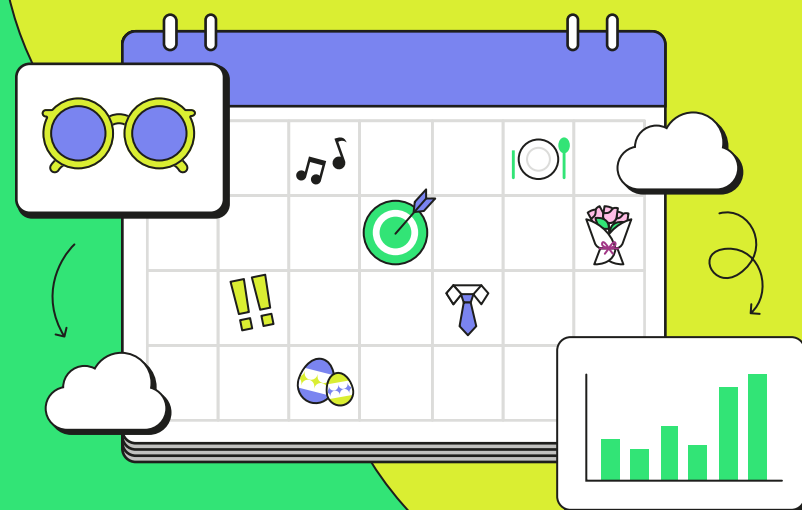


Q2 2023

Increase your impact with Wish's Merchandising Calendar



Throughout 2023, Wish will share our global Merchandising calendar to help merchants maximize their success. Read on to take advantage of our merchandising, advertising, and Social Media efforts!

Merchant action plan:

1. Review Wish's Merchandising calendar (we'll share new calendars every quarter)
2. Upload items that match our merchandising products and categories*
3. Align your [advertising and promotional efforts](#) with Wish merchandising campaigns
4. Enroll your products in [Merchant Promotions Platform](#) (MPP) events whenever possible

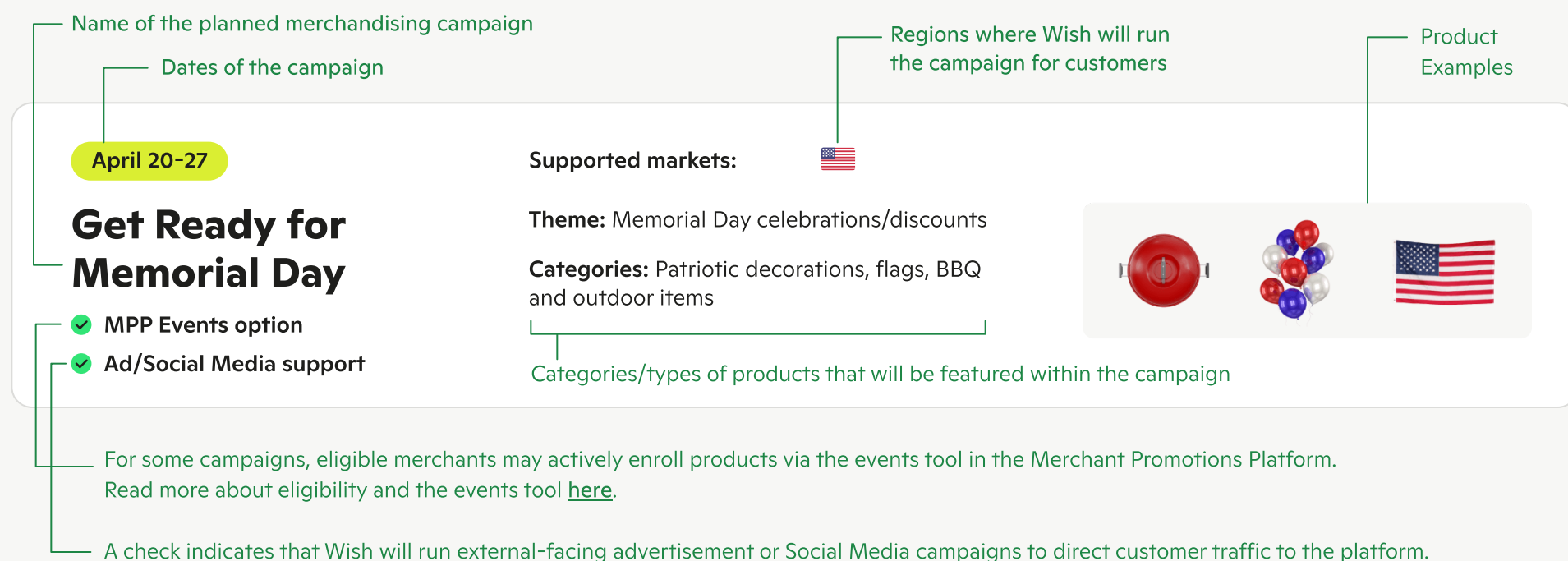
To increase your chances of being featured:

- ✦ Enroll eligible products in MPP events 1-2 months ahead of campaigns
- ✦ Keep your [Wish Standards](#) score high (silver or above)
- ✦ Maintain [product ratings](#) of 4 stars or higher
- ✦ Provide [clean product images](#)

*Products that align with Merchandising efforts may be selected for promotional collections and/or merchandising modules on Wish.

Wish's Merchandising and Events Calendar is subject to change at any time as we continue to target the best opportunities for merchants. Please check the Event tool in the Merchant Promotions Platform for the most up-to-date information about Merchandising opportunities.

How to read the Merchandising calendar



APRIL 2023

Weekly on Saturdays

Weekly Deals

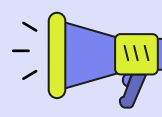
✓ MPP Events option

Supported markets:



Theme: Great deals

Products: All products



Weekly on Sundays

Sunday Wish

✓ MPP Events option

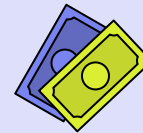
✓ Ad/Social Media support

Supported markets:



Theme: Great deals

Products: All products



March 30–April 5

Wishmas 330

✓ MPP Events option

✓ Ad/Social Media support

Supported markets:



Theme: Super deals

Products: All products



April 6–14

Calling all Wish Foodies

Supported markets:



Theme: Global kitchens & cookery

Products: Cookware, unique/cultural kitchen gadgets and tools



April 7–14

Festival Season

Supported markets:



Theme: music and cultural festivals

Products: Boho themes, festival clothing, accessories, and jewelry



April 7–15

Get Ready for Mother's Day

✓ MPP Events option

✓ Ad/Social Media support

Supported markets:



Theme: Mother's Day gifting

Products: Jewelry, self care, beauty, women's clothing and accessories



April 7–9

Easter Sitewide Sale

✓ MPP Events option

✓ Ad/Social Media support

Supported markets:



Theme: 5% discounts

Products: All products



April 12-19

Get Ready for Cinco de Mayo

Supported markets:  

Theme: Cinco de Mayo holiday celebrations

Products: Festive and themed decor, food and drink preparation, clothing



April 16-22

Mother Earth Celebration (sustainable lifestyle)

Supported markets:                  

Themes: Green, sustainable, and earth-friendly

Products: Reusable products made of silicone, bamboo, metal, glass, etc.



April 16-22

Now Boarding

Supported markets: 

Theme: Travel

Products: Air and car travel accessories and gadgets



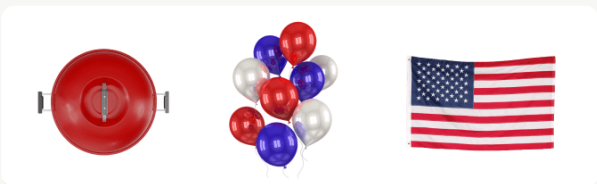
April 20-27

Get Ready for Memorial Day

Supported markets: 

Theme: Memorial Day celebrations/discounts

Products: Patriotic decorations, flags, BBQ and outdoor items



- ✓ MPP Events option
- ✓ Ad/Social Media support

April 20

420

Supported markets: 

Themes: 420 friendly

Products: Maximum \$4.20 price point, plant care, gardening gadgets



April 23-30

"I Do"

Supported markets: 

Themes: Weddings

Products: Rings, party favors and accessories, decorations



April 28-May 5

Adventures with Wish

Supported markets: 

Theme: Outdoor activities

Products: Outdoor sports and hobby gear & accessories



- ✓ MPP Events option

Weekly on Saturdays

Weekly Deals

✓ MPP Events option

Supported markets: 

Theme: Great deals

Products: All products



Weekly on Sundays

Sunday Wish

✓ MPP Events option

Supported markets: 

Theme: Great deals

Products: All products



May 1-4

Space Theme

Supported markets: 

Theme: Space Junkies

Products: Space and Sci Fi-related products



May 5-12

Take a Brain Break

Supported markets: 

Themes: Mental health & Zen

Products: Relaxing & calming items; yoga, meditation, journaling



May 9-16

Get Ready for Father's Day

✓ MPP Events option
✓ Ad/Social Media support

Supported markets: 

Theme: Father's Day gifts

Products: Dad's favorites: electronics, sports, watches, gadgets



May 9-16

Congrats, Grad!

Supported markets: 

Theme: Graduation on a budget

Products: Decorations, frames, gifts



May 12-14

Mother's Day Sitewide Sale

✓ MPP Events option
✓ Ad/Social Media support

Supported markets: 

Themes: 5% discounts

Products: All products



May 17-24

Open for Summer

Supported markets: 

Themes: Summer preparedness

Products: Beach essentials, water and pool accessories, outdoor products



May 17-24

Smart Home Hacks

Supported markets: 

Theme: Home category smart devices

Products: Products that can be controlled with smart devices



May 25-June 1

Budget Beauty Deals

Supported markets: 

Themes: Best of beauty

Products: Beauty and self care products; hair, body, makeup, nails



✓ MPP Events option

May 25-June 1

Conversation Starters

Supported markets: 

Theme: Quirky products

Products: Graphic tees and tops, products with interesting quotes



May 26-29

Memorial Day Sitewide Sale

Supported markets: 

Theme: 5% discounts

Products: All products



✓ MPP Events option

✓ Ad/Social Media support

JUNE 2023

Weekly on Saturdays

Weekly Deals

Supported markets: 

Theme: Great deals

Products: All products



✓ MPP Events option

Weekly on Sundays

Sunday Wish

Supported markets: 

Theme: Great deals

Products: All products



✓ MPP Events option

June 2-9

Celebrate Pride!

Supported markets: 

Themes: Pride Month celebrations

Products: LGBTQIA themed products; costumes, rainbows, flags



May 17-24

Prep for 4th of July

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets: 

Theme: Patriotism (US), backyard activities

Products: BBQ tools, red, white and blue, outdoor games, bathing suits



June 10-17

Staycation

Supported markets: 

Themes: Stay-home vacations

Products: Indoor lights, tents, board games, self care



June 18

Father's Day Sitewide Sale

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets:         

Theme: 5% discounts

Products: All products



June 18-21

Take Your Best Shot

Supported markets: 

Theme: National selfie day

Products: Photo/video accessories, cameras, drones, lights, tripods



June 19-26

Summer Cooking Gadgets

Supported markets:                

Themes: First day of summer

Products: Summer food prep; juicers, slicers, popsicle molds, insulators



June 30-July 7

Wish 630

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets: 

Theme: Wish's birthday celebration

Products: All products

