# How To Get Core and Enhanced Content on Walmart

**Key Definitions:**

- **Consumer ID** - This is an API-specific ID code consisting of approximately 30+ characters in a combination of numbers, letters, and dashes.
- **Private Key** - This is an API-specific ONE-TIME generated key consisting of approximately 800+ characters in a combination of numbers, letters, special characters, and dashes.
- **Vendor ID** - This is the 6-digit Walmart Vendor ID with which your company does business at Walmart.

## Step 1: Receive a Consumer ID and Private Key from Walmart.

Log into the Developer Portal to obtain these items. For instructions, refer to Walmart's Supplier Help article: **API Credentials - Generate Your Consumer ID and Private Key**.

## Step 2: Provide the Consumer ID and Private Key to your account executive.

- If you have only one Vendor ID at Walmart, please email the Consumer ID and Private Key information to your Syndigo Account Executive, Customer Success Manager, or Support Agent.
- The below steps are for companies with more than one Vendor ID. If you have multiple Walmart Vendor IDs, then it becomes necessary to input the Vendor IDs associated with each Product in CXH. Please see the directions below, following the steps for the Enhanced Content and/or Core Content solutions applicable to your account.
- Note: Walmart must be added as a Recipient to the CXH account. Please see the Help Center articles **Add a New Recipient (Suppliers)** and **Link a Product to a Recipient and Requirement Set** if needed.

## Inputting Vendor ID for Enhanced Content:

**Note: Walmart Vendor ID is an attribute shared across the Walmart requirement sets.**

1. Log in to CXH and navigate to the Products tab.
2. Select the desired Product to view the Product Details page.
3. With the **Attributes** tab selected, click on the field to reveal the Attributes dropdown and search for **Walmart - Enhanced Content**:
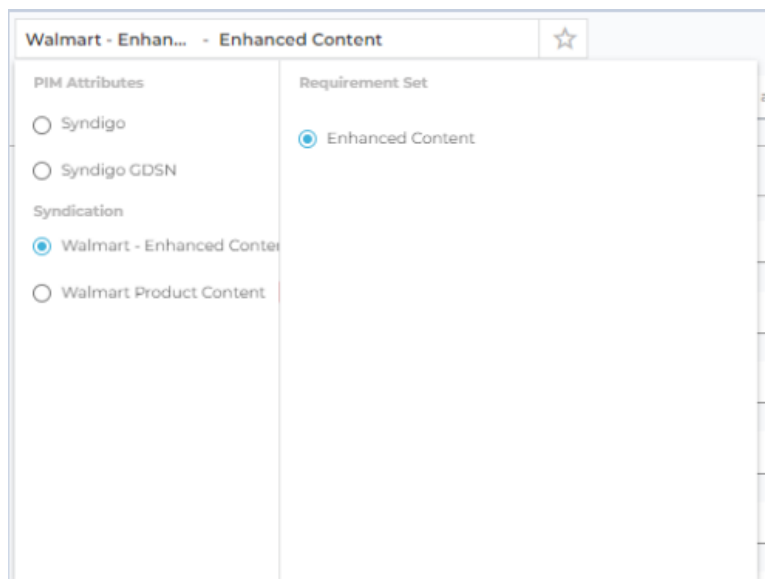


4. Select **Walmart - Enhanced Content**. Check that the Requirement Set **Enhanced Content** is present.

    o  If **Walmart - Enhanced Content** is not present in this modal, click the **Properties** tab on the left. In the Linked Recipients section, click **Add Recipient**. Check the boxes for Recipient **Walmart - Enhanced Content** and Requirement Set **Enhanced Content**. Click **Apply Link**.

5. Scroll down the page to find the **Walmart Vendor ID** attribute. Paste the **Vendor ID** provided by Walmart into this field and then click the **Save Changes** button in the top right corner.

6. Repeat the above steps across all Products in your account, associating the correct Vendor ID to each.

7. Once complete, email your Syndigo account specialist your Vendor IDs and the unique Consumer IDs and Private Keys associated.

# Inputting Vendor ID for Core Content:

**Note: Walmart Vendor ID is an attribute shared across the Walmart requirement sets.**

1. Log in to CXH and navigate to the Products tab.
2. Select the desired Product to view the Product Details page.
3. With the **Attributes** tab selected, click on the field to reveal the Attributes dropdown and search for **Walmart Product Content**:
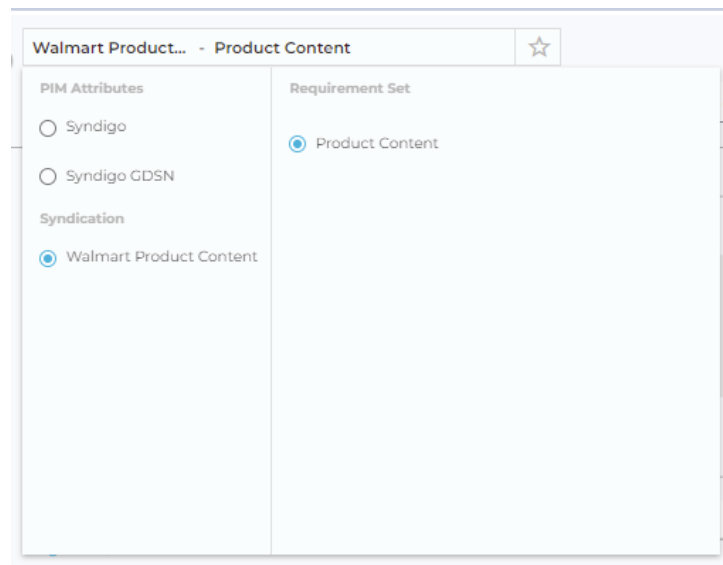


4. Select **Walmart Product Content**. Check that the Requirement Set **Product Content** is present.

   o If **Walmart Product Content** is not present in this modal, click the **Properties** tab on the left. In the Linked Recipients section, click **Add Recipient**. Check the boxes for Recipient **Walmart Product Content** and Requirement Set **Product Content**. Click **Apply Link**.

5. Scroll down the page to find the **Walmart Vendor ID** attribute (in the Marketing section). Paste the Vendor ID provided by Walmart into this field and click the **Save Changes** button in the top right corner.
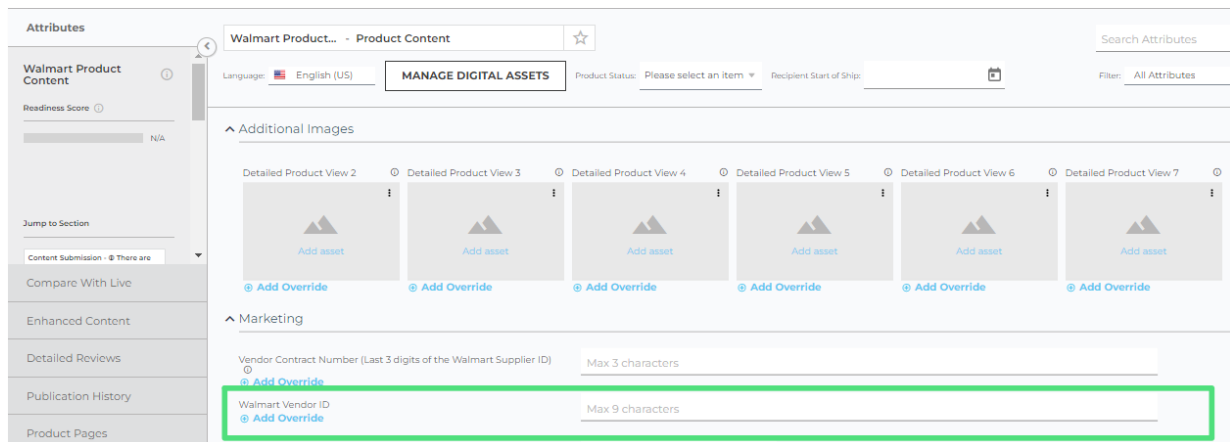
6. Repeat the above steps across all Products in your account, associating the correct Vendor ID to each.
7. Once complete, email your Syndigo Account Executive, Customer Success Manager, or Support Agent your Vendor IDs and the unique Consumer IDs and Private Keys associated.

# FAQs

**What Syndigo products require Walmart Vendor API Keys?**

Core and Enhanced Content

**Isn't the API key only required to publish certain specific Enhanced Content widget types to Walmart?**

No, the private key provided by Walmart is required to publish any and all Core Content and Enhanced Content to Walmart sites.

**Why is a Walmart API key required to publish to Walmart?**

Walmart maintains a hierarchy of the entities approved to publish to Walmart sites. Walmart-approved Suppliers are ranked higher than Syndigo in this hierarchy. If a Supplier company has already published something through Walmart's portal, the Core and Enhanced Content they are publishing from Syndigo will not override it. If Syndigo is provided the Private Key and Consumer ID (and Vendor IDs if applicable), then publications from CXH will succeed in going live on Walmart.

**I use CXH to publish both Core and Enhanced Content to Walmart *and* I have multiple Walmart Vendor IDs – Do I have to input the Walmart Vendor ID twice (in both the "Walmart – Enhanced Content" and "Walmart Product Content" requirement sets)?**

No. If you have already saved a Walmart Vendor ID for your product in one requirement set (Enhanced Content or Product Content), you will find the ID will be shared automatically in the other relevant requirement sets associated with the product.