

Walmart Marketplace

Search Engine Marketing (SEM) Reimbursement Credit terms

Terms and Conditions for the offer

The Reimbursement Credit offer is for sellers enrolled in the Search Engine Marketing (SEM) program through Walmart Seller Center and who are the direct and intended recipients of an email invite from Walmart (“Eligible Sellers”), Walmart will provide the following:

Sellers who set up and run at least one SEM campaign are eligible to get \$500 Reimbursement Credit on the first \$1,000 (the “Qualifying Spend”) the seller spends on SEM campaigns during the following period (the “Promotional Period”):

Sep 27, 2023 – December 15, 2023

Credits will be available to seller on a first come, first serve basis until exhausted and are not guaranteed. Credit(s) will be automatically applied on a monthly cadence to a seller’s next full bi-weekly invoice(s) issued from their net revenue payment during the Promotion Period.

Eligibility:

Eligible Seller must register for and maintain a Walmart seller account in good standing with Walmart Marketplace, seller must be enrolled in the SEM Program, and their SEM campaigns shall be subject at all times to the Seller SEM Program Participation Terms. Sellers must set up, run a campaign, and pay the Qualifying Spend to take advantage of the Reimbursement Credit.

Other Terms:

Qualifying Spend must be made directly through seller’s self-serve account for running SEM campaigns only on items designed by Walmart as eligible and appearing as promotable in the SEM User Interface (UI) on Seller Center. Any unused credit at the end of the Promotion Period will be forfeited.

Eligible sellers are responsible for monitoring their ad spend and can suspend or pause their SEM campaigns at any time if they do not wish to incur additional fees.

This offer and Reimbursement Credit(s) are non-transferable, not for resale, and not redeemable for cash. Seller is only eligible to receive the Reimbursement Credit once regardless of the number of campaigns seller runs. This offer is void where prohibited by law and in the event of fraud, mistake, or any failure to satisfy any terms of the offer.

Walmart reserves the right, in its sole discretion, to terminate, modify, or suspend this offer and the SEM program at any time, including should virus, bugs, nonauthorized human intervention, technical issues, fraud, abuse, misuse or other causes beyond its reasonable control corrupt or affect the administration, security or proper conduct of the offer.

Walmart is not responsible for errors or difficulties of any kind, whether human, mechanical, electronic, computer, network, typographical, printing or otherwise, relating to or in connection with the offer, including, without limitation, errors or difficulties which may occur in connection with the administration of the offer, the processing of opt-ins or SEM campaigns spend, the fulfilment of credits, or in any offer-related materials. Persons who tamper with or abuse any aspect of the offer, who act in an unsportsmanlike or disruptive manner or who are in violation of these terms, as solely determined by Walmart, will be ineligible for the credit.