

Submission Form

Submission Period: Monday, April 20 (8:00 am PT) - Monday, June 22, 2026 (11:59 pm PT)

- Please complete a separate form for each award category you wish to enter.
- Limit one (1) entry per Partner per category.
- [Terms & Conditions apply.](#)
- Learn more about [categories and category criteria.](#)
- [Advertiser Authorization to Use Content Form](#) is required.
- Please limit total files to 20 MB. Accepted file formats include Doc, Docx, XLSX, PPT, PDF, JPG, PNG, MP4, MOV, and ZIP.

Partner Company Name
(Please indicate if an Operating Company)

Primary Contact Name (First and Last Name)

Email address

Job Title

Walmart Connect Representative (if known)

Award Category (Select one)

Please complete a separate form for each award category you wish to enter.

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Full-Funnel Activation | <input type="checkbox"/> Partnership Achievement | <input type="checkbox"/> Global Growth | <input type="checkbox"/> Creative Breakthrough |
| <input type="checkbox"/> Product Innovation | <input type="checkbox"/> Marketplace Acceleration | <input type="checkbox"/> Precision Impact | <input type="checkbox"/> CTV to Commerce |

Campaign Details

Campaign Name

Campaign ID(s)

Advertiser / Client Name

Primary business category of advertiser
(i.e., CPG, Electronics, etc.)

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We confirm advertiser has given permission to share campaign data and creative assets in connection with the Partner Awards.

Yes No

Campaign Summary

In 300 words or less, summarize the: business challenge, objective(s), key results (quantified), strategic or innovative elements.

Campaign Dates
(MM/DD/YYYY - MM/DD/YYYY)

Is this campaign:

Evergreen Still active

What Walmart Connect products or solutions were used? Check all that apply.

- | | | |
|--|---|---|
| <input type="checkbox"/> Walmart DSP | <input type="checkbox"/> Sponsored Brands | <input type="checkbox"/> Sponsored Videos |
| <input type="checkbox"/> Walmart In-Store | <input type="checkbox"/> Brand Shop and Shelf | <input type="checkbox"/> Social |
| <input type="checkbox"/> Walmart On-Site Display | <input type="checkbox"/> Sponsored Products | <input type="checkbox"/> CTV |

Please explain how the campaign met the objectives of the selected award category.

Provide as much supporting details specific to the category criteria : innovation, impact, data application, data optimization, data targeting, marketing strategy, etc.

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Share Key Results, Key Performance Indicators (KPIs), and Metrics.

Please include: Primary KPI (with benchmark comparison if available), ROAS (actual + % vs benchmark or prior campaign), sales lift (% and absolute if available), incrementality (if measured), new-to-brand or new buyer rate, omnichannel impact (if applicable).

If specific figures are confidential, percentage improvements must still be provided.

What made this campaign or solution unique or innovative?

Examples: Competitive differentiation, technical advancement, creative breakthrough, measurement innovation, operational excellence.

Please confirm that you are including case study and / or visual assets?

Yes No

Any additional context you'd like to share?
400 word max

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For the Product Innovation Category:

Note: New product and integrated technology is defined by Walmart Connect as product and feature enhancements and API endpoint integrations that have launched after April 1, 2025 with at least 8 weeks of data. All products must be in General Availability (GA) by April 20, 2026.

Please elaborate on how your new or enhanced technology, tool(s), integration(s), or features drove a measurable impact, improving efficiency, measurement and /or campaign automation. For example, was there time saved? Reduction in manual optimization? Increase in targeting precision?

What was new? What problem did it solve?
300 word max.

What measurable efficiency or scale was unlocked?

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For the Creative Breakthrough Category:

Include creative assets, any advertiser/brand testimonials and relevant materials.

Share Creative ID(s)

Describe how your team used omnichannel media as a creative canvas.
Provide one example of how creative was adapted by channel.

Share performance and creative effectiveness metrics: CTR lift, Engagement, Brand Lift metrics, ROAS, and GMV if this information is available.

Which data sources did you use, and how did you use them?

What insights lead to your creative execution?

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For the Precision Impact Category:

Please share evidence of improved decision-making or optimization-driven measurement insights.

Share metrics and demonstrated metrics on incrementality, ROAS gains, customer journey impact, and/or omnichannel lift. Include your measurement methodology (MTA, Test v. Control, Geo-lift, iROAS).

Share if your team used first-party Walmart data targeting.

Share sales, ROAS, and new buyer metrics as applicable.

What optimization actions taken during the campaign were based on data signals, if applicable.

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For the CTV to Commerce Category:

Describe how your CTV to Commerce campaign delivered high-quality, engaging creative that resonated with your audience. How did you ensure a clear connection between your brand storytelling and measurable business outcomes? Please detail the strategic approaches used for audience targeting, measurement, and the application of insights to optimize campaign performance. Include specific examples and results where possible.

Please share reach and engagement metrics, including impressions, spend, eCPM, clicks and CTR.

If purchased, include iSpot CTV Measurement metrics: CTV incremental impressions, CTV incremental reach, CTV incremental frequency, CTV unique reach %, and CTV unique impression.

If available, share campaign performance metrics: total attributed units, total attributed sales, total attributed transactions, ROAS, ATV and conversion rate.

Bonus considerations for:

- Including a concise case study outlining objectives, strategy, execution, and results.
 - Case study format: 1 page slide deck that includes objective, strategy execution and results with charts labeled clearly. Please include with your submission.
- Submissions demonstrating integrated TV + lower-funnel coordination supported by Multi-touch Attribution (MTA) results.

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Eligibility Confirmation

I confirm this submission represents a Walmart Connect campaign that started after May 1, 2025, and has a minimum duration of eight weeks.

Yes No

I confirm that all performance data submitted is accurate and can be substantiated if requested.

Yes No

I confirm that my company has an active partnership with Walmart Connect.

Yes No

At the time of submission, I confirm that the applicable advertiser has agreed to allow usage of its advertiser content in connection with this submission.

Please include the signed [Advertiser Authorization to Use Content](#) form.

Yes No

Agreement to Terms

I acknowledge and represent that the submission form complies with the Walmart Connect Partner Awards Terms & Conditions. Read [Terms & Conditions](#).

Yes No

Disclaimers

By submitting this form, you acknowledge and consent to the collection and use of your contact information and partner company name by Walmart for the purpose of collaborating on marketing communications and materials related to the Walmart Connect Partner Awards program. Your information will be handled in accordance with the [Walmart Connect's Privacy Policy](#) and the Walmart Connect Partner Awards [Terms & Conditions](#).

Participation eligibility requires that the agency, technology provider, tech-enabled agency and media partner is currently onboarded within the Walmart Connect Partner Network or will be by March 31, 2026. Onboarding timelines may vary.

Once submitted, your entry will be reviewed by a panel of pre-screeners and anonymized before final judging by Walmart Connect judging committees.

For feedback or questions about the Walmart Connect Partner Awards, email partnerawards@walmart.com.