



SALSIFY

How To Build a Top Ecommerce Program With Walmart Marketplace

Explore the Benefits of Walmart Marketplace, and Launch a Winning Strategy

The Walmart Marketplace Opportunity

In July 2020, Walmart Marketplace had just about 50,000 sellers. By the end of 2022, Reuter's projections show Walmart may experience as much as a 146% increase. The pandemic has been one of the causes for the major surge in marketplace selling. The influx of sellers has led Walmart to expand its services and offerings to sellers through its marketplace.

Brand manufacturers can find an incredible opportunity by selling through Walmart Marketplace. With minimal sellers and a huge market to sell to (they have 120 million unique visitors to their site), brands can secure another revenue channel and route to their customers.

Meet the Experts

Our ecommerce experts break down the benefits of marketplace selling and how to build a winning Walmart Marketplace strategy.

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What's Inside?

- ✔ What Is Walmart Marketplace?
- ✔ Why Brands Should Sell on Walmart Marketplace
- ✔ How to Win on Walmart Marketplace

What Is Walmart Marketplace?

Walmart Marketplace is a shopping site owned and operated by Walmart; however, products are listed, purchased, and sold much like they are on Amazon or Facebook Marketplace. Brand manufacturers are responsible for the product experiences and order fulfillment of each order, rather than Walmart handling the logistics. Instead of brands selling to Walmart for Walmart to sell to the customer, brands will sell through Walmart directly to the customer.

Why Brands Should Sell on Walmart Marketplace

Walmart offers one of the best customer experiences to shoppers today, with top-quality product selection and best-in-class shopping experiences. Brands can get in while Walmart undergoes serious growth and less competition.

In 2020, sales grew 79% on Walmart.com, and searches increased by 56% year-over-year on Walmart's digital platforms as more customers engaged with digital channels.

With Walmart Marketplace, brands can capture a new route to market and capture Walmart shoppers directly. But instead of entrusting Walmart to handle the customer experience, brands can handle the product lines available, pricing and margins, and collect first-party data.

Walmart wants its sellers to succeed. There are no set-up or monthly fees for the vendors on Walmart Marketplace. They're also selective with their sellers so that their customers can trust that they'll receive quality products, every time. Customers won't ever come across those classic online shopping moments where products don't meet expectations.

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Selling on Walmart Marketplace is one of the best digital channels for brands to empower serious growth within their sales network. With such growth, Walmart acknowledges that scaling can be a challenge, so they'll even allow brands to ship their products to Walmart, and they'll handle fulfillment for Walmart Marketplace orders.

How to Win on Walmart Marketplace

With any marketplace channel, brands own much more of the product experiences than when selling to the retailer to sell on their site. Brand manufacturers own what they choose to sell, the product detail pages, and the order fulfillment — everything from what consumers can discover to the moment it arrives.

Take a Test-and-Learn Approach

This makes marketplaces one of the best places to test emerging product lines. With total control over what you choose to sell on the marketplace, brands can test new product lines or existing products that retailers chose to not sell on their physical shelves. Not only can you create an available route to market for your online customers, but you can also use sales data showcasing its popularity on the digital shelf to convince retailers to sell it in-store, too.

Leverage Shopper Insights

First-party data can be a game-changer for marketplace sellers. It's not unlikely that you have first-party data from your owned social accounts, your direct-to-consumer (D2C) site, and your mailing lists. But adding in concrete sales data from a source other than your D2C can create more tangible insights from a much wider range of consumers.

Understand your customers better with first-party data. Collect data such as their contact information, where they live, who they are, what products they enjoy, and build a better image of who's interested in your brand and product.

Use this information to create a better product detail page (PDP), more personalized advertisements across channels, and more personalized brand communications.

Create Engaging Content Experiences

Create the best digital shopping experiences on Walmart Marketplace with enhanced content. Brands that offer enhanced content experiences such as high-quality videos, editorialized imagery, comparison charts, 360-degree spins, and more, are more likely to stand out on the digital shelf. Products with enhanced content are more likely to be discovered and the buy box is more likely to be clicked.

The best way to sell on Walmart Marketplace is to combine your product information with inventory and order data.

Through this exchange between your product information management (PIM), data asset management (DAM), and enhanced content, your product information can easily be syndicated through Salsify directly to Walmart Marketplace and all other channels your products exist on, such as retailers, distributors, marketplaces, D2C, and social.

To learn more about Salsify and how we help brands sell directly on Walmart Marketplace, watch our webinar: [Why Brands Should Consider Selling Through Walmart Marketplace.](#)

Learn how Salsify could help your brand sell directly on Walmart Marketplace. Request a guided demo of the Salsify CommerceXM platform to see how it could help you advance your product page strategy and build best-selling product pages.

Request Demo →

