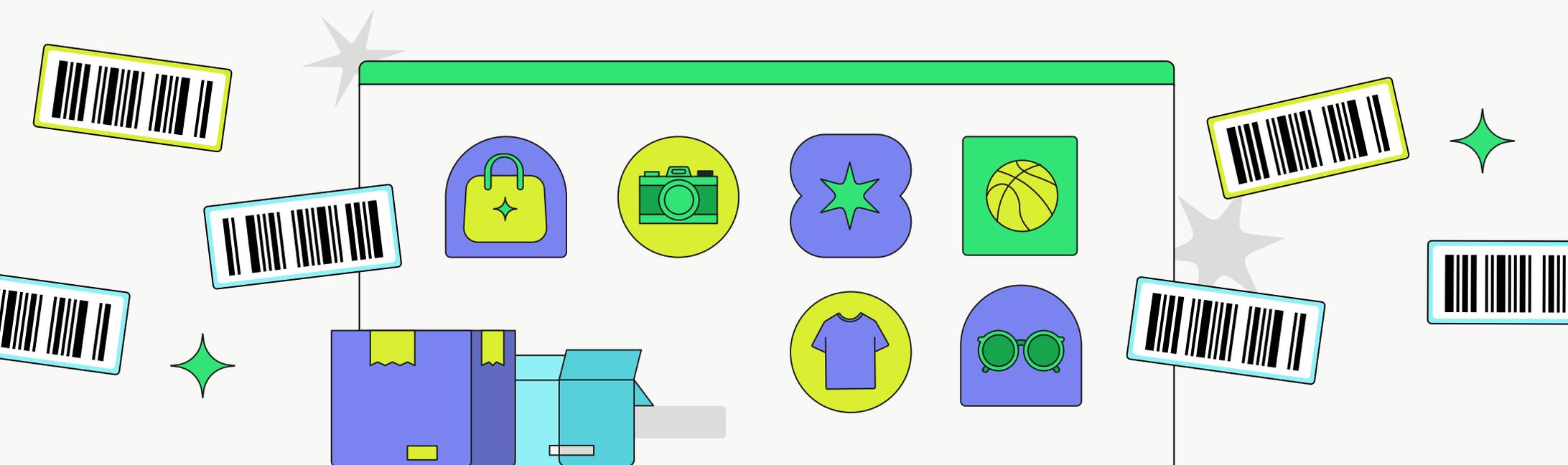


# Looking for an easy way to increase impressions?

## Add GTINs to your Wish products!



At Wish, we're constantly innovating to better promote your products. We're committed to placing your items in front of customers who will be excited to buy them.

We're launching a new program to highlight your products using their GTINs, or Global Item Trade Numbers. Now when you add GTINs for your product listings, we'll help associate them with authentic brands known to Wish.

This process may expedite brand tagging for your products. It can also result in higher product impressions, and/or special product placement on the Wish app and website.

While "GTIN" can refer to several numerical product identifiers, Wish currently accepts the following:

1. GTIN (Global Item Trade Number)
2. UPC (Universal Product Code)
3. ISBN (International Standard Book Number)
4. EAN (European Article Number)
5. JAN (Japanese Article Number)

You can input GTINs on Wish in several ways, including:

- ✦ Manually for individual products. When you include a GTIN for a manually added product, the product may even upload to Wish more quickly than usual.
- ✦ In bulk via CSV. If you'd like to add GTINs for existing products on Wish, it's easy to do via an updated CSV file.
- ✦ Via your ERP or API - these connections sync regularly, and any information you enter within your software may automatically transfer to Wish.

If you're connecting to Wish via API, or if you have previously uploaded GTINs, it's likely that you already have products enrolled in the new promotional program! Regrettably, at this time we're not able to support variation-level GTINs (such as for color or size), though we are working to incorporate GTIN variations in the future.

Take advantage of this new program today by uploading your GTINs to products on Wish, and you may potentially earn up to **3x more product impressions!**

