

# Registering Your Brand on Walmart

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### What Is the Walmart Brand Portal?

The Walmart Brand Portal is where you register and manage your brand presence on the marketplace. Brand registration unlocks premium features that can significantly boost your visibility and sales.

- Access to Sponsored Brands advertising
- Create a Brand Shop page for curated product browsing
- Upload Rich Media enhanced content
- Access brand-level analytics and reporting
- Protect your brand with IP enforcement tools

### How to Register

Brand registration requires proof of brand ownership through trademark documentation.

- Navigate to the Walmart Brand Portal from Seller Center
- Submit your trademark registration details
- Provide proof of brand authorization if you are a reseller
- Wait for Walmart's verification process (typically 1-2 weeks)
- Once approved, configure your brand assets and logo

### Leveraging Brand Features

After registration, take full advantage of the brand-exclusive features available to you.

- Create a compelling Brand Shop page that tells your brand story
  - Design and launch Sponsored Brands advertising campaigns
  - Add Rich Media content to your top-performing listings
  - Use brand analytics to understand your market position
  - Set up brand alerts for potential IP violations
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