streamline this step using bulk upload or API integration, ensuring your listings are fully optimized before they go live.

**Checklist for great listings:**

- ☐ Upload at least 100 SKUs to begin
- ☐ Use GoDataFeed for catalog formatting and optimization
- ☐ Write keyword-rich titles and clear, benefit-driven descriptions
- ☐ Fill in all required and recommended attributes
- ☐ Upload high-quality product images (1000x1000+, white background, lifestyle shots)
- ☐ Ensure valid UPCs/GTINs are assigned (or request exemptions)
- ☐ Set pricing aligned with Walmart's price competitiveness and parity policies

⭐**Pro Tip:** The stronger your product data, the better your visibility and performance.

# 4. TEST ITEMS & ORDERS

Before you can officially launch, Walmart will place a test order to ensure your systems are set up correctly. This dummy order verifies that fulfillment works as expected and gives you one last chance to fix any listing or data issues.

- ☐ Confirm Walmart's test ingestion of your listings
- ☐ Fulfill the dummy test order to validate fulfillment flow
- ☐ Check for any errors, miscategorized items, or listing issues in Seller Center

⚙ GoDataFeed ensures your feed is compliant before it hits Walmart's system

## 5. GO LIVE!

Once the test order is completed successfully, you're approved to go live. At this point, your listings will be visible to millions of shoppers—and you'll automatically be enrolled in the New-Seller Savings (NSS) program.

- ☐ Listings are made live on Walmart Marketplace
- ☐ NSS enrollment is automatically activated
- ☐ Set up Walmart Connect ads with your $1,000 in ad credits
- ☐ Monitor metrics in Seller Center: Buy Box %, conversion rates, order volume

🎉 **Congrats**—you're officially live and selling on Walmart.com

## 🚀 POST-LAUNCH OPTIMIZATION

Going live on Walmart is a huge milestone—but it's just the beginning.
Success on this platform is driven by operational consistency, product quality, and strategic optimization. That means keeping a close eye on performance metrics, delivering on customer expectations, and continuously improving your listings with tools like Walmart Connect and WFS.

📊 **Here's what top sellers do post-launch:**
- Monitor conversion rates, Buy Box wins, and return rates
- Continuously improve listing content and image quality
- Leverage enhanced content and Brand Portal tools
- Monitor competitive pricing continuously
- Submit for Walmart's flash deals and capitalize on seasonal demand
- Respond to customer inquiries within 24 hours or under
- Optimize listings based on search performance
- Consider Walmart Connect advertising opportunities

## 🚀 FAST-TRACK YOUR WAY TO WALMART MARKETPLACE

With GoDataFeed in your corner, you can continue to scale confidently—syncing product data, inventory, and pricing in real time while staying aligned with Walmart's evolving requirements.

Need help with your next move? GoDataFeed is here to support your catalog strategy, performance optimization, and multichannel expansion.

## 📈 ADDITIONAL WALMART OPPORTUNITIES

- Explore Walmart Fulfillment Services (WFS) for fulfillment benefits
- Investigate international market expansion capabilities
- Review 2025 New-Seller Savings Program eligibility
- Explore enhanced content options for product listings
- Brand Portal Registration required with a Registered Trademark from the USPTO
- Huge opportunity for Brand Owners to provide Rich Media for their products
- Drives Listing Quality & Content Quality scores which impacts Organic Search & Rank
- Consider Walmart Connect advertising credits (if eligible)

**Note:** This checklist is designed as a general guide for sellers. For the most current and detailed information, always refer to official Walmart Marketplace resources at marketplace.walmart.com and Walmart Seller Center Learning Hub.

***Sources***:
- https://marketplace.walmart.com/guide-to-walmart-marketplace/
- https://marketplacelearn.walmart.com/guides/Getting%20started/Onboarding/new-seller-savings-overview