

# Channel Manager for Adobe Commerce

## Value Proposition

Channel Manager is a free extension created by Adobe to help US-based merchants increase their sales, reach new customers, streamline their operations, and save valuable time by integrating their online catalog, inventory, pricing, and orders to Walmart Marketplace, the second largest marketplace nationwide.<sup>1</sup>

## Features

Designed to work seamlessly, out-of-the-box with Adobe Commerce or Magento Open Source, Channel Manager for Adobe Commerce offers the following features:



**Listing management (Item matching):** Merchant can easily match products from their Adobe Commerce catalog to existing Walmart.com listings.



**Inventory management:** Items in the merchant's marketplace seller account are automatically synched and updated from Adobe Commerce to help ensure accurate inventory levels.



**Pricing updates:** Merchants benefit from automatic price synching. When price changes in Adobe Commerce, the changes are reflected in the marketplace.



**Order management:** When new orders are created in the marketplace, Channel Manager synchronizes orders with Adobe Commerce and sends order acknowledgments to the marketplace to ensure inventory is reserved for each order.



**Shipping management:** When orders are marked as shipped in Adobe Commerce, the shipment update is sent to the marketplace to help ensure merchants meet their fulfillment SLA requirements and customers are notified.



**Cancellations:** When orders are canceled in Adobe Commerce, Channel Manager will send this information to the marketplace so the same action can be replicated on their side.

### Main benefits:

- Automatic, hassle-free updates
- Free to download and install<sup>2</sup>
- Task consolidation
- Seamless integration
- Works out-of-the-box
- Simple 3-step onboarding

### About Walmart Marketplace:

- Zero monthly or set-up fees
- 2nd largest marketplace in the U.S.<sup>1</sup>
- 37% of Walmart.com buyers purchased from a marketplace seller according to a survey in 2021<sup>3</sup>
- Walmart.com offers almost 2,000 customers to 1 seller vs. Amazon's 48 customers to 1 seller.<sup>4</sup>
- 31% of U.S. consumers begin their product search on Walmart.com<sup>5</sup>

### Minimum requirements:

- Adobe Commerce or Magento Open Source 2.4.x
- US-based merchants
- Adobe Commerce multi-source inventory (MSI) module enabled.

To learn more, visit: [adobe.com](https://adobe.com) or read our [documentation](#).

<sup>1</sup> [U.S. leading e-retailers by market share 2021 | Statista. \(2021\). Statista; Statista.](#)

<sup>2</sup> [Marketplace transaction fees may be applicable.](#)

<sup>3</sup> [2021 Online Marketplaces Report. \(2021, November 23\). Digital Commerce 360.](#)

<sup>4</sup> [JungleScout \(2022\) The State of the Walmart Seller 2022.](#)

<sup>5</sup> [JungleScout Q1 2022 Consumer Trends Report](#)