

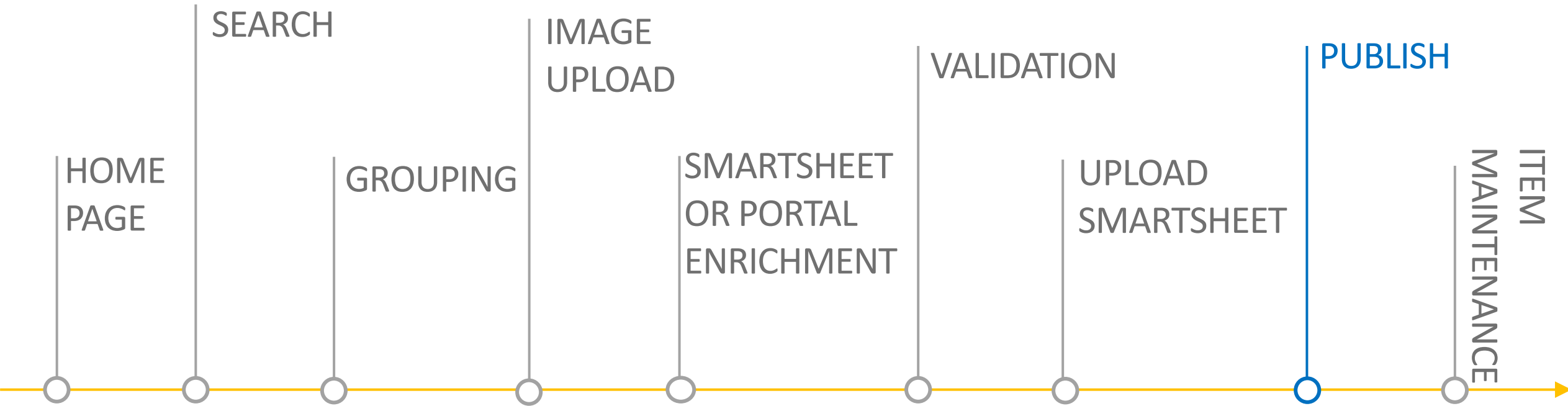


Vendor Portal Training Guide

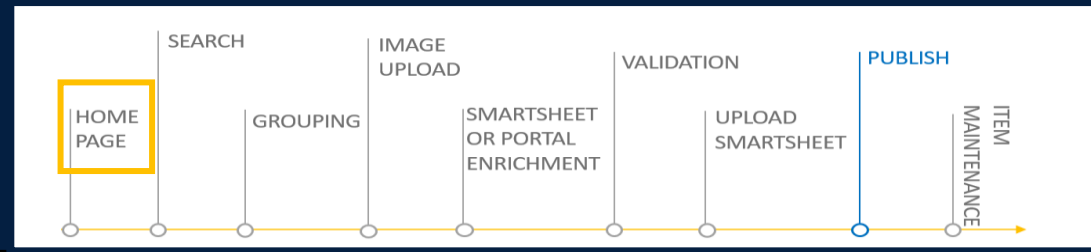
How-to onboard products onto Walmart.ca

Vendor Portal Training Guide

End to end process to enrich multi-variant (grouped items) and single non-variant items




Home Page Navigation



Once logged in, on the Home Screen of the Vendor Portal you will be able to navigate to the below sections:

1. Message Centre
2. Tools and Tips
3. Content Quality Score
4. Training & Tools
5. Content Standard Guides
6. Content Support

On the left hand panel you can click on the Menu Icon  to expand the Menu selection. See next slide for more information.

858585 • Stefanny Sanchez (Portal) • English • Main

- Message Center**
 - Welcome to the new **Walmart Vendor Portal!**
 - We've redesigned the interface and have also streamlined the onboarding process to make it easier for vendors to onboard their products onto Walmart.ca!
 - See the "Training & Tools" section for the updated Vendor Portal Training Guide.
- Tools and Tips**
 - Product Name and Short Description must be unique to each other
 - To increase customer experience with mobile, short description is restricted to under 30 characters
 - When filling out content do not use **ALL CAPS**, abbreviations or special fonts
 - Any shipping dimension or UPC discrepancies - please update by contacting your CTA
 - Image naming convention must be "UPC","UPC_1","UPC_sw" etc. Please include check digit.
- Content Quality Score**

Your Weekly Content Quality Score (Published items)

The objective of this score is to flag content that needs improvement. By actioning your errors (delivered weekly in your email), you not only become compliant with Walmart's expectation of 100% Content Score but drive traffic and increase conversion of your products!
- Training & Tools**
 - ☐ Swatch Creator
 - ☐ User Generated Content (Reviews) Guide
 - ☐ QA Process - Supplier Checklist
 - ☐ Guide on Content Quality Score
 - ☐ Enhanced Content Quality Scorecard
 - ☐ Fresh Grocery Content Studio Service Provider Program - Private Brand
 - ☐ Fresh Grocery Content Studio Service Provider Program - National Brand
- Content Standard Guides**
 - Apparel**
 - ☐ Quick Content Standards Guide
 - ☐ Content Resource Guide
 - ☐ Image Resource Guide
 - ☐ Baby & Toddler
 - Appliances**
 - ☐ General
 - Office & Calendars**
 - ☐ General
 - Tires & Automotive**
- Content Support**
 - Have you checked out our new Vendor Portal Training Guide? See the "Training & Tools" section for more information!
 - For Online Content Support, please email: onlinecontentsupport@walmart.com
 - For Ecommerce Inventory questions, please contact your Category Manager/Replenishment directly

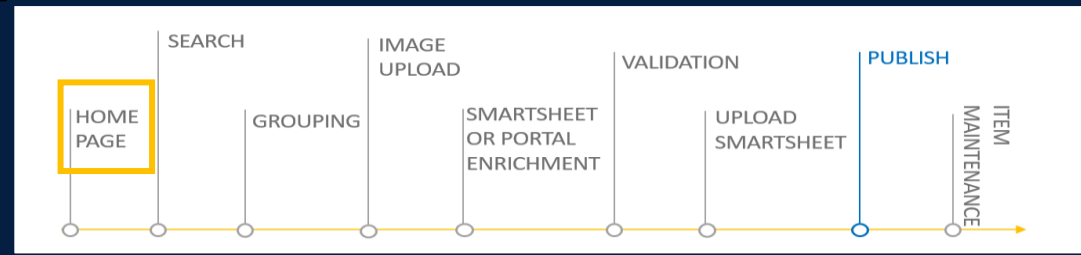


You will see any tips & tricks in this section on the bottom of each slide.

Confidential. Do not distribute.



Home Page Navigation



On the left hand panel of the Home Page, you will be able to view below sections:

Search Products: Search items you would like to onboard (See Pg. 6 “Search”)

My Tasks: In this section you will find items that require action

Items Pending Enrichment

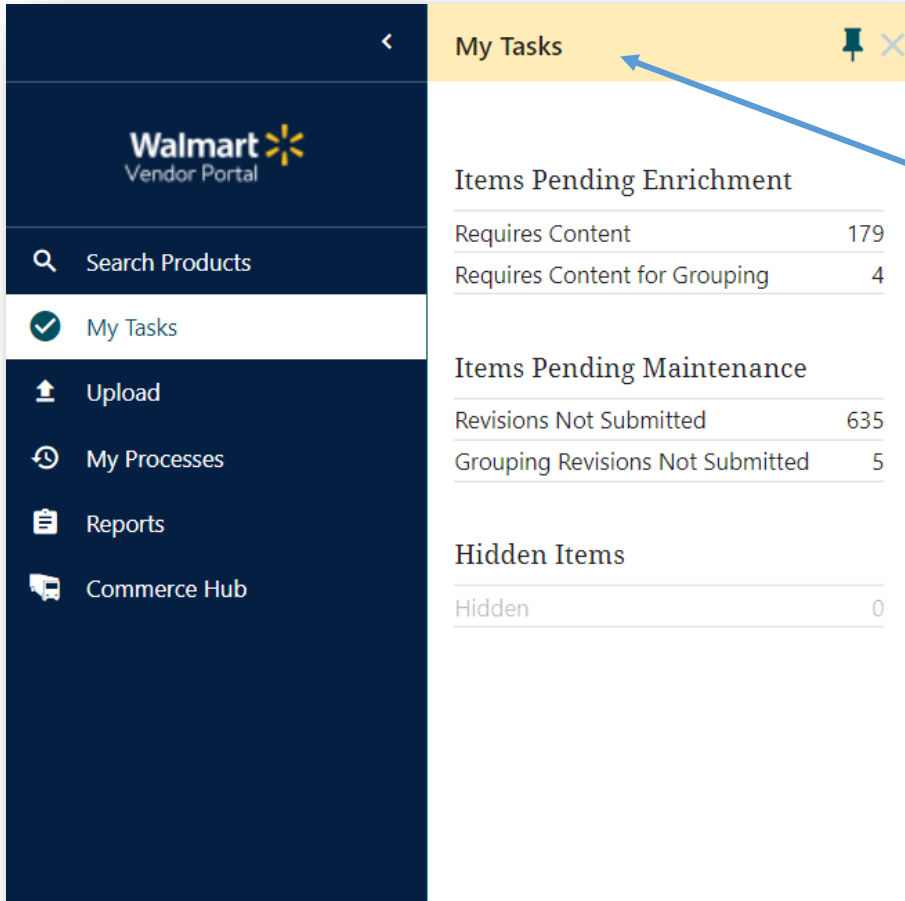
- Requires Content – New items requiring content completion and image upload
- Requires Content for Grouping – New variant items require content for grouping

Items Pending Maintenance

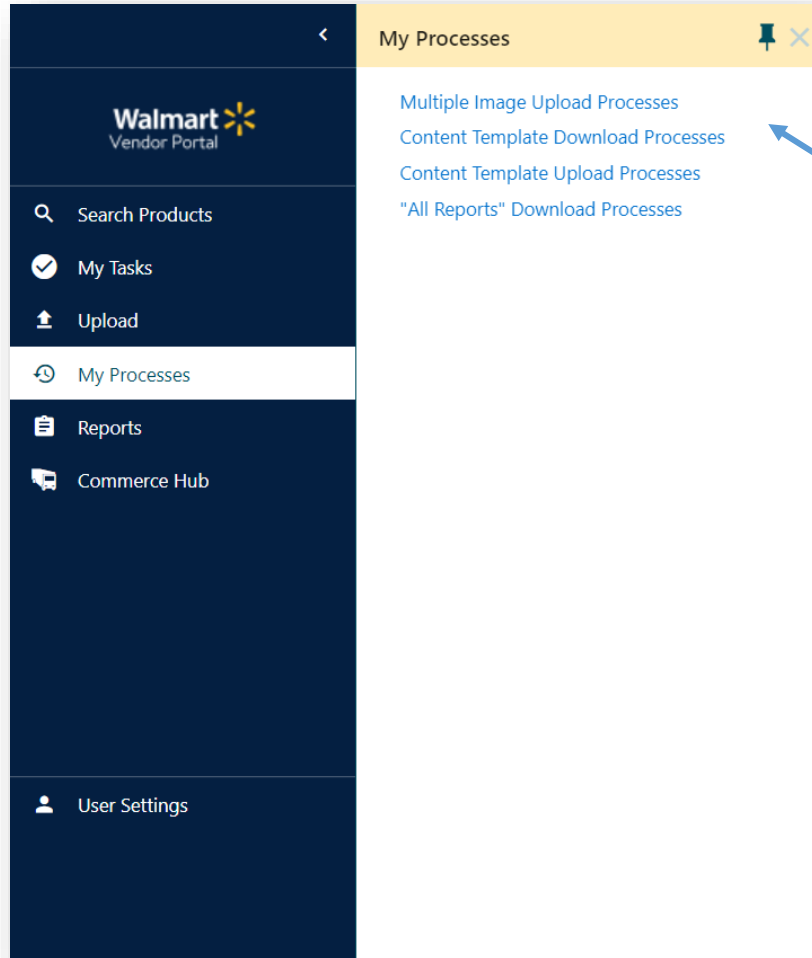
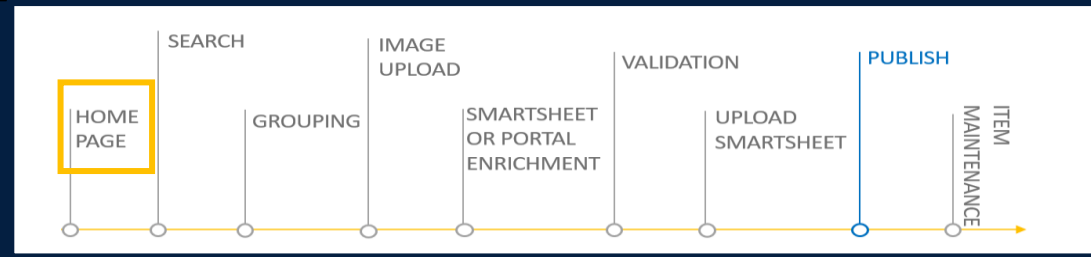
- Revisions Not Submitted – Previously approved items have been edited but the revision has not been submitted. Additionally, as Walmart.ca adds new required attributes for items already previously approved but not containing these new required attributes, items will be sent to Revisions Not Submitted
- Grouping Revisions Not submitted – Variant products that are already enriched but have been edited and revisions have not been submitted yet

Hidden

- Vendors can “hide” from seeing items on the Vendor Portal. All hidden items will be placed in this bucket. You can hide and unhide items on the Portal



Home Page Navigation



On the left hand panel of the Home Page, you will be able to view below sections:

Upload – Import Smartsheet and Image Upload (See Pg. 10 “Image Upload”)

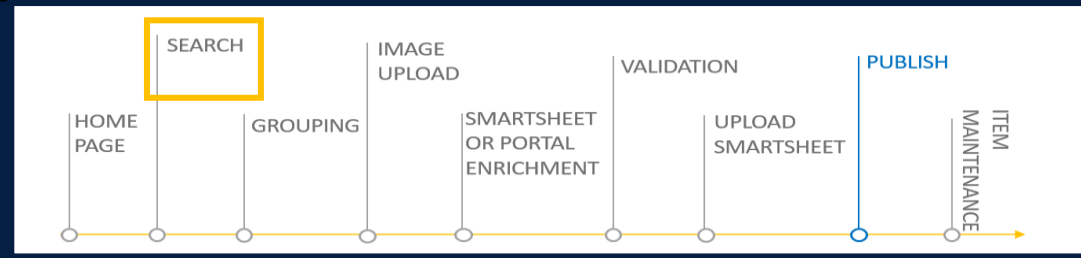
My Processes – View uploaded and downloaded processes

Reports – Download *All Items Report*

Commerce Hub - If you are a Drop Ship Vendor, a “Commerce Hub” tab will be in your portal. Please note, this is not a link to Commerce Hub but rather an area to pull SKU information to then load into the Commerce Hub application

User Settings – View user information





Walmart Vendor Portal

Search Products

Enter Product Identifier(s) below

12345678

WIN

Reset Search

Search Products

Vendors can search products by using any of the Product Identifiers below:

- UPC with check digit
- UPC minus check digit
- WIN (Walmart Item Number)
- Vendor Stock ID
- SKU ID
- PRD ID (Product Group ID)

If SKU ID or PRD ID is selected please use prefix “SKU-” or “PRD-”.

No delimiters are required. You can type or paste a list.

Limit search to under 5,000 products.



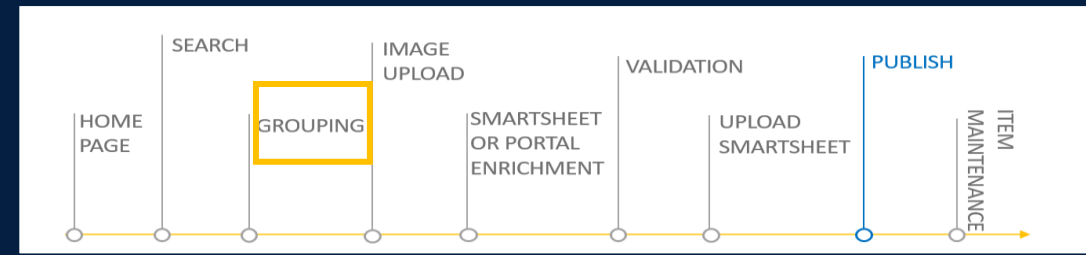
If you don't see your items after searching, please contact your CTA.

Confidential. Do not distribute.



Grouping

How-to onboard multi-variant, grouped items



Multi-Variant Product Groups are similar items that have varying product attributes that customers can choose to shop within one product page.

These include Colour **and/or** Size Variants. These items **must be grouped prior** to content enrichment.

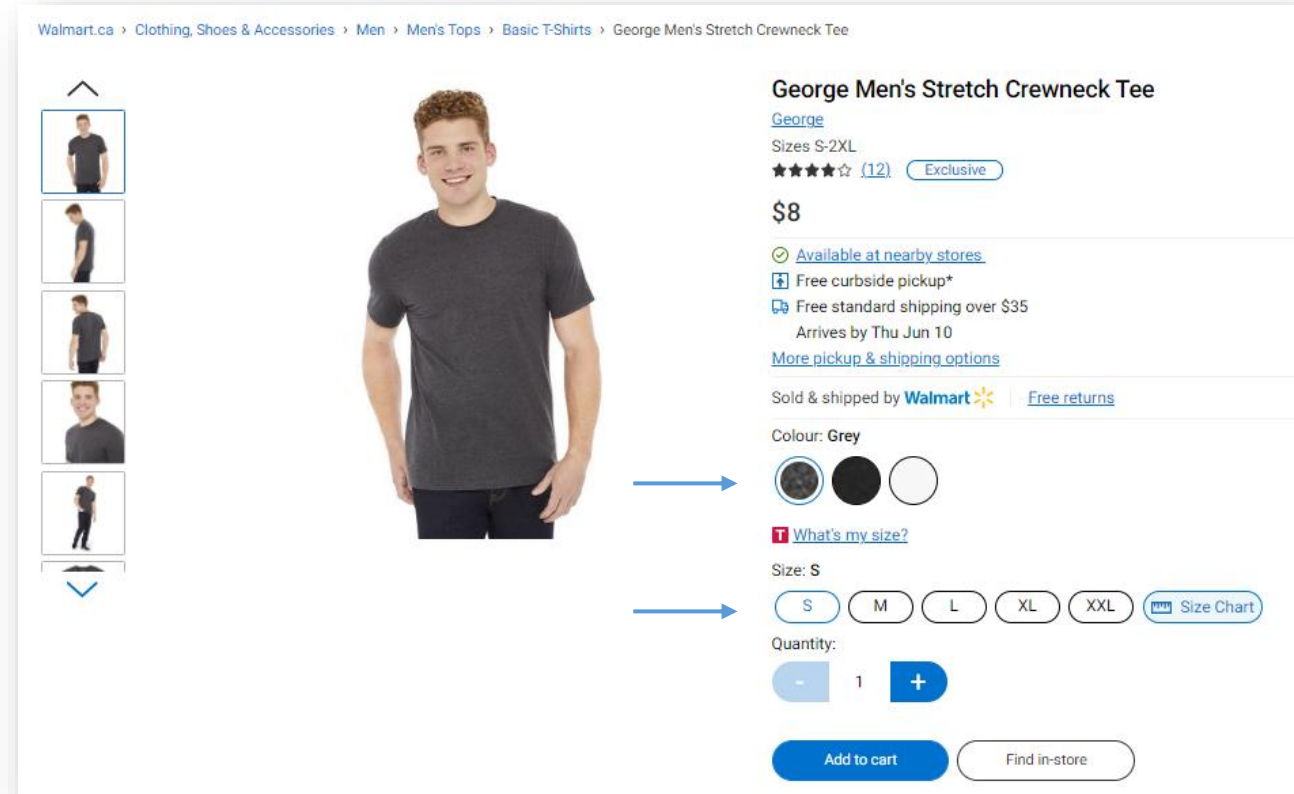
Example: Colour and Size Variant Group

The example on the right shows a multi-variant product group. They have both colour and size variants.

- Grey Tee - S, M, L, XL, XXL
- Black Tee - S, M, L, XL, XXL
- White Tee - S, M, L, XL, XXL

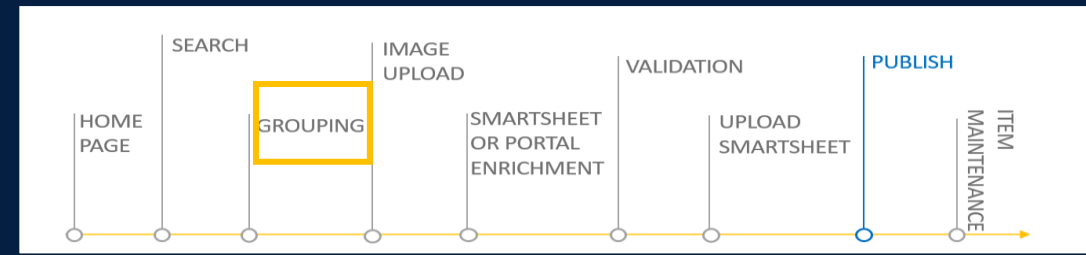
See next slides for how to group multi-variant products.

If your products are **not** Variant products that need grouping please skip to Pg. 11 “Image Upload”.



Grouping

How-to onboard multi-variant, grouped items



How to Group Items?

- First find your items via Search that you would like to group together
- Press the check box “Select All” to select all items
- Press the yellow “Group” button
- Your items are now grouped
- Click on the now grouped Hero UPC to open the variant tab to fill out variant information for the product group or “Export” to fill out the variant information via Smartsheet. (See Pg. 12 for Smartsheet Export)

All (4) New-Grouping Requires Content (1)

Clear all Clear all filters Export Ungroup Submit

| | HeroUPC | Thumbnail | Product Na... | Item Descri... | Vendor Sto... | Walmart It... | Item Count | Rejection |
|-------------------------------------|-------------|-----------|---------------------------------|---------------------|--|--|------------|-----------|
| <input checked="" type="checkbox"/> | 82172930837 | | Canadiana Men's Graphic T-shirt | MAN'S CANADIANA TEE | CDW61021MN, CDW61021MN, CDW61021MN, CDW61021MN | 30081538, 30081539, 30081540, 30081544 | 4 | |

Search Products

Enter Product Identifier(s) below

SKU-6000196143341
SKU-6000196143338
SKU-6000196143335
SKU-6000196143344

SKU ID

Reset Search

All (4) New-Requires Content (4)

Clear all Export Group Submit

| | UPC | Thumbnail | Product Na... | Item Descri... | Vendor Sto... | Walmart It... |
|-------------------------------------|-------------|-----------|---------------------------------|---------------------|---------------|---------------|
| <input checked="" type="checkbox"/> | 82172930837 | | Canadiana Men's Graphic T-shirt | MAN'S CANADIANA TEE | CDW61021MI | 30081538 |
| <input checked="" type="checkbox"/> | 82172930836 | | Canadiana Men's Graphic T-shirt | MAN'S CANADIANA TEE | CDW61021MI | 30081539 |

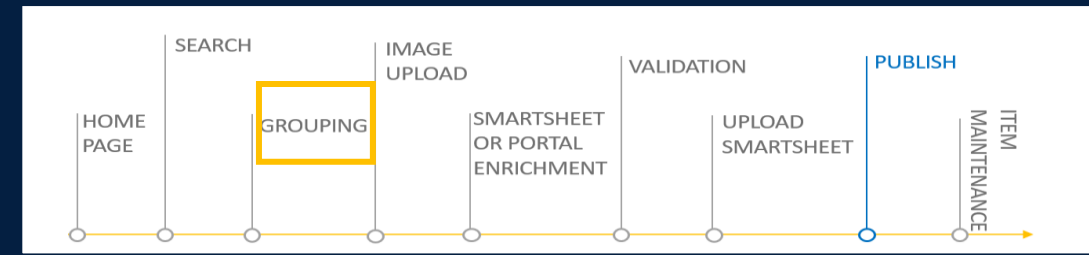


Grouping & Un-Grouping an already enriched product will cause changes to the Product ID of an Item which can lead to the loss of its Product Reviews. We ask that you maintain a record of Old and New Product ID's of your Items in order to submit them to the UGC team for Review Migration when needed. This will help recover any lost Reviews. For further info reach out to the UGC team: UGC_WMCA@Walmart.com

Confidential. Do not distribute.



Grouping



Filling out Variants for Grouping

- **Customer Facing:** Fill out this tab including all mandatory attributes in yellow for attributes that customers will see for the entire product group
- **Variants:** This tab will help you define the variant attributes for the product group. You can click on the drop down to define the values for Variant Attribute 1 and Variant Attribute 2. This can be Colour **and/or** Size. Variant Attributes are mandatory for grouping. Fill out the Colour and/or Size attributes below
- **Syncing Images:** Once all variant attributes are filled out, click on the “Select All” check box then click on the yellow “Sync Images” button. In this example, images would be synced for all “Grey” Tees in this group. See Pg. 10 for information on “Image Upload”
- **Submit:** Once above information and steps are completed, a green “Submit” button will be available to submit the content for the group. Content will not be submitted without pressing Submit and all attributes filled out.

Search Products

Enter Product Identifier(s) below

- SKU-6000196143341
- SKU-6000196143338
- SKU-6000196143335
- SKU-6000196143344

SKU ID

Reset Search

Product Information Page

Customer Facing 13 Variants Variant Images

Designate all attributes by which the item is varying. Variant attributes are limited to those designated for each category

* Variant Attribute 1 Size

Variant Attribute 2 Colour

Sync Images

| | UPC | Vendor Stock | Thumbnail | Item Description | Size Hint | Colour Hint | Swatch | Colour* | Couleur* |
|--------------------------|-------------|--------------|-----------|---------------------|-----------|-------------|--------|---------|----------|
| <input type="checkbox"/> | 82172930835 | CDW61021MI | | MAN'S CANADIANA TEE | S/P | NATURL | | Grey | |
| <input type="checkbox"/> | 82172930836 | CDW61021MI | | MAN'S CANADIANA TEE | M/M | NATURL | | Grey | |
| <input type="checkbox"/> | 82172930837 | CDW61021MI | | MAN'S CANADIANA TEE | L/G | NATURL | | Grey | |

Number of items: 4; Selected items: 0

Save Submit Preview

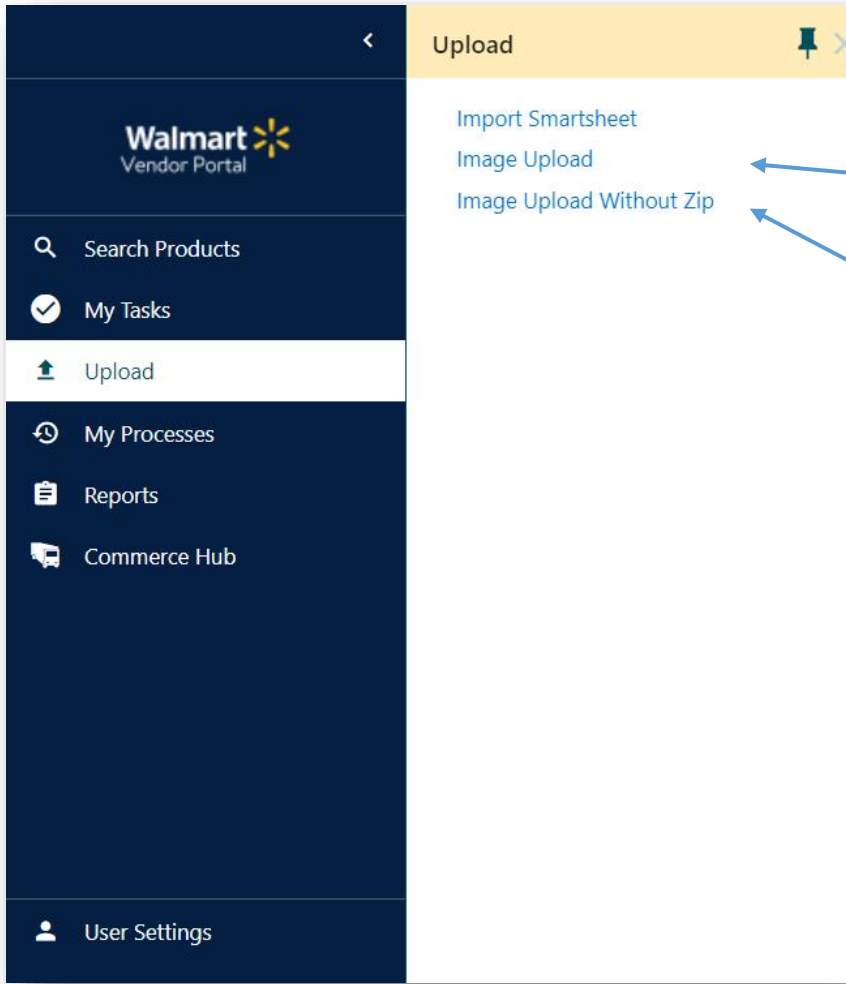
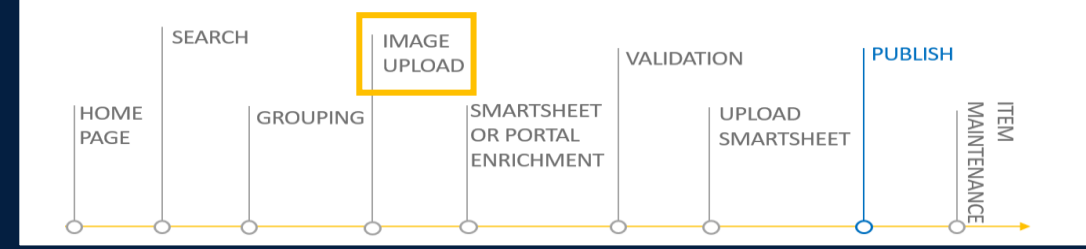


- Have you uploaded your images yet? See next slide for Image Upload.
- To add UPCs to the group, click on the “Add UPC” button.

Confidential. Do not distribute.



Image Upload



To upload images, navigate to the “Upload” section on the left navigation panel:

Image Upload: This function allows you to upload multiple images in a Single Zip File. Do not directly upload the image file.

Image Upload without Zip: This function is used to upload Single or Multiple images without a ZIP file.

Image Requirements

- Optimal image file size is 5 MB
- Acceptable image file formats are JPEG, JPG, BMP, PNG, GIF and TIFF
- Acceptable file formats for MSDS Sheets are JPEG, JPG, DOC, DOCX, PNG, RTF, PDF
- Optimal image file resolution is 2000 x 2000 pixels (minimum 750 x 750 pixels)
- Swatch Image file resolution needs to be 30 x 30 pixels (See Swatch Creator Tool)
- Please review Walmart.ca Content Standard Guides on the Vendor Portal homepage for general, and category specific image requirements

See next slide for **Image File Naming Convention**.



Images must be uploaded prior to completing content

Confidential. Do not distribute.



Image Upload

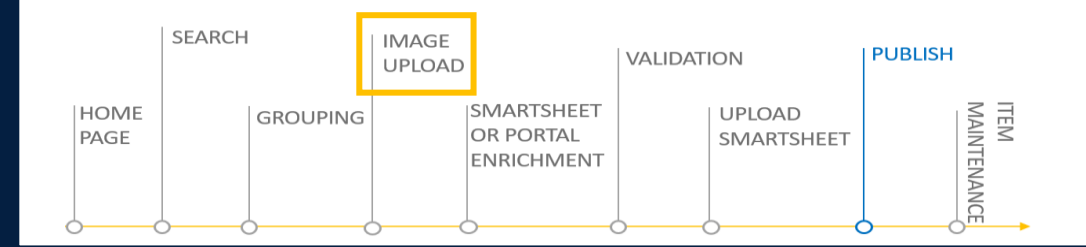


Image Auto-Link: Image Auto-Link is a feature that automatically links most recently uploaded product image files to their products without any user intervention.

The one and only condition for Image Auto-Link to work effectively, is to ensure image files being uploaded follow the **Image Filename Naming Convention**, as described below.

Image Filename Naming Conventions:

- Primary Image files must be saved using the full product UPC code as the filename, such as, UPC.jpg. Please include check digit.
- Secondary Image files must be saved using UPC_1.jpg, UPC_2.jpg, UPC_3.jpg etc. Please include check digit.
- MSDS files must be saved using UPC code and appending _MSDS, _MSDS1, _MSDS2 such as UPC_MSDS.pdf, UPC_MSDS1.pdf, UPC_MSDS2.pdf
- Swatch Image files must be saved using UPC, and appending _sw or _swatch, such as UPC_sw.jpg or UPC_swatch.jpg (Both naming conventions are acceptable, choose any; however for refreshing an already uploaded image, please use the same convention as used earlier)

- For food products, Nutritional Fact Table Images must be saved using UPC and appending _NFT for bilingual NFT images. For language dependent Nutritional Fact Table images, append UPC with _NFT_EN.jpg for English and _NFT_FR.jpg for French

Example:

Primary Image : 4567890123.jpg

Secondary Image 1 : 4567890123_1.jpg

Secondary Image 2 : 4567890123_2.jpg

MSDS files : 4567890123_MSDS.pdf or 4567890123_MSDS1.pdf
4567890123_MSDS2.docx

Swatch Image : 4567890123_sw.jpg or 4567890123_swatch.jpg

Bilingual Nutritional Label Image : 4567890123_NFT.jpg or

Nutritional Label Image EN : 4567890123_NFT_EN.jpg

Nutritional Label Image FR : 4567890123_NFT_FR.jpg

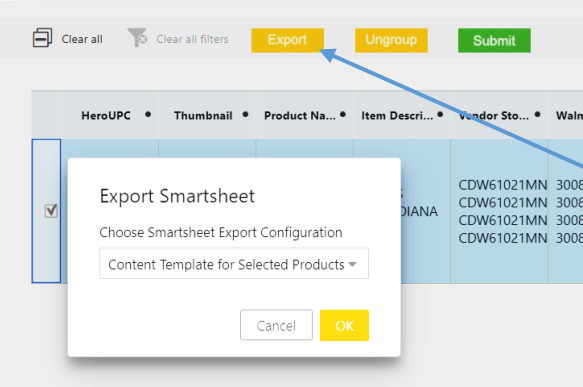
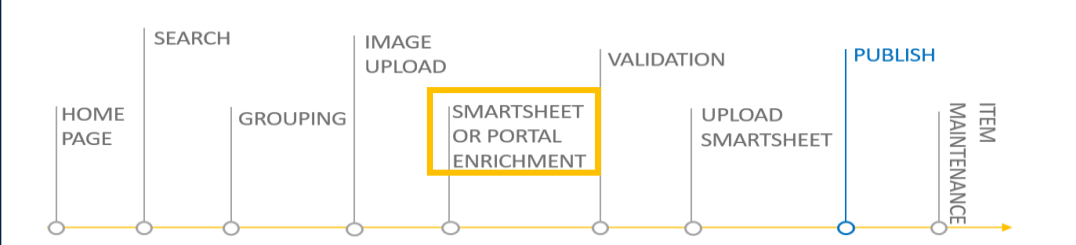


- For grouped colour variant products, see [Swatch Creator Tool](#) for creating swatches
- Vendors can upload 1 Primary Image + 8 Secondary Images + Swatch Image

Confidential. Do not distribute.



Smartsheet Export



How To Export the Smartsheet

- Find your items via Search
- Select the items you would like to export
- Click on the “Export” button to export smartsheet and save the file
- See “Cover” tab for instructions on the smartsheet. You can also hover over the attribute titles with your mouse to display its definition. A yellow text box will then appear.

| Product Name (English) | Brand Name Request (French) | Web Hierarchy Classification Reference | Product Description (PDP Section) (English) | FRENCH Product Description (PDP Section) (French) | Short Description (English) | FRENCH Short Description (French) |
|---------------------------------|-----------------------------|--|---|---|-----------------------------|-----------------------------------|
| Canadiana Men's Graphic T-shirt | Canadiana (6000196758649) | WH-32076 | • 60% Cotton, 40% Polyester • Crewneck • Short sleeves • Canadiana graphic | | Sizes S-2XL | |
| Canadiana Men's Graphic T-shirt | Canadiana (6000196758649) | WH-32076 | • 60% Cotton, 40% Polyester • Crewneck • Short sleeves • Canadiana graphic | | Sizes S-2XL | |
| Canadiana Men's Graphic T-shirt | Canadiana (6000196758649) | WH-32076 | • 60% Cotton, 40% Polyester • Crewneck • Short sleeves • Canadiana graphic | | Sizes S-2XL | |

Smartsheet Colour Codes:

| | |
|-----------------------|---|
| White | = Generally non mandatory. Vendor encouraged to complete. |
| Blue | = Mandatory. Information must be added. |
| Yellow | = Read Only. Information cannot be altered. |
| Yellow with grey text | = Conditionally Read Only. Information cannot be altered. |
| Orange | = The cell holds data that has a warning. |
| Red | = The cell holds data that failed the validation. |

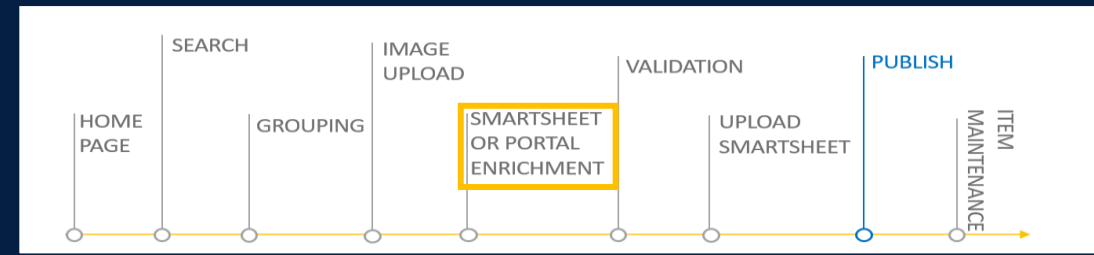


You can save and rename the smartsheet file from your downloads

Confidential. Do not distribute.

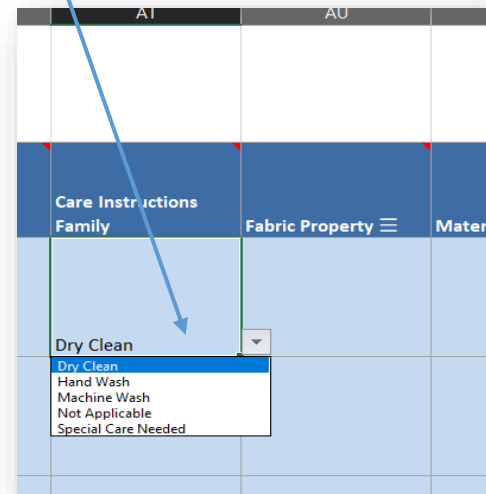
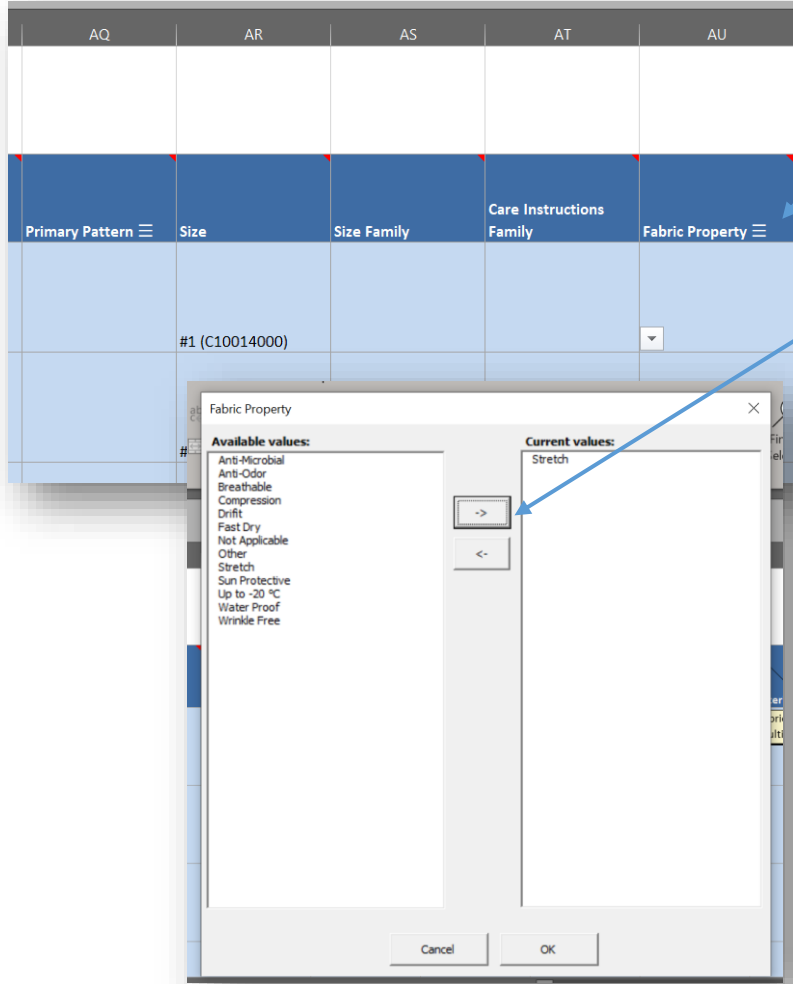


Smartsheet Enrichment



Smartsheet Enrichment

- Column headers that contain the ≡ symbol at the right hand side of the cell can be clicked to display a selection dialog for choosing values and/or references from multi-valued lists. To use, first select one or more cells in the corresponding column, then click the column header.
- Click on the applicable values and use arrow to bring over multiple desired values
- Some attributes will have a drop down menu where only one value can be selected

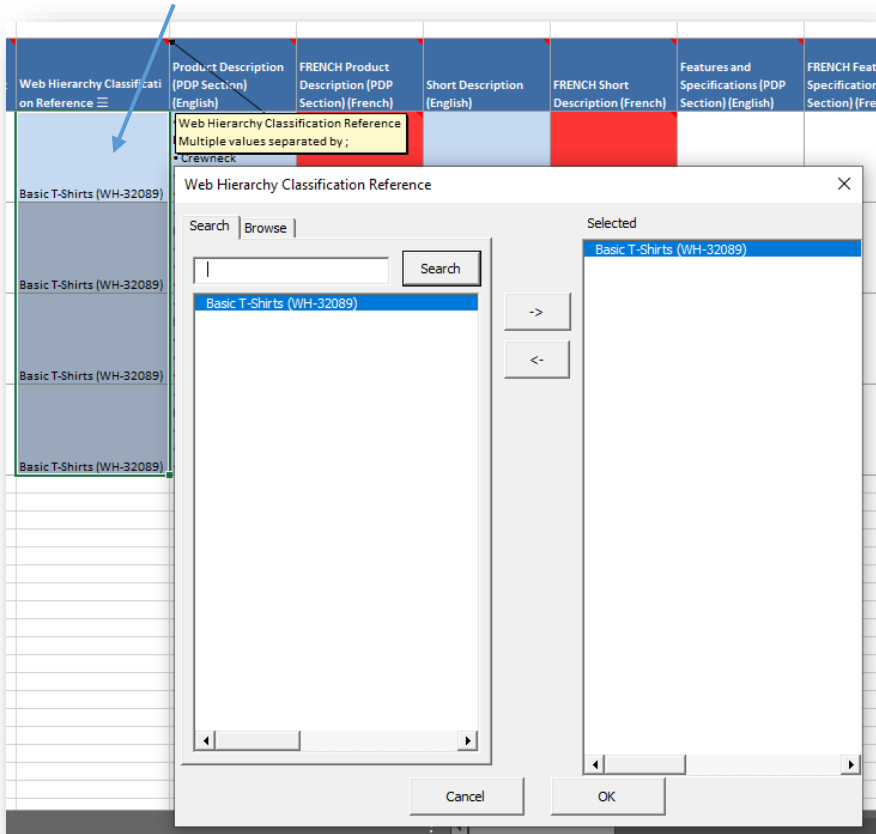
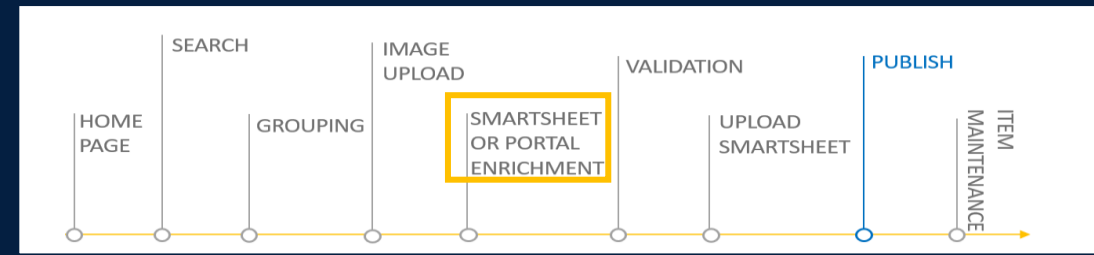


- Are the attributes you're seeing not pertaining to your category? You may need to adjust your [Product Category](#).
- Please refer to the Content Standard Guides found on the Portal for the relevant product category to **meet all requirements for content enrichment**

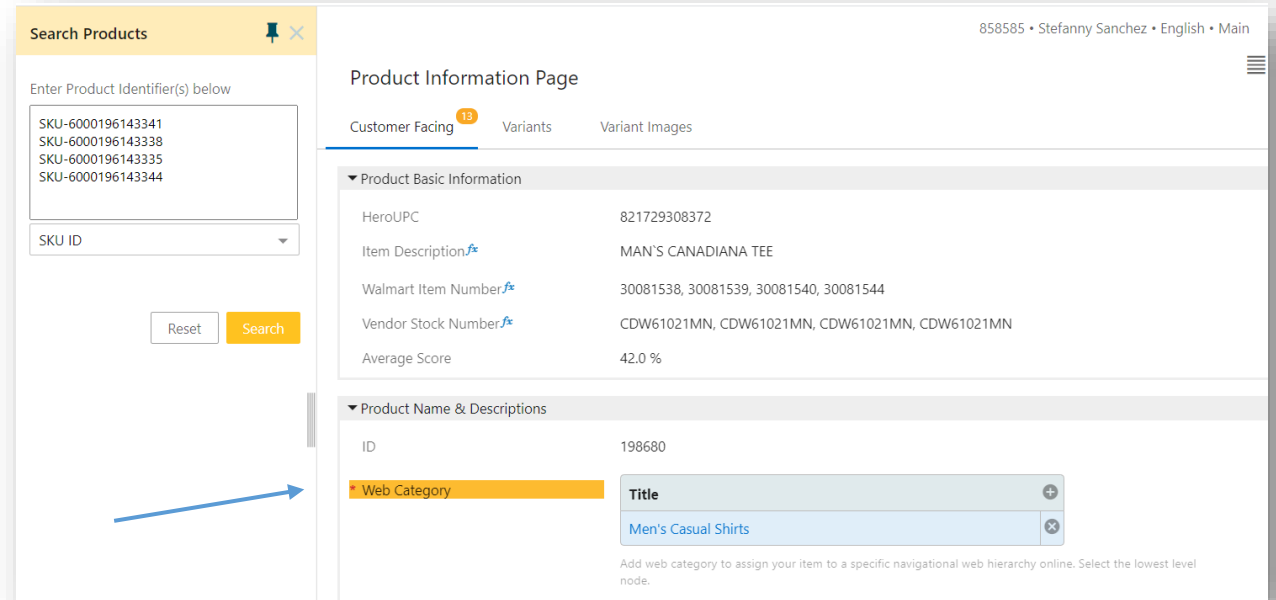
Confidential. Do not distribute.



Choosing the Web Hierarchy



- The Web Hierarchy or Web Category is where the item will be displayed on the Walmart.ca navigational taxonomy
- On the Smartsheet, click on “Web Hierarchy Classification”. Then, search or use the ‘Browse’ tab to find the desired Web Hierarchy and use arrow to bring over the desired value. Select the lowest level node always.
- If updating via Portal and not the smartsheet, you can search your items and go to the “Customer Facing” tab. Then add the desired Web Category by clicking on the “+” to search. Select the lowest level node.



More than one Web Category can be chosen, but when the customer searches your item on Walmart.ca, the item will show prioritized on both pages at random. If you would like your item to appear on the same page with each search, we recommend only one Web Category.

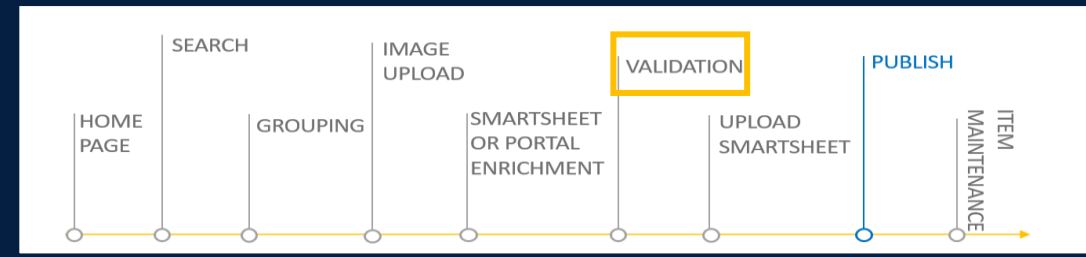


Green Site Hierarchy (Grocery) - To add product to Grocery site you must first receive merchant approval. You will then require special access to add green site hierarchy to your products. To do so, contact onlinecontentsupport@walmart.com with your Supplier ID and sample item to request access.

Confidential. Do not distribute.



Smartsheet Validation

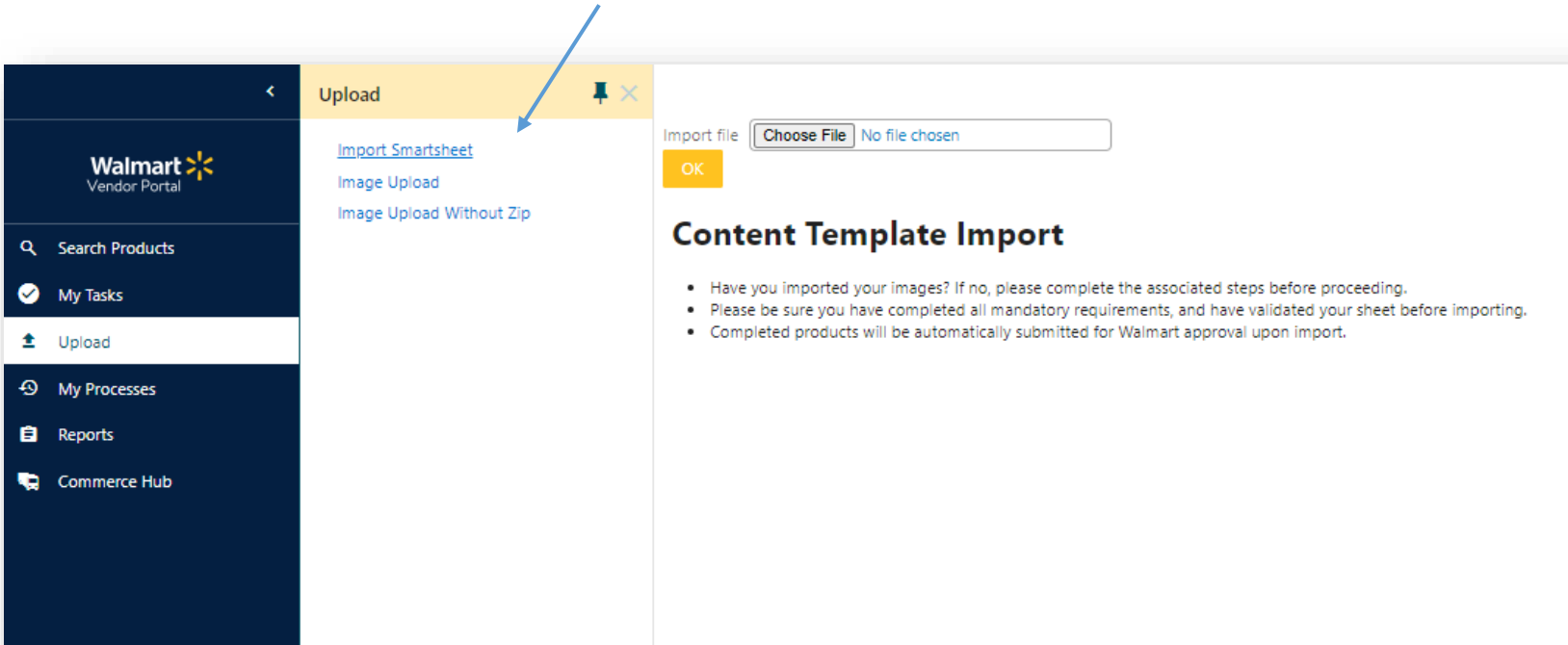
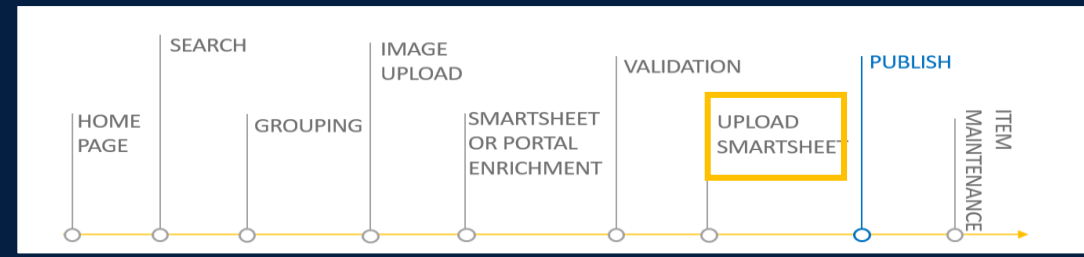


| | B | C | D | E | F | G | H | I |
|----|--------------------------|---------------------------------|------------------------------|---------------------------|------------------------------|-----------------------------|--|--|
| | Validate sheet | | | | | | | |
| 9 | Next error | | | | | | | |
| 10 | * Errors (if applicable) | Product Name (English) | FRENCH Product Name (French) | Brand Name | Brand Name Request (English) | Brand Name Request (French) | Web Hierarchy Classification Reference | Product Description (PDP Section) (English) |
| 11 | | Canadiana Men's Graphic T-shirt | | Canadiana (6000196758649) | | | WH-32076 | <ul style="list-style-type: none"> • 60% Cotton, 40% Polyester • Crewneck • Short sleeves • Canadiana graphic • 60% Cotton, 40% Polyester |
| 12 | | Canadiana Men's Graphic T-shirt | | Canadiana (6000196758649) | | | WH-32076 | <ul style="list-style-type: none"> • 60% Cotton, 40% Polyester • Crewneck • Short sleeves • Canadiana graphic • 60% Cotton, 40% Polyester |
| 13 | | Canadiana Men's Graphic T-shirt | | Canadiana (6000196758649) | | | WH-32076 | <ul style="list-style-type: none"> • 60% Cotton, 40% Polyester • Crewneck • Short sleeves • Canadiana graphic • 60% Cotton, 40% Polyester |

Smartsheet Enrichment

- Once all required attribute values are filled out, click the grey 'Validate Sheet' button
- This will review if the smartsheet is ready for upload or if the items are still missing content or if there are any data entry errors
- If items are missing content, you can select next error to view the error messages (Example on the right – items are missing French Product Name)
- The error will be highlighted in red in "Errors (if applicable) Column" as well as in the column missing content. You can hover over the error to view the error details

Upload Smartsheet



Importing a Smartsheet

Select the “Upload” tab

1. Then select “Import Smartsheet”
2. Click on “Choose File” to find the file/smartsheet you saved then click “OK” to upload

If the smartsheet has errors, please review the “Content Template Upload” screen to review the errors.

If the smartsheet has no errors, the items will auto-submit.

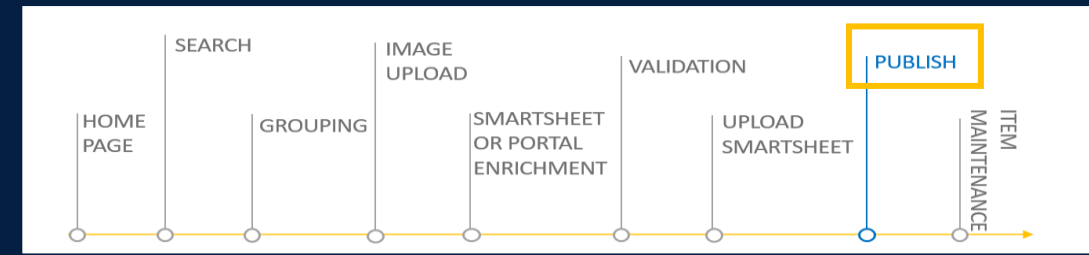


Warning: If template is submitted with errors items will **not** auto-submit, they will hold until errors are corrected and the submit button on the portal will need to be pressed

Confidential. Do not distribute.



Publish



Publishing Items via Portal UI

1. Search Products
2. Go to the “Requires Content” tab
3. Click the check box for the item you would like to fill out content for
4. Once check marked, click on the UPC hyperlink below in Blue to take you to the Customer Facing tab
5. To enrich items in bulk, see Pg. 13 “Smartsheet Export”
6. Once you are done editing your items in the Product Information Page (PIP) press the “Submit” button
7. Correct any errors if applicable
8. Once approved your items will then move to Replenishment and Tax/Regulatory approvals

Search Products

Enter Product Identifier(s) below

SKU-6000202229745

SKU ID

Reset Search

All (1) Requires Content (1)

Clear all Clear all filters Export Group Hide

| | UPC | Thumbnail | Item Description | Signing Description | Vendor Stock Nu... | Walmart Item Nu... | Rejected Reason | Product Type | Average Score |
|-------------------------------------|--------------|-----------|------------------|---------------------|--------------------|--------------------|-----------------|--|---------------|
| <input checked="" type="checkbox"/> | 627735159829 | | PROVIDENCERECLIN | ONLINE | FRS62227RR | 31028113 | | Outdoor Living > Patio > Patio Furniture | |

Search Products

Enter Product Identifier(s) below

SKU-6000202229745

SKU ID

Reset Search

Product Information Page

Customer Facing ³⁷

▼ Product Basic Information

| | |
|-----------------------|--------------------|
| UPC/GTIN | 627735159829 |
| Item Description 1 | PROVIDENCERECLINER |
| Walmart Item Number | 31028113 |
| Supplier Stock Number | FRS62227RR |
| Average Score | |

▼ Product Name & Descriptions

| | |
|----|-------------------|
| ID | SKU-6000202229745 |
|----|-------------------|

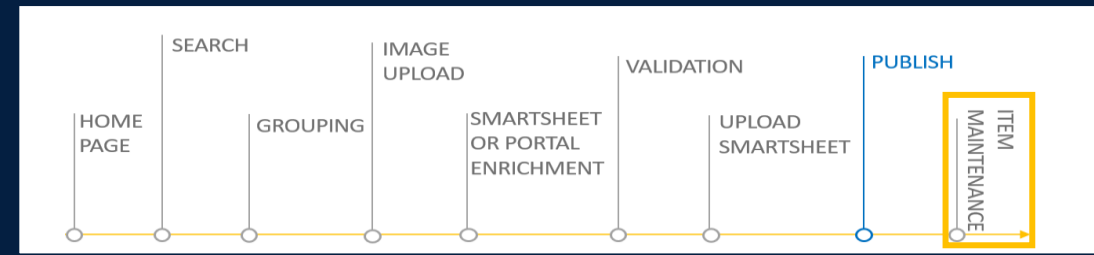


If your items are in Item Team Content State for over 24 hours, please contact your CTA.

Confidential. Do not distribute.



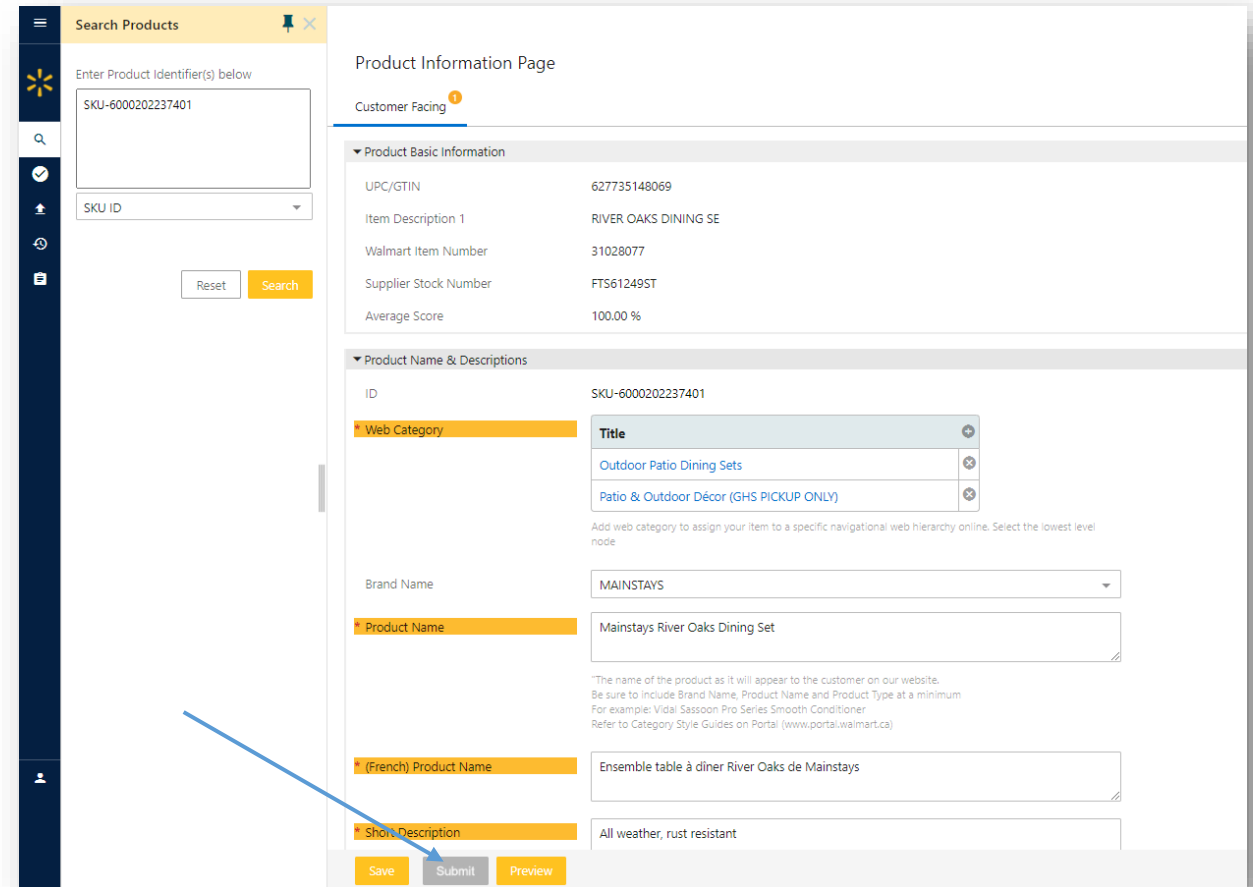
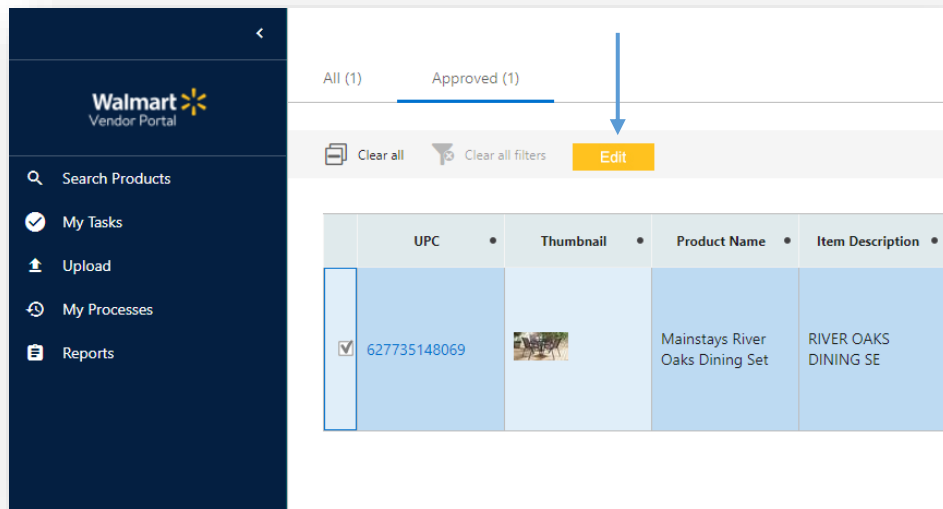
Item Maintenance



Once your products have been published online, you can still update content for these published products by editing them in the portal.

To edit single items:

1. Search Products
2. Select the products you would like to edit
3. Click yellow “Edit” button
4. Once you are done editing your items press the “Submit” button
5. Correct any errors if applicable



- You can also edit products via Smartsheet to edit items in bulk. See Pg. 12 “Smartsheet Export”
- Editing your products does not take them off the website, the previous version of the product will remain published until updated content is submitted.

Confidential. Do not distribute.



FAQ'S

1. For Content Support please email onlinecontentsupport@walmart.com. SLA is 48 business hours.
 - Please provide a detailed description about the issue including examples and screenshots to better assist you
2. How can I update shipping and item dimensions?
 - Any shipping or item dimension discrepancies flow to site from Online Item File. Please contact your CTA directly to update
3. For the following scenarios please contact your CTA or Category Manager directly:
 - Item is priced incorrectly
 - UPC change
 - Item shows out of stock online
 - Item is not online after being fully approved and in stock
4. How can I take discontinued items out of my “New Products” Tab?
 - Search items that require removal
 - Go to “Requires Content” Tab
 - Select the items in the check boxes
 - Click “Hide”
 - These items will be sent to the “Hidden” Tab. They will be removed your workflow. They will not be deleted and can be unhidden at any time



5. Where can I find the Merchant SKU ID to enter my inventory into Commerce Hub?

- If you are a Drop Ship Vendor, a “Commerce Hub” tab will be in your portal
- Search the items you require SKU IDs for in the Commerce Hub tab
- Select All
- Export
- Click the BGP number hyperlink that will appear in a pop-up window
- An excel sheet will download, you will find all your required numbers on the export
- Please note, this is not a link to Commerce Hub but rather an area to pull information to then load into the Commerce Hub

6. I made a mistake with my content; however, I already submitted the content. My item is now in “Pending Walmart Review” and I can’t change anything. How do I get access to this item?

- Email onlinecontentsupport@walmart.com and request a “Change in workflow” or wait for “Pending Walmart Review” to complete, after which you will be able to edit content

7. How can I load videos to Walmart.ca?

- Please contact Lauren.Jenkins@Syndigo.com to upload video content to Walmart.ca

8. Why aren’t my images syncing when I click “Sync Images” in the Variants tab on the Product Information Page?

- Check to make sure all variant cells are filled out prior to syncing images
- Items in deleted status cannot be grouped or images synced. Please remove them from your grouping or contact your CTA to reactive in OIF.

9. What if my attributes are wrong when completing content?

- Vendors now have access to change their “Product Category” on the Product Information Page (PIP). See Pg. 22 “Product Category”





Appendix

Product Category

Product Category controls what attributes are available for enrichment. If your products are in the wrong product category you can update in the Customer Facing tab.

Click the  symbol by the Product Category header below, you can then select the new Product Category you would like to update.

Walmart
Vendor Portal

Search Products

My Tasks

Upload

My Processes

Reports

Search Products

Enter Product Identifier(s) below

SKU-6000202229745

SKU ID

Reset

Search

Product Information Page

Customer Facing

Product Basic Information

UPC/GTIN627735159829

Item Description 1PROVIDENCERECLINER

Walmart Item Number31028113

Supplier Stock NumberFRS62227RR

Average Score

Product Name & Descriptions

IDSKU-6000202229745

Product CategoryPatio Furniture

Web Category

Title

Add web category to assign your item to a specific navigational web hierarchy online. Select the lowest level node.

Product Information Page

Customer Facing

Product Basic Information

UPC/GTIN627735159829

Item Description 1PROVIDENCERECLINER

Walmart Item Number31028113

Supplier Stock NumberFRS62227RR

Average Score

Product Name & Descriptions

IDSKU-6000202229745

Product CategoryPatio Furniture

Web Category

Title

Add web category to assign your item to a specific navigational web hierarchy online. Select the lowest level node.

Select Node(s)

BrowseSearch

Outdoor Living

BBQs and Accessories

Hot Tubs and Saunas

Lawn and Garden

Outdoor Covers

Outdoor Power Tools

Patio

Fountains and Ponds

Gazebos and Canopies

Hammocks

Mosquito Repellents & Pest Control

Outdoor Décor

Outdoor Heating

Patio Accessories

Patio Furniture

Patio Umbrellas

OK

Cancel

Always chose the lowest level node. Then press the Yellow "OK" button.

