

# Enroll in Wish’s major sale event, Wishmas 330, before March 15



**Wishmas 330**  
March 30-April 5, 2023

Welcome to Wishmas 330! We’re promoting this buzz-worthy sale extravaganza to global shoppers across major platforms, including video ads and social media. You won’t want to miss participating in our biggest merchandising event of the quarter!\*

## Wishmas 330 will be extensively promoted around the world, with:

- ✦ Syndicated blog posts + funded boosting
- ✦ Daily banner ads & social media posts
- ✦ Promotional flyers sent to customers in Wish orders before the event
- ✦ 15 and 30 second video ads on Meta, Snapchat, and YouTube in the US, UK, DE, IT, AU, CA
- ✦ 1 kickoff and 3 reminder emails sent to customers during the event
- ✦ A dedicated event landing page

## Wishmas 330 is a major investment in our merchant community!

Wish will pay shipping costs on all qualifying orders placed March 30–April 5 (not just products enrolled in promotions). Shipping will be free for customers, providing a powerful incentive to buy.

### Orders will qualify when:

- ✔ Products are enrolled by merchants in Wish’s flat rate shipping program, **and**
- ✔ Customers purchase flat rate shipping-qualified products totalling \$10 USD or more

Enrollment in Wishmas 330 is easy, but your [Wish Standards](#) score must be Silver or higher. Go to the Event tool in the [Merchant Promotions Platform](#) **before March 15** and enroll qualifying products in Wishmas 330 (taking place March 30–April 5).

All enrolled products will be showcased in the Wish Deals hub during the weeklong Wishmas 330 event. **When you provide a discount of 40% or more, we’ll also feature qualifying products in category-based daily “top deals” campaigns:**

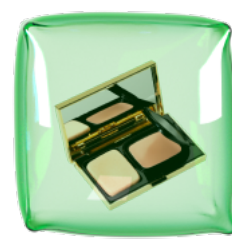
3/30	Home & Garden
3/31	Cellphones & Telecommunications
4/1	Jewelry & Accessories
4/2	Consumer Electronics
4/3	Women’s Clothing
4/4	Sports
4/5	Beauty & Health

## Top tips for success:

### Set a discount of at least 15%.

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.



### New entry points for promoted products = more opportunities for exposure!

Customers can now access our product collections in various strategic locations on the app and website. Locations where customers can find merchandised products are called “entry points.”

New entry points include priority placement on the Wish app and homepage, campaign landing page, collections, and merchandising modules.

**Don’t let this major sales opportunity pass you by. Enrollment closes March 15. Sign up for Wishmas 330 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.