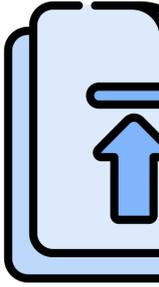


# Welcome to *wish*



# Uploading Products

Choose what works best for you



## Manual

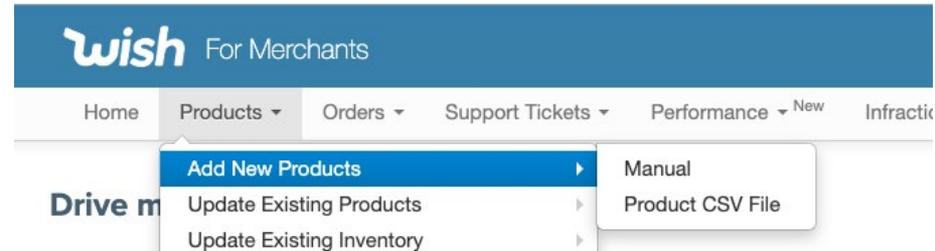
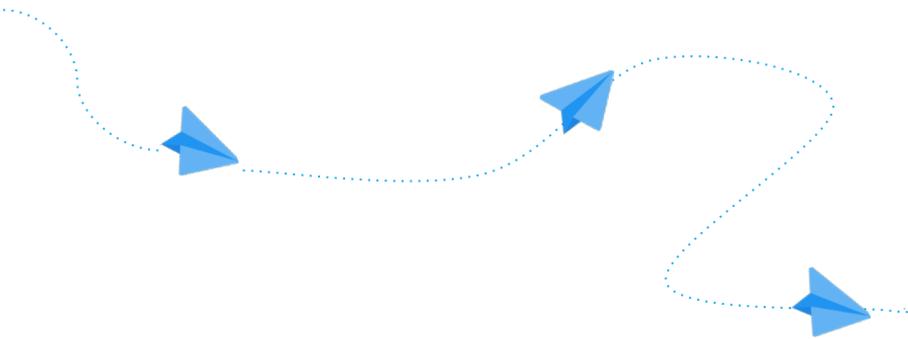
Add basic product info, images, inventory, and more

## CSV

Make uploading quick and easy through a bulk upload

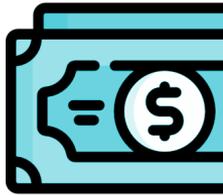
## API

Utilize existing tools and streamline product uploads



# Payments and Commissions

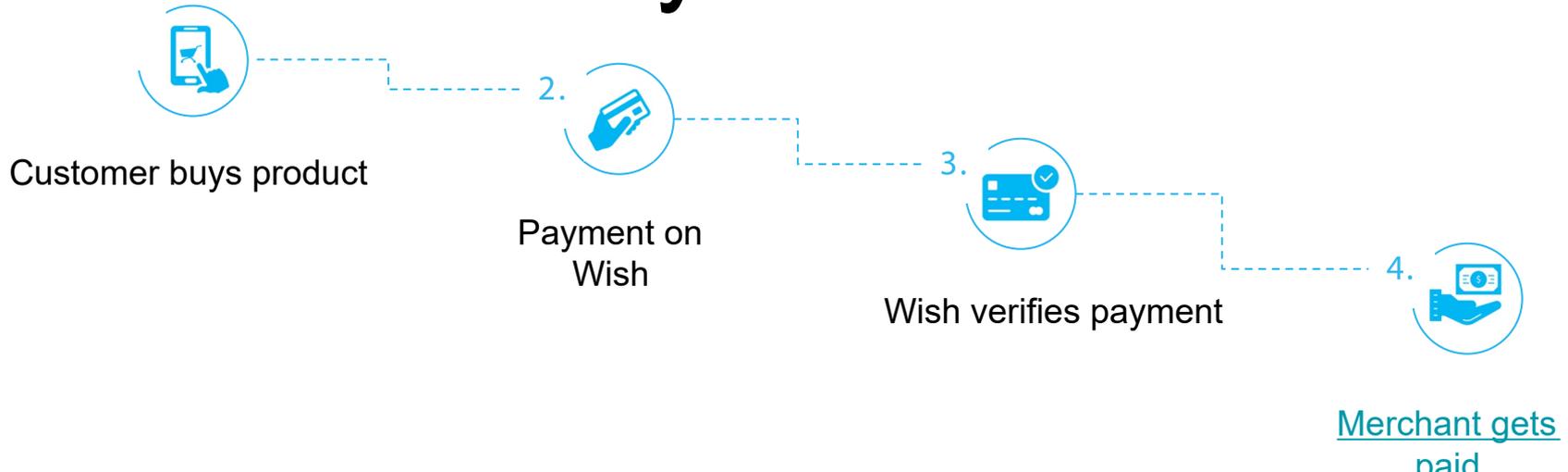
Geared towards your success



No monthly fees or listing costs - only a 15% commission on total price!

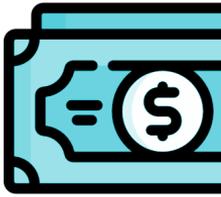
This commission includes credit card fee transactions, fraudulent charges, and customer service on our part, ensuring that your payment process is seamless.

## Wish Payment Process



# Payment Tips

Geared towards your success



## PAYMENT CARRIERS



You will need to create an account with either of these providers, or you can use an existing account.

## REGULAR PAYMENT ELIGIBILITY CYCLE

An order is eligible for payment as soon as the **tracking carrier** confirms the delivery or **5 days** after the consumer confirms the delivery.

Payments are issued **twice a month**.

## PAYMENT ELIGIBILITY CYCLE TIERS

Orders are [eligible for faster payments](#) based on **tiers** of shipping carriers

**TIER 1:** as soon as the tracking carrier confirms **Wish Express** order delivery or 45 days after order was confirmed shipped by the carrier

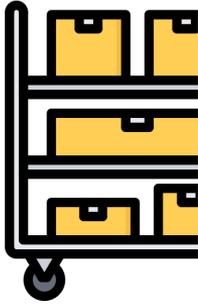
**TIER 2:** 45 days after order was confirmed shipped with a Tier 2 carrier

**TIER 3:** 75 days after order was confirmed shipped with a Tier 3 carrier

**TIER 4:** 90 days after order was confirmed shipped with a Tier 4 carrier

# Shipping Flow

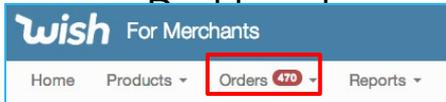
Getting your products to customers



1.



New orders trigger **daily email notifications**. You can also view unfulfilled orders on the Merchant Dashboard.

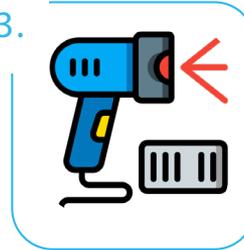


2.



You have **5 calendar days to ship** for non-Wish Express orders, otherwise they are automatically refunded by Wish.

3.



Mark your products as shipped, either manually or [via a CSV](#). All products must have [last mile tracking](#).

4.



**Time to door** must be **<14 days** for non-Wish Express orders

# Shipping Tips

Getting your products to customers



Make sure to use qualified shipping carriers for each destination country and add tracking numbers immediately to orders to prevent refund issues

## Qualified Shipping Carriers that Provide Delivery Confirmation

[View the FAQ page for the Confirmed Delivery Policy.](#)

Merchants are responsible for choosing a shipping method from these Confirmed Delivery carriers that provides delivery confirmation.

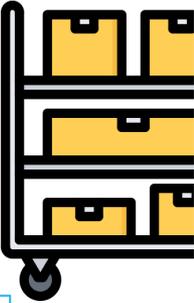
### United States

Carrier	External Link
ABF	<a href="#">View</a>



Adjust shipping prices manually, via CSV, or through an API, as needed for specific products and/or destination countries

Parent SKU	Wishes	Sales	SKU	Price	Shipping	Invent
SKU	0		SKU1	9.95	1.95	2



## Wish Express [Interested? Check out our FAQ!](#)

Deliver to customers within 5 business days for increased exposure



### Stage 1: Apply for Wish Express

[Sign up for Wish Express](#) and carefully read the terms and conditions

After successful enrollment, then, you can enable products for Wish Express

#### Common Issues

- Not having valid tracking numbers for all orders to avoid fines
- Adding a destination country for which you can't fulfill the 5 -day SLA

### Stage 2: [Add Products for Wish Express](#)

Add a Wish Express warehouse for destination countries. You can not change destination countries once it is completed.

Set shipping prices and inventory for each Wish Express warehouse. Products are only enabled via Wish Express after shipping prices are set and inventory is >0.

Choose which products to place in each Wish Express warehouse. You can create pooled inventory for all EU countries.

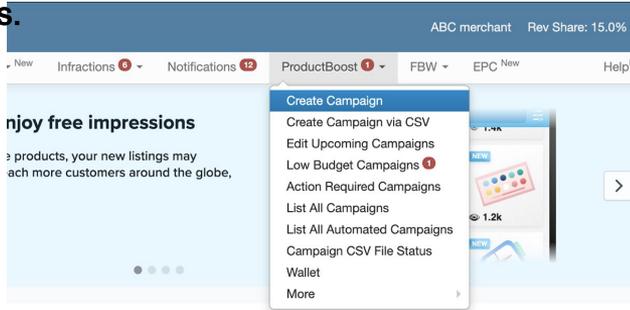
Ship completed Wish Express orders with valid tracking numbers

# ProductBoost

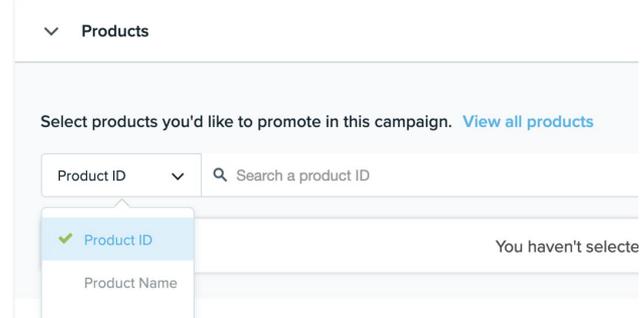
Our program successfully promotes your products to customers who are most likely to buy them, with a proven track record of increasing their sales on Wish



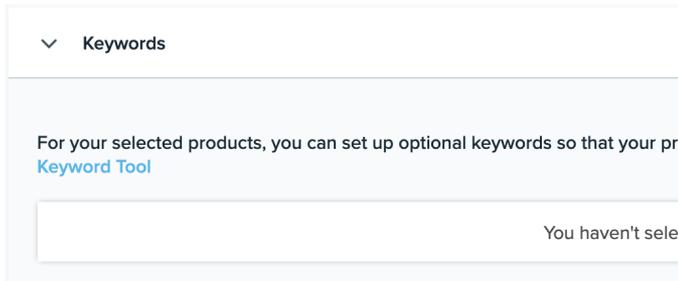
Create a campaign and enter a name and start/end times.



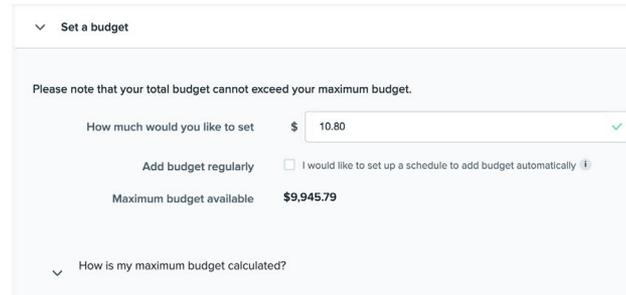
Select products by SKU, ID, or name. (max 200/campaign)



Add relevant keywords using our [keyword tool](#).



Set a budget, depending on duration, seasonality, & products.

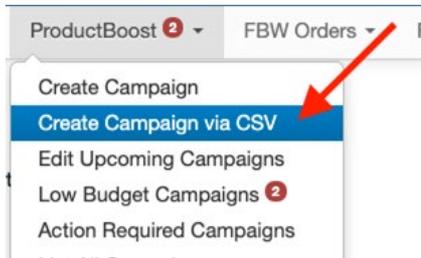




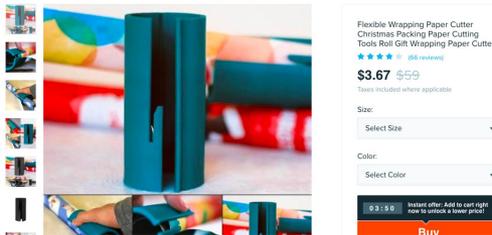
# ProductBoost Tips

## Optimizing your time and budget

Make creating campaigns quicker and easier by **using an [API](#) or [CSV](#) file.**



For the best results, make sure to have an attractive main picture, images showing product use, and appealing and descriptive product titles.



Continue successful campaigns by **[auto-renewing them!](#)**

Your **settings are saved**, and the new automated campaign is generated two days before the old campaign ends.

Opt-in for MaxBoost, which promotes ProductBoost listings on Wish and third-party platforms

Products to Promote (Max 200)  
Specify the details of your product promotions. You can promote up to 200 products per campaign. You will be charged an enrollment fee of \$2.00 per product when the campaign is finalized. A product cannot appear in multiple campaigns for the same seller. Any product that does will be removed upon saving.



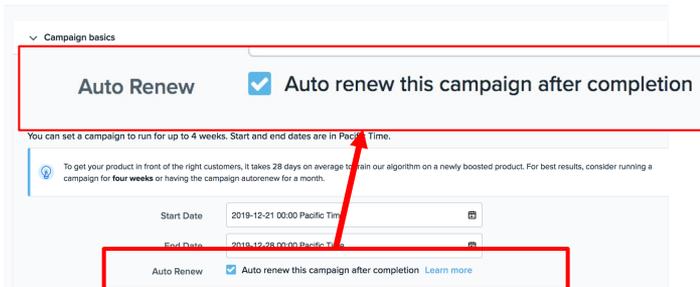
Regularly check on your campaigns by looking at "Campaign Status".

Campaign Status	What it means
Draft	Campaign is not active, some information required for completion.
New	New campaign has been created and it can still be edited.
Scheduled	Campaign has been submitted and will start as per scheduled time period.
On-going	Campaign is active and your products are being promoted now.
Action required	Campaign needs to be enabled or recharged.
Ended	Campaign has completed. Campaign daily performance data will be collected and campaign fees will be charged to your account.

### Create a campaign

Create a ProductBoost campaign to boost the impressions of your products in searches on Wish.

Your maximum budget available  
**\$365.08**





# Fulfilled by Wish

## Taking fulfillment and logistics off of your hands

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With FBW, you ship your inventory to a Wish warehouse, and we take care of fulfillment (pick, pack, and ship)! All merchants are automatically enrolled in our warehouses, FBW-US-LAX and FBW-US-ORD, which ship to the US and Canada. If you are interested in also participating in Wish's FBW -EU warehouse, contact your Account Manager for how to enroll.

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### Signing Up



Submit [tax, licensing, and ID information](#) to your AM, who will verify and enable your FBW. If you do not have an AM, email the required documents to [fbw-ms@wish.com](mailto:fbw-ms@wish.com). Once approved, "FBW" will be on your Merchant Dashboard.

### Fees and Refunds



Depending on warehouse, inventory, and duration, you are charged [fees](#) that are deducted each billing cycle from the merchant balance. Wish is responsible for all logistics-related refunds, while merchants are responsible for the rest.

### Products



All FBW products are automatically enrolled in Wish Express, and eligible for payment 48 hours after the marked shipped date. We recommend [prioritizing products](#) with historically high sales and allocating 20-100 units per SKU.

### Warehouses



Under "FBW", [create an inbound shipping plan](#) and select "ship to warehouse" to successfully complete it. We recommend doing this no more than 6 business days after creating your plan. We also offer free storage for inventory during the first 90 days.

# Fulfilled by Store

Higher foot traffic for your store and more exposure for selected inventory



Fulfilled by Store is an expansion of our FBW program, where high -potential and/or top -selling products are placed throughout our 5,000+ partner pick -up stores.



1. Wish selects products from the **FBW-US-LAX warehouse** . 4,000+ of our partner stores are **international** , so we highly recommend your **FBW products** have [custom HS codes](#) updated in their logistics information to avoid duties and/or delays.

2.



2. Selected merchants are notified on the Dashboard under **“All Products”** . Chosen products have inventory updated under **“Pending in Store”** .

3.



3. Wish ships products to partner stores , taking care of the fulfillment process. There are **no additional fees** associated with this process, besides **FBW fees** .

4.



4. Customer purchases item on the app and picks it up in store. The transaction shows up under **“Orders”** .

# Ready to go? Let's start selling.

[Check out our Merchant FAQ for more information.](#)

