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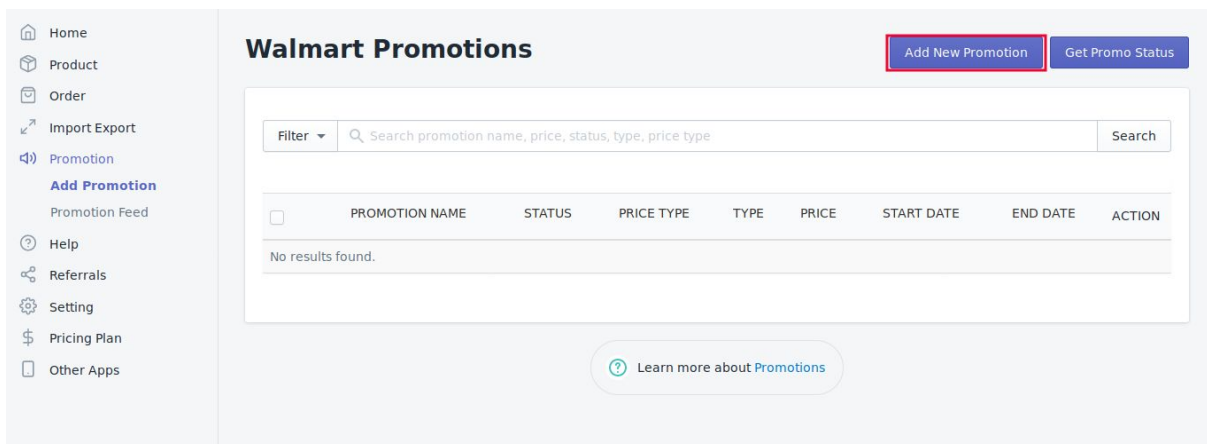
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Promotional Pricing on Walmart

Promotional Pricing helps you to add the offer price to your products. For example, if you want to clear your stock or provide sale to some particular products for a particular time duration. Then you can use Promotional pricing feature to display the actual price of the product and the offer price of that product.

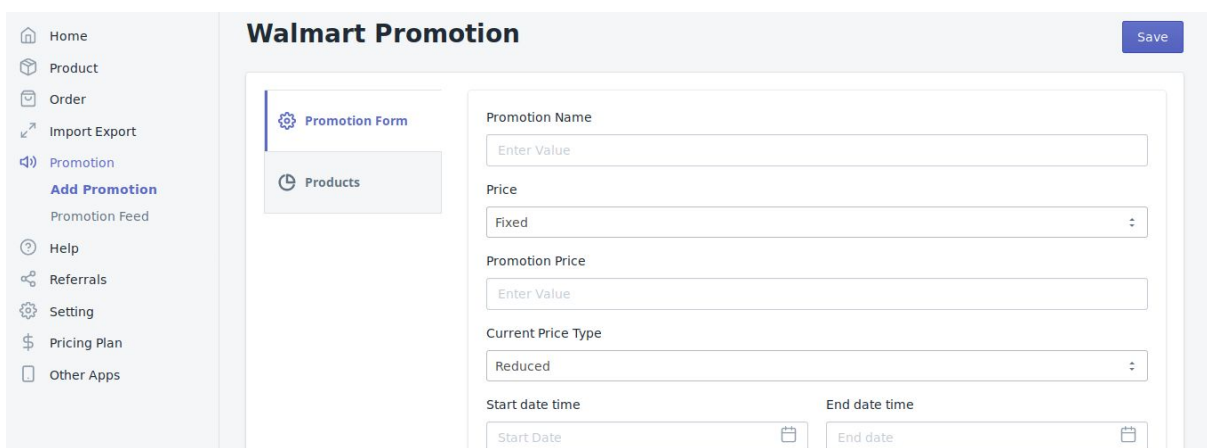
To set the offer price (**Promotional Price**) follow the given steps:

- Go to **Promotion > Add Promotion**.
- Click on “**Add New Promotion**”



The screenshot shows the 'Walmart Promotions' dashboard. On the left is a navigation menu with options: Home, Product, Order, Import Export, Promotion (with sub-options 'Add Promotion' and 'Promotion Feed'), Help, Referrals, Setting, Pricing Plan, and Other Apps. The main content area is titled 'Walmart Promotions' and features a search bar with a 'Filter' dropdown and a search button. Below the search bar is a table with columns: PROMOTION NAME, STATUS, PRICE TYPE, TYPE, PRICE, START DATE, END DATE, and ACTION. The table currently displays 'No results found.' At the top right of the dashboard are two buttons: 'Add New Promotion' (highlighted with a red box) and 'Get Promo Status'. At the bottom center, there is a button labeled 'Learn more about Promotions'.

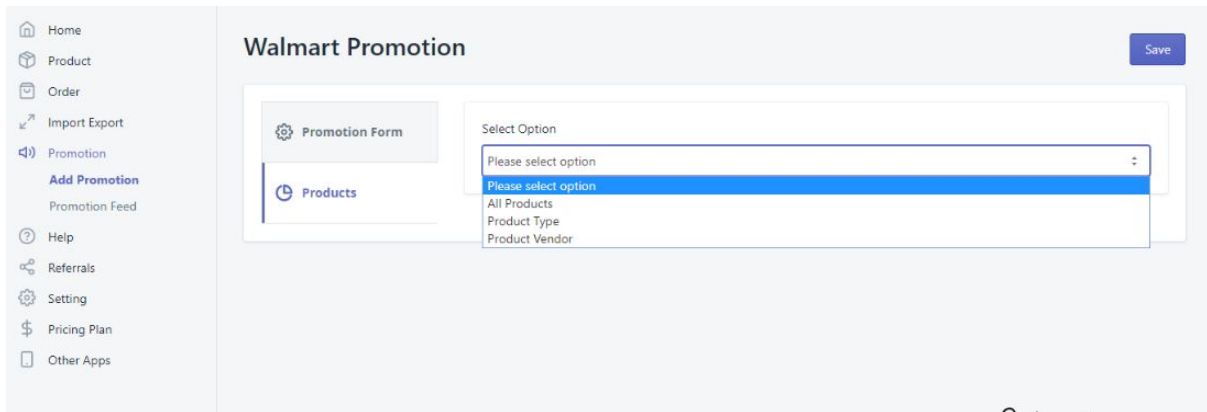
- You will be redirected to the **Promotion Form**, where you need to fill in the Promotion name, Price, Promotion Price, Current Price Type, Start date time and End date time.



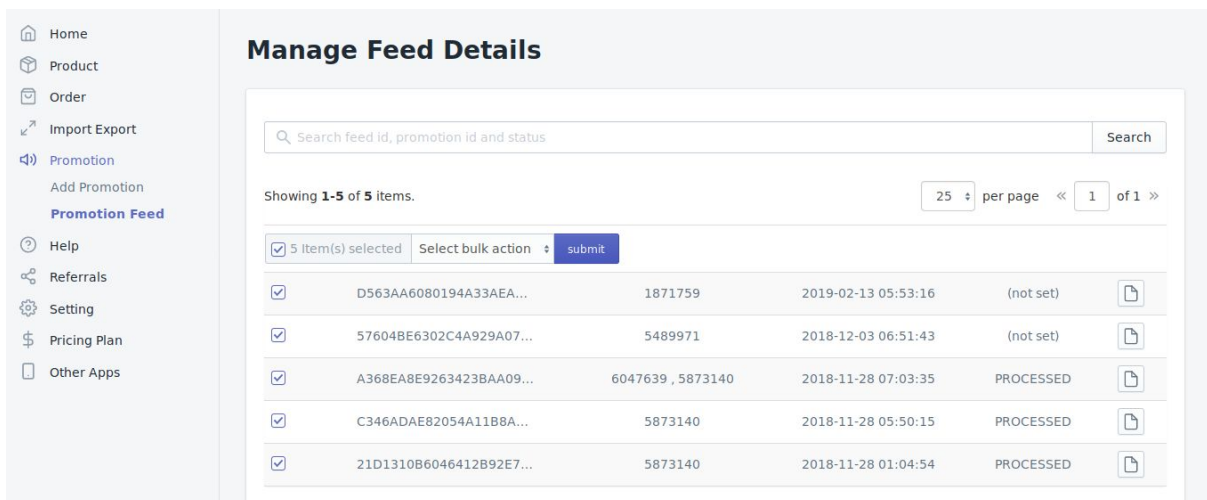
The screenshot shows the 'Walmart Promotion' form. The left navigation menu is the same as in the previous screenshot. The main content area is titled 'Walmart Promotion' and has a 'Save' button at the top right. The form is divided into two sections: 'Promotion Form' (selected) and 'Products'. The 'Promotion Form' section contains the following fields: 'Promotion Name' (text input with placeholder 'Enter Value'), 'Price' (dropdown menu with 'Fixed' selected), 'Promotion Price' (text input with placeholder 'Enter Value'), 'Current Price Type' (dropdown menu with 'Reduced' selected), 'Start date time' (calendar icon with placeholder 'Start Date'), and 'End date time' (calendar icon with placeholder 'End date').

- Once done with filling up all the fields move on to the Products.

- You have to select the products on which you want to add the promotion on the basis of All Product, Product type, or Product vendor.



- Click on **Save** button. This will help you add promotion to your products in the app.
- Now you need to send the Promotion to the Walmart.
- Go back to **“Add Promotion”** and select the promotion you have just created and upload it to Walmart.
- Check the Promotion Feed status by going to the **“Promotion Feed”** section.



- Also, you can update the feed status from here or download the promotion feed file.

There are two types of promotional price.

- 1) Clearance:** This type should be used only when you're trying to clear out your inventory by significantly reducing the price (e.g., when an item is discontinued). If your item has a Clearance promotion and wins the Buy Box on the Item Page, it is displayed with a Clearance flag and the comparison price.

- 2) Reduced:** This type should be used if savings are greater than \$5 for items that cost more than \$100, or 5% for items less than \$100. This promotion functions the same as the Clearance promotion, except the flag displays Reduced Price.

For more information [click here](#) to refer to knowledge base.

Hope you find the content helpful.

Thanks