COSTUMES

Walmart Content Standards

D18 - Seasonal
D60 - Local Shops and Souvenirs
D67 - Celebration

Walmart.com

Updated March 2023

Table of Contents

Click on the text or numbers to jump to a page

Content
Importance of Content Standards 1

Image Guidelines
Image Requirements 3
Image Attributes 4
Image Types - Parent 5
Image Types - Graphics 6
Image Styling 7

Product Type Photo Direction
Boas & Leis - Photo Direction 9
Costume Accessories - Photo Direction 10
Costume Capes & Cloaks - Photo Direction 11
Costume Facial Hair - Photo Direction 12
Costume Glasses - Photo Direction 13
Costume Masks - Photo Direction 14
Costume Prosthetics - Photo Direction 15
Costume Tails - Photo Direction 16
Costume Wigs - Photo Direction 17
Costume Wings - Photo Direction 18
Fancy-Dress Costumes - Photo Direction 19
Glow Bracelets - Photo Direction 20
Glow Necklaces - Photo Direction 21
Glow Rings - Photo Direction 22
Historical Reenactment Apparel - Photo Direction 23

Copy Guidelines
Search Engine Optimization 25
Copy Standards 26
Copy Definitions 27
1. Product Name Guidelines 28
- Product Name - Boas & Leis & Costume Accessories 29
- Product Name - Costume Capes & Cloaks and Costume Facial Hair 30
- Product Name - Costume Glasses, Costume Masks and Costume Prosthetics 31
- Product Name - Costume Tails and Costume Wigs 32
- Product Name - Costume Wings and Fancy-Dress Costumes 33
- Product Name - Glow Bracelets, Glow Necklaces and Glow Rings 34
- Product Name - Historical Reenactment Apparel 35

2. Site Description Guidelines 36
3. Key Features Guidelines 37

Attribution Guidelines
Attribute Definitions 39
All Costumes Attributes 40
Boas & Leis - Additional Attributes 49
Costume Accessories - Additional Attributes 50
Costume Capes & Cloaks - Additional Attributes 51
Costume Facial Hair - Additional Attributes 53
Costume Glasses - Additional Attributes 54
Costume Masks - Additional Attributes 55
Costume Prosthetics - Additional Attributes 56
Costume Tails - Additional Attributes 58
Costume Wigs - Additional Attributes 59
Costume Wings - Additional Attributes 61
Fancy-Dress Costumes - Additional Attributes 62
Glow Bracelets - Additional Attributes 65
Glow Necklaces - Additional Attributes 66
Glow Rings - Additional Attributes 67
Historical Reenactment Apparel - Additional Attributes 68

Rich Media Guidelines
Rich Media Index 71
Video - Guidelines & File Specifications 72
360 Spin - Guidelines & File Specifications 73
User-Generated Content 74
CCP Program Overview 75
CCP - FAQs 76

Click here on each page to return home

Walmart.com

Importance of Content Standards

Why are Content Standards Important?

- Complete and consistently high-quality content ***drives sales***
- Accurate, robust content ***increases customer satisfaction*** and decreases bad reviews and returns
- Adherence to standards provides customers with an elevated, seamless shopping experience, increasing the likelihood of ***repeat purchases***
- Product content is extremely important in helping our customers make ***confident, informed purchase decisions***
- Good content ***drives the discoverability*** (SEO) and ***buyability*** (user experience) of products.
- Your product detail page, or PDP, is the equivalent of your product packaging and the most ***important part of the conversion funnel***

What is 'good' content?

Content that takes **care** of our customers

care

complete
accurate
relevant
engaging

Purpose of this Guide?

This guide will walk you through the four areas of content needed to create a best-in-class PDP for your items. Use this guide before and during content creation and item setup to answer any content-related needs.

Use these tabs to quickly navigate to each section →

Questions about this guide?
Email: contentACQ@walmart.com

For more details on item setup, please review the articles online at Walmart Supplier Help

For Marketplace Sellers, please review the articles online at Walmart Seller Help

Image Guidelines

High-quality imagery increases conversion and decreases the likelihood of negative reviews or returns.

Optimal image count improves SEO rankings and drives customers to your product pages.

Images that do not meet specifications may appear distorted and may not be published to the site.

Image Requirements

Image Requirements:

1. All images must be in focus, professionally lit and photographed.
2. Images must be in color.
3. Products in the images should be clean *(unscratched, unblemished, undamaged, no fingerprints, etc.)*
4. Silo images should be a solid white background,(R:255, G:255, B:255) with no ground shadows unless indicated in the Product Direction for that Product Type. *(Does not apply to Graphics, Lifestyle, or other full-bleed images.)*
5. **The main image should not contain additional graphics, illustrations, logos, watermarks, overlays or text. *Doing so can cause you to be removed from google search results.***
6. Images should be centered in the frame.
7. Silo images should be cropped with a 5% border from the edge of the product image to the nearest edge of the frame. Depending on product shape (tall vs wide) this will be either the vertical or horizontal axis. White space should be present on the smaller image dimension to achieve the square image aspect ratio.
8. Lifestyle, Graphics, and Detail images should not have any border.
9. Do NOT enlarge small images to fill space or meet required pixel dimensions. This reduces image quality.
10. Follow A11y guidelines to ensure all imagery adheres to ADA compliance.

Required Image File Specs

- **File Format:** JPEG (.jpg)
- **File Quality:** High (8 or better)
- **Color Space:** sRGB (sRGB IEC61966-2.1)
- **Bit Depth:** 8 bits per pixel
- **Pixel Dimensions:** 2200px x 2200px
  - **Minimum Pixel Dimensions for Zoom:** 1500px x 1500px
  - **Swatch Pixel Dimensions:** 50px x 50px
- **Resolution:** 300 ppi
- **Maximum File Size:** 5MB
- **Aspect Ratio:** 1:1 (Square)
- **File Naming:** GTIN-14 digit

Prohibited Imagery:

1. Images that display explicit nudity or vulgar language. Images that contain obscene material, sexually suggestive, or pornography.
2. Images that contain images of nude or partially nude minors.
3. Images that either portray, glorify or promote in an insensitive way: animal cruelty, any historical or news events, criminal or illegal activity, derogatory stereotyping based on race, ethnicity, gender, sexual orientation, religion, or nationality, hatred, intolerance, natural or man-made disaster(s), tragedy or violence.
4. Images of products marketed to or targeted at kids or teenagers that are not age appropriate.
5. Images that do not reflect the product or associated product description.
6. Selfies or imagery shot on phone cameras.

The above prohibited content applies to ALL RICH MEDIA as well (videos, 360 spins, marketing content, etc.)

Tattoos on models are okay as long as they are smaller in appearance and follow all prohibited guidelines stated in items 1-3 above.

Image Attributes

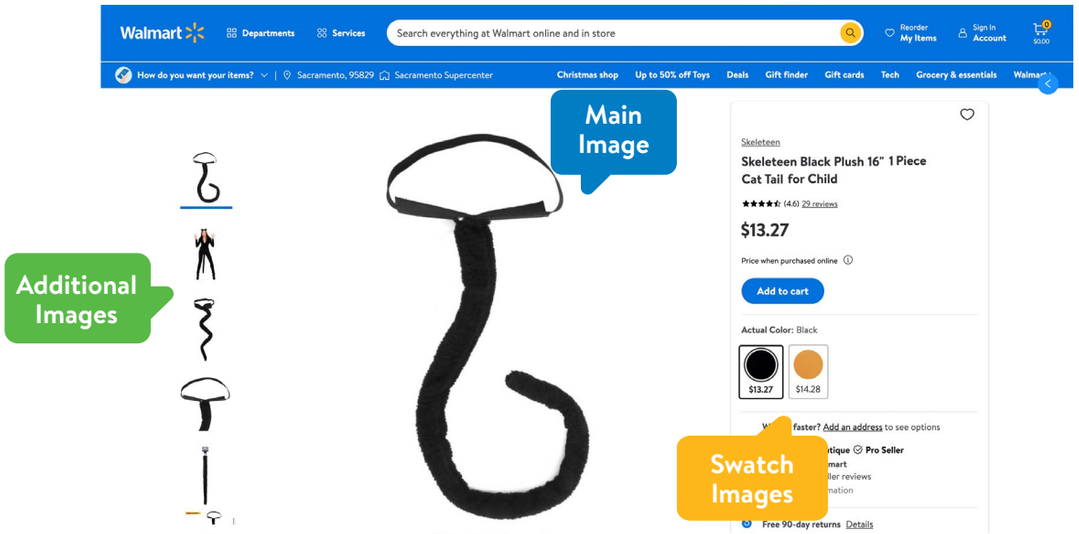
All imagery falls into 3 image attributes. The image attribute is essentially the URL of your image. Below are the definitions for each of these images you will need to understand when creating your content:

1. **Main Image -** Also known as the hero image; this image is used as the primary photo for the product detail page (PDP.) It is the core selling image that appears when customers browse products and the first image customers see when they click into a PDP. ***This is a required attribute.***

2. **Additional Images -** Also called AV or secondary images; these images are supplemental to the hero image to provide additional visual information to the customer and will appear after the main image as the customer clicks through the image carousel. ***This is a required attribute.***

3. **Swatch Images -** Swatch imagery shows different colorways, patterns, finishes or versions of the main hero image product. Swatch images are uploaded as color tiles under the swatch image URL attribute, not product images. Swatch images will be used for variant group product listings. For more information on variants, see Variant Grouping Guidelines.

*Please note, these are the definitions for the image attribute, they **do not** imply the number of images which are required for each item. This can be found in the product type photo direction section.*



Item Page Example

Image Attributes

If adding an image during item setup or maintenance spec, you will need to enter these keys for images:

Main Image URL
KEY: main_image OR product_image_url

Additional Image URL
KEY: product_secondary_image_url

Swatch Image URL
KEY: swatch_image_url

Uploading Information

If you use a web service to host images (so that you have a URL) consider your privacy. When hosting images with a web service your images may be open to public access.

OneDrive and Dropbox links WILL NOT WORK when filling out this information in the spec. This value must be a static URL and have no redirections.

For more information on accepted URLs and how to create a proper URL, please review this article.

Image Types - Parent

Below are definitions and examples for the 4 image types used when creating content. These image types are referenced on the following pages to define which images are needed for each product type.

Silo

1. Silo: Product shot on a seamless white background (R:255, G:255, B:255) & product does not touch the edge of the frame.

- Be consistent with main image angles. If you have multiple items within a product type, shoot them at the same time.
- Silo images may be in-pack, out-of-pack, composites, sets and include side views, back, angles, etc.
- Silo images can include models, props, or display the product in use.

Lifestyle

2. Lifestyle: Product featured in a professionally styled environment or surface with creative lighting.

- The environment or surface should always be deliberate and appropriate to the product. Emphasis on the product itself and should reference the packaging.
- May be executed with or without models.
- Image should be cropped “full bleed” to a square and fill the frame touching all edges (no borders.)

Graphics

3. Graphics: Product information whether presented as a graphic or close-up photo.

- These can include, but are not limited to: feature callouts, silo with dimensions, scale avatar, etc.
- Image should have information or symbols which are intended to be read (except for the copy on the actual product packaging.)
- For legal purposes, Made in the USA & FSC certifications/claims are not allowed to be shown as stand-alone graphics. If they are present on the in-pack shot, that is acceptable.

Detail

4. Detail: Images that display a portion or close-up of the product, concentrating on a specific feature or attribute of the item.

- Close-ups or other information whose intent is to have the words read by the viewer should be classified as Graphics.

Image Types - Graphics

The following Graphics Child Image Types are commonly used or required for most Product Types covered in this guide.

SILO WITH DIMENSIONS

An image that depicts a full side (usually the main silo) of the product with dimensions applied to the side of the product to illustrate scale.

Here's how to create one:

- Start with a silo image. The product should be at an angle so the depth of the product is showing (ideally this would be the same image as your base or an AV image so you don't have to shoot a new image, just apply the dimensions in Photoshop.)

Applying the Dimensions

- Dimensions should use the font, **Myriad Pro Semibold** or an alternate similar looking sans-serif typeface
- Dimensions should be listed out in **inches** (round to the nearest hundredth) - abbreviated as "
- Dimensions should be **100% Black or Gray** and should be large enough to quickly read on mobile
- Lines indicating the dimensions should be **75% Black or Gray** and **2-4 pixels** in width (no arrows, dots or intersecting 'caps' at the end of the lines)
- Include **width, depth and height** for larger items and home pieces that customers need specific measurements to fit a space
- Smaller items or items might only need width and height or even just height
  - *Additional dimensions such as 'cube opening' for cube storage or the size of a TV that fits on a TV stand can also be included if they are pertinent to the customer's buying decision.*
- Center the dimensions in relation to the length of the line and place it on top of the line or beside it
- Place a solid white box behind the dimensions to 'cut-through' the line for legibility of the dimensions

SCALE AVATAR

An image that depicts a full side (usually the main silo) of the product with dimensions + graphic(s) such as a human body form or human hand to illustrate the dimensions/size of the product. If the product is shorter than 5" in height, use the hand form. If it is between 5"-11", use the body form. Anything larger than 11" in height will utilize the Silo with Dimensions image.

Image Styling

Setting
Show the products in a bright and fresh environment. It's important to set the stage for what the customer's life will look like with the products. The product should always be shown in a real life scenario, being used rather than staged. Always try to incorporate architectural elements in any given shot, a hint of a chair, shelf, window frame will help give a sense of space. Rooms should remain neat, uncluttered and traditional with modern touches. When shooting tabletop items, use textured surfaces not to look man-made. The surface should complement the product, without overpowering it. Seeing the edge of a surface, creating layers or horizon line can help the surface avoid looking like flooring. Avoid heavy distress marks, too many wood knots or grooves.

Silo Angles & Views
Each item's unique packaging will inform the execution of specific angles and views. Required views and guidance for optional views are indicated in the Product Direction sections for each Product Type. A general starting point is to photograph each unique and meaningful side of the product package. When photographing round or irregular shapes, present the side(s) such that printed information/graphics are centered and legible to the viewer. The "Front View" of a product will be the side that contains the predominant brand and labeling; format, variant and size/quantity.

Silo Lighting
Products should be evenly lit from side to side and top to bottom. Exposure and color should correctly represent the item being photographed. Care should be taken to ensure good separation between the product and background, maintaining details in the product whites and avoiding any flare or spill.

Lifestyle Lighting
When shooting outdoors, shoot earlier morning or evening time (golden hour) to avoid sharp, long shadows

Silo Post Production
Items should be "clipped" or removed from the photographed background so that they are presented on pure white (R:255 G:255 B:255). Retouch to remove any dirt, dust, fingerprints, damage, or other blemishes from the product. Remove any stickers or printed information which is unique to the sample (but not the product.) If items were used to secure or manipulate the product to hold a certain shape or pose, such as fishing line, sticky tack, zip ties, etc. remove all of these in post as well.

Focus
The subtle use of selective focus is a helpful tool to ensure that the photography is uncluttered and easy to understand. Sharp focus can be used on the featured product to help depict it as the hero in the frame or draw attention to a key product feature. Slightly softer focus on the background or foreground along with white space around the product help simplify the image. ***This does not apply when shooting an item out of packaging with the product's packaging also in shot. For example, a bottle of medicine in the foreground, and the medicine box off to the side. Both items MUST BE in focus since they are both the product and so you can identify/read the packaging as well.***

Props
The environment the products are shot in can quickly date the photos. Be selective about props and don't include too many decorative elements or people with accessories that may go out of style or distract from the product. Note that the imagery will be used online season after season, unless specifically requested, use only non seasonal specific props.

Model Usage
When casting talent, diversity is encouraged. Make sure the model's age is appropriate for the product featured. Use candid and natural expressions. Be genuine. Show people using products as they would in real life. Models should be engaged with the product, not focused on camera. Realistic moments are key. The shot should not feel like it is styled to the camera, but rather the camera is catching a glimpse of an authentic moment.

The following photo direction pages offer specific instructions for each unique product type. Items must display all indicated required images + conditionally required images and meet the minimum image count listed on each page.

Product Type Photo Direction

The following photo direction pages offer specific instructions for each unique product type.

Each page covers the types of images needed, order, and level of requirement for Private Brands and all Other Brands.

Boas & Leis - Photo Direction

Minimum of 3 images required

1

MAIN IMAGE

Front Silo

Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the boa or lei in an oval or circle formation, neatly arranged.

2

Silo - On Model

Silo, Out of Pack, With Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an image of a model wearing the items to show how they can be used with a costume.

3

Lifestyle In Use

Lifestyle, In Use

Private Brands: Recommended
Other Brands/Unbranded: Recommended
Include a Lifestyle image of the item being used alternatively - i.e. as decor. This can also be an alternate silo image.

4

Feature Detail

Detail, Feature

Private Brands: Required
Other Brands/Unbranded: Required
Shoot a close-up detail of the boa or lei to showcase the color or texture of the item.

5

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the items come in retail-ready packaging.

Costume Accessories - Photo Direction

Minimum of 3 images required

1

MAIN IMAGE

Front Silo

Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot all included items in a neat arrangement.

2

Silo - On Model

Silo, Out of Pack, With Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an image of a model wearing the items to show how they can be used with a costume.

3

Alternate Silo

Silo, Out of Pack, Other

Private Brands: Recommended
Other Brands/Unbranded: Recommended
Include an alternate silo of the items.

4

Feature Detail

Detail, Feature

Private Brands: Required
Other Brands/Unbranded: Required
Shoot all included items from a different angle to highlight any features they may have. This can also be a close-up detail image.

5

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the items come in retail-ready packaging.

*Items must display all indicated **required images + conditionally required images** and meet a **minimum image count of 3***

Costume Capes & Cloaks - Photo Direction

Minimum of 4 images required

1

MAIN IMAGE

Front Silo

Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the costume cape or cloak with a ghost manniquin.

2

Silo - On Model

Silo, Out of Pack, With Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an image of a model wearing the items to show how they can be used with a costume.

3

Alternate Silo - On Model

Silo, Out of Pack, With Model

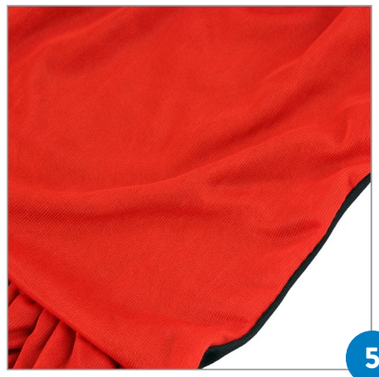
Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Include an alternate silo of the model wearing the item if the item is reversible.

4

Alternate Silo

Detail, Feature

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an alternate silo of the item if the item is reversible or if there is a different way it can be worn.



5

Feature Detail

Detail, Feature

Private Brands: Required
Other Brands/Unbranded: Required
Shoot a close-up detail image highlighting the color or fabric of the item.

6

Size Chart

Graphics, Silo with Dimensions

Private Brands: Required
Other Brands/Unbranded: Recommended
Include a size chart for the item. Required for private brands.

See Guidelines

Costume Facial Hair - Photo Direction

Minimum of 3 images required

MAIN IMAGE

Front Silo

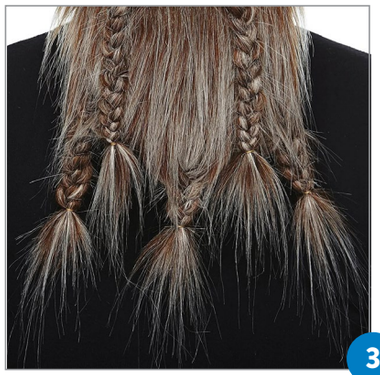
Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the facial hair neatly arranged as a flat-lay.

Silo - On Model

Silo, Out of Pack, With Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an image of a model wearing the items to show how they can be used with a costume.



Feature Detail

Detail, Feature

Private Brands: Required
Other Brands/Unbranded: Required
Shoot a close-up detail image of the facial hair to highlightits life-like appearance.

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the items come in retail-ready packaging.

*Items must display all indicated **required images + conditionally required images** and meet a **minimum image count of 3***

Costume Glasses - Photo Direction

Minimum of 3 images required

MAIN IMAGE

Front Silo

Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the glasses straight-on, not folded.

Silo - On Model

Silo, Out of Pack, With Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an image of a model from the shoulders up, wearing the costume glasses with an appropriately matching costume.

Silo - Alternate Angle

Silo, Out of Pack, Other

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the glasses froma side angle to highlight any details on the side of the glasses.

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the items come in retail-ready packaging.

Costume Masks - Photo Direction

Minimum of 3 images required

1

MAIN IMAGE

Front Silo

Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the mask straight-on from the front.

2

Lifestyle

Lifestyle, In Use

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an image of a model wearing the mask with an appropriate coordinating or matching costume.

3

Feature Graphic

Graphics, Additional Info

Private Brands: Recommended
Other Brands/Unbranded: Recommended
Include any feature callouts best explained with text or graphics - i.e. if the jaw and eyebrows move.

4

Alternate Angled Silo

Silo, Out of Pack, Other

Private Brands: Required
Other Brands/Unbranded: Required
Shoot all included items from a different angle to highlight any features they may have. This can also be a close-up detail image.

5

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the items come in retail-ready packaging.

*Items must display all indicated **required images + conditionally required images** and meet a **minimum image count of 3***

Costume Prosthetics - Photo Direction

Minimum of 3 images required

1

MAIN IMAGE

Front Silo

Silo, Out of Pack, Front

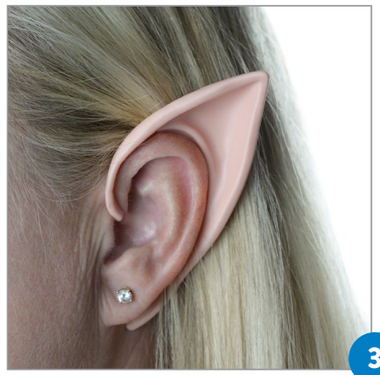
Private Brands: Required
Other Brands/Unbranded: Required
Shoot all included items in a neat arrangement.

2

Silo - On Model

Silo, Out of Pack, With Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an image of a model wearing the items to show how they can be used with a costume.



3

Alternate Silo

Silo, Out of Pack, Other

Private Brands: Recommended
Other Brands/Unbranded: Recommended
Include an alternate silo of the items. Model recommended but not required.

4

Feature Detail

Detail, Feature

Private Brands: Required
Other Brands/Unbranded: Required
Shoot all included items from a different angle to highlight any features they may have. This can also be a close-up detail image.

5

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the items come in retail-ready packaging.

*Items must display all indicated **required images + conditionally required images** and meet a **minimum image count of 3***

Costume Tails - Photo Direction

Minimum of 3 images required

MAIN IMAGE

Front Silo

Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot all included items in a neat arrangement.

Silo - On Model

Silo, Out of Pack, With Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an image of a model wearing the items to show how they can be used with a costume.

Alternate Silo

Silo, Out of Pack, Other

Private Brands: Recommended
Other Brands/Unbranded: Recommended
Include an alternate silo of the items.

Feature Detail

Detail, Feature

Private Brands: Required
Other Brands/Unbranded: Required
Shoot a close-up detail image of the item. This can also be an alternate angled silo image.

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the items come in retail-ready packaging.

Costume Wigs - Photo Direction

Minimum of 3 images required

1

MAIN IMAGE

Front Silo

Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot all included items in a neat arrangement.

2

Silo - On Model

Silo, Out of Pack, Front, On Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an imge of a model from the shoulders up wearing the costume wig with an appropriately matching costume.

3

Alternate Silo - On Model

Silo, Out of Pack, Front, On Model

Private Brands: Recommended
Other Brands/Unbranded: Recommended
Shoot the wig on a model from the back or side. Alternatively, you can zoom out and show the full costume and the wig together.

4

Alternate Angled Silo

Silo, Out of Pack, Other

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the wig from the back or side showing off all sides of the wig.

5

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the items come in retail-ready packaging.

*Items must display all indicated **required images + conditionally required images** and meet a **minimum image count of 3***

Costume Wings - Photo Direction

Minimum of 3 images required

1

MAIN IMAGE

Front Silo

Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the costume wings fully open as a flat-lay.

2

Silo - On Model

Silo, Out of Pack, Back, With Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the costume wings on a model from the back so the pattern is visible.

3

Alternate Silo - On Model

Silo, Out of Pack, Front, On Model

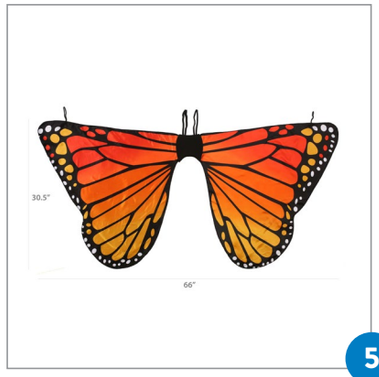
Private Brands: Recommended
Other Brands/Unbranded: Recommended
Shoot the wings on a model from the front to show how they look from the front of both sides.

4

Feature Detail

Detail, Feature

Private Brands: Required
Other Brands/Unbranded: Required
Shoot a close-up detail image of the wings to show how they attach.



5

Silo with Dimensions

Graphics, Silo with Dimensions

Private Brands: Required
Other Brands/Unbranded: Required
See Guidelines

Fancy-Dress Costumes - Photo Direction

Minimum of 4 images required

MAIN IMAGE

Silo - On Model

Silo, Out of Pack, Front, On Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot all included items in the costume set on a model. Try to not include any items that are not for sale. If something like shoes are needed, use simple plain shoes.

Silo - All Included Items

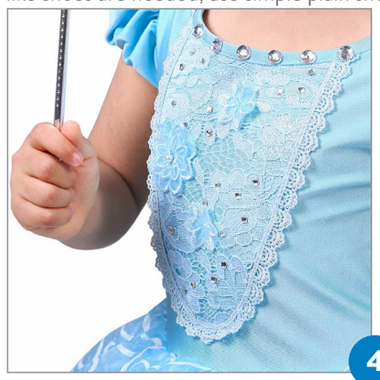
Silo, Out of Pack, What's Included

Private Brands: Required
Other Brands/Unbranded: Required
Shoot an image of all of the included items. If there is only one costume component, this should be a Front Silo.

Alternate Silo - On Model

Silo, Out of Pack, Back, On Model

Private Brands: Recommended
Other Brands/Unbranded: Recommended
Shoot an alternate silo of the model wearing the costume from the back or side.



Feature Detail

Detail, Feature

Private Brands: Required
Other Brands/Unbranded: Required
Shoot a close-up detail of the costume highlighting any details, embellishments, etc. of the costume.

Feature Detail

Detail, Feature

Private Brands: Recommended
Other Brands/Unbranded: Recommended
Include a close-up detail or feature image.

Tag Size	Recommended Height	Cape length
M	43.3"	31.5"
M	47.2"	31.5"
L	51.2"	35.4"
L	55.1"	35.4"
L	59.1"	35.4"

Size Chart

Graphics, Size Guide

Private Brands: Required
Other Brands/Unbranded: Required
See Guidelines

Glow Bracelets - Photo Direction

Minimum of 4 images required

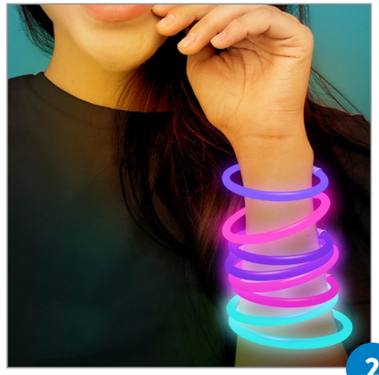
1

MAIN IMAGE

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the retail-ready packaging straight on.

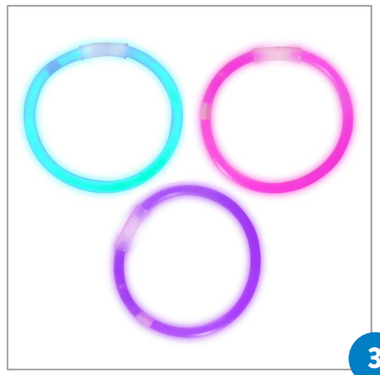


2

Lifestyle with Model

Lifestyle, With Model

Private Brands: Required
Other Brands/Unbranded: Required
Include a lifestyle image of the glow bracelets in use. Model recommended, but not required. If model is used, ensure they are age-appropriate for the product.



3

Front Silo

Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Include a silo image of the glow bracelet color options included in the packaging. Align them in a neat arrangement.

4

Alternate Lifestyle

Lifestyle, In Use

Private Brands: Required
Other Brands/Unbranded: Required
Include an alternate lifestyle image of the glow bracelets in a dark setting to better show them glowing in the dark.

5

Back Silo In Packaging

Silo, Out of Pack, Back

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the back of the retail-ready packaging contains relevant information - i.e. instructions for use.

Glow Necklaces - Photo Direction

Minimum of 4 images required

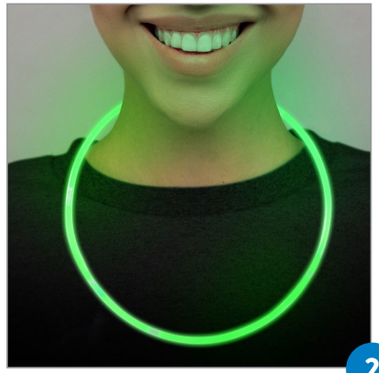
1

MAIN IMAGE

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the retail-ready packaging straight on.

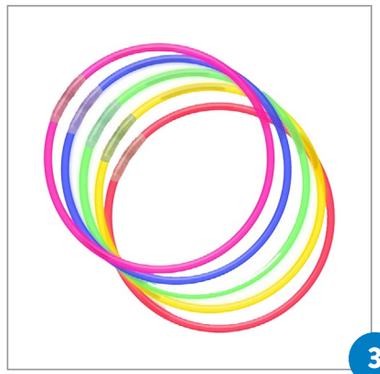


2

Lifestyle with Model

Lifestyle, With Model

Private Brands: Required
Other Brands/Unbranded: Required
Include a lifestyle image of the glow necklaces in use. Model recommended, but not required. If model is used, ensure they are age-appropriate for the product.

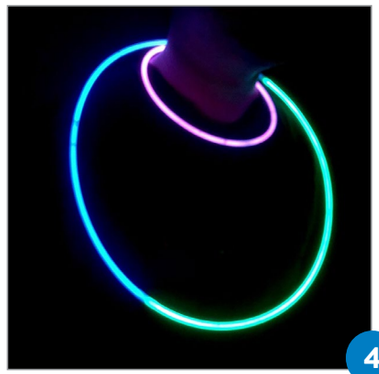


3

Front Silo

Silo, Out of Pack, Front

Private Brands: Required
Other Brands/Unbranded: Required
Include a silo image of the glow necklace's color options included in the packaging. Align them in a neat arrangement.



4

Alternate Lifestyle

Lifestyle, In Use

Private Brands: Required
Other Brands/Unbranded: Required
Include an alternate lifestyle image of the glow necklaces in a dark setting to better show them glowing in the dark.

5

Back Silo In Packaging

Silo, Out of Pack, Back

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the back of the retail-ready packaging contains relevant information - i.e. instructions for use.

Glow Rings - Photo Direction

Minimum of 3 images required

1

MAIN IMAGE

Front Silo

Silo, Out of Pack, Front

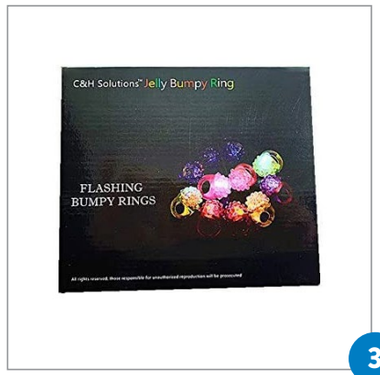
Private Brands: Required
Other Brands/Unbranded: Required
Shoot the glow rings in a neat arrangement, showing one of every color included.

2

Lifestyle In Use

Lifestyle, In Use

Private Brands: Required
Other Brands/Unbranded: Required
Include a lifestyle image of the glow ring in use.



3

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Required
Other Brands/Unbranded: Conditionally Required
Required for Private brands. For all other brands, only include if the glow rings come in retail-ready packaging.

4

Alternate Lifestyle

Lifestyle, In Use

Private Brands: Required
Other Brands/Unbranded: Required
Include an alternate lifestyle image of the glow rings in a dark setting to better show them glowing in the dark.

5

Silo with Dimensions

Graphics, Silo with Dimensions

Private Brands: Recommended
Other Brands/Unbranded: Recommended
Include a silo with dimensions image of the interior diameter of the glow ring to show its size.

See Guidelines

Historical Reenactment Apparel - Photo Direction

Minimum of 4 images required

MAIN IMAGE

Silo - On Model

Silo, Out of Pack, Front, On Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot the apprel on a model from a front-facing view.

Alternate Silo - On Model

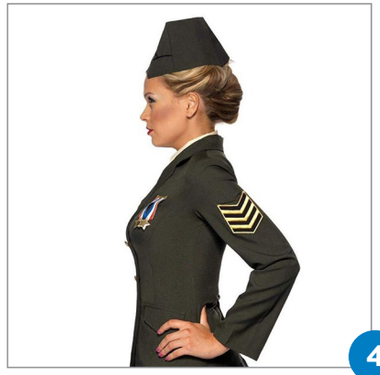
Silo, Out of Pack, On Model

Private Brands: Required
Other Brands/Unbranded: Required
Shoot a silo image of the apparel on a model from the back.

Alternate Silo - On Model

Silo, Out of Pack, On Model

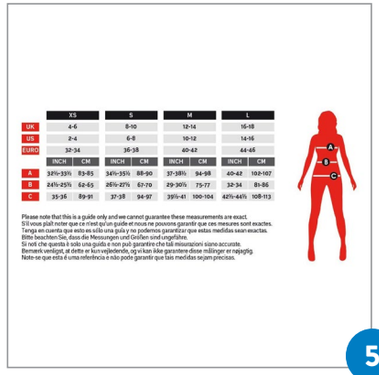
Private Brands: Recommended
Other Brands/Unbranded: Recommended
Include an alternate silo of the items of the apparel on a model.



Feature Detail

Detail, Feature

Private Brands: Required
Other Brands/Unbranded: Required
Shoot all included items from a different angle to highlight any features they may have. This can also be a close-up detail image.



	XS	S	M	L
UK	4-6	8-10	12-14	16-18
US	2-4	6-8	10-12	14-16
EURO	32-34	36-38	40-42	44-46
	INCH / CM	INCH / CM	INCH / CM	INCH / CM
A	32½-33½ / 83-85	34½-35½ / 88-90	37-38½ / 94-98	40-42 / 102-107
B	24½-25½ / 62-65	26½-27½ / 67-70	29-30½ / 75-77	32-34 / 81-86
C	35-36 / 89-91	37-38 / 94-97	39½-41 / 100-104	42½-44½ / 108-113

Please note that this is a guide only and we cannot guarantee these measurements are exact.
S'il vous plaît noter que ce n'est qu'un guide et nous ne pouvons garantir que ces mesures sont exactes.
Tenga en cuenta que estos es sólo una guía y no podemos garantizar que estas medidas sean exactas.
Bitte beachten Sie, dass die Messungen und Größen sind ungefähre.
Si noti che questa è solo una guida e non può garantire che tali misurazioni siano accurate.
Bemærk venligst, at dette er kun vejledende, og vi kan ikke garantere disse målinger er nøjagtig.
Note-se que esta é uma referência e não pode garantir que tais medidas sejam precisas.

Size Chart

Graphics, Silo with Dimensions

Private Brands: Required
Other Brands/Unbranded: Required
See Guidelines

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Conditionally Required
Other Brands/Unbranded: Conditionally Required
Only required if the items come in retail-ready packaging.

*Items must display all indicated **required images + conditionally required images** and meet a **minimum image count of 4***

Copy Guidelines

Great copy can not only attract more customers to your page through Search Engine Optimization (SEO) and Search Engine Marketing (SEM), but also help the customer convert and prevent returns.

There are some requirements you are legally obligated to include in your copy, and other formatting requirements that will ensure a cohesive customer experience on the site.

Failure to follow these copy standards will result in delays and rejections of your items at setup, as well as existing items' removal from the site.

Search Engine Optimization

SEO, or Search Engine Optimization, is an important part of product content. It helps your products rank higher on external search engines, like Google, Yahoo! and Bing.

How to Optimize Your Product's Copy Descriptions:

Focus on how a customer would organically search an item, based on the item name and key features. By using key descriptive words in not only the long description but reiterated in the short description as well, you increase the chances of a customer landing on your item page.

- Provide unique, relevant content that is truly useful to the user
- Do not add filler, fluffy or spammy content and avoid keyword stuffing
- Repeat the product name once in the product short description
- Do not provide the same copy to multiple online retailers – it needs to be unique and original to Walmart.

How to Optimize Imagery, Video and other Rich Media Assets:

Remember, search engines are "blind." Ensure all visual assets are visible to search.

- Use image/video/asset name and alt text fields for maximum customer and search value.
- Label all rich content assets with the product name to boost SEO value. *This only applies to items hosted through a 3rd Party Provider. PDP Imagery must be named with the GTIN.*
- Provide all content fields required and recommended at item setup. Enhanced content keeps customers engaged and search engines paying attention.

Search engine traffic accounts for most of the visits and revenue your item page receives. Items whose descriptions follow the above guidelines get ranked higher in search engine results and see a 10-20% bump in SEO visits and revenue!

Copy Standards

Using the Right Voice

Walmart strives to deliver a friendly, straightforward & authentic tone and voice that doesn't insult or mislead our online customers. As a partner, we expect you to remain true to your brand's characteristics while also embodying Walmart's ideals. Always write in a way that is ***honest, understandable and informative.***

With the correct attributes listed alongside your products, customers find clear, accurate information on each item in a voice that's simple, smart & human. That's a key part of Walmart.com, because positive customer experiences are far more likely to result in increased sales.

The Walmart Personality

Charming

- Optimistic
- Fun
- Funny
- Witty
- Positive
- Sharp

Warm

- Friendly
- Empathetic
- Caring
- Kind
- Considerate
- Thoughtful
- Resourceful

Genuine

- Down-to-earth
- Approachable
- Relatable
- Authentic

You Should

- Use an active voice
- Speak to benefits
- Say more with fewer words

You Should Avoid

- Hyperbolic or Overpromising statements ("everyone's favorite brand") ("organic produce will save the environment!")
- Guarantees or Testimonials ("you'll lose 5 pounds after eating these bars")
- The use of all-caps, unless it is a brand requirement and symbols, such as © and ™

Base-Variant Copy

For items sold as base-variants (multiple colors and/or sizes), Product Names, Short Descriptions, Key Features and Search Descriptions should not include color and/or size information. This information will be included on the item pages.

Copy Definitions

Definitions

There are three copy fields that we use to speak to our customers. We want to deliver high-impact content that informs and entices the customer through the use of key descriptive words that define the selling points of an item while increasing the findability of the product. All of the following 3 copy fields are **required attributes** that must be properly filled out and completed for item setup.

1. Product Name/Product Title

Product titles are extremely valuable pieces of content. Good titles drive discoverability, customer decision making, SEO/SEM, and make for better site experiences.

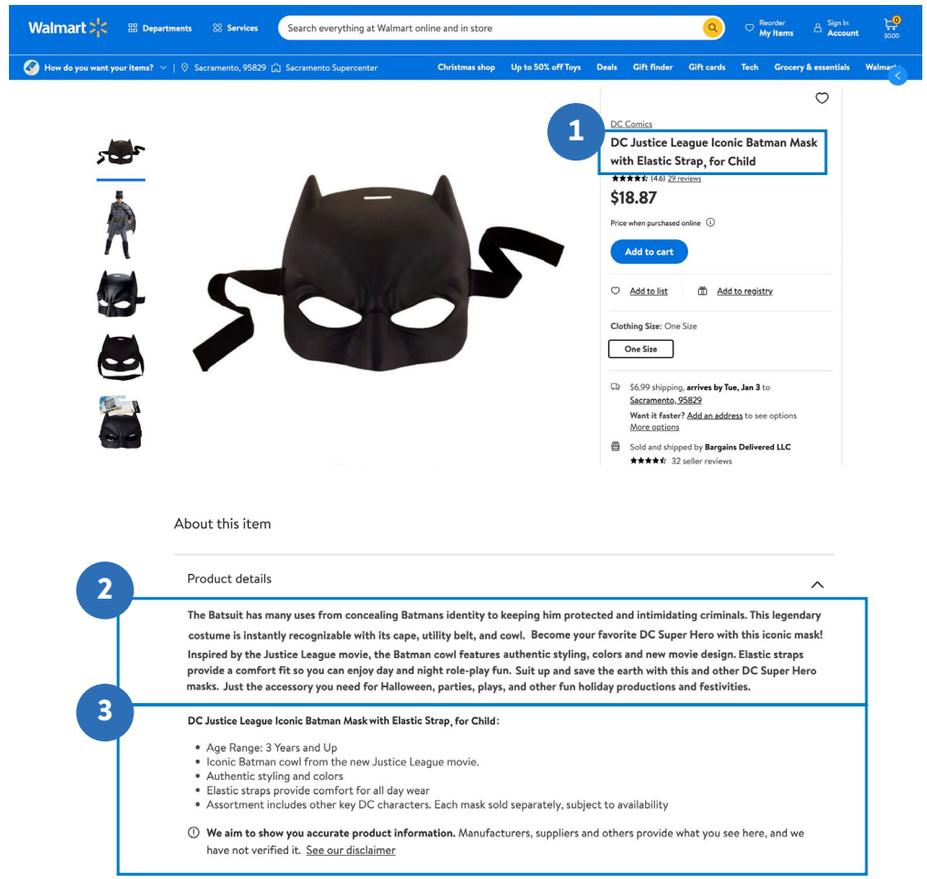
2. Site Description/Short Description

The short description includes an overview of the key selling points of the product, marketing content and product highlights. It is a key time to bring out the personality of the brand. Well-written short descriptions help the customer imagine the experience of owning or handling your product.

3. Key Features/Long Description

The key features section not only identifies the product's key features, but also the benefits and item specifications. Testing shows that well-crafted bullet points increase sales. Customers rely on them to understand key product features as they highlight important or distinguishing facts about your product when making their purchasing decision.

The following pages specify how to properly fill in these 3 required copy attributes



1. Product Name Guidelines

Also known as the Product Title
Max 90 Characters

- Product names become the title of the page and the most important text that is searched for SEO (DO NOT keyword stuff - *ie, "Great for kids", "Great for the office!" or "Stuffed Animal, Perfect Christmas Gift"*)
- A good title needs to fit in the "Goldilocks Zone"; not too short, not too long. The ideal length differs by product type and the following formulas will help you achieve the right range.
- Because mobile devices will cut off product titles after a certain character count, ensure you lead with most important and defining parts of your product title at the beginning of the title so they are visible. The formulas defined on the proceeding pages will have the attributes in order of importance.
- Create a unique, specific product name that isn't used word-for-word on other websites.
- If the color of your item is something that customers are likely to search for, include color in the product name.
- If your item is grouped as a variant, include the available variant attributes (i.e. colors, finish, size) in the Key Features & Description, not in the variant name. For example: the variant name should be *"Better Homes & Gardens 2" Cordless Faux Wood Blinds, Multiple Colors, 36" x 64"*. The product name would be *"Better Homes & Gardens 2" Cordless Faux Wood Blinds, Rustic Gray, 36" x 64"."*
- The first letter of each word should be capitalized, except for articles, conjunctions, prepositions, and acronyms. Titles should also not be written in all caps unless it is legally capitalized, for example, NESCAFE is a brand legally identified on the product package in all caps.
- The title should contain key subject word(s) that describe its respective product type (e.g., items within the candle holder product type should have a word like "lantern" or "candlestick" in the title.)
- Special characters ['~', '!', '*', '$', '#', '^', '`', '@', '/', '|'] should not be used in titles. Apostrophes are okay if that is how the legal name of the brand is represented. For example "Stouffer's."
- Titles with promotional phrases such as "best selling" or "free shipping" are not allowed.
- Do not use "or" language in the title which implies multiple product types i.e. "Headboard or Footboard."
- ***This is a required attribute***

Product Name - Boas & Leis & Costume Accessories

Boas & Leis

FORMULA	**Brand + Product Line[1] + Color[1] + Color Category[2] + Occasion[1] + Sports League[1] + Sports Team[1] + Boa & Lei Type + [,] + "with"[3] + Features[3] + [,][3]+ Assembled Product Length + (Retail Packaging Type[4] + Count[5])**
EXAMPLE	Way to Celebrate Aloha Hawaii Green and Pink Leis with Rhinestones, 22" (Pack of 2)

1. Only include if applicable
2. Only include if Color is not present
3. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
4. Do not include Retail Packaging if value = Single Piece
5. Only include if Count = more than *1*

Costume Accessories

FORMULA	**Title[1] + Character[1] + Product Line[1] + Occasion[1] + Product Type + "with"[2] + Features[2] + (Count[3] + Retail Packaging[3]) + [,] + "by"[4] + Brand[4]**
EXAMPLE	Frozen II Princess Anna Costume Accessory Set with Olaf Figurine (6 Pieces), by DisneyWorks

1. Only include if applicable
2. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
3. Only include if Count = more than *1*.
4. If the item does not have a Title, move Brand to the front of the Product Name Structure and do NOT include "by". If Brand, Title or Character is the value, do NOT repeat.

Product Name - Costume Capes & Cloaks and Costume Facial Hair

Costume Capes & Cloaks

FORMULA	Title[1] + Character[1] + Product Line[1] + Assembled Product Length + Color[1] + Color Category[2] + Occasion[1] + Sports League[1] + Sports Team[1] + Costume Cape & Cloak Type + "with"[3] + Features[3] + [,] + "for" + Age Group + (Count[4] + Retail Packaging[4]) + "by"[5] + Brand[5]
EXAMPLE	Marvel Studios: Dr. Strange Cloak of Levitation 50" Red Costume Cloak, for Adults (2 Pieces)

1. Only include if applicable
2. Only include if Color is not present.
3. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
4. Only include if Count = more than *1*.
5. If the item does not have a Title, move Brand to the front of the Product Name Structure and do NOT include "by". If Brand, Title or Character is the value, do NOT repeat.

Costume Facial Hair

FORMULA	Brand + Product Line[1] + Color[1] + Color Category[2] + Occasion[1] + Sports League[1] + Sports Team[1] + Costume Facial Hair Type + "with"[3] + Features[3] + [,] + Assembled Product Width + (Retail Packaging[4] + Count[4])
EXAMPLE	Tuscom Biker Gang Costume Black Goatee with Spirit Gum Adhesive, 3.5" (2 Pack)

1. Only include if applicable
2. Only include if Color is not present.
3. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
4. Only include if Count = more than *1*.

Product Name - Costume Glasses, Costume Masks and Costume Prosthetics

Costume Glasses

FORMULA	**Title[1] + Character[1] + Product Line[1] + Color[1] + Color Category[2] + Occasion[1] + Sports League[1] + Sports Team[1] + Costume Glasses Type + "with"[3] + Features[3] + [,] + "for" + Age Group + (Retail Packaging[4] + Count[4]) + "by"[5] + Brand[5]**
EXAMPLE	Harry Potter Lunettes Black Costume Wizard Eyeglasses for Children, by Lenskart

Costume Masks

FORMULA	**Title[1] + Character[1] + Product Line[1] + Color[1] + Color Category[2] + Material + Animal Type[1] + Occasion[1] + Sports League[1] + Sports Team[1] + Costume Mask Type + "with"[3] + Features[3] + [,] + "for" + Age Group + (Retail Packaging[4] + Count[4]) + "by"[5] + Brand[5]**
EXAMPLE	Starstills Black Latex Gorilla Full-Face Mask, for Adults

1. Only include if applicable
2. Only include if Color is not present.
3. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
4. Only include if Count = more than *1*.
5. If the item does not have a Title, move Brand to the front of the Product Name Structure and do NOT include "by". If Brand, Title or Character is the value, do NOT repeat.

Costume Prosthetics

FORMULA	**Title[1] + Character[1] + Product Line[1] + Material + "Costume Prosthetic" + Animal Type[1] + Occasion[1] + Sports League[1] + Sports Team[1] + Product Type + "with"[2] + Features[2] + [,] + (Count[3] + Retail Packaging[3]) + "by"[4] + Brand[4]**
EXAMPLE	Rubber Wear Angular Foam Latex Cheekbones with Spirit Gum, 2 Count

1. Only include if applicable
2. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
3. Only include if Count = more than *1*.
4. If the item does not have a Title, move Brand to the front of the Product Name Structure and do NOT include "by". If Brand, Title or Character is the value, do NOT repeat.

Product Name - Costume Tails and Costume Wigs

Costume Tails

FORMULA	**Title[1] + Character[1] + Product Line[1] + Assembled Product Length + Occasion[1] + Sports League[1] + Sports Team[1] + "Costume" + Costume Tail Type + Color + Color Category[2] + Animal Type + "Tail" + "with"[3] + Features[3] + "for" + Age Group + (Retail Packaging[4] + Count[4]) + "by"[5] + Brand[5]**
EXAMPLE	Elope Supersoft 24" Costume Clip-On Tan and White Fox Tail for Adults

1. Only include if applicable
2. Only include if Color is not present.
3. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
4. Only include if Count = more than *1*.
5. If the item does not have a Title, move Brand to the front of the Product Name Structure and do NOT include "by". If Brand, Title or Character is the value, do NOT repeat.

Costume Wigs

FORMULA	**Brand + Product Line[1] + Hair Color + Occasion[1] + Sports League[1] + Sports Team[1] + "Costume" + Costume Wig Type + "with"[2] + Features[2] + [,] + "for" + Age Group + (Retail Packaging[3] + Count[3])**
EXAMPLE	Morris Costumes Mississippi Mudflap Blonde Costume Mullet Wig with Optional Sideburns, for Adults

1. Only include if applicable
2. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
3. Only include if Count = more than *1*.

Product Name - Costume Wings and Fancy-Dress Costumes

Costume Wings

FORMULA	**Brand + Product Line[1] + Color[1] + Color Category[2] + Material + Occasion[1] + Sports League[1] + Sports Team[1] + "Costume" + Costume Wing Type + "with"[3] + Features[3] + [,] + "for" + Age Group + Retail Packaging[4] + Count[4] + (Assembled Product Length + Assembled Product Width)**
EXAMPLE	NZND Black and Yellow Poly-Cotton Halloween Costume Butterfly Wings, for Children (30"x32")

1. Only include if applicable
2. Only include if Color is not present.
3. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
4. Only include if Count = more than *1*.

Fancy-Dress Costumes

FORMULA	**Title[1] + Character[1] + Product Line[1] + Gender[2] + Occasion[1] + Sports League[1] + Sports Team[1] + Sports League[1] + Sports Team[1] + Fancy Dress Costume Type + "with"[3] + Features[3] + "for" + Age Group + [,] + Clothing Size Group + Clothing Size + (Retail Packaging[4] + Count[4]) + "by"[5] + Brand[5]**
EXAMPLE	The Little Mermaid Ariel Costume for Children with Sequin Tail, Girls 4T

1. Only include if applicable
2. Gender value should = Mens, Womens, Boys or Girls
3. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
4. Only include if Count = more than *1*.
5. If the item does not have a Title, move Brand to the front of the Product Name Structure and do NOT include "by". If Brand, Title or Character is the value, do NOT repeat.

Product Name - Glow Bracelets, Glow Necklaces and Glow Rings

Glow Bracelets

FORMULA	Brand + Product Line[1] + Occasion[1] + Sports League[1] + Sports Team[1] + Features[2] + Product Type + (Retail Packaging[3] + Count[3])
EXAMPLE	TomFun Party Connectable Glow Bracelets (10 Count)

Glow Necklaces

FORMULA	Brand + Product Line[1] + Occasion[1] + Sports League[1] + Sports Team[1] + Features[2]+ Product Type + (Retail Packaging[3] + Count[3])
EXAMPLE	Rhona's Best Party Connectable Glow Necklaces (5 Count)

Glow Necklaces

FORMULA	Brand + Product Line[1] + Occasion[1] + Sports League[1] + Sports Team[1] + Features[2]+ Product Type + (Retail Packaging[3] + Count[3])
EXAMPLE	MegaFUN Hi Viz Glow Rings (10 Count)

1. Only include if applicable
2. Only include a maximum of *2* Features if applicable.
3. Only include if Count = more than *1*.

Product Name - Historical Reenactment Apparel

Historical Reenactment Apparel

FORMULA	**Title[1] + Character[1] + Product Line[1] + Gender[2] + Occasion[1] + Sports League[1] + Sports Team[1] + Sports League[1] + Sports Team[1] + historical Reenactment Apparel Type + "with"[3] + Features[3] + "for" + Age Group + [,] + Clothing Size Group + Clothing Size + (Retail Packaging[4] + Count[4]) + "by"[5] + Brand[5]**
EXAMPLE	Military & War Reenactment Costume WW2 for Men, Large

1. Only include if applicable
2. Gender value should = Mens, Womens, Boys or Girls
3. Only include a maximum of *2* Features if applicable. Only include "with" if Features is present.
4. Only include if Count = more than *1*.
5. If the item does not have a Title, move Brand to the front of the Product Name Structure and do NOT include "by". If Brand, Title or Character is the value, do NOT repeat.

2. Site Description Guidelines

Also known as the Short Description
Minimum 60 words required - 100 words recommended

- Information entered here should be in HTML code, sentence case, **paragraph** form no bullet points:
  - Short Description
- The description is key to Search Engine Optimization (SEO) because customers search in ways that match real-life uses and concerns
- ***No promotional text like free shipping or discounts, no special characters or hyperlinks to other retailers***
  - It is okay to leave promotional text that talks about other items included in the product line, such as accessories, other colors or variations available, other products they manufacturer that work with the item, etc.
- ***No text that promotes another retailer or redirects you to another website. It should not have any mention of another retailer unless it is related to the product.***
  - *Example of* ***what isn't allowed:*** *Buy on Amazon!*
- For SEO purposes, repeat the product name within the body of the description.
- Ensure your description is unique (i.e., not copied from other sites) and is truly useful for customers. Avoid too much repetition.
- Do not fill with information that would be pointless to the buyer. When crafting the short description, put yourself in your customers' shoes: what would they want to feel, touch, think, want? This is as close as you can come to creating an in-store experience for the online customer.
- How many different ways might people search for this item? If you miss a synonym (or keyword) in your description (e.g. you call the product "sandals" but some customers might call them flip flops"), you can miss out on a portion of customers looking for it.
- Be clear and conversational when writing. You're helping customers make an informed decision; you're not trying to sell them on anything. Some slang is acceptable – as long as it doesn't break an authentic, straightforward tone – since it captures more key terms.
- Use related keywords within the short description. A good way to figure out keywords for your product is to use the values for the attributes you populate. For example, if on the attribute "Recommended Room" you filled out Living Room & Bedroom, these would be could keywords to use in your short description. The keywords should flow organically into the sentences - don't force them.
  - Keywords should describe what the item is, how it is used, how it works, what it looks like, what it feels like, what it is called (other than the given item name, which should also be included), where it can be used, what the customer can do with it, how it is unique, etc.
- ***This is a required attribute***

Attribute Name
Site Description
Examples

Fancy-Dress Costumes Example:
Stand out from the crowd at your next themed event with the Batman the Dark Knight Rises Costume. This set channels your favorite superhero's iconic look from the hit movie directed by Christopher Nolan. This deluxe adult Halloween costume is made of 100% polyester material, making it a comfortable wear if you need to have it on for hours. It is also flexible enough for you to easily move about. This muscle chest costume has Armor sleeves, pants with attached boot tops, a cape, a character mask and a utility belt. It is available in different sizes for men. This costume is not just for Halloween. It can be worn to any themed occasion, photo shoot or festival. Pair it with the right attitude and you're all set to be a convincing caped crusader.

Costume Wigs Example:
Transform into a character from Rainbow High when you put on this gorgeous, rainbow wig. The extra-long, soft rainbow hair looks just like Amaya Raine, one of the most-loved characters at Rainbow High. This beautiful, high quality wig features extra-long hair in a variety of colors that creates a beautiful rainbow of hair that is soft and glossy for a gorgeous look. It's full of volume and 18-inches long for a gorgeous, dramatic transformation and can be styled in a variety of different ways. This Amaya Raine Rainbow High wig set includes 1 rainbow wig and 1 comb to brush it with.

3. Key Features Guidelines

Also known as the Long Description
Minimum 4 bullets required - 6 bullets recommended

- Begin each bullet point with a capital letter
- **Write with sentence fragments and do not include ending punctuation**
- Product name should be repeated as the first line, bolded, no bullet
- If you want to add more Key Features, just copy/paste any Key Features column in the spec to create a new entry. You can only do this for attributes with the (+) sign.
- ***No promotional text like free shipping or discounts, no special characters or hyperlinks to other retailers***
  - It is okay to leave promotional text that talks about other items included in the product line, such as accessories, other colors or variations available, other products they manufacturer that work with the item, etc.
- ***No text that promotes another retailer or redirects you to another website. It should not have any mention of another retailer unless it is related to the product.***
  - *Example of **what isn't allowed:** Buy on Amazon!*
- Do not repeat the same information from the short description or convert the short description into bullets - your key features must be unique
- Maintain a consistent order. If your first bullet point talks about the product's design followed by recommended use, and then what's included, keep that same order for all your products within the same product type family
- Reiterate important information from the title and description
- No special characters such as #, * or !
- ***This is a required attribute***

Attribute Name
Key Features
Examples

Starstills Black Latex Gorilla Full-Face Mask, for Adults:

- Super-realistic over-the-head gorilla mask
- Smooth black latex face mask with fur-covered head
- Excellent sculpted features
- Easy to spot clean
- Mesh-covered openings on eyes and mouth will limit vision
- Mask jaw moves with the wearer's jaw movement
- Sized to fit most adults

Frozen II Princess Anna Costume Accessory Set with Olaf Figurine (10 Pieces), by DisneyWorks:

- The Disney Frozen 2 10-piece accessories set includes: blue diamond crown, skirt, Elsa gloves, fairy wand, ring, necklace, bracelet, earrings, and an Olaf figurine
- Perfect for ages 3-6
- Queen Elsa's skirt is made of breathable polyester
- Gloves are made with elastic materials to better fit your girl's little hands as they grow
- Warning: Choking Hazard (small parts)

Attribution Guidelines

Search and browse experiences are based on populating defined attributes and values. If these values are not completed during item set up, items will not be optimized for search, and will fail to appear when customers click through the filter on assortments using refinement values.

There are also attributes required to ensure your items can be added to cart on the site.

If any of these required fields are not populated, your item will not be published. A list of the attributes and their acceptable values are further defined in this section.

Attribute Definitions

Attribute: A field that describes a feature, functionality, or style of an item (e.g. age group, container type, gender, material, etc.)

- Each product type has its own unique set of attributes

Values: The differentiating information that defines a unique set of items for each attribute. Each attribute has a range of appropriate and acceptable values.

- Some values are a simple Yes/No option
- Some values have a drop-down list to choose from
- Some attributes accept multiple values (allowing you to enter all values that apply to the specified attribute.) While other attributes only allow you to enter a single value. ***The following pages will note whether multivalues are accepted for specific attributes or not.***
- Certain attributes have values that fall into a "Closed List" where there are a limited number of values to choose from (as defined by Walmart)
- ***If the list is Closed, please only select from the value(s) shown. Do not make up a new value.***

The following pages provide a list of example values for the specified attributes with open lists. We encourage you to select from one of the example values provided (if applicable to your item) as these values are already established within the system. ***Please note, unless noted as a Closed List, the lists are not all-inclusive, you must work closely with your merchant engagement lead if you have any questions about your attribute values.***

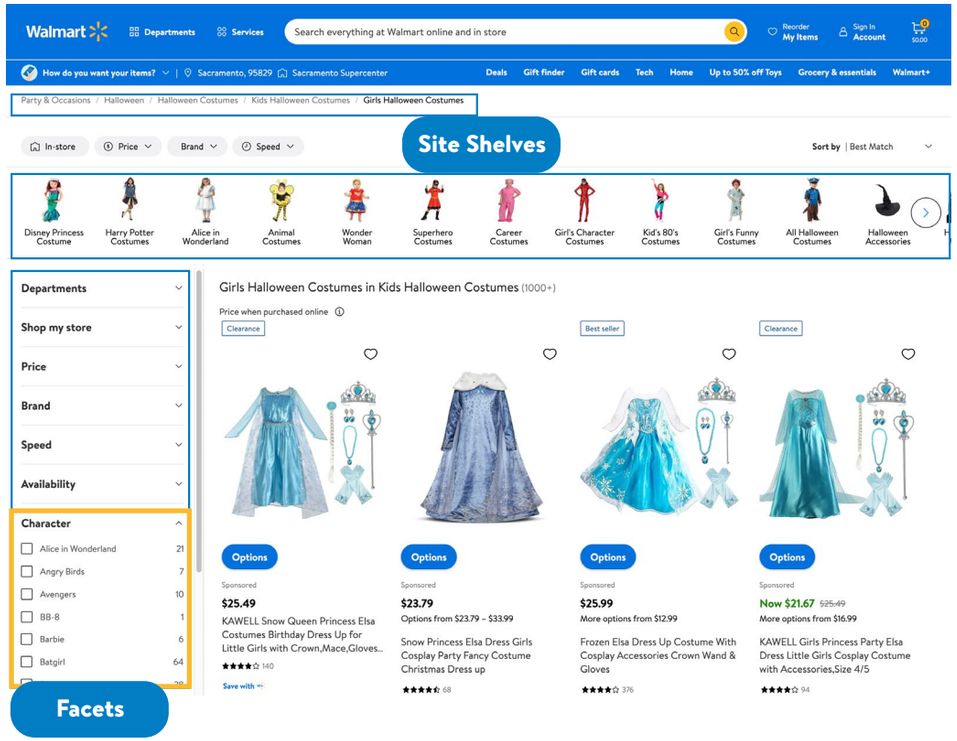
Why are attributes important?

Walmart.com uses attributes to help our customers find the items they are looking for. There are two main ways they are used for site discoverability.

- **Facets** *(Filters & left-hand navigation)*
- **Site Shelves** *(top nav & 'shop by category')*
  - Customers will either use the facets or site shelves to browse the site, or they will search for something and narrow down the results with them. The values for these attributes are very specific, and if an item doesn't have the right attribute filled out, is left empty, or filled out with something not listed in the facet or shelving rule, it will be omitted from the results when a selection is made.

In the example shown below, the "Fancy-Dress Costume" product type requires the attribute "character" to be set for the facet. Accepted values include:

- Alice in Wonderland
- Angry Birds
- Avengers
- BB-8
- Barbie
- Batgirl



If the attribute is not populated, or if the field is filled in with a value outside of a pre-defined value, your fancy-dress costumes would not appear when a customer uses the facet navigation, above. The fancy-dress costumes would only be found on either the brand page or by searching specifically for the item.

All Costumes Attributes

Below are the mandatory attributes for the Costumes Product Type Group.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Accessories Included	**Listing of any supplementary items that come with the product. Important information for consumers because accessories typically provide additional convenience, utility, attractiveness or safety to or for a product.**	• Eye Patch • Gloves • Stockings • Headband • Sword • Wig • Wings • Boa • Cape • Costume Prostetics • Costume Facial Hair • Costume Glasses • Costume Mask • Costume Tail • Trick-or-Treat Bag • Safety Equipment	**Open**	**Yes**	**Recommended**
Age Group	**General grouping of ages into commonly used demographic labels.** • Infant, 0-1 • Toddler, 1-3 • Child, 4-10 • Tween, 11-13 • Teen, 14-17 • Adult, 18-64 • Senior, 65+	• Child • Adult • Senior • Infant • Toddler • Newborn • Preemie • Baby • Teen • Tween	**Closed**	**Yes**	**Required**
Animal Type	**The common generic name for the type of animal.**	• Horse • Fox • Dog • Cat • Mouse • Unicorn • Dragon • Bull	**Open**	**Yes**	**Recommended**
Assembled Product Height	**The height of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in, ft**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**

All Costumes Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Weight	**The weight of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include lb,oz**	• 1.75 • 5 • 12 • 32	**Open**	**No**	**Recommended**
Brand Name	**The name provided by the brand owner that is intended to be recognized by the consumer as represented on the product.** If item does not have a brand, use "Unbranded". **This should be the brand ONLY, not brand + product line. Make sure brand name is spelled, punctuated & capitalized properly according to the brand itself.**	• Way to Celebrate • Bill Nye • Bigbolo • Costumes For All Occasions • Disguise • Disney • Dreamgirl • Fun Express • Fun World • Rubie's • Shopmascot • JAKKS Pacific • Amscan • California Costumes • CosSky • Yandy • Pure Costumes	**Open**	**No**	**Required**
Character	**A person or entity portrayed in print or visual media. A character might be a fictional personality or an actual living person.**	• Batman • Dora the Explorer • Hello Kitty • Jojo Siwa • Minnie Mouse • Power Rangers • Wonder Woman • SpongeBob SquarePants • Mario • Pac-Man • Elsa	**Open**	**Yes**	**Recommended**
Character Group	**Character group name or fictional team name as they appear in a media product.**	• Teenage Mutant Ninja Turtles • The Avengers • The Justice League • My Little Pony • Pokemon • Transformers • Suicide Squad	**Open**	**Yes**	**Recommended**

All Costumes Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Color	**Color refers to the actual color defined by the manufacturer or grower.** • For Example, an item may be gray and black (which are used in the Color Category attribute) but the manufacturer calls the color Space Grey • Please list all colors for the item. If the item has more than one color, please select Multi-color in addition to primary colors. Don't list more than three colors and if more than three than call it Multi-color. *Example: If the item has 3 colors: Magenta, Periwinkle, and Merlot, then that is acceptable. If the item has 4 colors: Magenta, Periwinkle, Lavender, and Merlot, then curate as Multi-color. If an item has Red, White and a tiny bit of Orange, then curate as Red, White & Multicolor. Do not list orange because it was only a tiny amount.*	• Sky Blue • Wonderland White • Robin-breast Red • Yum-Yum-Yellow • Red, White & Blue • Black/Hot Pink • Black • Lime Green • Multi-color • Assorted	**Open**	**No**	**Required**
Color Category	**A closed-list of standard categories of color.** • This needs to be the color from the value list. For Example - something that is Color = Jet Black would have Color Category = Black. • Please list all colors for the item. If the item has more than one color, please select Multi-color in addition to primary colors. Don't list more than three colors and if more than three than call it Multi-color. *Example: If the item has 3 colors: Red, Blue, and Yellow, then that is acceptable. If the item has 4 colors: Red, Blue, Yellow, and White, then curate as Multi-color. If an item has Red, White and a tiny bit of Orange, then curate as Red, White & Multicolor. Do not list orange because it was only a tiny amount.*	• Gray • Orange • Gold • Green • Black • Clear • Yellow • Bronze • Off-White • Blue • Silver • Purple • Red • Pink • Multi-color • Beige • Brown • White	**Closed**	**Yes**	**Recommended**

All Costumes Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Count Per Pack	**The number of identical items inside each individual pack given by the "Multipack Quantity" attribute.** Examples: • A single bottle of 50 pills has a "Count Per Pack" of 50. • A package containing two identical bottles of 50 pills has a "Count Per Pack" of 50. • A 6-pack of soda labeled for individual sale connected by plastic rings has a "Count Per Pack" of 1. • A 6-pack of soda in a box whose cans are not marked for individual sale has a "Count Per Pack" of 6. • A gift basket of 5 different items has a "Count Per Pack" of 1.	• 1 • 2 • 10 • 50	**Open**	**No**	**Required**
Fabric Content *Fabric Material Name*	**A list of every major constituent fiber by percentage using its generic name, as is legally required for yarns, fabrics, clothing and other household items.** *This is part of the parent attribute, Fabric Content. You will need to enter both the Material Name + the Percentage of Material for this attribute.* *Only required if "Fabric Content" Value is not empty*	• Cotton • Polyester • Silk • Satin • Burlap • Felt	**Open**	**No**	**Conditionally Required**
Fabric Content *Fabric Material Percentage*	**The percentage of each fiber within the garment.** *This is part of the parent attribute, Fabric Content. You will need to enter both the Percentage of Material + the Material Name for this attribute.* *Only required if "Fabric Content" Value is not empty*	• 100% Cotton • 99% Cotton, 1% Spandex • 100% Nylon	**Open**	**No**	**Conditionally Required**
Additional Features	**The distinguishing characteristics of a product that describe its appearance, components, and capabilities.** Features often highlight the usefulness/advantages of the product to consumers. *Input each feature as unique value.*	• Lights Up • Makes Noise • Reversible • Adjustable	**Closed**	**Yes**	**Recommended**
Gender	**Indicates whether this item is meant for a particular gender or meant to be gender-agnostic (unisex).**	• Male • Female • Unisex	**Closed**	**No**	**Required**

All Costumes Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Brand License	**A brand name that is not owned by the product brand, but is licensed for the particular product. (Often character and media tie-ins and promotions.) It can also be another brand or a celebrity.**	• Disney • Marvel • LEGO	**Open**	**Yes**	**Recommended**
Manufacturer Name	**The name of the manufacturer.**	• Procter & Gamble • Apple • Sony • General Motors • Yamaha	**Open**	**No**	**Recommended**
Manufacturer Part Number	**MPN uniquely identifies the product to its manufacturer.** For many products this will be identical to the model number. Some manufacturers distinguish part number from model number. Having this information allows customers to search for items on the site and informs product matching.	• 5061025 • TSR-1002 • 4-40-3/4-pan-phil	**Open**	**No**	**Recommended**
Material	**The main material(s) that a product is made of.** This does not need to be an exhaustive list, but should contain the predominant or functionally important material/materials. Make sure no % number in value - i.e. if 100% Cotton, value will be Cotton.	• Plastic • Fabric • Metal • Glass • Ceramic • Paper	**Open**	**Yes**	**Required**
Model Number	**Model numbers allow manufacturers to keep track of each hardware device and identify or replace the proper part when needed. Model numbers are often found on the bottom, back, or side of a product. Having this information allows customers to search for items on the site and informs product matching.**	• G62-465DX • MFP00112BBQN	**Open**	**No**	**Recommended**

All Costumes Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Multipack Quantity	**The number of identical, individually packaged-for-sale items. If an item does not contain other items, does not contain identical items, or if the items contained within cannot be sold individually, the value for this attribute should be "1."** Examples: • A single bottle of 50 pills has a "Multipack Quantity" of 1. • A package containing two identical bottles of 50 pills has a "Multipack Quantity" of 2. • A 6-pack of soda labeled for individual sale connected by plastic rings has a "Multipack Quantity" of 6. • A 6-pack of soda in a box whose cans are not marked for individual sale has a "Multipack Quantity" of 1. • A gift basket of 5 different items has a "Multipack Quantity" of 1.	• 1 • 2 • 4 • 6	**Open**	**No**	**Required**
Net Content Statement	**Complete product net content statement, as it appears on product packaging.**	• 6 - 5.3 OZ (150g) CUPS • 1.98 Lb (900g)	**Open**	**No**	**Recommended**
Occasion	**The particular target time, event, or holiday for the product.**	• Halloween • Christmas • Birthday • Costume Party	**Open**	**Yes**	**Required**
Pattern	**Decorative design or visual ornamentation, often with a thematic, recurring motif.**	• Basketweave • Brocade • Checked • Chevron • Chinoiserie • Chintz • Damask • Ditzy • Flame Stitch • Fleur-de-Lis • Floral	**Open**	**Yes**	**Recommended**

All Costumes Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Number of Pieces	**The number of small pieces, slices, or different items within the product. Piece Count applies to things such as puzzles, building block sets, and products that contain multiple different items (such as tool sets, dinnerware sets, gift baskets, art sets, makeup kits, or shaving kits.)** Examples: • A gift basket of 5 different items has a "Piece Count" of 5. • A 105-Piece Socket Wrench set has a piece count of "105." • A 500-piece puzzle has a "Piece Count" of 500.	• 5 • 105 • 500	**Open**	**No**	**Recommended**
Power Type	**Provides information on the exact type of power used by the item.**	• Battery Powered • None	**Closed**	**No**	**Recommended**
Product Line	**Product lines exist as a sub-structure of brands and, frequently, as a super-structure of models.**	• Disney Princess • Deluxe • Secret Wishes • Til' Midnight • Dinah Delight • Shake it Up • Misstress of the Night • Lucky Mouse • Bone-Ita Beauty • Half-Time Hottie • Space Siren • Deluxe King • Super Deluxe • Fringie Flapper • Little Buccaneer • Day of the Dead • Sugar-n-Spice • Warrior Maiden • Noble Knight • Red-Hot Holiday	**Open**	**Yes**	**Recommended**
Net Content *Measure*	**The numeric net content portion that appears on an item.** For example, a gallon of milk has 128 Fluid Ounces: Measure = 128 and Units = Fluid Ounces. *This is part of the parent attribute, Net Content. You will need to enter both the Measure (number) + the Unit (unit of measure) for this attribute.*	• 1 • 12 • 32	**Open**	**No**	**Required**

All Costumes Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Net Content *Unit*	**The unit of measure as defined on the product labeling.** For example, a gallon of milk has 128 Fluid Ounces: Measure = 128 and Units = Fluid Ounces. *This is part of the parent attribute, Net Content. You will need to enter both the Measure (number) + the Unit (unit of measure) for this attribute.*	• Quart • Fluid Ounces • Kilogram • Each • Pound • Square Foot • Gallon • Foot • Quart Dry • Centiliter • Meter • Liter • Case • Milliliter • Centimeter • Pallet/Unit Load • Pint • Cubic Foot • Ounce • Inch • Yard • Gram	**Closed**	**No**	**Required**
Small Parts Warning Code	**To determine if any choking warnings are applicable, check current product packaging for choking warning message(s). Please indicate the warning number (0-6). 0- No warning applicable; 1- Choking hazard is a small ball; 2- Choking hazard contains small ball; 3- Choking hazard contains small parts; 4- Choking hazard balloon; 5- Choking hazard is a marble; 6- Choking hazard contains a marble.**	• 0 - No warning applicable • 2 - Choking hazard contains small ball • 5 - Choking hazard is a marble • 4 - Choking hazard balloon • 6 - Choking hazard contains a marble • 3 - Choking hazard contains small parts • 1 - Choking hazard is a small ball	**Closed**	**Yes**	**Required**
Sports League	**If your item has any association with a specific sports league, enter the league name. Abbreviations are fine.** NOTE: This attribute flags an item for inclusion in the online fan shop.	• NFL • WWE • MLB • NBA • NASCAR • USA Archery	**Open**	**Yes**	**Recommended**
Sports Team	**If your item has any association with a specific sports team, enter the team name.** NOTE: This attribute flags an item for inclusion in the online fan shop.	• San Jose Earthquakes • San Jose Sharks • Golden State Warriors • Las Vegas Raiders • San Francisco 49ers • San Francisco Giants • Stanford Cardinal • Oakland Athletics	**Open**	**Yes**	**Recommended**

All Costumes Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Theme	**A dominant idea, meaning, or setting applied to an item.**	• Animal • Space • Hollywood • Magic • Jungle • Desert • Carnival • Hawaiian • Retro	**Open**	**No**	**Recommended**
Title	**The name given to the work. Does not include any marketing adjectives outside of the given name.**	• Transformers: Dark Side of the Moon • A Christmas Story • How the Grinch Stole Christmas • Game of Thrones • Captain America: The Winter Soldier	**Open**	**No**	**Recommended**
Total Count	**The total number of identical items in the package or box; a result of the multiplication of Multipack Quantity by Count Per Pack.** Examples: • A single bottle of 50 pills has a "Total Count" of 50. • A package containing two identical bottles of 50 pills has a "Total Count" of 100. • A gift basket of 5 different items has a "Total Count" of 1.	• 1 • 50 • 100	**Open**	**No**	**Required**

Boas & Leis - Additional Attributes

Below are the mandatory additional attributes for the Boas & Leis Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in, ft**	• 5 • 10 • 16 • 22	**Open**	**No**	**Required**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in, ft**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Boa & Lei Type	**Specific type of boa or lei.**	• Chandelle Feather Boa • Featherless Boa • Fabric Boa • Feather Boa • Fur Boa • Money Boa • Feather Lei • Flower Lei Headpiece • Flower Lei Wrist Band • Flower Lei Wrist Band Set • Boa • Lei • Kukui Nut Lei • Boa & Lei • Boa Set • Lei Set • Flower Lei • Flower Lei Set • Shell Lei • Shell Lei Set • Lei Anklet • Lei Anklet Set • Lei Wrist Band • Lei Headpiece	**Closed**	**No**	**Required**

Costume Accessories - Additional Attributes

Below are the mandatory additional attributes for the Costume Accessories Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**

Costume Capes & Cloaks - Additional Attributes

Below are the mandatory additional attributes for the Costume Capes & Cloaks Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in, ft**	• 5 • 10 • 16 • 22	**Open**	**No**	**Required**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in, ft**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Clothing Size	**Clothing size as it appears on the garment label. Use this attribute for general sizes (S, M, L) as well as general numbered sizes (2, 4, 6, etc). For items that have unique sizes (dress shirts, bras, etc.) use the specific size attribute.**	• 2-3T • 14-16 • One Size • XL • 8P	**Open**	**No**	**Required**

Costume Capes & Cloaks - Additional Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Clothing Size Group	**The common sizing groups used by the retail clothing industry.**	• Little Boys • Toddler • Big Girls Plus • Newborn • Big Boys • Juniors • Maternity Plus • Little Boys Husky • Big Boys Husky • Big Girls • Big Girls Slim • Short • Women's Plus • Petite Plus • Little Girls Plus • Little Girls Slim • Plus • Little Girls • Juniors Plus • Preemie • Petite • Maternity • Infant • Men • Tall • Young Men's • Big Boys Slim • Little Boys Slim • Women • Big & Tall • Boys • Girls	**Closed**	**Yes**	**Required**
Costume Cape & Cloak Type	**Specific type of costume cloak or cape.**	• Costume Cape • Costume Cloak • Costume Robe • Costume Hooded Cape • Costume Hooded Cloak • Costume Hooded Robe • Costume Calf Length Cloak • Costume Full Length Cloak • Costume Cloak Set • Costume Robe Set	**Closed**	**No**	**Required**

Costume Facial Hair - Additional Attributes

Below are the mandatory additional attributes for the Costume Facial Hair Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Costume Facial Hair Type	**Specific type of costume facial hair.**	• Costume Beard • Costume Goatee • Costume Fu Manchu • Costume Moustache • Costume Sideburns • Costume Eyebrows • Costume Facial Hair Set	**Closed**	**No**	**Required**

Costume Glasses - Additional Attributes

Below are the mandatory additional attributes for the Costume Glasses Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Costume Glasses Type	**Specific type of costume glasses. This is not for fashion or prescription eyewear.**	• Costume Bulging Crazy Eyes Glasses • Costume Eyepatches • Costume Eyeballs Glasses • Costume Clear Glasses • Costume Glasses with nose • Costume Glasses • Costume Sunglasses • Costume Glasses Set	**Closed**	**No**	**Required**

Costume Masks - Additional Attributes

Below are the mandatory additional attributes for the Costume Masks Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,mm,cm,ft**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Costume Mask Type	**Specific type of costume mask.**	• Full-Face Masks • Masquerade Masks • Over-the-Head Masks • Costume Mask Sets • Assorted Costume Masks • Luchador Masks • Animal & Creature Masks • Doctor & Plauge Doctor Masks • Carnival Masks • Costume Eye Masks • Half-Face Costume Masks	**Closed**	**No**	**Required**

Costume Prosthetics - Additional Attributes

Below are the mandatory additional attributes for the Costume Prosthetics Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in, ft**	• 5 • 10 • 16 • 22	**Open**	**No**	**Required**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in, ft**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**

Costume Prosthetics - Additional Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Body Part	**The body part/s for which the item is intended.**	• Eye • Mouth • Waist • Chin • Ear • Toe • Ankle • Face • Wrist • Navel • Buttock • Hair • Lower Back • Finger • Foot • Neck • Nose • Hands • Hand • Leg • Rib • Arm • Forearm • Knee • Chest • Head • Eyebrow • Lips • Stomach • Thigh • Shin • Elbow • Eyebrows • Eyelashes • Arms • Breast • Forehead • Full Back • Legs • Thumb • Right Foot • Left Foot • Belly • Tongue • Septum • Toes • Fingers • Tail • Right Hand • Left Hand • Right Ear • Left Ear • Belly Button	**Closed**	**Yes**	**Recommended**

Costume Tails - Additional Attributes

Below are the mandatory additional attributes for the Costume Tails Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in, ft**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Costume Tail Type	**Specific type of costume tail.**	• Costume Tails • Costume Tail & Ear Sets • Costume Tail Sets	**Closed**	**No**	**Required**
Closure Type	**The type of fastener used to keep an item closed and to facilitate putting on the item.**	• Clip-On • Elastic Band • Belted • Button Fashioned • Snap-Fastened • Tie-On • Clasp • Pin-On	**Closed**	**Yes**	**Required**

Costume Wigs - Additional Attributes

Below are the mandatory additional attributes for the Costume Wigs Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Costume Wig Type	**Specific type of costume wig.**	• Costume Wig • Afro Wig • Bald or Balding Wig • Cosplay Wig • Monster Wig • Mullet Wig • Wig with Facial Hair • Villian Wig • Costume Wig Set • Glamour Wig	**Closed**	**Yes**	**Required**
Hair Pattern	**This attribute outlines different hair patterns that one may have or desire. There are products and hair extensions that need to be defined by this so that a customer can easily find what they are looking for in order to achieve a desired look. This speaks to all hair pattern types. Type 1 - straight, Type 2 - wavy, Type 3 - curly and Type 4 - tightly curled**	• 1a • 1b • 2a • 1c • 2b • 2c • 3a • 3b • 3c • 4a • 4b • 4c	**Closed**	**Yes**	**Recommended**

Costume Wigs - Additional Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Size Descriptor	**General descriptors related to product sizes.**	• Medium Tall • Full Stick • Plus Size • Compact • Super Wide Mouth • Short • Smallest • High • S • Huge • Youth • Large • Standard Size • Regular Mouth • Individual Self Size • Regulation Size • Half Stick • M • Thick • Tall • Full Size • Extra-Heavy • Travel-Size • Large Round Center Hole • Nano • Slim • X-Small • Petite • Snack Size • Mega • Half • XXL • King Size • Giant • Grande • Wide Mouth • Oversized • Narrow • Quarter • Minis • Miniatures • XS • Mid-Size • Small • Full-Size • Mid-Plus • Extra Tall • Assorted • Very Small • One Size • Big • Extra Broad • Intermediate • L-XL • Heavy • Long • Super Colossal • Small Flat • Large Flat • Small Tall • Ultra Long • Full Sheet • Ultra Thin • Medium • Micro • Flat • Extra Large • Jumbo • Very Long • Fun Size • Wide • Ultra Mini • Twin-XL • Single • Little • X-Large • Half-Length • Baby • Tiny • M-L • XL • Extra Heavy • Kid Size • XXS • Regular Size • Full • Fine • 1/4 Sheet • Mini • Extra Narrow • 1/8 Sheet • XS-S • Regular • Extra Small • Universal • Junior • Midsize • Mid • Pocket • 1/2 Sheet • Assorted Sizes • Extra Thick • Extra Long • Standard • Ultra Miniature • Ultra Compact • Extra Wide • Large Round Solid • Pocket-Size • Undersize • Senior • Popcorn • Thin • Popcorn Size • Assorted Mouth Size • Colossal • Largest • S-M • Xtra Large • Quarter Stick • L • Peewee • Small Round Solid • Small Round Center Hole • XL Round Center Hole	**Closed**	**No**	**Recommended**

Costume Wings - Additional Attributes

Below are the mandatory additional attributes for the Costume Wings Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Costume Wing Type	**Specific type of costume wings.**	• Costume Wings • Costume Wing Sets	**Closed**	**No**	**Required**

Fancy-Dress Costumes - Additional Attributes

Below are the mandatory additional attributes for the Fancy-Dress Costumes Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Clothing Size	**Clothing size as it appears on the garment label. Use this attribute for general sizes (S, M, L) as well as general numbered sizes (2, 4, 6, etc). For items that have unique sizes (dress shirts, bras, etc.) use the specific size attribute.**	• XS • S • M • L • XL • 2XL • 3XL • 4XL • 1X • 2X • 3X • 0-6 mo • 6-12 mo • 12-18 mo • 2T • 3T • 4T	**Open**	**No**	**Required**

Fancy-Dress Costumes - Additional Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Clothing Size Group	**The common sizing groups used by the retail clothing industry.**	• Little Boys • Toddler • Big Girls Plus • Big Boys • Newborn • Juniors • Maternity Plus • Little Boys Husky • Big Boys Husky • Big Girls • Big Girls Slim • Short • Women's Plus • Little Girls Plus • Petite Plus • Little Girls Slim • Plus • Little Girls • Juniors Plus • Preemie • Petite • Maternity • Infant • Men • Tall • Young Men's • Big Boys Slim • Little Boys Slim • Women • Big & Tall • Boys • Girls	**Closed**	**Yes**	**Required**
Fancy-Dress Costume Type	**Specific type of costume.**	• Funny Costumes • Mascot Costumes • Revealing Costumes • Couple Costumes • Group Costumes • Era Costumes • Scary Costumes • Special Needs Costumes • Religious Costumes • Costumes • Costume Sets • Costume Headpieces & Hats • Costume Headpieces & Hat Sets • Costume Tutus & Petticoat Sets • Costume Tutus & Petticoats • Costume Tops & Shirts • Costume Bottoms & Pants • Costume Shoes & Footwear • Costume Jackets & Coats • Costume Muscle Chests • Inflatable Costumes • Costume	**Closed**	**Yes**	**Required**
Inseam	**For pants, the distance from the bottom of the leg to the seam in the crotch, measured in inches.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in**	• 2 • 6 • 7 • 27 • 31 • 32 • 36	**Open**	**No**	**Recommended**

Fancy-Dress Costumes - Additional Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Maximum Recommended Age	**The upper limit an of an age range. If the item is intended for all ages, enter 0 for both minimum and maximum age and years as the unit of measure. If the item has no maximum age (5 Years & Up, All Ages), enter 99. If the item is for an exact age, enter the same value for both minimum and maximum age. If maximum is less than 1 year, select Months as the Unit of Measurement. If maximum age is less than 1 month, enter 0. If the item is for an infant less than one month old, enter 0 for both minimum age and maximum age.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include months, years**	• 6 months • 10 years • 12 months • 99 years	**Open**	**No**	**Recommended**
Minimum Recommended Age	**The lower limit of an age range, expressed in years or months. If the item is intended for all ages, enter 0 for both minimum and maximum age and years as the unit of measure. If the item is for an exact age, enter the same value for both minimum and maximum age. If minimum age is less than 1 year, select Months as the Unit of Measurement. If minimum age is less than 1 month, enter 0.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include months, years**	• 0 months • 2 years • 3 months • 5 years	**Open**	**No**	**Recommended**

Glow Bracelets - Additional Attributes

Below are the mandatory additional attributes for the Glow Bracelets Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Additional Features	**The distinguishing characteristics of a product that describe its appearance, components, and capabilities.** Features often highlight the usefulness/advantages of the product to consumers. *Input each feature as unique value.*	• Bendable • Connectable • High Viz	**Closed**	**Yes**	**Recommended**
Material	**The main material(s) that a product is made of.** This does not need to be an exhaustive list, but should contain the predominant or functionally important material/materials. Make sure no % number in value - i.e. if 100% Cotton, value will be Cotton.	• Plastic • Rubber	**Open**	**Yes**	**Required**

Glow Necklaces - Additional Attributes

Below are the mandatory additional attributes for the Glow Necklaces Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Additional Features	**The distinguishing characteristics of a product that describe its appearance, components, and capabilities.** Features often highlight the usefulness/advantages of the product to consumers. *Input each feature as unique value.*	• Bendable • Connectable • High Viz	**Closed**	**Yes**	**Recommended**
Material	**The main material(s) that a product is made of.** This does not need to be an exhaustive list, but should contain the predominant or functionally important material/materials. Make sure no % number in value - i.e. if 100% Cotton, value will be Cotton.	• Plastic • Rubber	**Open**	**Yes**	**Required**

Glow Rings - Additional Attributes

Below are the mandatory additional attributes for the Glow Rings Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Material	**The main material(s) that a product is made of.** This does not need to be an exhaustive list, but should contain the predominant or functionally important material/materials. Make sure no % number in value - i.e. if 100% Cotton, value will be Cotton.	• Plastic • Rubber	**Open**	**Yes**	**Required**
Ring Size	**Standardized numerical sizing of a jewelry ring (based on circumference), as utilized in the United States, Canada and Mexico. Can include quarter and half sizes, depending on which standard is used.**	• 6.75 • 12 • 3.5 • 0.25	**Open**	**No**	**Recommended**
Size Descriptor	**General descriptors related to product sizes.**	• Small • Medium • Large	**Closed**	**No**	**Recommended**

Historical Reenactment Apparel - Additional Attributes

Below are the mandatory additional attributes for the Historical Reenactment Apparel Product Type.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Assembled Product Length	**The length of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Assembled Product Width	**The width of the fully assembled product.** This attribute includes a measure and a unit of measure. Decimal points are okay but should be limited to two numbers after the decimal point. **Acceptable units of measure include in,ft,cm,mm**	• 5 • 10 • 16 • 22	**Open**	**No**	**Recommended**
Clothing Size	**Clothing size as it appears on the garment label. Use this attribute for general sizes (S, M, L) as well as general numbered sizes (2, 4, 6, etc). For items that have unique sizes (dress shirts, bras, etc.) use the specific size attribute.**	• 2-3T • 14-16 • One Size • XL • 8P	**Open**	**No**	**Required**

Historical Reenactment Apparel - Additional Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Clothing Size Group	**The common sizing groups used by the retail clothing industry.**	• Little Boys • Toddler • Big Girls Plus • Newborn • Big Boys • Juniors • Maternity Plus • Little Boys Husky • Big Boys Husky • Big Girls • Big Girls Slim • Short • Women's Plus • Petite Plus • Little Girls Plus • Little Girls Slim • Plus • Little Girls • Juniors Plus • Preemie • Petite • Maternity • Infant • Men • Young Men's • Tall • Big Boys Slim • Little Boys Slim • Women • Big & Tall • Boys • Girls	**Closed**	**Yes**	**Required**
Historical Reenactment Apparel Type	**Specific type of historical reenactment apparel or costume.**	• Military & War Reenactment Costumes • Medieval Reenactment Costumes • Dark Ages Reenactment Costumes • Renaissance Reenactment Costumes • Frontier Reenactment Costumes • Religious Reenactment Costumes • 17th Century Reenactment Costumes • 18th Century Reenactment Costumes • 19th Century Reenactment Costumes • 20th Century Reenactment Costumes • Reenactment Costumes	**Closed**	**Yes**	**Required**

Rich Media Guidelines

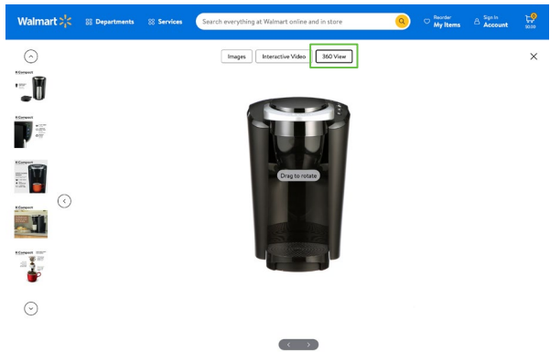
Rich Media is a proven sales booster as it enriches the customer's transaction and contributes to a more authentic human experience, as if they were shopping in a brick and mortar.

There are several rich media modules that can help create an engaging shopping experience while improving brand trust.

Rich Media Index

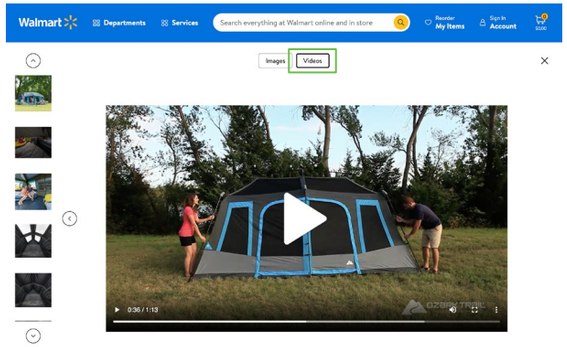
Below are the six Rich Media Modules we encourage you to utilize when creating your item page. 360 Spins & Videos are hosted by Walmart and live above the fold in the image carousel. The other four modules need to go through a CCP for creation and hosting.

360 Spin



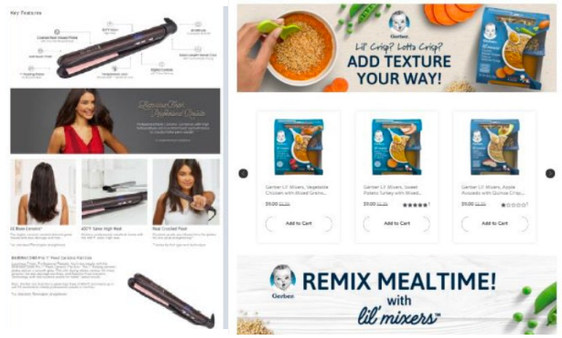
A 360 spin is a series of photos that gives the impression of the product rotating. See here for file specs.

Videos



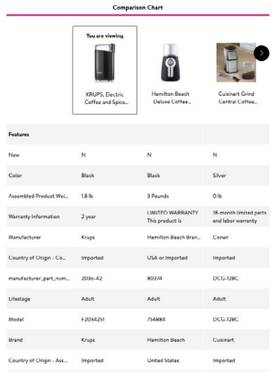
Product videos help customers understand the end use of the product and highlight features. See here for file specs.

Premium Content



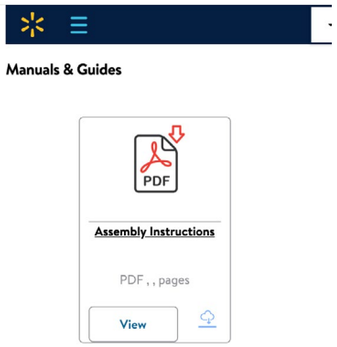
Premium or Marketing content is used to provide in-depth features about your product in a more engaging interface.

Comparison Charts



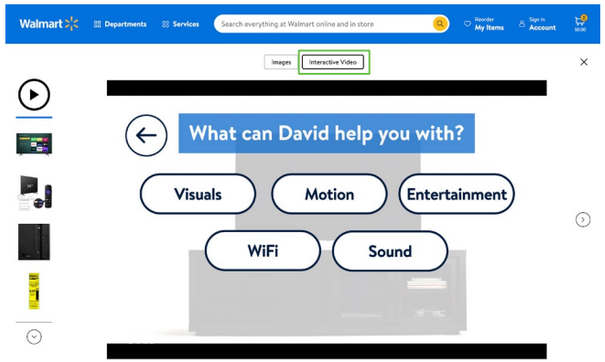
Comparison Charts allow customers to quickly compare similar product's features & benefits.

Downloadable PDFs



Downloaded PDFs allow you to include manuals, warranties, instructions, etc. Manuals should be included with any item that has assembly instructions.

Interactive Videos



Interactive media uses hot spots and other features to enable customers to have a more immersive experience.

Video - Guidelines & File Specifications

Walmart has an internal platform that will support above-the-fold video experiences across Desktop, mWeb and Mobile App.
This platform is provided to our suppliers free of charge. To find out more information and download the new Rich Media spec, click here.

If you would like to submit a video through this avenue, please follow the guidelines below to ensure it can be properly ingested.
Videos can also be hosted through a CCP. You can read more about that on the CCP Overview Page.

Video File Specs

- **File Format & Encoding:** must be MP4 files with h.264 video and AAC audio encoding
- **File Size:** <100MB (~15MB – 20MB is more than sufficient)
- **Title:** Max 200 Characters
- **Language:** en-US
- **Length:** Recommended 30 seconds - 1 minute unless additional time is needed for an assembly video

For information on creating a URL for your Rich Media, read this article.

1. Closed Captioning or Open Captioning File (.vtt file)

Required for all videos, even if they have no audio or just music.

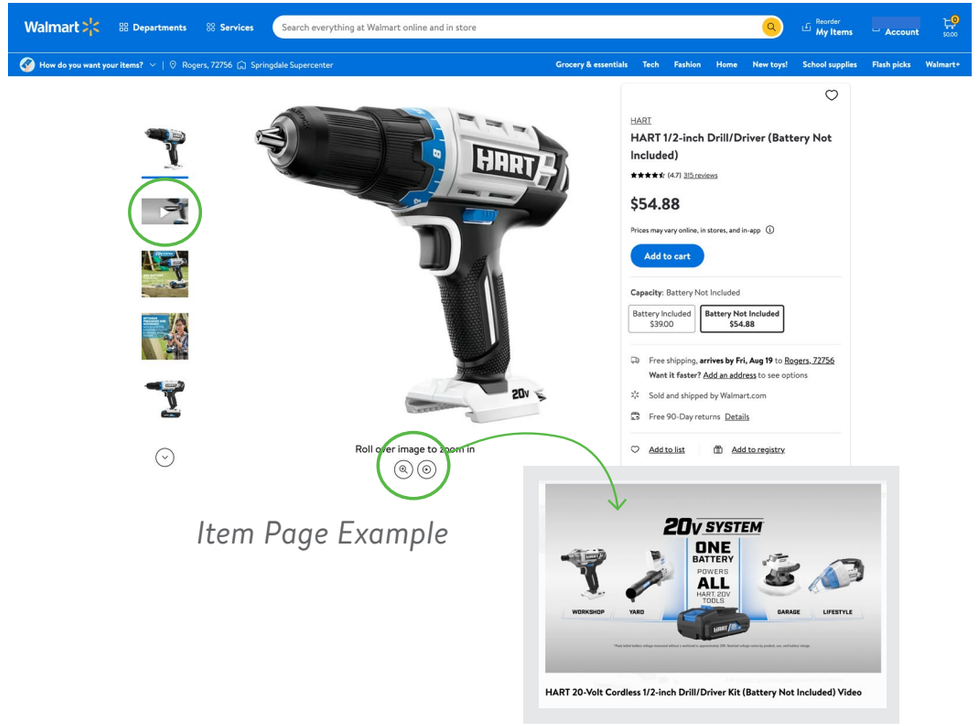
- For videos with only music, you must put a single [MUSIC PLAYING] caption frame that drops off screen after 10 seconds or so.
- For videos with no music, no audio, and no sound, you must put a single [NO AUDIO] caption frame that drops off screen after 10 seconds or so.

2. Audio Description File

- If your video has any meaningful content that is visibly conveyed, that content also needs to be in the form of audio. You must provide a separate audio description file along with your video.
- Example: if your video is of a bicycle assembly and the audio is very general – such as "put this piece in here" – your audio description file is required to explain exactly what pieces are being put where. The test: the audio script is compliant if and only if a blind person can interpret the audio

3. A11Y Checklist

- Accessibility (shorthand A11y) ensures people with disabilities can perceive, understand, navigate and interact with any website or app. WCAG (Web Content Accessibility Guidelines) is an international standard digital content adheres to for assuring content is accessible to the widest audience, regardless of ability.
- Follow these top guidelines when submitting content to Walmart.com.



Item Page Example

360 Spin - Guidelines & File Specifications

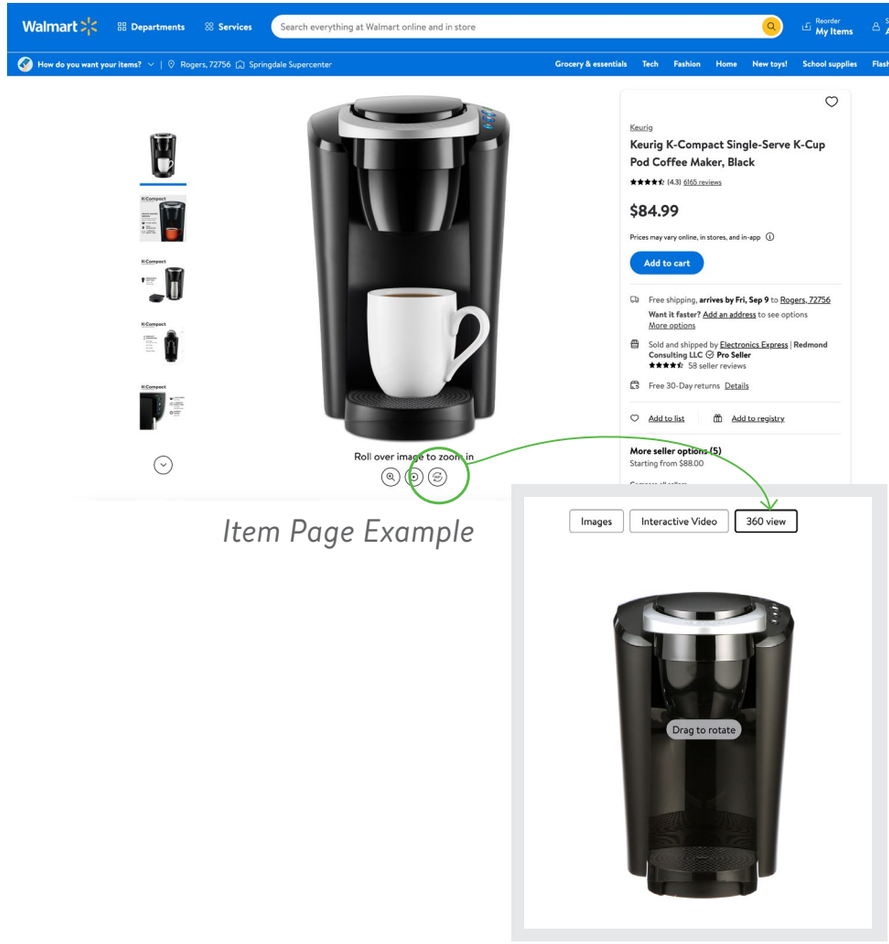
Walmart has an internal platform that will support above-the-fold 360 spin experiences across Desktop, mWeb and Mobile App.
This platform is provided to our suppliers free of charge. To find out more information and download the new Rich Media spec, click here.

If you would like to submit a 360 spin through this avenue, please follow the guidelines below to ensure it can be properly ingested.
360 spins can also be hosted through a CCP. You can read more about that on the CCP Overview Page.

360 Spin Specs

- **File Format:** JPEG (.jpg), (.jpeg) or PNG (.png)
- **Size:** An exact number of 24 image URLs is required for optimal viewing, each individually less than 1MB
  - If you have 12 images, please duplicate them to submit 24
  - If you have more than 24 images, please only select 24 to share
- **Images are in order of rotation, clockwise**
- **Naming** *(for Marketplace Sellers only):*
  - "GTIN_R01_C01, GTIN_R01_C02...GTIN_R01_C24"
  - "GTIN" refers to your item's GTIN identifier, including leading zeros. Please do not use any other identifier.
  - "R01" refers to "row 1" - Walmart only supports single-plane spin, so all your files will be names R01
  - "C01" "C02"... "C24" refers to "column 1, 2...24" - this is how we tell which order your images will show on site, to create the illusion of a spin
  - Example: 00278915469367_R01_C03 is the 3rd image in the spin
- **Categories for 360 Spins:** not all products will benefit from a 360 spin. Select products that the customer would benefit from pickup up and touching in-store like a small appliance or piece of furniture, etc.

For information on creating a URL for your Rich Media, read this article.



Item Page Example

User-Generated Content

A user-generated content (UGC) strategy done right will increase the discoverability of your products, boost sales, and create a valuable dialogue with your customers. It can also inform SEO benefits, provide insights for product innovation, reduce return rates, and ensure shoppers have a positive experience with your brand.

Ratings + Reviews *Walmart recommends a minimum of 20 reviews/item.*

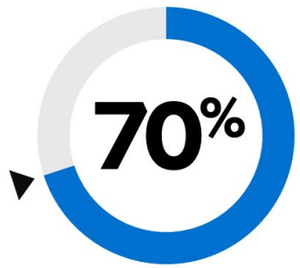
Walmart has partnered with various resources to collect and share user-generated content about your products on Walmart.com. Give shoppers the confidence to choose your products over your competitors by providing reviews on your items.

Social Media Integration

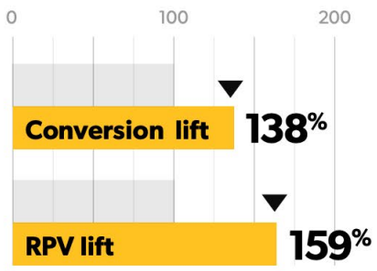
Content created by customers, Instagram posts & Facebook interactions, gives potential customers insight into what other customers think about your products. This also includes influencer-generated content like unboxing videos & product reviews.

UGC Resources

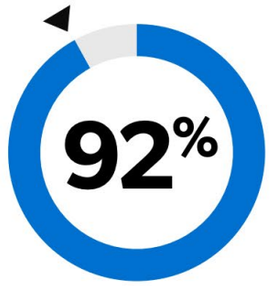
Home Tester Club by the Buchanan Group
Field Agent: *(Home & Flooring Only)*
Bazaarvoice: Walmart spark reviewer for National Brand
Bazaarvoice: Walmart spark reviewer for Private Brands
Beautybox by Brandshare: Contact the Beauty Merchandising Team *(Beauty Only)*



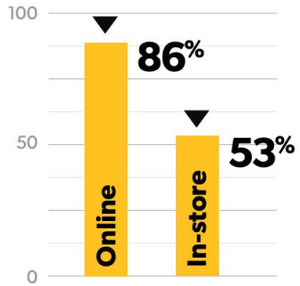
Percentage of shoppers who use reviews to evaluate similar products before buying.[1]



Conversion and revenue impact for brands when shoppers engage with reviews.[3]



Percentage of shoppers who trust peer recommendations over traditional advertising.[4]



Percentage of brands and retailers who say consumer reviews positively influence online and in-store sales.[4]

CCP Program Overview

Connected Content Partners (CCPs) help suppliers manage and synchronize their data across multiple supplier platforms through data feeds. These partners offer a wide range of products and services (such as item setup (US only), syndication, rich media hosting, and content creation, and user-generated content (UGC)) and provide support for issues related to the feeds submitted through them.

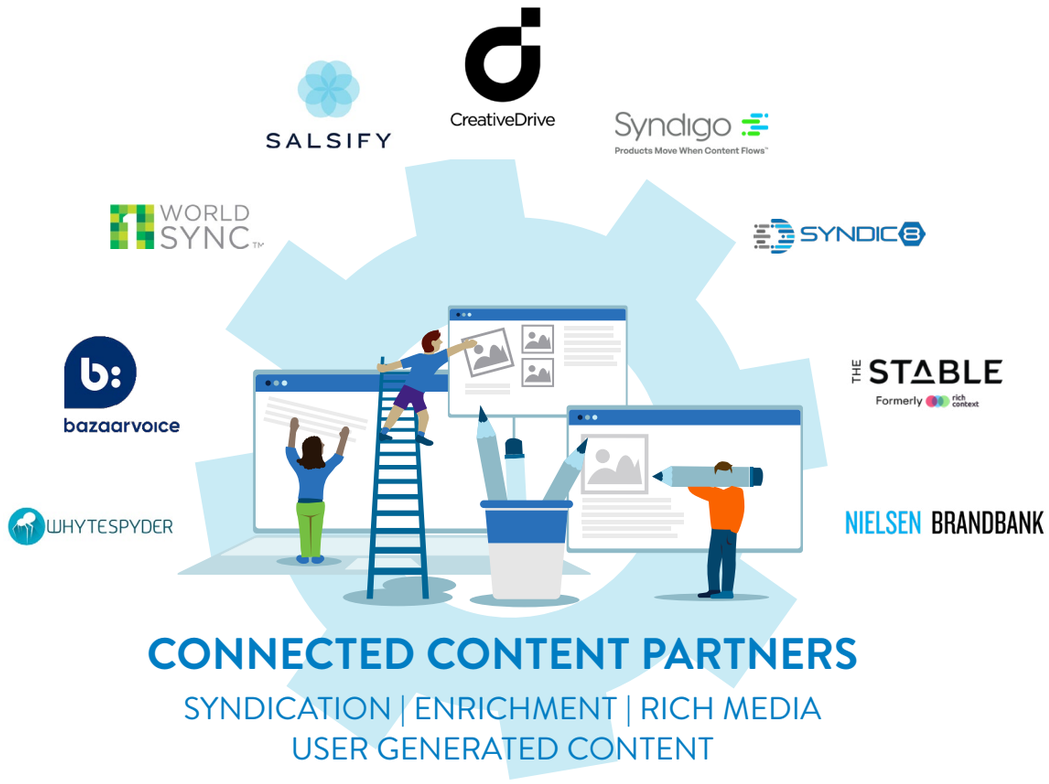
While some CCPs offer full-service integration, others only perform specific functions. Each integration is tailored to your specific needs, so you should reach out to the Content Partner directly to learn about their costs, features, and capabilities.

Syndication – Submitting existing supplier content through the CCP partner to Walmart. The Walmart model for content requirements may differ from the supplier's. Syndication partners help to map these two systems, so content can flow efficiently between the two. These partners implement validation checks based on Walmart's Style Guides to ensure that the content complies with Walmart's requirements.

Enrichment – Enriching content means creating an optimized and structured title that is specific to the product, feature bullets that are easy to scan when browsing, detailed copy that thoroughly describes the item in an engaging way, and other attribution elements. All of which will help drive better discoverability and search results.

Rich Media – Rich media includes immersive experiences like product videos, 360 Spins, shoppable modules, comparison charts, instruction manuals, and other interactive features. The options and capabilities of rich media are extensive. Our specialist partners understand the changing nature of our customer base and can create experiences that have the potential to increase sales by creating dynamic listings.

User-Generated Content – Content created by customers like ratings and reviews, Instagram posts, and Facebook interactions. This content gives potential customers insight into what other customers think about your products. This also includes influencer-generated content like unboxing videos and product reviews.



Questions?
For any additional CCP questions, please email:
cspsupport@wal-mart.com

CCP - FAQs

Q: What are the benefits of participating in the CCP Program?

A: There are several benefits to using a CCP:

1. The CCP is integrating the Walmart Style Guide requirements into their processes. This ensures that all content you submit to Walmart through a CCP partner will be compliant as per Walmart requirements.
2. The CCP provides a managed service, so they take care of any issues that come up during publishing or any other technical issue.
3. Most of our recommended CCPs are full-service studios. They can provide photography, copy, and attribution services along with submitting the content to Walmart.

Q: Who is responsible for the cost of participating in the CCP Program?

A: Suppliers/Sellers are responsible for the cost of participating in the CCP Program.

Q: In the future, if I want to update content for an item that is managed by a CCP, can I make edits in Item 360?

A: For Item 360 - Yes, all items will be accessible through Item 360 for your teams to maintain following content ingestion by the CCP.

A: For Seller Center – No, because the CCP has a higher content ranking than the default ranking for the seller. The only sellers who will be able to update their content, are the sellers who have a higher content ranking (Raise Rank or Brand Owner rank.)

Q: What is the difference between Item 360 and CCP?

A: Item 360/Seller Center is the Walmart platform that suppliers/sellers use to manually create and update their items on Walmart. CCP partners use a backend API to submit content to Walmart on your behalf. They do not have access to the Item 360/Seller Center UI.

Questions?

To learn more about the ***Supplier CCP Program*** review this article.
For the ***Sellers CCP Program*** review this article.

Thank you!

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