

# 2025 New Seller Savings Program Guide

How to Maximize Your Benefits as a  
New Walmart Marketplace Seller

**BLUESTACK CONSULTING**

Your Walmart Marketplace Growth Partner

2025 Edition

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## Chapter 1

# Overview of the New Seller Savings Program

Walmart's New Seller Savings Program is designed to help new marketplace sellers succeed by reducing the financial barriers to entry during the critical first months of selling. The program provides significant discounts on referral fees, fulfillment costs, and advertising spend, allowing new sellers to invest more in growth while they build their presence on the platform.

### Program Benefits at a Glance

Benefit	Standard Rate	New Seller Rate	Savings
Referral Fees	6-20% (varies by category)	Up to 50% discount for initial period	Significant margin improvement
WFS Storage Fees	Standard rates	Waived or heavily discounted	Reduces fulfillment cost barrier
WFS Fulfillment	Standard per-unit fees	Discounted rates during program	Lower per-order costs
Walmart Connect	Full CPC rates	Advertising credits provided	Free visibility boost

The total value of the New Seller Savings Program can reach thousands of dollars, making it one of the most generous new-seller programs among major eCommerce marketplaces. However, the savings are time-limited, which means you need to move quickly and strategically to maximize your benefits.

## Chapter 2

# Eligibility & Enrollment

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## Who Qualifies?

The New Seller Savings Program is automatically available to sellers who have recently been approved to sell on Walmart Marketplace. You do not need to apply separately—the benefits are activated when you complete your seller registration and begin listing products.

## Enrollment Steps

1. Apply to sell on Walmart Marketplace through [marketplace.walmart.com](https://marketplace.walmart.com)
2. Complete the verification process (business documentation, tax information, etc.)
3. Set up your Seller Center account and payment information
4. Verify your New Seller Savings benefits are active in your account dashboard
5. Begin listing products and taking advantage of reduced fees immediately

## Important Timing Considerations

The savings window begins from your first sale date, not your registration date. This gives you time to set up your listings properly before the clock starts. Use this pre-launch period wisely to optimize your listings, set up WFS inventory, and prepare your advertising campaigns so you can hit the ground running from day one.

■ **Pro Tip:** *Do not rush to list products just because you have been approved. Take 2-3 weeks to fully optimize your initial batch of listings to 90+ LQS. The savings window is valuable, but launching with poor listings wastes that window on suboptimal performance.*

## Chapter 3

# Referral Fee Discounts Explained

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Referral fees are the commission Walmart charges on each sale, typically ranging from 6% to 20% depending on the product category. The New Seller Savings Program offers substantial discounts on these fees, directly improving your profit margins during the initial selling period.

## How to Maximize Referral Fee Savings

**Prioritize High-Fee Categories:** If you sell across multiple categories, focus initial inventory and marketing on categories with the highest referral fees, where the discount provides the most dollar savings.

**Volume Strategy:** Higher sales volume during the discount period means more total savings. Invest in advertising and competitive pricing to maximize volume while fees are reduced.

**Reinvest Savings:** Use the margin improvement from reduced fees to fund advertising, inventory, and listing optimization that will sustain growth after the program ends.

**Plan for Transition:** Model your unit economics at both discounted and full referral fee rates. Ensure your business is profitable at full rates before the discount expires.

## Chapter 4

# WFS Fee Waivers & Credits

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Walmart Fulfillment Services fees can be a significant cost for new sellers. The savings program includes waivers and credits that make WFS much more accessible during the initial period.

## WFS Fee Structure for New Sellers

**Storage Fee Waivers:** Monthly storage fees may be waived during the initial program period, allowing you to send inventory to WFS without incurring holding costs.

**Fulfillment Fee Discounts:** Per-unit fulfillment fees are reduced, making the per-order cost of WFS more competitive with self-fulfillment.

**Inbound Shipping Credits:** Some iterations of the program include credits toward the cost of shipping inventory to WFS warehouses.

## Strategic WFS Enrollment

Use the WFS fee savings as an opportunity to test WFS with your product catalog. Start with your best-selling items and products that benefit most from fast delivery. Monitor WFS performance metrics and costs during the savings period so you can make informed decisions about continuing WFS at full rates after the program ends.

## Chapter 5

# Walmart Connect Ad Credits

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The advertising credits included in the New Seller Savings Program are potentially the most valuable benefit, as they can jumpstart your sales velocity and organic ranking without any out-of-pocket advertising cost.

## How to Use Ad Credits Effectively

**Don't Waste on Unoptimized Listings:** Only run ads on listings with 90+ LQS. Advertising a poor listing wastes credits on low-converting traffic.

**Start with Automatic Campaigns:** Use a portion of your credits on automatic campaigns to discover which keywords convert for your products.

**Test Multiple Products:** Spread credits across your top 5-10 products to identify which have the strongest advertising potential.

**Focus on Data Collection:** The primary goal during the credit period is learning which keywords, products, and strategies work—not just generating sales.

**Document Everything:** Track which campaigns and keywords perform best so you can invest your own budget intelligently when credits expire.

## Chapter 6

# Maximizing Your Savings Window

### Week-by-Week Savings Maximization Plan

Week	Focus Area	Key Actions
1-2	Pre-Launch Prep	Optimize all listings to 90+ LQS. Send WFS inventory. Prepare ad campaigns. Set up analytics.
3-4	Aggressive Launch	Activate all ads. Price competitively. Drive initial sales velocity. Monitor and adjust bids daily.
5-8	Optimization	Analyze ad data. Migrate top keywords to manual campaigns. Adjust pricing. Build review volume.
9-12	Scaling	Scale winning campaigns. Launch additional products. Test Sponsored Brands. Build Brand Shop.
13+	Transition	Transition to self-funded advertising. Optimize for profitability at full fee rates.

## Chapter 7

# From New Seller to Established Seller

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The transition from new seller savings to full-rate selling is a critical moment. Sellers who plan for this transition succeed; those who don't often see a significant revenue drop.

## Transition Planning Checklist

- Model unit economics at full referral fee rates for all products
- Identify products that are not profitable at full rates and adjust pricing or discontinue
- Establish self-funded advertising budget based on learnings from credit period
- Build organic ranking momentum that sustains traffic without ad dependency
- Diversify revenue across 20+ SKUs to reduce risk
- Aim for Pro Seller badge before savings period ends
- Set up automated repricing to maintain competitiveness
- Establish inventory management processes for long-term sustainability

## Chapter 8

# Common Mistakes New Sellers Make

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**Launching too quickly with unoptimized listings:** Take the time to reach 90+ LQS before your first sale triggers the savings clock.

**Not using WFS during the fee waiver period:** Even if you plan to self-fulfill long-term, test WFS while fees are reduced.

**Spending ad credits without strategy:** Every dollar of ad credit should generate data you can use for long-term advertising decisions.

**Ignoring analytics during the savings period:** The savings period is your data collection window. Track everything obsessively.

**Not planning for post-savings profitability:** Model your business at full rates from day one. Use savings to build momentum, not subsidize unprofitable products.

**Listing too few products:** Cast a wide net during the savings period. More products mean more data and more revenue opportunities.

**Neglecting customer service:** Early reviews set the tone for your Walmart reputation. Provide exceptional service from day one.

## Appendix

# New Seller Launch Timeline

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### Before First Sale (Setup Phase)

- Complete seller registration and verification
- Set up payment and tax information
- Register brand in Walmart Brand Portal
- Research and select initial product catalog (20-30 SKUs minimum)
- Optimize all listings to 90+ LQS
- Prepare professional product photography
- Set up WFS account and ship initial inventory
- Configure shipping templates and return policies
- Prepare Walmart Connect campaigns (do not activate yet)
- Set up analytics tracking and dashboards

### First 30 Days (Launch Phase)

- Activate all prepared advertising campaigns
- Monitor performance daily and adjust bids
- Respond to all customer inquiries within 4 hours
- Track savings program benefits utilization
- Begin building review volume through excellent service
- Identify top-performing products and increase inventory

### Days 31-90 (Growth Phase)

- Launch additional products based on initial data
- Scale advertising on proven campaigns
- Optimize listings based on Search Insights data
- Work toward Pro Seller badge requirements
- Plan post-savings advertising budget
- Begin transition planning for full-rate operations

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**About Bluestack Consulting**

Bluestack Consulting helps new Walmart sellers maximize their savings program benefits and build sustainable marketplace businesses. Visit [bluestack-ws.web.app/resources](https://bluestack-ws.web.app/resources).