

wish MERCHANT

**Lights,
Camera,
Action!**





Sales through video storytelling

E-commerce and the lifestyle video trend

Videos have exploded in popularity on e-commerce platforms, setting a new bar for the type of engaging, shoppable content that customers prefer.

Capture customer imagination

Now you can tell your stories with Wish Clips, Wish's native video feature! Inspire eager customers around the world by sharing creative product videos.

The Wish Clips advantage

Opportunities for exposure

Wish Clips are showcased to customers in a special tab on the Wish app, with an infinite scroll for limitless product discovery

Easily shoppable

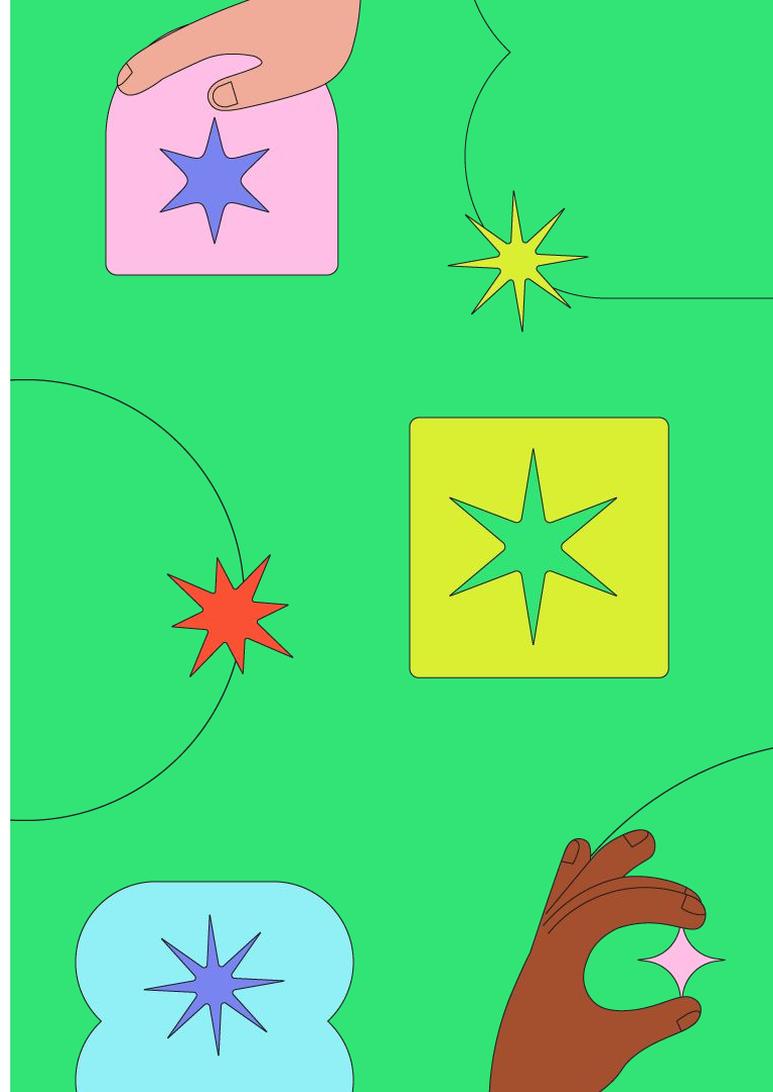
Customers see featured products linked at the bottom of each video clip; it's simple to shop with a single click

Exciting and enjoyable

Wish has built a fun, engaging customer experience, with multiple ways to view and interact with Wish Clips

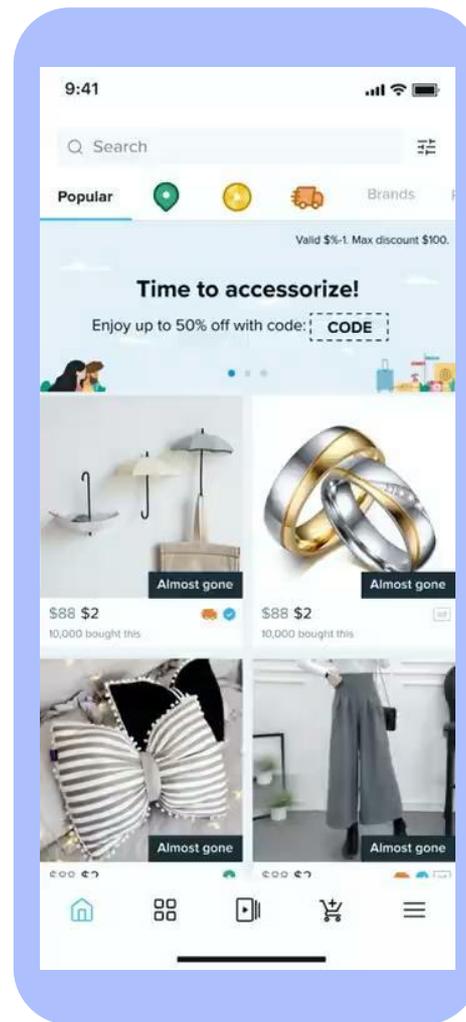
Eye-catching

To quickly capture customer attention, Wish Clips play automatically as users scroll through their Wish feed

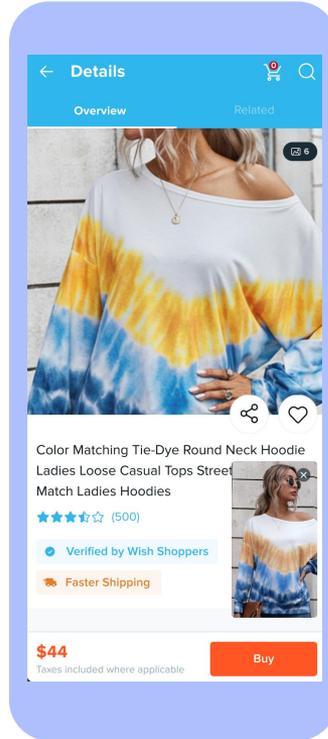
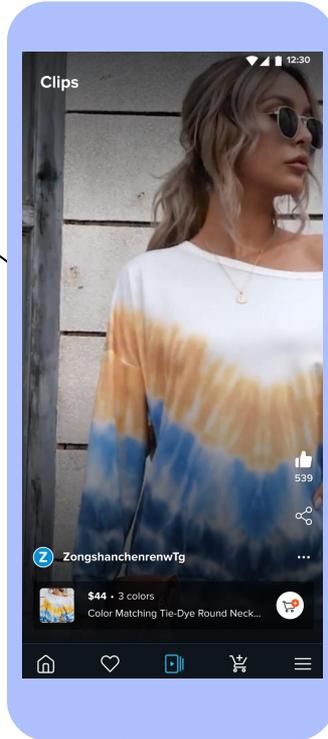


Demo

The Wish Clips customer experience



Maximizing impact



Quickly catch interest

Bring your creative best with engaging, attention-grabbing imagery



Be fun, clever, or cool

Pique customer curiosity by providing relatable content



Focus on quality

Videos should be clear, steady, and easy to watch

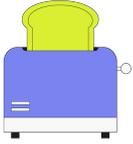


Promote, inspire, or show functionality

Demonstrate how your product will enhance your customer's lifestyle or help them become their best self

Suggested video strategies

by product category



Home & Living

Showcase quality, craftsmanship, or how the product works. Include scale and materials.



Health & Beauty

Before and after transformations or demonstrations of the product in use.



Jewelry & Accessories

Show the item on a model for scale and to highlight features. Show interiors and exteriors or showcase special details.



Fashion

Show products on a model; use close up shots to show material details, texture and quality.



Art & Collectibles

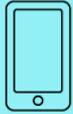
Showing products in a living space can help customers envision appeal.



Toys & Games

Focus on the fun. Show products being enjoyed, and include visuals of pieces that are included.

Video best practices



Vertical orientation

Wish Clips only displays vertically oriented videos



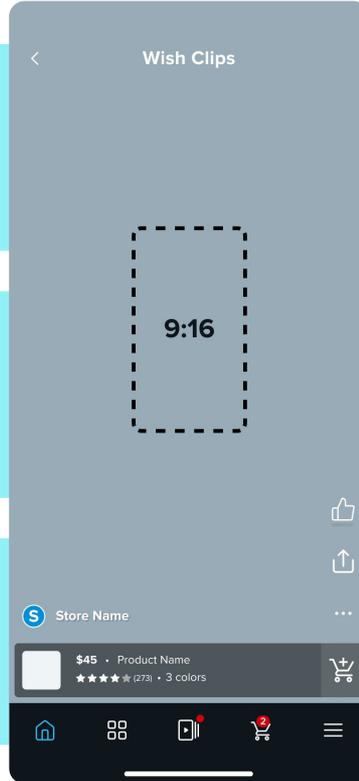
High resolution

Videos should be at least 480p



Keep it short

Keep videos less than 30 seconds and below 50mb



No extra graphics

Avoid graphic overlays or animated effects



Audio

Wish pairs legally licensed audio with your videos based on product category



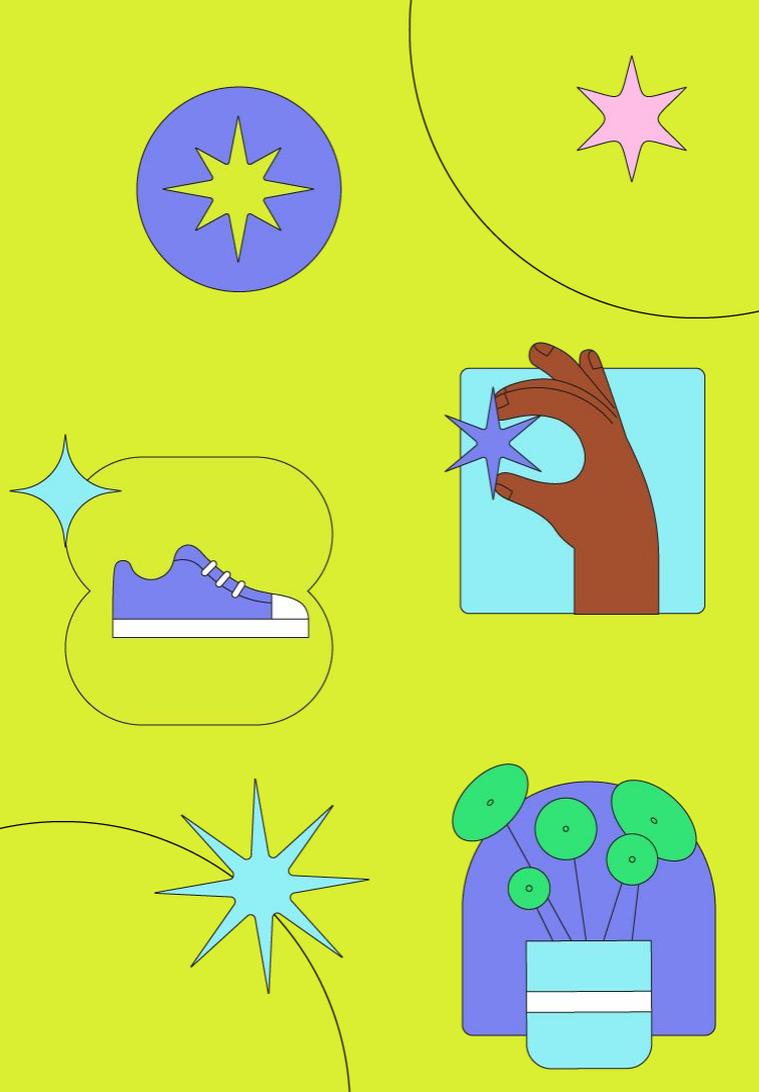
Product alignment

Align video with photos and product descriptions

Ready to give Wish Clips a try?

**Get to know Wish's
easy-to-use tools for
video management.**

For the best experience, log into
your Wish Merchant Dashboard
to access our full suite of tools,
developed with merchants
in mind.



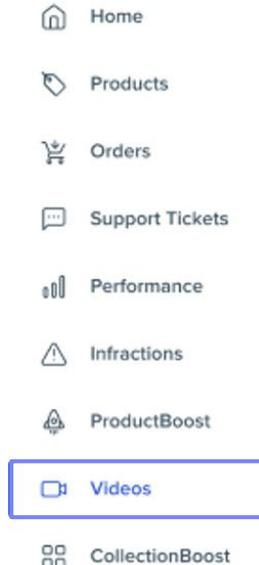
The Video Management Hub

All your Wish Clips needs, centralized in one place.

From the [Merchant Dashboard](#)



Click on [Videos](#) on the left-hand navigation bar



Then go to the [Video Management Hub](#)



Manually add a Wish Clips video

To add videos from the Video Management Hub

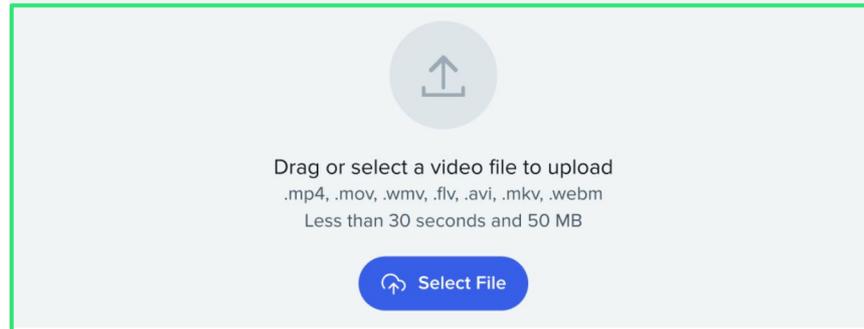
Click **Upload Video**
under the page
header.

Then **drag a file or
select your video.**

Video Management Hub

Tell your products' stories through video! These tools help you creatively highlight the benefits of your products to customers around the globe.

 Upload Video



Name your video

Add a **title**

and **description**

Upload Video - Video Information ✕

Title

Description

Tell viewers about your video

Visibility

All videos by default will go live once approved by Wish. If you would like to delist your video at a later date, you may do so by manually going into the video settings.

Live

Video will be made available on Wish Clips and other channels once approved

Link your video to a product

Search for and **link** a product to the video. You may link one video per product.

The linked is the one customers will buy from when shopping from video.

Upload Video ✕

Search and link 1 product to this video, so the viewer can buy directly while watching

Product Info	Product ID	Inventory	
	[Redacted]	10	<button>Unlink</button>

Product ID 1 - 20 of 262,948 ← → ☰ From new to old

Product Info	Product ID	Inventory	
	[Redacted]	10	<button>Unlink</button>
	[Redacted]	6	<button>Link</button>
	[Redacted]	10	<button>Link</button>
	[Redacted]	199	<button>Link</button>
	[Redacted]	240	<button>Link</button>
	[Redacted]	1900	<button>Link</button>

Upload Completed Back Next

Link your video to a product

Via CSV:

Step 1: Create a CSV for your product feed and add a column titled “Video URL”.

Step 2: Fill in the corresponding URL where a video of your product can be downloaded. Please note that links to hosting services like YouTube, Amazon.com, eBay, Etsy are not valid URLs for this process.

Step 3: Upload the CSV file via the [Products > Add/Edit Products with CSV page](#), per normal CSV upload process.

[Click here](#) for a refresher on how to add or update products via CSV

[Click here](#) for Wish’s detailed CSV template

Through your ERP software:

Since Wish Clips is a new feature, many ERPs have not yet built to the functionality of uploading videos.

Contact your ERP directly to learn about the possibility of uploading video to Wish through your software dashboard.

Managing and editing your video catalog



The **Video Catalog tab** shows video status and performance data. It's sortable by video status (Live, Unlisted, Pending Review, and Declined by Wish).

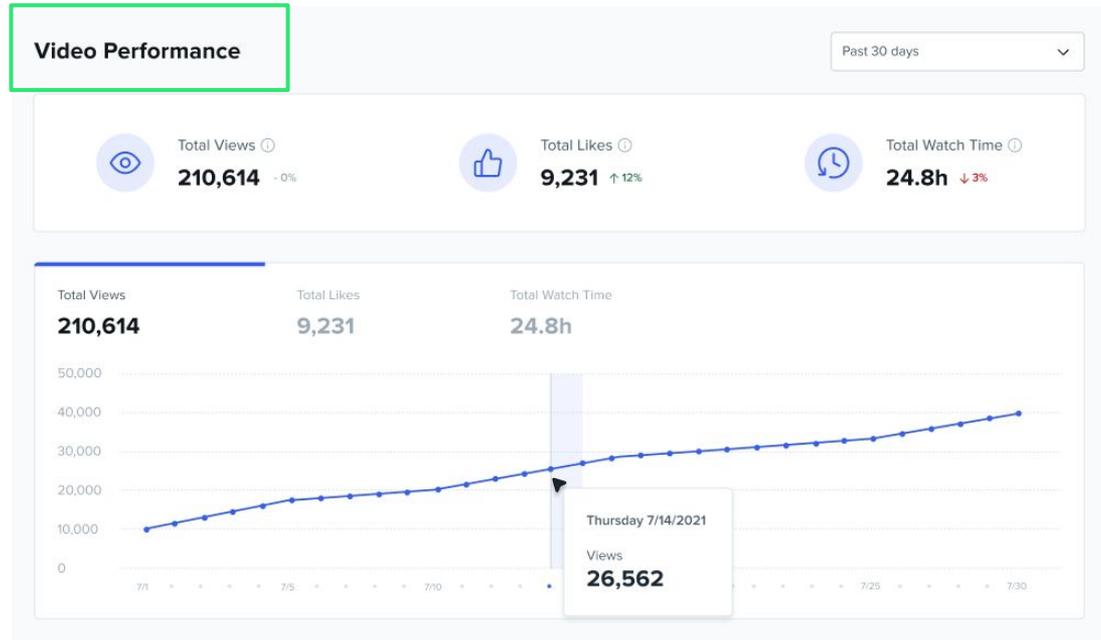
Video Name	Video ID	Views	Likes	Avg. Watch Time	Action
		N/A	N/A	N/A	Edit Remove
		4,603	765	21s	Edit Remove
		4,603	765	21s	Edit Remove

You can also **edit or remove** videos in this view.

Monitor video performance

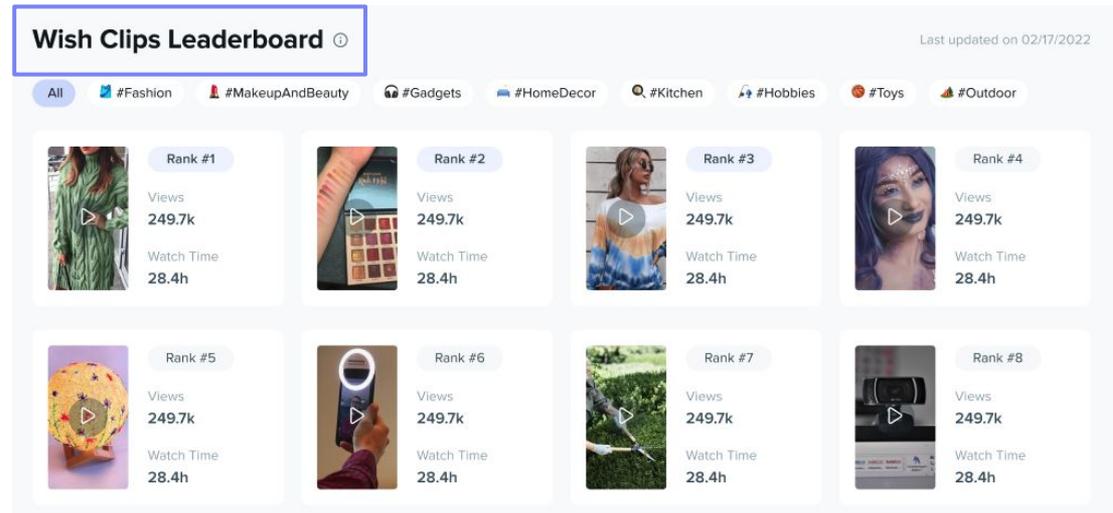


To see a broader overview of how all of your Wish Clips videos are performing as a whole, check out the **Video Performance** section of the Video Management Hub.



Learn from Wish's most successful video content!

The Wish Clips **Leaderboard** shows top-performing videos on Wish and associated statistics. Sort by category and watch the videos to help understand what's trending.



Shown to global customers in more than 45 countries

Wish Clips are shoppable by Wish
customers around the world*



Argentina

Australia

Austria

Belgium

Brazil

Bulgaria

Canada

Chile

Colombia

Costa Rica

Croatia

Czech Republic

Denmark

Estonia

Finland

France

Germany

Great Britain

Greece

Hungary

Ireland

Israel

Italy

Japan

Latvia

Lithuania

Luxembourg

Mexico

Netherlands

New Zealand

Norway

Peru

Poland

Portugal

Puerto Rico

Romania

Serbia

Singapore

Slovakia

Slovenia

South Africa

South Korea

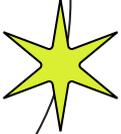
Spain

Sweden

Switzerland

Ukraine

United States



Example videos



Your Wish Clips video content

Great news – if you've already uploaded eligible product videos to Wish, they're now shoppable by customers!

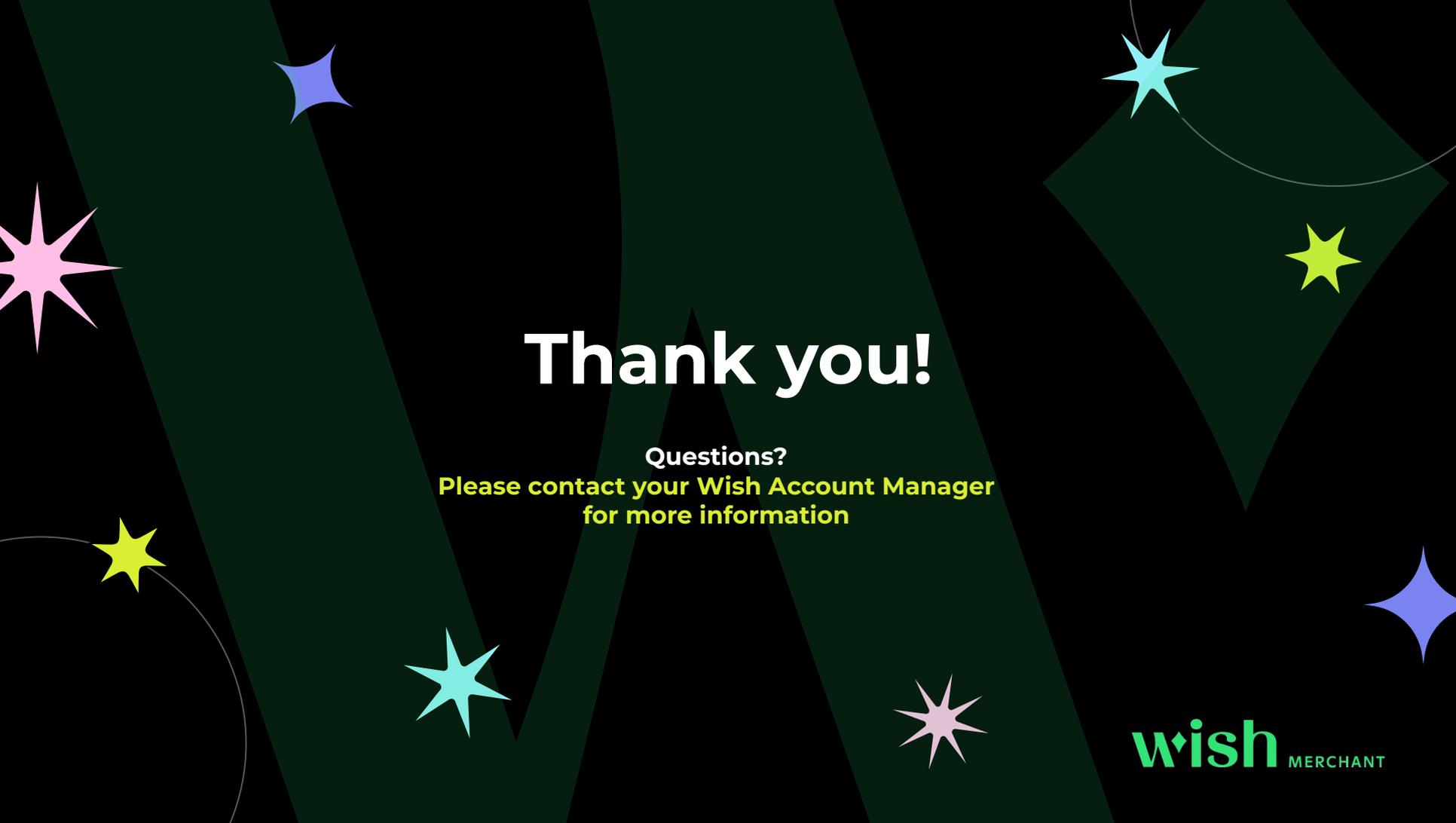
If you're ready to get started, our helpful resources can assist with your video content strategy.

Be certain to read our [Video content policy](#) for guidelines to follow.

Other resources include:

- [How To and Best Practices Guide](#)
- [Taking a video with your smartphone](#)
- [Upload videos via .CSV files and API](#)





Thank you!

Questions?
Please contact your Wish Account Manager
for more information

wish MERCHANT