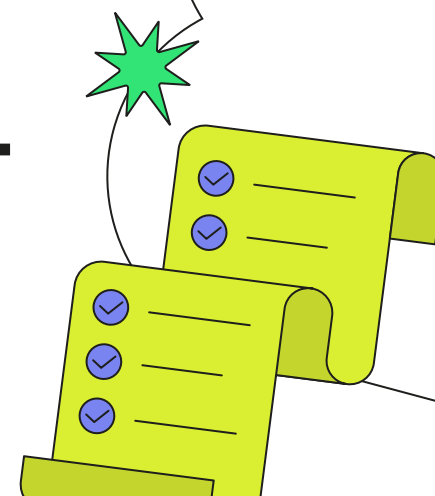




The Wish Merchant Holiday Checklist



The holidays are coming, along with great news for Wish merchants!

According to [Mintel](#), which reports on market and consumer trends, “Value-seeking behaviors will predominate in the 2022 winter holiday season, as inflation leads consumers to prioritize lower prices and other forms of value. The season will continue to stretch earlier and longer as consumers embrace new habits and a planned approach to their shopping. In spite of challenges, consumers are optimistic about the holidays, and a robust return to holiday gatherings will add levity to the season.”¹

Wish’s value-conscious approach makes us the perfect platform to showcase your products this shopping season! We’re here to share our best holiday tips and tricks with our Wish merchant Holiday Checklist.

1. Upload products early

In previous years, sales on Wish have increased throughout Q4, with November standing out as a top sales month for many Wish merchants.² Don’t hesitate—get your full product inventory uploaded **now** to take advantage of potential increased sales volume.

2. Understand your customer

Feature products to target customer interests. In 2021, popular holiday season product searches on Wish included²:

- ✦ Women’s clothing
- ✦ Fashion accessories
- ✦ Consumer electronics

3. Highlight fun gift ideas—you may be featured in Wish merchandising campaigns*

Wish will run exciting merchandising campaigns throughout the holiday season, with a focus on **quirky, fun, and unique products** showcased through banners, exclusive shopping collections, themed events, and more.

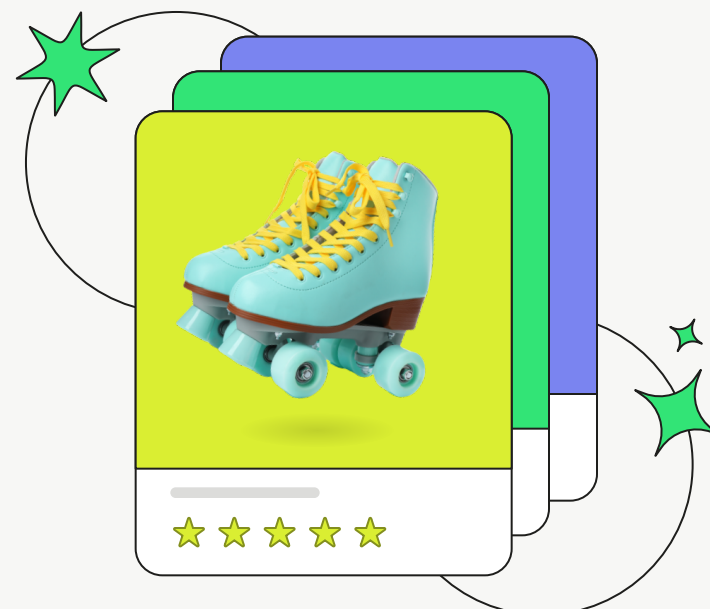
While not all merchants and products will be featured, your products may be chosen for a Wish merchandising campaign!*

- ✦ Begin your holiday campaign as early as possible for maximum exposure.
- ✦ Promote your quirky products and gift ideas to inspire shoppers.
- ✦ Feature products that can ship in time for gift-giving.

The 2022 Holiday Season



- Thanksgiving - November 24
- Black Friday - November 25
- Cyber Monday - November 28
- Hanukkah - December 18 - December 26
- Christmas - December 25
- Boxing Day - December 26
- New Year’s Eve - December 31



Wish's holiday season Merchandising events: for merchants who use the Merchant Promotions Platform



September

Fall sale, best-loved products, consumer electronics, women's fashion



October

"The Wonderful World of Wish" all-category deals, kids' gifts, unusual gifts, at-home activities



November

Every day is Black Friday—24 days of deals that refresh daily! This is an amazing opportunity for brand & product exposure.* Highlights include a Gift Guide, home decor deals, a Cyber Monday event, and of course, BLACK FRIDAY!



December

Final days of gifting, after Christmas sale, New Year's Eve, and resolution-based "New Year, New You"

4. Help products stand out with Wish's discounting and advertising features

Take advantage of these helpful methods for proactively advertising or discounting your products on Wish - or use both simultaneously!

- ✦ Increase product exposure with Wish's native advertising tool, [ProductBoost](#).
- ✦ If you're a Premier Merchant, consider running discounting campaigns via the [Merchant Promotions Platform](#).

5. Ship to customers in time for holiday celebrations

Offer rapid shipping to get your products to customers in time for holiday gifting.

- ✦ Qualify as many products as possible for the [Wish Express program](#).
- ✦ Double-check your [TTD](#) (time to door) settings and be sure they reflect your fastest possible shipping times.
- ✦ Use [accepted logistics carriers](#) for fulfillment, and be sure to [add tracking](#) and [delivery confirmation information](#) to your Wish Express orders.

6. Take advantage of Wish Clips

Wish Clips, our shoppable video feature, targets the growing demographic of consumers who enjoy shopping from video!

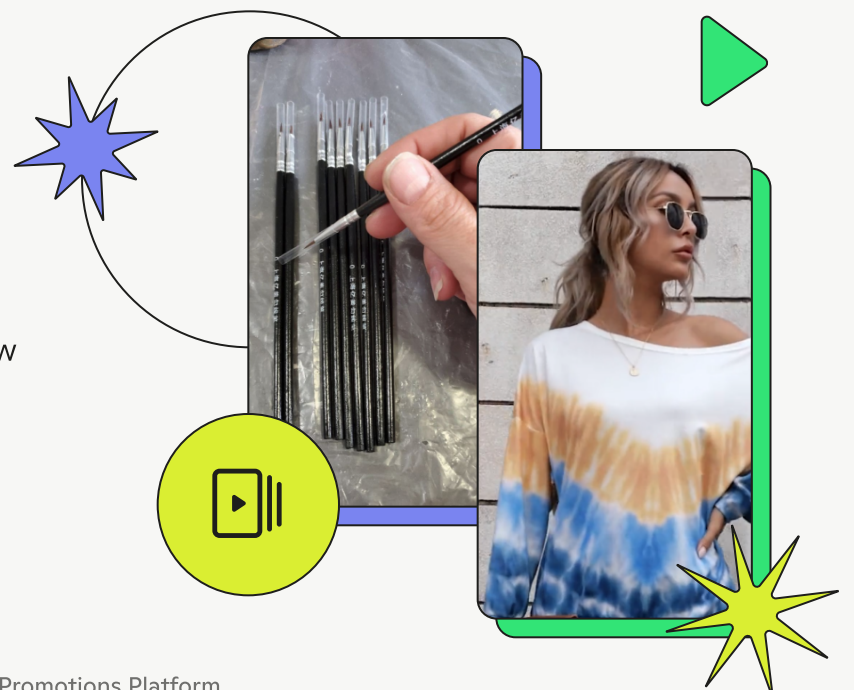
- ✦ Upload exciting or visually appealing videos of your products.
- ✦ **New!** Add music to your Wish Clips!
- ✦ [Click here](#) to read about how to upload product videos to Wish, and how they will be shown to customers via Wish Clips!

Finally, be sure to provide outstanding product quality and service in alignment with [Wish Standards](#) this Holiday season!



Benefits of [Wish Express](#) for merchants

- ✦ Increased customer impressions
- ✦ Distinctive Wish Express "orange truck" badge on qualifying product listings
- ✦ Featured in dedicated Wish Express tab and highlighted in search results
- ✦ Faster payment eligibility



*This opportunity is available to select or eligible merchants and those who utilize Wish's Merchant Promotions Platform.

¹Source: Mintel, Winter Holiday Shopping – US – 2022, 2022, <https://store.mintel.com/us/beauty-personal-goods-and-toiletries/winter-holiday-shopping-us-2022/>

²Source: Wish internal data, Q4 2019 - Q4 2021