



Sampling Program

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What is the Walmart Spark Reviewer program?

Walmart's Spark Reviewer enables a group of our customers to try products in exchange for honest reviews. These reviews help other customers make educated purchase decisions on www.walmart.com. Customers are invited to become Spark Reviewer members based on the trust they have earned with Walmart by writing accurate and insightful reviews or being involved in another one of our feedback forums. Walmart does not influence the opinions of Spark Reviewer members, nor do we modify or edit reviews received from them.

How do I participate?

Now that you are registered, **read these FAQs carefully** to ensure you fully understand how our program works prior to taking any further action. Your registration enables you to nominate products which will be offered to Spark Reviewer members each month in accordance with our Monthly Campaign Calendar. Once a month, assuming members have requested your products, you will receive an email instructing you to log in to your account and download a file containing fulfillment information. It's important that you quickly ship your products and upload accurate shipping and tracking details to your account in accordance with the Monthly Campaign Calendar. Doing so provides Spark Reviewer members with a good experience that enhances review response rates and sentiment. Walmart will send at least two review reminder emails to each member who has not yet submitted a review for display on www.walmart.com.

What is the timing of your monthly campaigns?

Walmart publishes a Monthly Campaign Calendar at least six months in advance. This calendar is always available for download via the link at the top of this page. We occasionally need to modify the calendar and will notify you via email should this occur. The email message will contain a log-in link to the Spark Reviewer website and advise you to review the updated calendar.

Why is it critical to adhere to Monthly Campaign Calendar deadlines?

If you do not nominate product by the "Deadline to Upload Product Details to Portal" date, we will be unable to offer your product to our members until the next monthly campaign. Required fulfillment timeframe (4 days) and expected delivery timeframe (7 days) are designed to create an engaging member experience with no extended gaps. Delays in getting product into member's hands have a negative effect on member experience which can impact both review response rates and sentiment.

What should I do if I am unable to meet a deadline?

If you are unable to meet a "Deadline to Upload Product Details to Portal", your products will be included in the next Monthly campaign if the availability dates you provide align with it. If you are unable to meet a shipping or delivery timeframe, please use the "Contact Us" feature located within the "Your Account" menu to notify the Spark Reviewer support team immediately.

What if my products don't fit well within the Monthly Campaign Calendar cadence or I want to do something different?

We also offer a smaller number of bonus campaigns throughout the year. These campaigns might focus on a specific category or upcoming promotion and are sent to a smaller, more targeted group of members. If you think your products might be well suited to a bonus campaign, please reach out to us at walmartsampling@bazaarvoice.com and be sure to describe the specific products and quantities you have in mind.

What types of products should I nominate for the Spark Reviewer program?

We accept products from all categories that are part of our Product Feed. You will be able to view our Product Feed when you are nominating product. If you want to offer a product in a category that is not currently part of our Product Feed, please use the Contact Us form to inquire about doing so.

What if I want to offer a group of products together, i.e., a bundle of products?

The Spark Reviewer does not currently support this type of offer, although we hope to do so in the future. For now, product offers must be comprised of single products. If you wish to include a complementary item in your fulfillment package in addition to the product requested, you are welcome to do so. However, keep in mind that we will not be able to solicit reviews for the complementary item.

What if I want to offer different colors, sizes or other variations of a product?

This is supported by using the Variations capability when nominating products. Instructions for doing so are included within the Product Nomination Instructions which can be downloaded via the link at the top of this page.

How many units should I offer per product?

There is no minimum but we suggest offering ~ 30 units / product to increase the likelihood of attaining an impactful quantity of reviews.

What if I can only ship a product to certain states?

If you have limitations on where you can ship certain products, please do not nominate these items. We are not able to restrict the members requesting product via our monthly campaigns to residents of specific states.

When am I able to nominate products?

Products can be nominated at any time. However, for your products to be included in one of our monthly campaigns, your nominations must be in place by the "Deadline to Upload Product Details to Portal" date defined in our Spark Reviewer Monthly Campaign Calendar. This calendar is available for download via the link at the top of this page.

How do I know if my products will be / have been included in a monthly campaign?

All products that have been nominated and have available inventory associated with them as of the "Deadline to Upload Product Details to Portal" date are automatically included in that month's campaign. **It is your responsibility to ensure your products are set up as intended with regard to Dates of Availability and Inventory Quantity.** When a product's inventory is allotted to a monthly campaign, you will see the product's inventory quantity shift from "Inventory Quantity" to "Campaign Quantity" in your account dashboard, i.e. we will report that quantity as having already been depleted until the campaign is complete. At that time, any remaining unrequested product will be added back to "Inventory Quantity".

What is meant by "Dates of Availability"?

These are dates you will be asked to provide when you nominate a product. Check that the range you enter coincides with at least one scheduled campaign per the Spark Reviewer Monthly Campaign Calendar. This entails the product being available from the "Deadline to Upload Products Details to Portal" date through the "Member Product Selection Ends - Campaign Closes - File Available" date.

What happens if I have samples remaining beyond my "Dates of Availability" End Date?

If you have samples remaining past your set availability end date, you can simply edit the end date to extend your "Date of Availability". If you do not wish to extend the date of availability and are utilizing a 3rd party fulfillment center, it is your responsibility to inform your partner on how to handle the remaining samples.

What is meant by "Inventory Quantity"?

This is the unit quantity you have committed to make available to Spark Reviewer members when nominating a product. Be sure to enter only as many units as you are prepared to fulfill during the associated "Dates of Availability." If you decide that you no longer wish to offer a product whose quantity is not zero, you must log in to your account and change the available quantity to zero. **Changes to Inventory Quantity after a product has already been included in an open campaign will not change the number of units offered to members in that campaign. You are expected to be able to fulfill the inventory quantity available as of the "Deadline to Upload Products Details to Portal".**

How can I learn more about Nominating Products?

If you have additional questions, download our Product Nomination Instructions via the link at the top of this page. If you have remaining questions after reading these materials, use the "Contact Us" feature located within the "Your Account" menu to reach the Spark Reviewer support team.

Who is responsible for shipping Spark Reviewer products?

Walmart vendors are responsible for all costs associated with shipping items to Spark Reviewer members. This includes the cost of printing our required Spark Reviewer branded fulfillment inserts and mailing labels.

Why am I being required to use Spark Reviewer branded fulfillment inserts and mailing labels?

Including these materials increases the speed with which members submit reviews by reminding them of their obligation to do so.

How will I know when to ship my products?

You will receive an email from us when a Spark Reviewer campaign ends and products you offered were requested by our members. The email will include a link you can use to log in to the Spark Reviewer website where you

will be able to download a .csv file containing your fulfillment distribution list. You will need to ship products in accordance with the deadline provided in our Monthly Campaign Calendar. This deadline is within 4 calendar days from the time the campaign closes which ensures that you will have at least 2 full business days to ship.

What do I need to do after I have shipped my products?

You will need to update the .csv file with shipping details including Shipped Date, Shipping Carrier, Tracking Number and a Tracking URL where members can go to view their shipping status. After you have updated the file, upload it to our website via the button located on your dashboard. Our system is very particular regarding the format of the .csv file, so be sure to carefully follow our Product Fulfillment Instructions. These can be downloaded via the link at the top of this page. **The .csv file upload step is vital because Spark Reviewer members cannot review products until they are marked as shipped in the system.**

Why is it important to include shipping details?

Spark Reviewer members are very eager to receive your product and will typically log in to their accounts to check shipping status. When this information is not available, they may spend time and energy contacting us to obtain it. This makes their experience less positive and can impact review sentiment and response rates. Further, when we are contacted for this information, we will in turn reach out to you to provide it, which can be time consuming for you as well.

What if I ship products via a carrier that does not provide a tracking number or URL where shipping status can be viewed?

Please follow the instructions for this situation which are provided in the Product Fulfillment Instructions which can be downloaded via the link at the top of this page.

What if a product I offered is now out of stock/unavailable?

If a product becomes unavailable, please use the "Contact Us" feature located within the "Your Account" menu to let us know immediately. Update the available quantity on the Spark Reviewer website as soon as possible to prevent the product from being offered in a future campaign. If the product has been requested in a past / current campaign, we ask that you do anything you can to fulfill the request. This could include shipping the

product at a later date or offering a similar product as a substitution. We are happy to work with you towards viable solutions.

Will I be asked to ship Spark Reviewer products outside of the United States?

No. At this time, our program only includes members located within the United States.

What if I do not have a warehouse, how do I fulfill?

Please contact Walmart's preferred third party fulfillment provider, BrandShare. For specific instructions click here: [**BRANDSHARE**](#)

How can I learn more about Fulfilling Products?

If you have additional questions, download our Product Fulfillment Instructions via the link at the top of this page. If you have remaining questions after reading these materials, use the "Contact Us" feature located within the "Your Account" menu to reach the Spark Reviewer support team.

How are my products presented to members?

Spark Reviewer members receive an email inviting them to participate in our monthly pre-calendared campaign. This email contains a secure link to our monthly campaign page, which contains information for all nominated products and can be navigated by category. Product information is sourced from one of two places. If the product is already part of our Product Feed, we will source the Product Title, Description and Image from it. You will be able to view this information when nominating the product. If the product is not currently part of our Product Feed, you will need to manually enter information using the Nominate Unreleased Product form. In order to complete the form, you will need to have already worked with our merchandising team to acquire an item ID and category designation to include.

How do members request my products?

Members are free to choose 1 - 3 products that most interest them in our monthly campaigns. The program is designed this way to ensure that members have a solid level of engagement with the items they receive.

Will members know how many units of my product are available?

No, members are only able to see if a product is available or not. If all available units of your product have already been requested by the time a member clicks into the offer, they will not be able to see your product.

Is there a limit to the number of products a member can request from the Spark Reviewer website?

No. The number of products each Spark Reviewer member can request is restricted at the campaign level as opposed to in aggregate. Campaign limits tend to vary between 1 - 3 products. Active members are invited to each campaign in waves. These waves are designed to prioritize those members with a solid track record of writing reviews on products received and those who have received the lowest dollar value to date in terms of aggregate product value.

When can I expect to start receiving reviews on my products?

Members will receive emails requesting them to review the products they've received 15 and 22 days after your products have shipped. All reviews go through moderation, so there may be up to a 72-hour gap between the time a review is submitted by a member and when it is displayed on the product detail page. Assuming that you ship in accordance with our Monthly Campaign Calendar, you should expect to receive the bulk of review content roughly 35 - 40 days after a campaign starts.

Where do reviews appear on the product detail page?

Spark Reviewer reviews appear on the www.walmart.com product detail page in the same location as our other customer reviews. Spark Reviewer reviews are distinguished from others with a special badge.

What if I'm not happy with the reviews I receive?

Walmart does not edit reviews and will not reject reviews unless they fail to meet our guidelines. If you believe a review has been published which does not meet guidelines, please use the "Contact Us" feature located within the "Your Account" menu to let the Spark Reviewer support team know.

Are members required to write reviews for all products received?

We encourage members to provide reviews on all products received. Spark Reviewer members are repeatedly made aware that we expect them to submit a review on at least three out of four items received. We emphasize that not doing so may affect their ability to be invited to future campaigns.

What do members do with my products after reviewing them?

Spark Reviewer members are allowed to keep all products they receive, unless a return is specifically requested by Walmart or a vendor. If a vendor requests a product return, they are responsible for all costs associated with doing so. Per the Spark Reviewer [Terms and Conditions](#), members may not sell, exchange, return for money or give possession of the products they receive to any other person or entity.

What are the tax consequences of distributing products to Spark Reviewer members?

Any tax-related questions should be directed to the IRS or your company's tax advisor.

How do I remove myself from the Spark Reviewer distribution list?

You may deactivate your own profile by navigating to "Deactivate Your Account" in the Your Account navigation bar dropdown. This will result in you no longer receiving emails from the Spark Reviewer and your products no longer being offered in our campaigns. **Do not deactivate your profile if you have outstanding shipments.**

Are Walmart employees eligible to become Spark Reviewer members?

No. Walmart employees, their affiliates and our suppliers are not eligible.

In what type of packaging does the sample have to ship?

Standard packaging the product ships out of your warehouse. Please make sure to download the Spark Reviewer fulfillment letter to be shipped along with your items. This letter pertains information to the sampler on steps they should take to testing out their selected product(s) and posting a review.

Who is payment remitted to?

You will be signing a service order contract with Bazaarvoice, Inc. and terms and payment will be remitted to Bazaarvoice. Walmart is not the billing entity.