

wish
MERCHANT

Optimize Your Store



| Your Quick Start Checklist

Add SKUs

Wish's algorithm rewards stores with more SKUs. We recommend a minimum of 100 to maximize your exposure.

Upload Clear Images & Descriptions

Products with high resolution imagery and clear or white backgrounds convert best. Keep product descriptions concise.

Learn about Wish Express

Products that qualify for Wish Express receive an orange truck badge, helping products gain 3-10x the impressions. They should be delivered to customers within a specific time period..

Tag your Authentic Branded Products

Tagging authentic branded items builds customer trust and generates additional exposure on Wish. Brand tagging may also increase impressions and sales.

Enroll in Wish Returns

With Wish Returns, customers send their products to a specific warehouse before receiving a refund, so that Wish can verify the return's legitimacy.

Invest in ProductBoost

ProductBoost is Wish's native program for ad campaigns. Leverage this feature to promote your products to relevant shoppers, increase exposure, and boost sales.

Expand with International Shipping

Nearly 60% of sales on Wish come from international buyers. Expand your market by enabling international shipping.

Step 1: Add SKUs

Best Practice: Include as many SKUs as you can to maximize your exposure on Wish. Hundreds (or even thousands) of SKUs is ideal!

There are **three options** you can use to upload SKUs:

 = Faster, easier process

CSV Upload:

Use a CSV template to feed products into your Merchant Dashboard

API Upload:

If integrated with a Wish Channel Partner, import inventory through their software

Manual Upload:

Enter data for each individual product into your Wish Merchant Dashboard

Step 2: Upload clear images & descriptions

Best Practice: Uploading quality and “clean” images is essential to **maximizing appeal and potential product exposure**. Use high resolution images (at least 100x100 pixels) with a clear or white background.

Keep descriptions concise. Sales will convert best if products look aesthetically pleasing to customers.



Step 3: Learn about Wish Express

Best Practice: Wish Express products receive an orange truck badge and generate 3-10x the exposure of a product with regular shipping. Read about the Wish Express program to determine if your products qualify based on **shipping times to different countries**.



Read these articles:

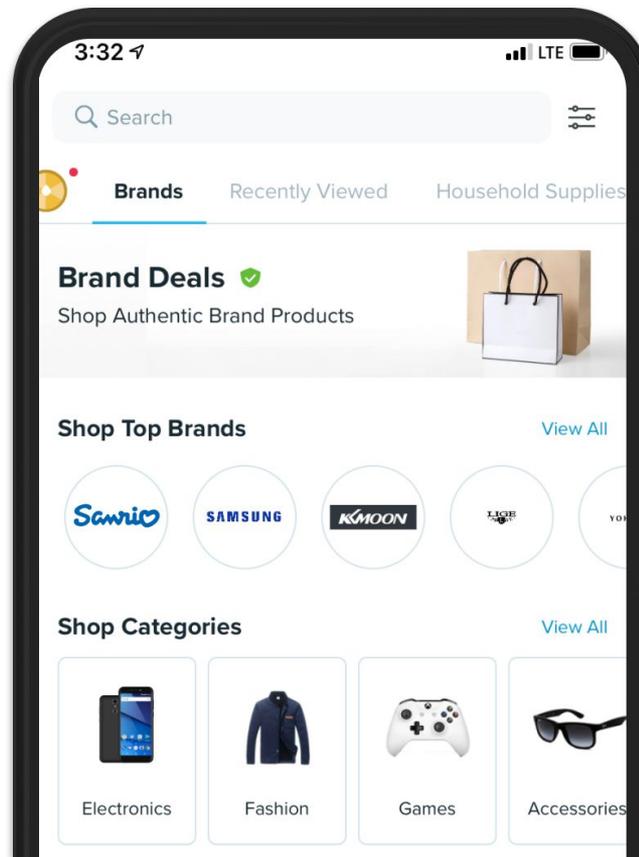
- [Wish Express FAQ](#)
- [How to enable Wish Express for your products](#)

Step 4: Tag your Authentic Branded products

Best Practice: Tag any authentic branded items you're selling on Wish. Brand tagged items appear in the "Brands" tab on the Wish app and wish.com, which may increase customer impressions and sales.

Read a how-to guide for [uploading brand tags here](#)

Upload your brand tags [manually, via CSV or API](#)



Step 5: Enroll in Wish Returns

Best Practice: If you have return warehouses located in supported **Wish Returns regions**, when you enroll in this program we'll require customers to send packages back to your warehouse **before** they can receive a refund.

While merchants are responsible for funding return labels, you'll have much greater control over customer returns on Wish.

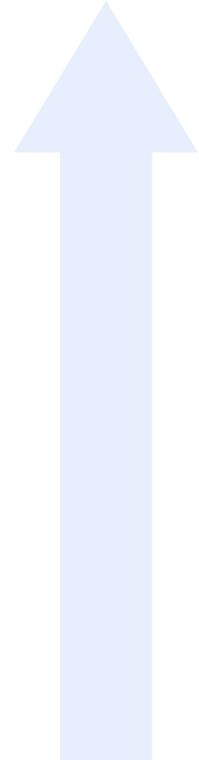
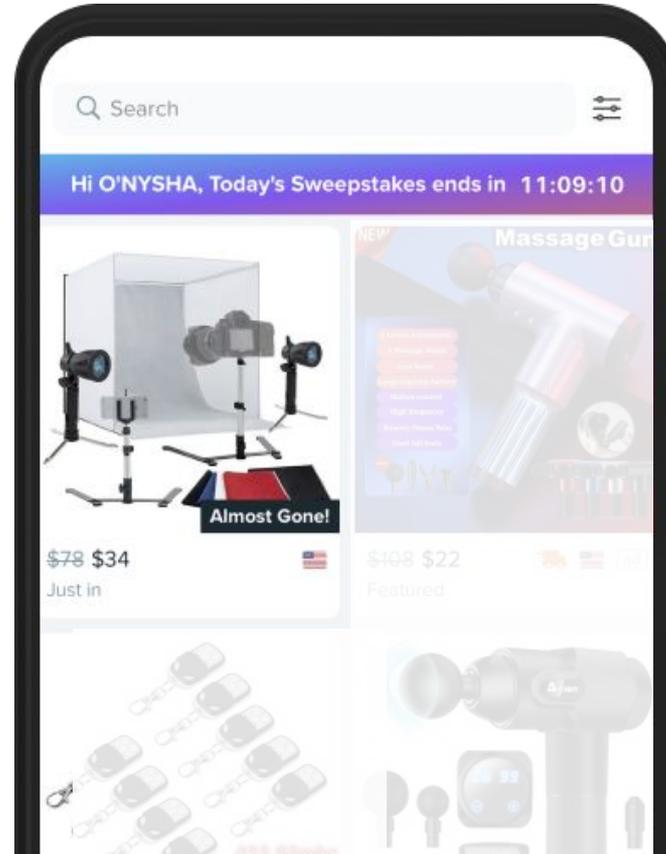
Steps to Enroll:

1. Enter a **US, EU, or MX return address** through your Merchant Dashboard
2. Update **logistics** information (length, weight, etc.) for your products

Step 6: Invest in ProductBoost

Best Practice: Leverage Wish's native advertising tool to push your content to relevant customers' feeds, maximizing exposure and sales.

[Start here to create a ProductBoost campaign](#)



Step 8: Expand with international shipping

Best Practice: Expand your Wish presence to international customers by enabling global shipping. Unlike other platforms, all you have to do is check a few boxes to expose your products to global Wish customers! Almost 60% of Wish purchases are made by buyers outside of the US.

Add Countries to Shipping

1. Select additional countries to ship to in your **Merchant Dashboard**

2. Edit **max delivery days** and shipping prices for each product

3. Learn more about **international tax requirements** and, if necessary, **set up Tax Settings**

4. Work with Wish accepted **Shipping Carriers** or **confirmed delivery carriers**



Thank You

For any additional questions,
please reach out to your Wish
Account Manager.

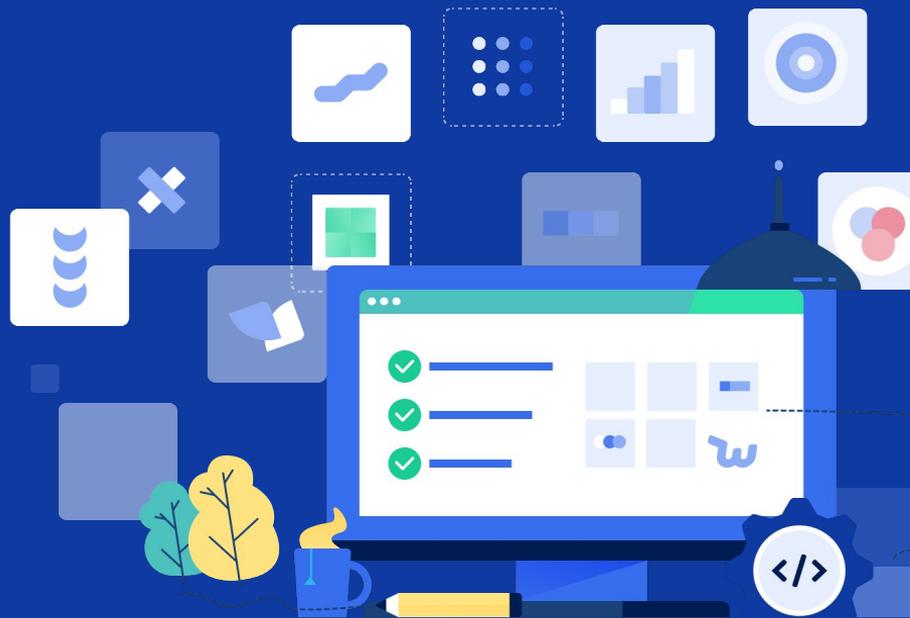
Additional Resources



Find fast answers to your questions [with our online FAQ](#)



Email us for support at merchants@wish.com



wish
MERCHANT