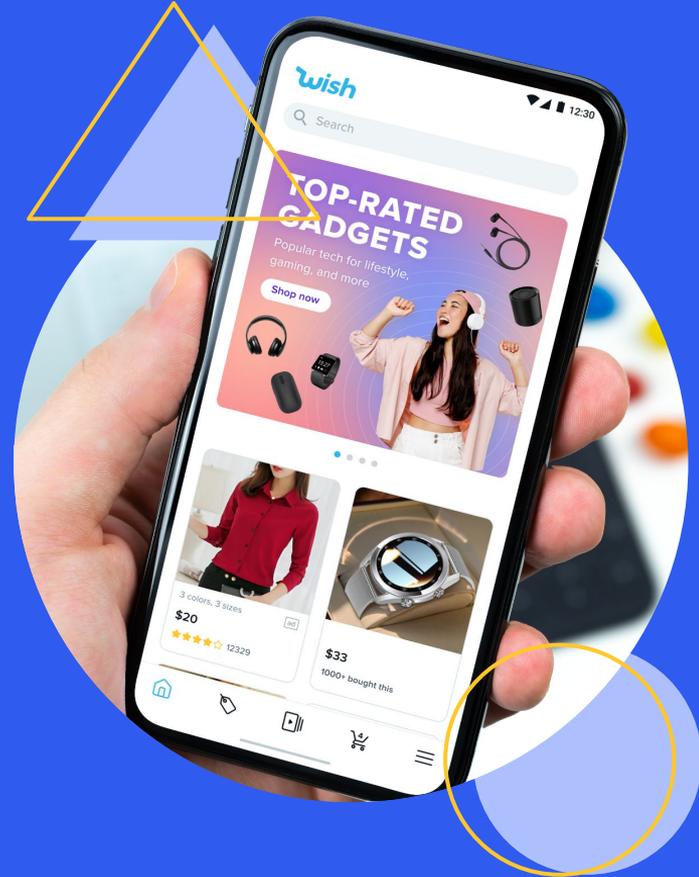


wish MERCHANT

# Advertising & Promoting on Wish

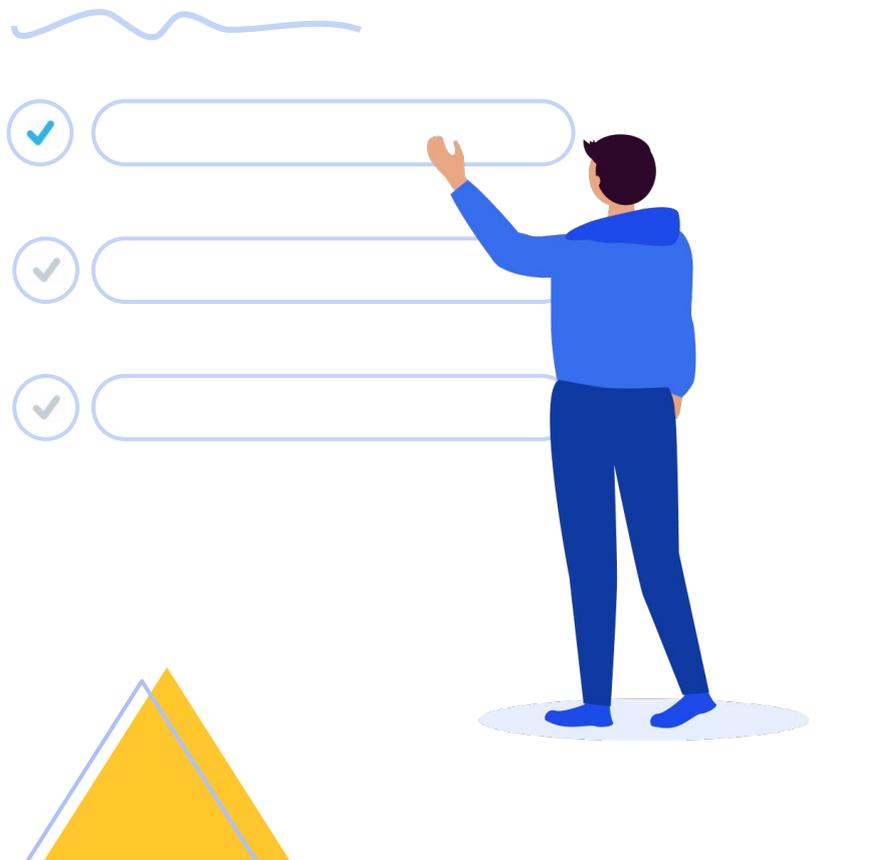
A step-by-step how-to guide for Wish merchants



# First, the basics

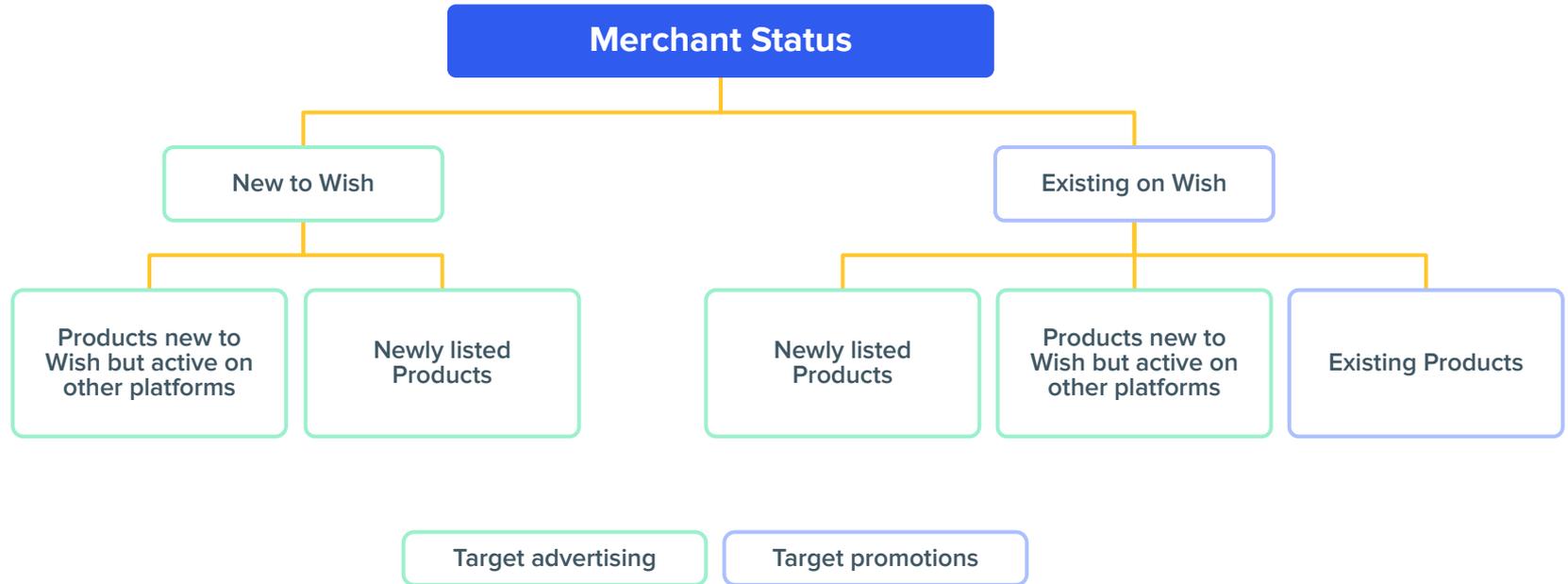
Set your products up for success

1. Upload your [full catalog of SKUs](#)
2. Every product is verified by the Wish content team; ensure products are not [prohibited under Wish's legal and policy guidelines](#)
3. [Price your products](#) appropriately and set reasonable [shipping costs](#)
4. Make sure your [product images are clean](#) and highlight [product variations such as size and color](#)
5. Don't forget to upload size charts or other at-a-glance information to help customers select the correct variation. [Optional attributes](#) may help increase product popularity, including [product videos](#), GTINs, Brand IDs, and more.

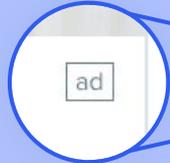
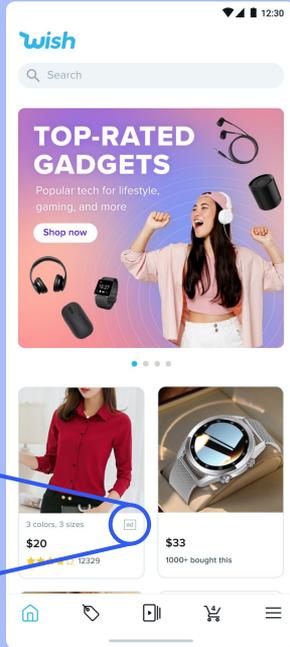


# Creating a strategy for advertising & promotion

Work with your Wish Account Manager to develop your customized approach to advertising and promotional tools.



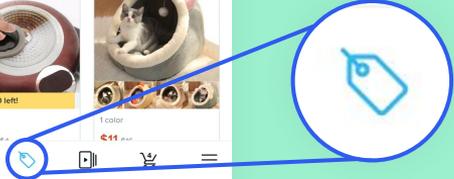
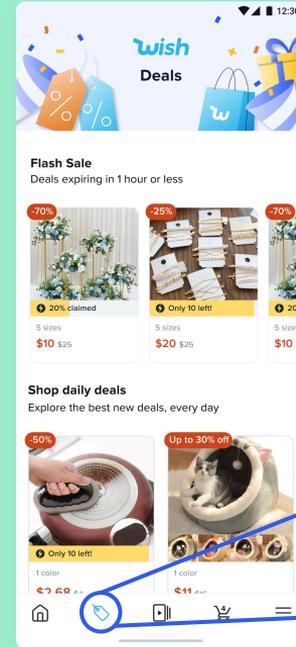
# Advertising



**Advertisements** on Wish feature an “ad” icon on the product image in our feed.

VS

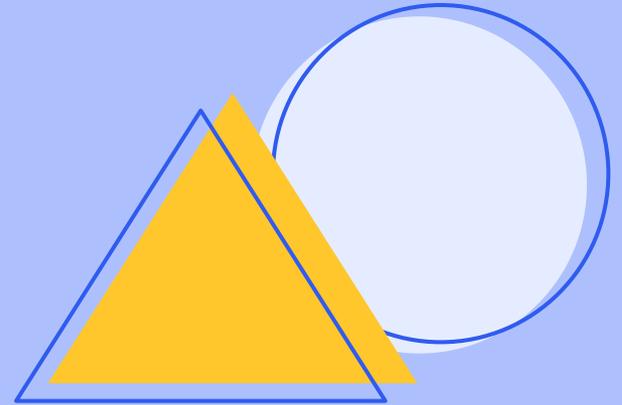
# Promotion



**Promotions** on Wish appear in the Wish Deals hub.

**wish** MERCHANT

# Advertising on Wish

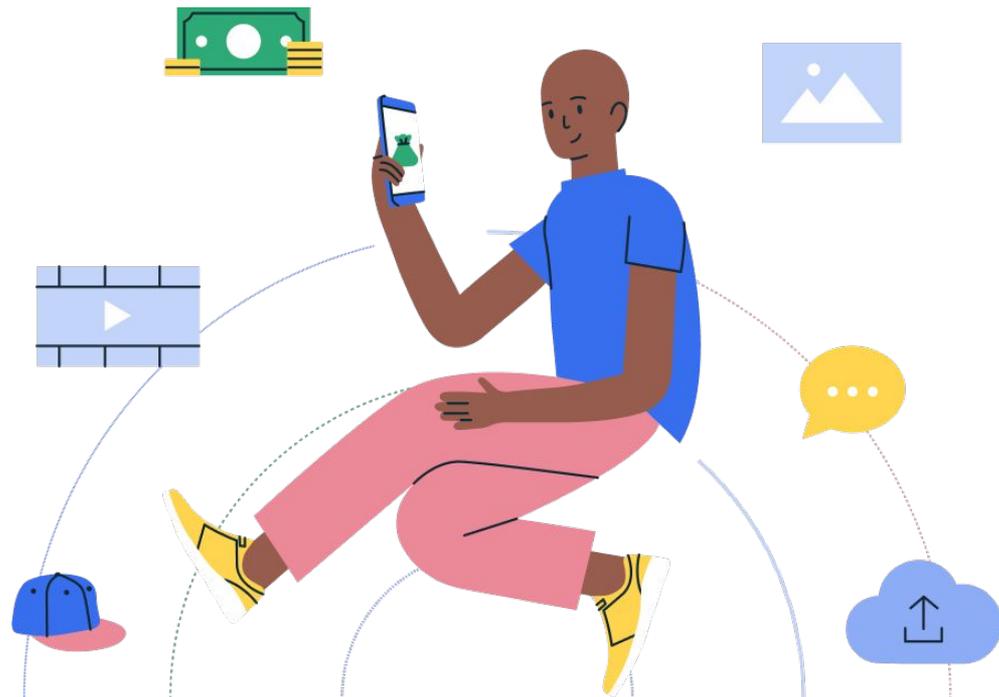


# Advertise on Wish

**Advertising** is the best way to quickly spread the word about your products.

When you advertise on Wish, we'll help show your products to **more Wish customers in more places** on the Wish app and wish.com.

Advertised products are also featured more prominently in search results.



# ProductBoost

**ProductBoost is Wish's native advertising tool, designed to help promote your best products**

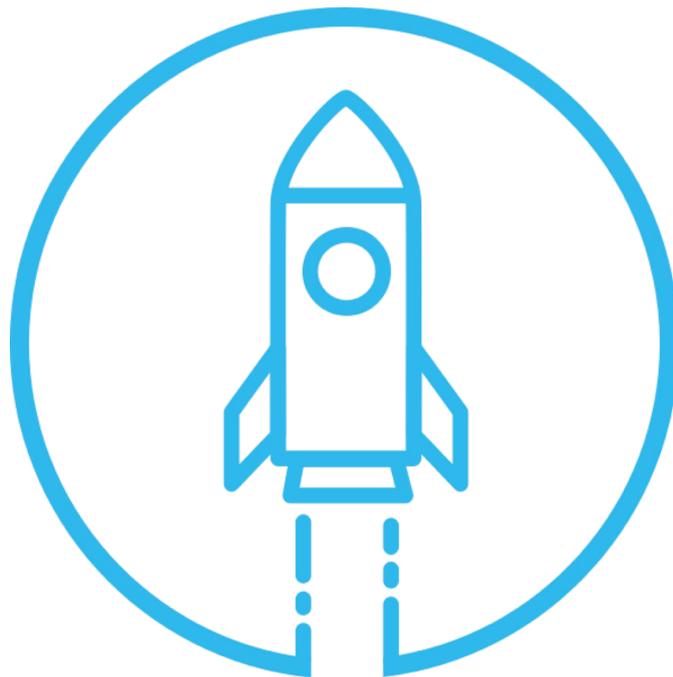
Wish uses a machine learning algorithm to determine the best places to show ProductBoost advertisements.

**Ideal for merchants and products that are new to Wish, or existing merchants who want to improve their Wish Standards score**

We advise new merchants to take advantage of ProductBoost as a tool to widen reach and get products front and center for Wish customers. Established merchants who want to improve Wish Standards score can also benefit from ProductBoost.

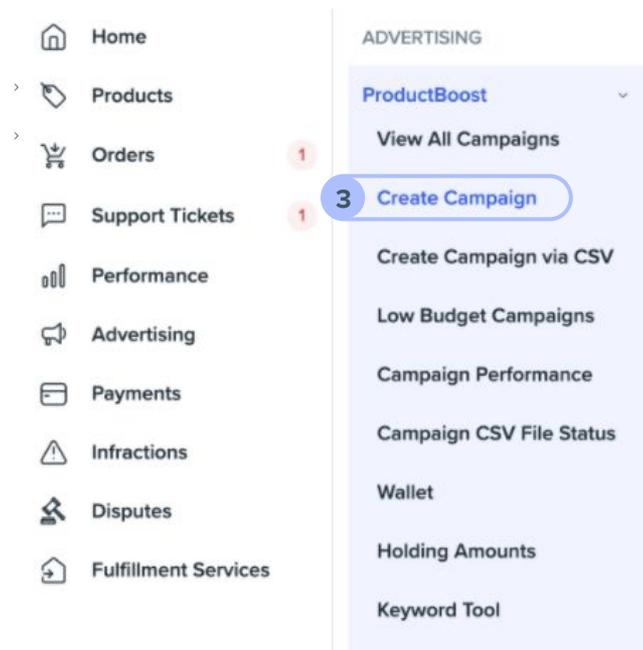
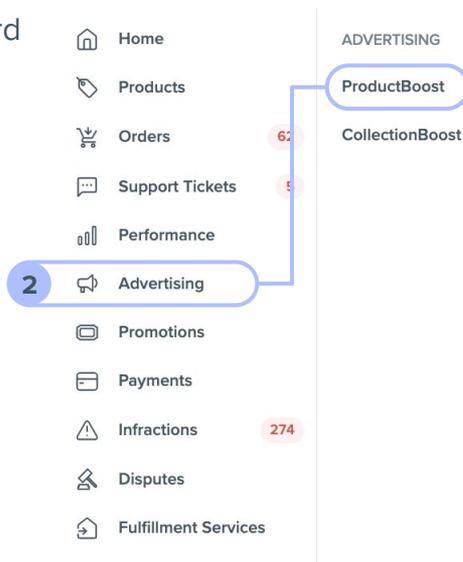
**Cost-per-click & convenient tracking feature**

Wish's cost-per-click model will only charge you when a user clicks on a product—your advertising budget is invested in a user behavior with high intention to purchase. We also provide an in-depth tracking dashboard to monitor the effectiveness of your campaigns.



# ProductBoost Manually create a campaign

- 1 Log into your Wish Merchant Dashboard
- 2 Go to Advertising > ProductBoost
- 3 Select "Create Campaign"



# ProductBoost Fill in Campaign basics

▼ Campaign basics

Campaign Name

You can set a campaign to run for up to 4 weeks. Start and end dates are in Pacific Time.

 To get your product in front of the right customers, it takes 28 days on average to train our algorithm on a newly boosted product. For best results, consider running a campaign for **four weeks** or having the campaign autorenew for a month.

Start Date

End Date

Auto Renew  Auto renew this campaign after completion [Learn more](#)

IntenseBoost  Quickly Increasing your advertising impressions

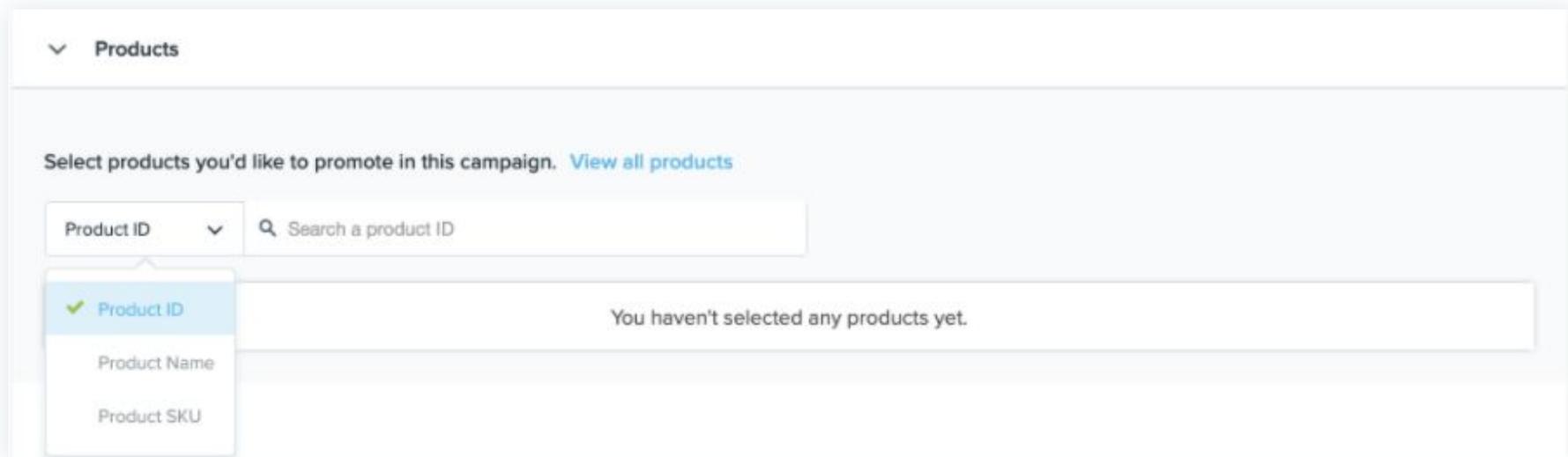
**Campaign Name:** Give your ProductBoost campaign a unique name. This won't be shown to customers.

**Start Time & End Time:** Decide when the campaign will begin and end. For new products, we recommend a duration of at least 28 days so that the Wish system can learn where to place your products.

**Auto renewal option:** If you'd like the campaign to renew automatically, select the "Auto Renew" checkbox.

**IntenseBoost option:** IntenseBoost products gain increased impressions in a shorter period of time at a higher spend; check the box if you would like to opt in.

# ProductBoost Select products for your campaign



Products

Select products you'd like to promote in this campaign. [View all products](#)

Product ID

- ✓ Product ID
- Product Name
- Product SKU

You haven't selected any products yet.

**You can select products based on their ID number, product name, or SKU.** Use the search bar to find the products you'd like to add. You can select up to 200 products per ProductBoost campaign.

# ProductBoost Add keywords

▼ Keywords

For your selected products, you can set up optional keywords so that your products can be shown to as many targeted potential customers as possible. [Try our Keyword Tool](#)

You haven't selected any products yet.

**Use the Keyword Tool to add keywords to your campaign.** Keywords should be directly related to your product and will help Wish target as many potential customers as possible.

# ProductBoost Add keywords

Determine how much you are willing to spend to get your products in front of more customers.

Your budget may depend on factors such as the duration of your campaigns, upcoming holidays and special events, or the number of new products you are launching.

We will show you a formula for calculating your maximum budget at the bottom of the page.

Click **“Save campaign”** at the bottom.

Set a budget

Please note that your total budget cannot exceed your maximum budget.

How much would you like to set \$ 10.80 ✓

Add budget regularly  I would like to set up a schedule to add budget automatically ⓘ

Maximum budget available \$9,945.79

How is my maximum budget calculated?

Total Balance on Wish ⓘ	+ \$41,202.69
Promotion Loan ⓘ	+ \$100.00
ProductBoost Balance ⓘ	- \$0.00 <a href="#">Recharge</a>
Pending Campaign Amount ⓘ	- \$10.00 <a href="#">View details</a>
<b>Maximum budget available</b>	<b>= \$41,292.69</b>

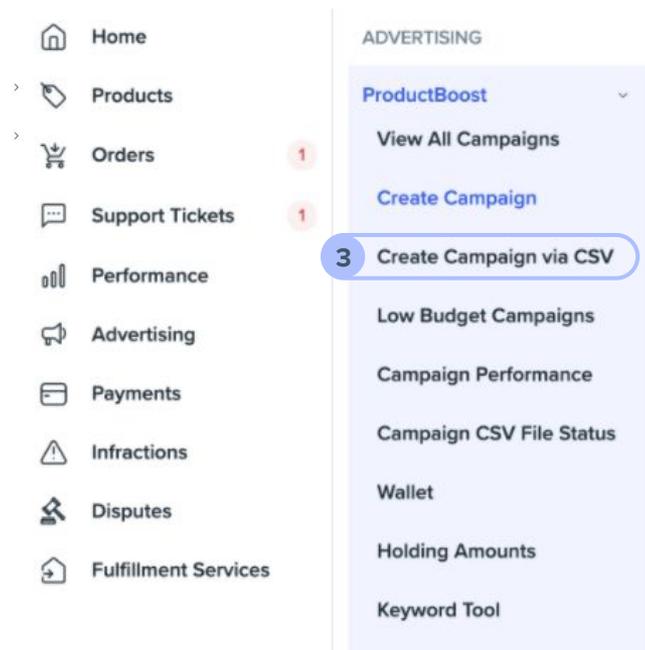
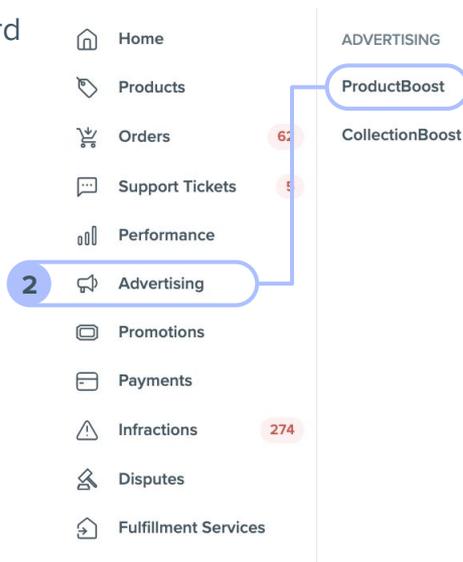
\*There is a required minimum budget per product per day. If you set a budget that is lower than the minimum budget threshold, you will receive an error message that states “Budget must be greater than or equal to \$X” (X is based on the minimum budget and the number of days you decide to run the campaign). You can learn more [here](#).

# ProductBoost Create a campaign via CSV file

- 1 Log into your Wish Merchant Dashboard
- 2 Go to Advertising > ProductBoost
- 3 Select "Create Campaign via CSV"

Download the CSV file template and fill in the required fields:

- Campaign Name
- Budget
- Product ID
- Optional Keywords
- Auto Renew
- Start Time
- End Time



# ProductBoost Create a campaign via CSV file

**Upload your completed CSV file.** If you receive an error message, you will need to address the errors before proceeding.

If all inputs in the CSV file are valid and meet Wish's requirements, you will see a "Success!" message.

If you are using Wish's standard template, the columns will automatically be detected and mapped for you. If you're using your own template, you'll need to map your CSV column titles to the required column names.

**Map Columns to ProductBoost Attributes**

Before you upload your feed, map your file's columns to ProductBoost attributes. To continue all required attributes must be mapped.

[Continue](#)

Wish Attribute	Required/Optional	Your Column Name
Campaign Name ⓘ	Required	<input type="text" value="Campaign Name"/>
Budget ⓘ	Required	<input type="text" value="Budget"/>
Product ID ⓘ	Required	<input type="text" value="Product ID"/>
Keywords ⓘ	Required	<input type="text" value="Keywords"/>
Bid ⓘ	Required	<input type="text" value="Bid"/>
Renew Upon Completion ⓘ	Required	<input type="text" value="Renew Upon Completion"/>
Start Time ⓘ	Required	<input type="text" value="Start Time"/>
End Time ⓘ	Required	<input type="text" value="End Time"/>

# ProductBoost Create a campaign via CSV file

**Feed Preview**

Fix Mapping [Continue](#)

Campaign Name	Budget	Product ID	Keywords	Bid	Renew Upon Completion	Start Time	End Time
CSV1	20	5a5fac502fb	shoe, men,	3.00	F	2018-04-21	2018-04-25
CSV2	30	5a57c22ae0b	fashion, women	5.00	T	2018-04-21	2018-04-25

**Submit**

No errors found in the 2 rows previewed, click submit to continue.

[Submit](#) Selling counterfeit products is prohibited on Wish Brand University <sup>New</sup>

**Your import will finish within 24 hours.**  
We will send you an email when it finishes. You may also view the status of your import at any time.

**Review your campaigns for accuracy and click submit.** Once you submit your file, you'll be taken to the job detail page, where you can track your upload status.

Maybe Later

[View Import Status Page](#)



# ProductBoost performance Viewing all campaigns

To access ProductBoost Campaigns data, go to the Merchant Dashboard > Advertising > [ProductBoost](#) > [View All Campaigns](#).

In the **All Campaigns** view, you can compare an overview of data across ongoing and completed ProductBoost campaigns, including:

**Campaign Status:** see “[ProductBoost Campaign Status & Actions](#)” to learn more

**Budget:** Total budget that the merchant chooses to spend on a campaign

**Spend:** The amount spent so far on the campaign

**PB Impressions:** The sum of product impressions directly generated by a ProductBoost campaign

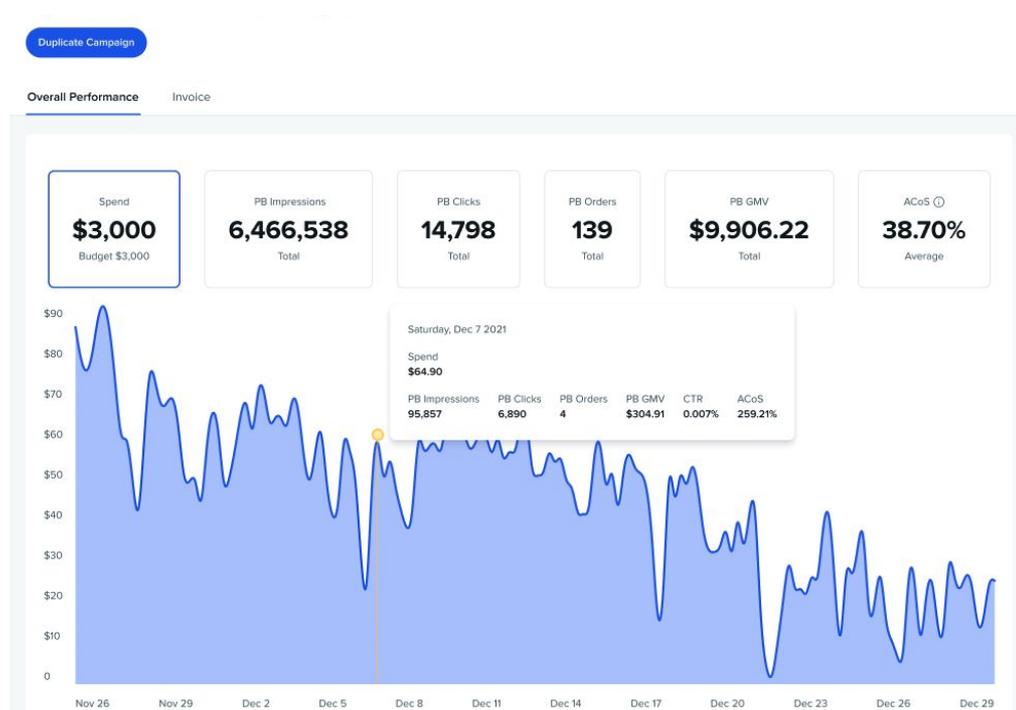
**PB Clicks:** The sum of all user clicks directly generated by a ProductBoost campaign

**PB GMV:** Total gross merchandise value for the campaign

**ACoS:** Advertising Cost of Sales; ad spend as a percentage of GMV

# ProductBoost performance: specific campaigns

From [All Campaigns](#), you can click on a single campaign to see more granular performance data.



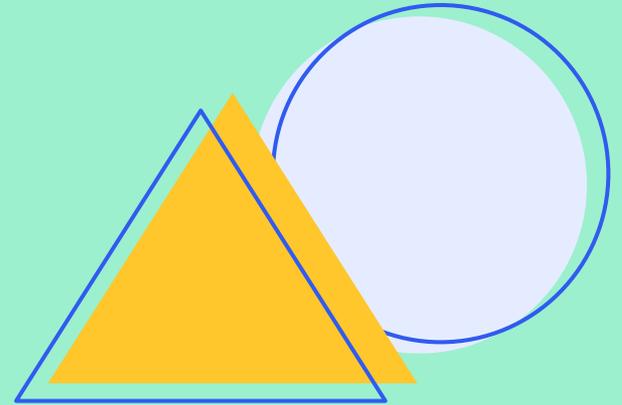
# ProductBoost performance: specific products

Product view provides deep insight into a specific product's ProductBoost performance.

This view captures the same data as the Campaign view, but also compares a product's daily ProductBoost click-through rate against organic (non-boosted) daily click-through rates.



# Promotions on Wish

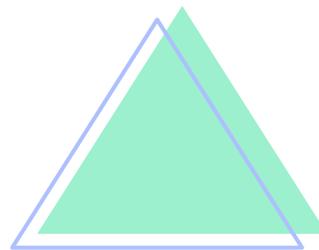
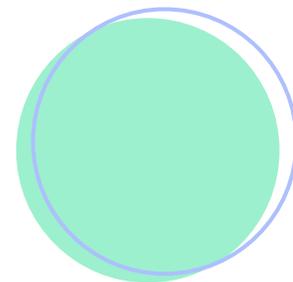


# The NEW Merchant Promotions Platform

[The Merchant Promotions Platform](#) was created in 2022 for merchants to promote their products on Wish.

Using Merchant Promotions Platform tools may improve sales, buyer retention, and Wish Standards ratings.

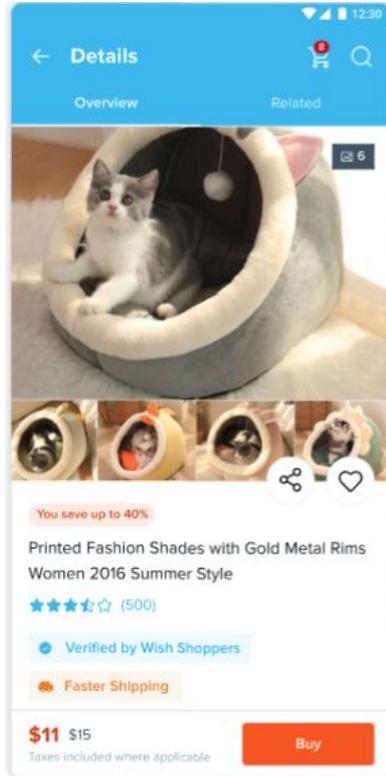
Promoted products appear in the “Deals” section on wish.com and the Wish app. Customers can access and interact with deals in multiple unique ways, with personalization strengthened over time.



# Current Merchant Promotions Platform tools

## Discount

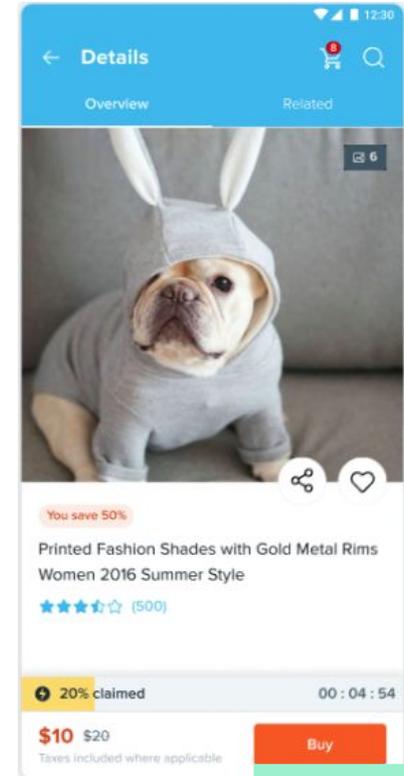
The Discount tool offers a wide-ranging percentage discount on eligible products that can run for **7-14 calendar days**. Great for sales on seasonal or stagnant inventory.



## Flash Sale

The Flash Sale tool offers a steeper percentage discount on eligible products that run for **12 hours**.

Great for products that you'd like to discount for a limited duration.



# Know your Merchant Promotion Platform eligibility: Wish Standards tier status

Only highly ranked merchants can access the following promotional tools within their Wish accounts.

Start optimizing your Wish platform and delivering the best customer experiences to see your Wish Standards Score grow!



Platinum



Gold



Silver

You must have a Wish Standards tier rating of Silver, Gold, or Platinum to access Discount and Flash Sale promotional tools. Check your [Wish Standards Performance Dashboard](#) to view your rating.

# Know your Merchant Promotions Platform eligibility: product status\*

	Discount tool	Flash Sale tool
<b>Shipping price</b>	Cannot have changed in last 30 days	Cannot have changed in last 30 days
<b>Product base price before discount</b>	Must match lowest price in last 30 days	Must match lowest price in last 30 days
<b>Product Rating</b>	More than 3 stars	More than 4 stars
<b>Sale History</b>	At least 1 sale in the past 90 calendar days	At least 20 sales in the past 90 calendar days
<b>Promotion history</b>	The product must not have participated in the same Discount (same country/countries and at the same discount %) within at least 30 calendar days	The product must not have participated in the same Flash Sale (same country/countries and at the same discount %) within at least 30 calendar days
<b>Inventory</b>	Must have at least 1 in stock	At least 10% of inventory or quantity, of 1, whichever is higher
<b>Variations</b>	At least 60% of variations must be included	All variations must be included
<b>Discount</b>	5 - 80%	15 - 80%
<b>Sales Window</b>	7 - 14 days	12 hours (Wish optimized time)

\*Products in restricted product categories do not qualify for promotions. Each merchant may place a maximum of 4,000 products in promotions at any given time. Product detail pages may not be altered once a product is submitted for a promotion and until completion of that promotion.



# Using the Discount tool

To use the Discount tool, go to the [Merchant Promotions Platform](#) in the Merchant Dashboard.

- If you meet all eligibility criteria, you will be able to click “Create a Promotion”
- Choose the “Discount” option and select a promotion name to keep track of your promotion (customers can’t see this)
- Click “Enter promotion details” and select a start and end date
- Select the countries you’d like to apply the discount to
- Select eligible products and their variations, then the quantity of products you’d like to include in your discount promotion
- You can apply a percentage discount to each eligible product, or click “Apply Discount to All Products” to apply the same discount to all eligible products
- If the promotion details look correct, click “Submit Promotion”

# Using the Flash Sale tool

To use the Flash Sale tool, go to the [Merchant Promotions Platform](#) in the Merchant Dashboard.

- If you meet all eligibility criteria, you will be able to click “Create a Promotion”
- Choose the “Flash Sale” option and select a promotion name to keep track of your promotion (customers can’t see this)
- Click “Enter promotion details” and select the week you’d prefer for your flash sale to run; Wish will determine the best day and time of your chosen week to start the Flash Sale, optimizing your promotion
- Select the countries you’d like to apply the flash sale to
- Select eligible products and their variations, then the quantity of products you’d like to include in your flash sale promotion
- You can apply a percentage discount to each eligible product, or click “Apply Discount to All Products” to apply the same discount to all eligible products
- If the promotion details look correct, click “Submit Promotion”

# Creating a promotion via CSV file (for both Discount & Flash Sale)

You may also choose to create a Discount or Flash Sale promotion by uploading a CSV file. To upload a CSV file, go to the [Merchant Promotions Platform](#) in the Merchant Dashboard.

- If you meet all eligibility criteria, you will be able to click “Create a Promotion”
- Choose the “Upload via CSV” option
- Choose a promotion type from the drop-down list
- Enter promotion details, including your promotion name, (this won’t be shown to customers) and a timeframe to run your promotion, then select the countries you’d like to apply the promotion to
- Upload your formatted CSV file and the platform will display uploaded products for your review

## Creating a promotion via CSV file (continued)

- Confirm your promotion by reviewing to ensure the correct information was uploaded. If the CSV file Quantity field is incorrectly populated or does not align with the Merchant Promotions Platform inventory, it can have varying results when displayed in the Merchant Promotions Platform:

If Quantity is blank	The Quantity field defaults to 100% inventory
If Quantity is more than inventory	Quantity field defaults to maximum available inventory
If Quantity is less than available inventory	Quantity field entered is applied

- To fix rejected products or incorrect uploads, you'll need to go back to the CSV file, update the rejected data or remove the product and re-upload your CSV file.
- Click "Submit Promotion" once you've confirmed that everything is correct. It can take up to 24 hours for Wish
- campaign approval.

# Promotion status

**After submitting a promotion, it can take up to 24 hours for Wish approval.**

Check your Promotions tabs in the Merchant Dashboard to view the statuses of your promotions.

- **Active:** Promotions that are actively running
  - **Approved:** Promotions approved by Wish that have not yet started
- **Pending:** Promotions submitted within the last 24 hours, currently pending Wish approval
- **Cancelled:** Promotions that a merchant chose to cancel
  - **Rejected:** Promotions rejected by Wish
- **History:** Promotions that have been successfully completed

# Promotion campaign performance

**You can check the performance of your Merchant Promotions Platform campaigns anytime.**

On the Promotion Performance page, merchants can find details such as:

- How each product is performing
- Which product has the most orders, highest conversion rate, and lowest conversion rate
- Whether products are sold out or have been rejected from the campaign

wish MERCHANT

Thank You!

