

Mirakl Channel Manager Supports Walmart Marketplace, Enabling Sellers to Manage All Channels from a Single Platform

Sellers can manage Walmart alongside all their other marketplace channels in Mirakl's Channel Manager, with AI-powered listing creation and real-time sync

BOSTON, MA, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [Mirakl](#) Channel Manager, the AI-powered multichannel selling platform, today announced fully integrated support for [Walmart](#) marketplace sellers. With Mirakl's Channel Manager, marketplace sellers can now manage Walmart orders alongside every other marketplace channel with centralized multichannel management.



Mirakl logo

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*Luis Enrique Popoca, CEO,
Integra Trade Solutions.*

Managing multiple sales channels has long meant juggling disconnected tools, manual data formatting, and time-consuming catalog updates. With the new integration, Mirakl Channel Manager eliminates that complexity. Marketplace sellers can now connect their existing Walmart store into a single, consolidated platform and manage their entire Walmart business from one platform, including catalog management, offers, orders, and product creation.

Pre-built connectors also allow Walmart marketplace sellers to connect to new Mirakl-powered marketplaces in days rather than months, without requiring dedicated

development resources on the seller side. Real-time pricing and inventory sync across all connected channels eliminates manual updates and switching between tools and channels.

"Adding Walmart through Mirakl's Channel Manager was as simple as turning on any other channel. The Catalog Transformer built Walmart-compliant listings automatically from our existing product data, and now we manage Walmart alongside every other marketplace we sell on. It's the way multichannel should work," said Luis Enrique Popoca, CEO, [Integra Trade Solutions](#).

The Walmart Marketplace logo, featuring the word "Walmart" in a bold, dark blue sans-serif font, with "Marketplace" in a lighter blue sans-serif font directly below it.

Walmart Marketplace logo

In addition, AI-powered listing creation via Mirakl's Catalog Transformer automatically transforms product data into Walmart-compliant catalogs with automated category mapping, attribute matching, and product data transformation, significantly reducing the manual work required to go live on a new channel.

"Integrating with Walmart's marketplace platform allows Mirakl's Channel Manager to offer a massive opportunity for sellers, allowing them to expand their channel ecosystem without adding operational complexity," said Sophie Marchessou, Chief Customer Officer at Mirakl. "Mirakl Channel Manager gives sellers the tools to grow and scale across every channel with step by step onboarding, from a single place, making channel expansion accessible to teams of all sizes and maturity."

Sellers already using Mirakl's Channel Manager can activate the Walmart channel directly within the platform. New sellers can get started at [mirakl.com](#).

About Mirakl:

Founded in 2012, Mirakl has been at the forefront of marketplace innovation, empowering every business to compete in the platform economy.

Today, Mirakl's operating system combines an enterprise marketplace solution (Mirakl Platform) that enables retailers and B2B organizations to launch, scale, and operate marketplaces and dropship, AI-powered multichannel selling (Mirakl Connect), retail media (Mirakl Ads) and an agentic commerce infrastructure (Mirakl Nexus).

Mirakl is trusted by ASOS, Balmain, Bloomingdale's, Fanatics, Hill House Home, H&M, Macy's, Madewell, NBCUniversal, Saks, SalonCentric, Shop Simon, The Knot, TOMs Shoes and 450+ industry-leading businesses worldwide. For more information: [www.mirakl.com](#).

About Walmart:

Walmart Inc. (Nasdaq: WMT) is a people-led, tech-powered omnichannel retailer helping people

save money and live better - anytime and anywhere - in stores, online, and through their mobile devices. Each week, approximately 280 million customers and members visit more than 10,900 stores and numerous eCommerce websites in 19 countries. With fiscal year 2026 revenue of \$713 billion, Walmart employs approximately 2.1 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy, and employment opportunity. Additional information about Walmart can be found by visiting corporate.walmart.com, on Facebook at facebook.com/walmart, on X (formerly known as Twitter) at twitter.com/walmart, and on LinkedIn at linkedin.com/company/walmart.

About Integra Trade Solutions:

Founded in Houston in 2020, Integra Trade Solutions provides international business services that help U.S. companies identify sourcing opportunities and build successful business relationships in Mexico and Latin America.

With expertise across sourcing, trade compliance, logistics, customs, and international business consulting, Integra Trade Solutions supports clients throughout the import process. By working closely with both buyers and suppliers, the company helps navigate the complexities of cross-border trade and ensure smooth, successful transactions.

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