

Enroll in Wish's Anniversary Sale before June 12!

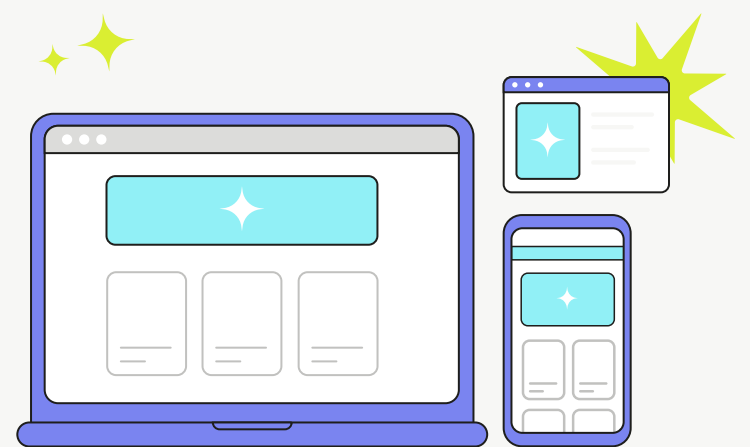
Welcome to the Wish Anniversary sale, running June 24 - July 7! We're promoting this once-a-year sale to global shoppers across major Social Media and other platforms.

Don't miss out on this major Wish merchandising event!









The Wish Anniversary Sale will be extensively promoted around the world, with:

- ✦ Daily Wish homepage banner ads (mobile and web)
- ✦ Social media and influencer posts & stories
- ✦ Promotional flyers sent to customers in Wish orders before the event
- ✦ Ads on Meta, Snapchat, and YouTube in the US, UK, DE, IT, AU, and CA
- ✦ Digital audio ads (US, FR, DE, IT) and podcast host reads (US)
- ✦ Emails sent to customers during the event
- ✦ A dedicated event landing page

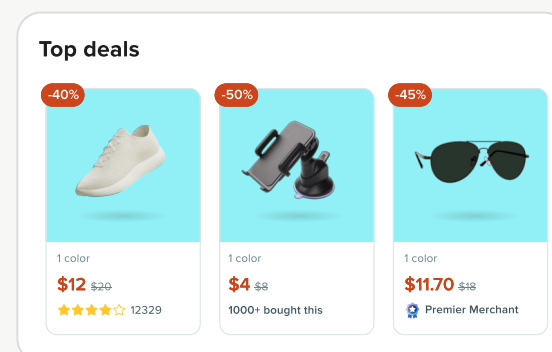


It's easy to enroll products in the Anniversary Sale, but your [Wish Standards](#) score must be Silver or higher. Go to the Event tool in the [Merchant Promotions Platform](#) and enroll qualifying products in the Anniversary Sale **before June 12**.

Top tips for success:


-  **While a discount of 15% is required**, The larger the discount, the better!
-  **Offer flat rate OR free shipping** to receive eye-catching product listing tags, helping you stand out during the event. If you're not eligible for flat rate shipping, we recommend offering free shipping instead.
-  **Optimize your listings** by providing detailed product descriptions, product attributes, and clean images.
-  **Maximize your product inventory** on Wish ahead of the event—we're expecting increased traffic during the sale.
-  **Prepare for higher order volumes** and ensure you're able to provide on-time fulfillment.
-  **Ideal products** have a customer rating of 4+ stars on at least 2 orders.

Enrolled products will be showcased in the Wish Deals Hub and other locations on the Wish app and Wish.com during the event. **When you provide a discount of 40% or more, we'll also feature qualifying products in prime locations (product trays) where we will rotate daily categories & themes.**



Get more opportunities for exposure! We may promote enrolled products to our global customer base:

- ✦ On our Anniversary Sale campaign landing page
- ✦ On Wish's "Deals" page
- ✦ Within our product collection icons
- ✦ In scrollable product trays, with personalized, curated picks based on each customer's preferences



Enrollment closes June 12.
Sign up for the Wish Anniversary Sale now!

*Use of the Merchant Promotions Platform is reserved for merchants with a Wish Standards score of Silver or higher. Please see this [Help Center article](#) for more information.