

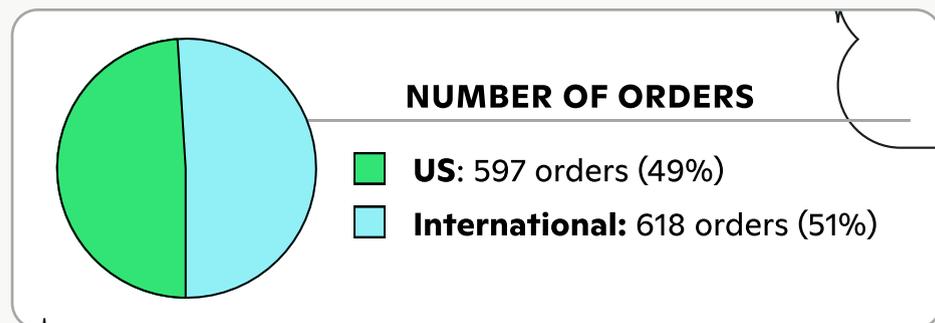
Transformations Labs transforms their business with Wish

Transformations Labs is a North Carolina based company that works tirelessly to support #transpride by helping people with a lived trans experience become their true selves. Since onboarding to Wish in early 2021, Transformations Labs has dramatically increased their reach, ensuring that customers around the globe have access to the supplements they need to live a happy, healthy life.

While they've managed their online business through BigCommerce for years, the partnership between BigCommerce and Wish has had a major impact. Through Wish, Transformations Labs has found a new way to help international trans community members locate their services and products.

Wish has given us the freedom we need to grow, the forum we need to reach new clients and the ability to assist those that are seeking our products.

Transformations Labs International vs. Domestic orders on Wish¹



Syncing with the Wish platform was simple and easy, and once their items were listed, Transformations Labs' market exposure quickly doubled. Wish's discovery based platform has enabled Transformations Labs to target the cross-section of clients they strive to reach. One of their favorite features is their ability to communicate directly with clients through Wish to address questions or concerns efficiently. Wish provides freedom to grow their business the way they choose.

Finally, Transformations Labs sincerely appreciates the opportunity to work with a personal Wish Account Manager, who helps them grow and is available to answer questions. In close partnership with Wish, Transformations Labs looks forward to helping many more people live their best and most authentic lives.

Being part of the Wish family has given us the freedom to run our business as we have over the past 15 years, with our policies in place.

First two months of GMV for Transformation Labs¹

