

## Walmart Marketplace Key to Success

Fresh approaches.  
New programs and ideas.



### Embrace Innovation

Enjoy the unique advantage of partnering with the world's largest innovative omnichannel retailer and step boldly with us into what comes next as we challenge

and change the eCommerce world. Reimagine customer experience and leverage Walmart's innovative programs that better suit today's lifestyles.

### How can I grow and succeed on Walmart Marketplace?

Our most successful sellers find that adopting programs and services like these help maximize results.



#### Walmart TwoDay: sell more by offering free 2-day delivery

Walmart TwoDay delivery for Walmart Marketplace is a seller-fulfilled shipping program you can join to offer free 2-day delivery to customers and access great benefits for your business.

Your included items are displayed with TwoDay delivery tags that attract attention and drive sales. Learn how to get started: [Walmart TwoDay](#).

#### Walmart's Sponsored Products advertising: get noticed and increase your sales

With over 95M products live on our site, it can be hard for a product to stand out. Fortunately, through Walmart's Sponsored Products advertising, you can now drive higher sales by increasing the visibility of your products, without having to pay directly for those views. With [Sponsored Products](#), you only pay when a customer clicks, and our internal relevancy engines help determine the best time and place to make that happen.



#### Walmart Enhanced Returns: happy customers - repeat business

Industry research shows that a great product return experience is a top contributor to overall customer satisfaction and repeat purchases. Our customers expect a consistent and easy experience regardless of whether an item is sold by Walmart or a Marketplace seller.

The innovative Enhanced Returns program offers a truly omnichannel experience that allows customers to return Marketplace orders easily - online or in Walmart stores. Learn more about the [Marketplace Returns Policy](#).

