Expand Your Business: Sell Internationally On Wish
Why sell in target international markets?
Wish’s global user base

Don’t miss out on the opportunity to reach more customers!

- 49% are in North America
- 36% are in Europe
- 15% are in the rest of the world
Manage global sales from a single dashboard

30+ International customer language translations

60+ Global countries with Wish users

Source: ContextLogic Inc., Form 10-K, November 20, 2020 (data accurate as of 12/31/2020)
Wish removes the obstacles
Helping customers who might not speak your language or pay in local currency

1. Automated currency exchange rates
2. Automatic translation of product titles into supported languages
3. International merchandising, advertisements and promotions
Advertising

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

Promotion

Promotions on Wish appear in the Wish Deals hub.

When you advertise or promote on Wish, we’ll strategically show your products to customers in global countries where you choose to sell.
Help with International Taxes

International taxes vary, but Wish’s system is set up to help.

- Wish is an automatic Marketplace Facilitator in many regions
- When enabled, our Tax Settings can help you calculate and collect accurate tax amounts in supported countries/regions
- The Tax Reports feature lets you sort transactions by date ranges to help track tax obligations
Supporting regulatory compliance

Wish can help you understand how to comply with international regulations

**Environmental regulations**
Certain global regions require merchants to comply with packaging, labeling, or other environmental rules.

**EU Responsible person regulations**
The European Union (EU) regulates responsibility for concerns that may arise when products are purchased online.

**Quality regulations**
Some regions have requirements to ensure that customers receive quality products that are as described or prohibited product regulations.
Wish Express provides increased product exposure

**Wish Express** is an expedited shipping program that offers perks for merchants, such as increased impressions.

When you upload products that can arrive within a certain number of business days, they will automatically qualify for Wish Express!

The “orange truck” Wish Express Icon is applied to products that qualify for expedited shipping.

Customers can also view a tab within the Wish app and website to exclusively view Wish Express products.
The Wish Merchant Dashboard can help with automated tracking

1. The Wish Merchant Dashboard automatically syncs with all Wish-accepted logistics carriers, enabling merchants to see the status of their Wish orders in one place.

2. We partner with carriers offering international delivery confirmation, to provide peace of mind that your orders are received by customers.

3. Check out our advice related to suggested international carriers and a complete list of accepted international carriers.

Easily track international shipments
Wish by your side: return options

Handle your own returns
Choose to manage your own customer returns with our convenient programs:

1. Merchant Managed Returns
Choose self-service return policies on a country-by-country basis.

2. The White Glove program
Handle customer support on your own terms.

Let Wish handle returns on your behalf
Sit back and relax – let Wish handle refund requests from customers.
All requests will be routed to the Wish Customer Support team and handled per Wish’s standard policies.
Ready to go?

Get started now!

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