



wish MERCHANTS

# Selling on Wish

New Merchant Step By Step Guide

# 1. Before You Start Selling



# Benefits of Selling on Wish



With no listing or upfront fees, share revenue with Wish only when you make a sale.



Extremely popular mobile app and leading digital shopping mall

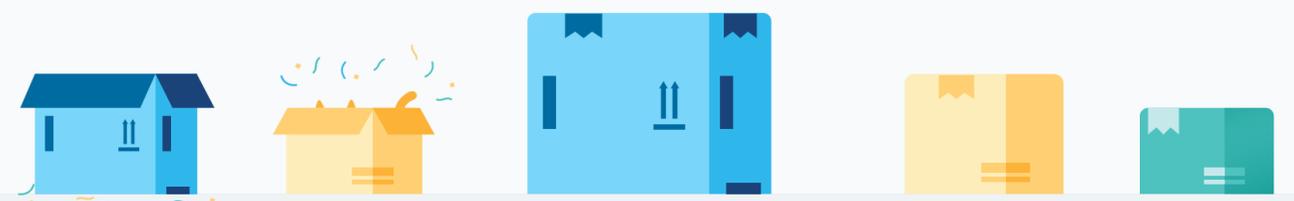


Reach new countries of consumers: sell across 139 countries



Drive more sales by reaching 500 million customers

## 2. Creating an Account



# Setting Up Your Store on Wish



## Step 1

Register on [merchant.wish.com](https://merchant.wish.com)



## Step 2

Configure the countries you can ship to



## Step 3

Add products to your store



## Step 4

Optimize your listings with Wish Express, Wish Returns, ProductBoost, and more



## Step 5

Fulfill orders

# First Things First: Setting Up Your Account

Before diving in, make sure you have started setting up your store on Wish and have gained access to **the merchant dashboard** by signing up at [merchant.wish.com](https://merchant.wish.com).

After you sign up, you will need to complete your onboarding checklist in order to proceed. These tasks include:



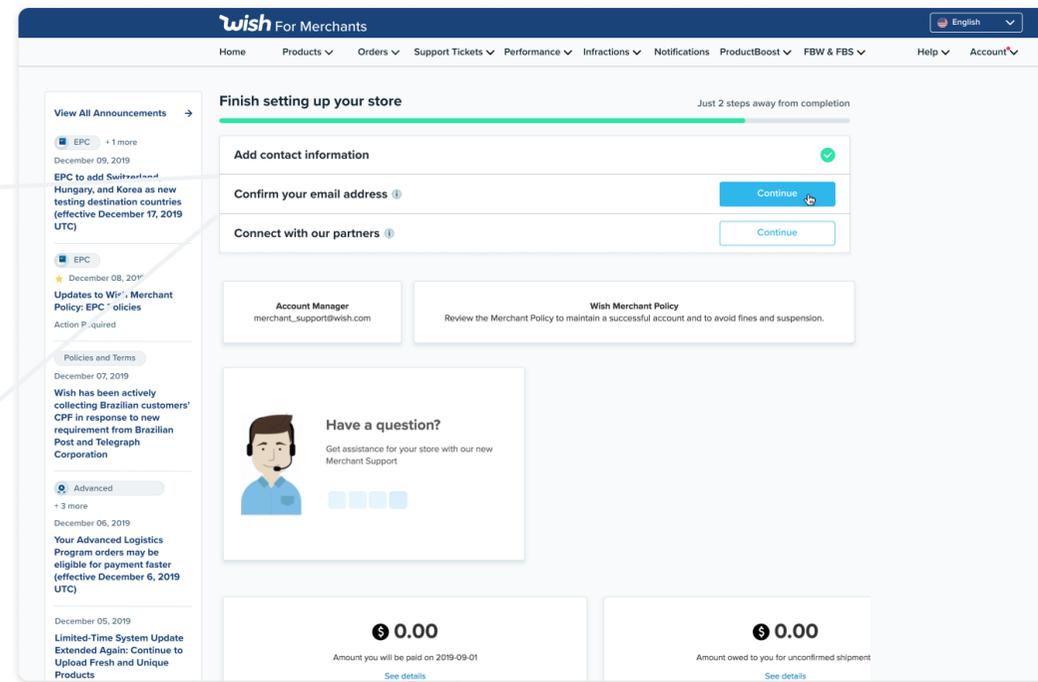
## Step 1

Provide your contact information



## Step 2

Confirm your email

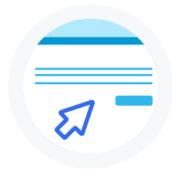


'Merchant Dashboard' at [merchant.wish.com](https://merchant.wish.com)

# Set Shipping Options for Countries

With Wish, you can **customize your shipping settings** to ship to select countries. To establish or change your shipping settings, navigate to [Account > Shipping Settings](#) on Merchant Dashboard. You will automatically be setup to ship to US.

To add more countries, steps include:



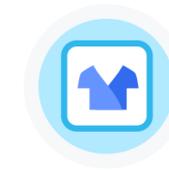
## Step 1:

Select the tab  
"Ship to Selected Countries / Regions"



## Step 2:

Add the countries you would like  
to ship to



## Step 3:

Once done select  
"Apply to existing non-promoted product"

Now these products will be available for sale in your selected countries!

If you choose to **Ship to Selected Countries/Regions**, you will be able to choose the Countries/Regions your store can ship to. Items from your store can be purchased only by customers from the Countries/Regions that you select.

Standard shipping prices can be set at the Countries/Region level or at the product level.

# Shipping Flow

Shipping orders with Wish is flexible and simple. Follow the steps outlined below to begin shipping orders locally or internationally to customers:



## Step 1

New orders trigger daily email notifications. You can also view [unfulfilled orders](#) on the Merchant Dashboard.



## Step 2

You have 5 calendar days to ship orders, otherwise they are automatically refunded by Wish.



## Step 3

Before shipping your order, review [Accepted Shipping Carriers](#) in Wish and choose an appropriate carrier based on your order's destination country, origination county, and order value.



## Step 4

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

# Shipping and Fulfillment Tips



Merchants can set default shipping prices under their [shipping settings](#) for both US and international orders.

Country	Country/Region Shipping Price (USD)
United States	<input type="text"/> Use Country Shipping Price ▾



Be sure to fulfill your orders using a Wish Accepted Shipping Carrier or [Confirmed Delivery Carrier](#) depending on the order's value or destination country.



Select the correct regional shipping carrier according to your tracking information.

Ex: DHL vs. DHL eCommerce

## Save Shipping Information

Your order becomes eligible for payment when Wish confirms delivery. [Learn more](#)

Origin Country/Region

Shipping Provider

Tracking Number

Orders affected by the Confirmed Delivery Policy must be shipped with one of our Confirmed Delivery carriers that provides last mile tracking. [Click here to view the list of Confirmed Delivery carriers.](#)

Note to yourself



[Add tracking numbers immediately](#) to orders to prevent refund issues.

# Enable Your Products for International Destinations

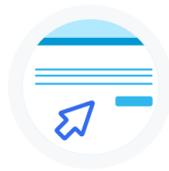
Now that you've set up merchant level Shipping settings, all your existing and new products now have these shipping countries enabled.



If you did not set a Shipping price when enabling a new country, the product's Default Shipping price can apply.



You can further tailor the shipping price on your products for different countries on both Standard and Wish Express.



You can also enable / disable these countries and subregions manually, via CSV, or API.

Default Shipping Price <sup>?</sup>		
	USD (\$)	
	42	
Country/Region	Standard Shipping Price <sup>?</sup>	<input checked="" type="checkbox"/> Country/Region Enabled <sup>?</sup>
USD (\$)		
Canada	31 <input type="text"/> Use Country Shipping Price <input type="button" value="v"/>	<input checked="" type="checkbox"/>
Mexico	31 <input type="text"/> Use Country Shipping Price <input type="button" value="v"/>	<input checked="" type="checkbox"/>
▶ United States <sup>?</sup>	10 <input type="text"/> Use Country Shipping Price <input type="button" value="v"/>	<input checked="" type="checkbox"/>

# Register for VAT in the EU, as applicable

Certain regions require additional taxes, such as Value Added Tax (VAT) or Goods and Services Tax (GST). These amounts are collected from customers during the checkout process and are included in the merchant's next scheduled payment. Make sure your store is appropriately registered and aware of regulations to avoid tax issues down the line.

Wish is registered as a marketplace facilitator and obligated to collect and remit VAT on behalf of merchants in: Australia, New Zealand, Norway, Sweden, and the U.S. [See details.](#)

In EU countries where Wish is not registered as a marketplace facilitator, we recommend that you register for VAT anywhere you plan to do business.

In countries where Wish is not registered as a marketplace facilitator, you can opt in to have Wish collect VAT and pay an estimated indirect tax remittance amount through [Wish Tax Settings.](#)

Where Wish is not a registered marketplace facilitator, merchants are required to collect and remit VAT based on the customer's geographic area.

Make sure to keep all receipts and invoices so that you have proper documentation when submitting tax remittances back to tax authorities.



# Payments and Commissions

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

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

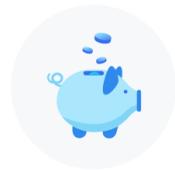
## Payment Carriers

You can use an existing account with PayPal or Payoneer, or create an account if necessary.



## Payment Eligibility

Things to know about Payment Eligibility:



Payments are disbursed to your account twice a month.



When orders are eligible for payment:

- a. After the order is confirmed delivered.
- b. Within 5 days of when customer confirms delivery.



For non-confirmed delivered orders, these will be dependent on the shipping carrier tiers 1 - 4.

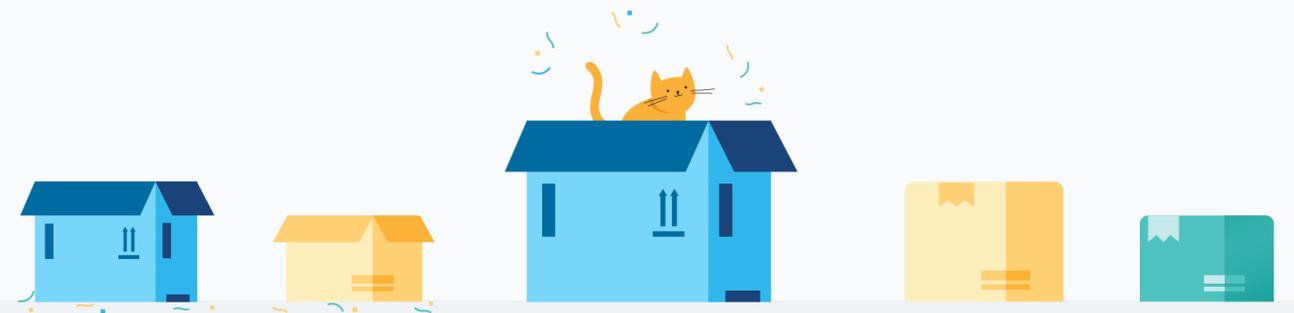
Learn more about [payment eligibility tiers for Shipping Carriers here](#).

If an order is not confirmed delivered, then payment eligibility is based on the Shipping Carrier that was used to fulfill the order. Learn more about [payment eligibility tiers for Shipping Carriers here](#).

## Payment Cycle

Payments are issued to merchant accounts twice a month. You can [update your payment settings here](#).

### 3. Adding Product



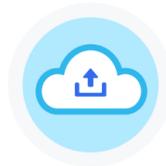
# Upload And Optimize Products

Choose what works best for you:



## Manual

Add basic product info, images, inventory, and more.



## CSV

Make uploading quick and easy through bulk upload.



## API

Utilize existing tools and streamline product uploads.

# Brands on Wish

Register your branded products to increase their exposure!

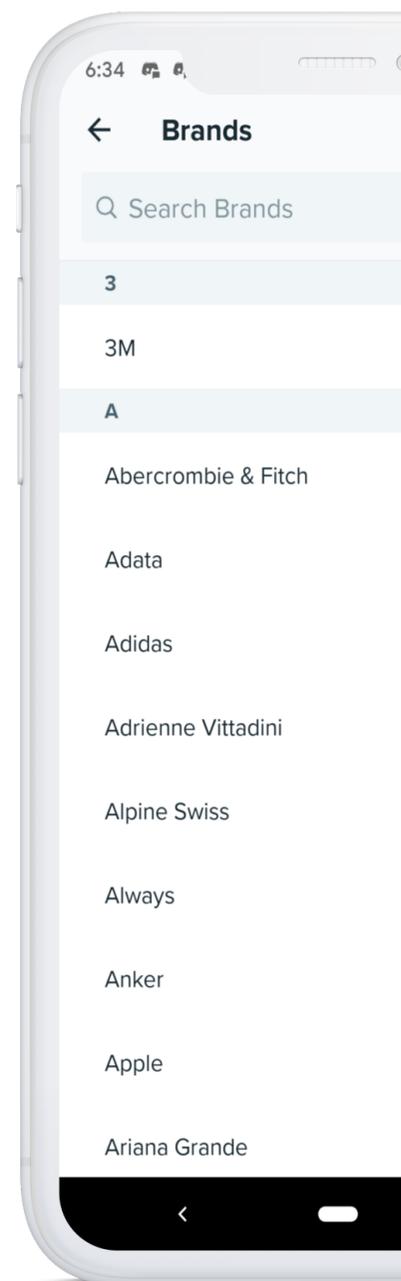
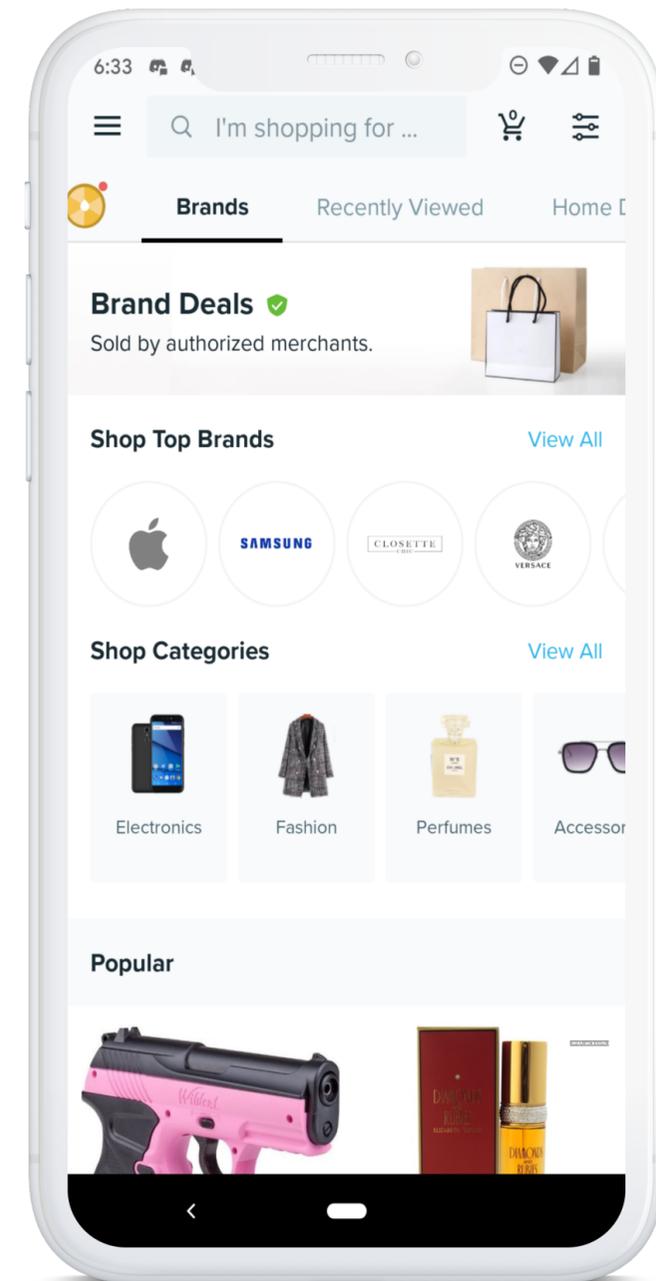
## Adding Brand Tags to your Products

Products tagged as brands receive extra exposure in the Brands tab on the Wish app. To sell authentic branded items on Wish, you will be required to tag each branded listing with a brand name from a directory of known brands (the Brand Directory), accessible via Products > Brand Directory on the Merchant Dashboard.

[Learn how to Tag your products either manually or in bulk here](#)

## Brand Status Approval

After you tag your branded listings, they will be reviewed by Wish over the course of 1-3 business days. Brand tags will be either rejected or approved and then enabled for sale.



## Adding a New Brand to Wish

**Tagging your products with brands may increase their exposure and encourage sales.** The Brand Directory contains a list of known brands currently available for sale. If merchants are selling brands not currently included in the Brand Directory, merchants may submit a request to add new brands to the directory so that they are available for tagging going forward.

To submit a request to add a brand name to the Brand Directory, check out [this FAQ](#) or follow these steps:



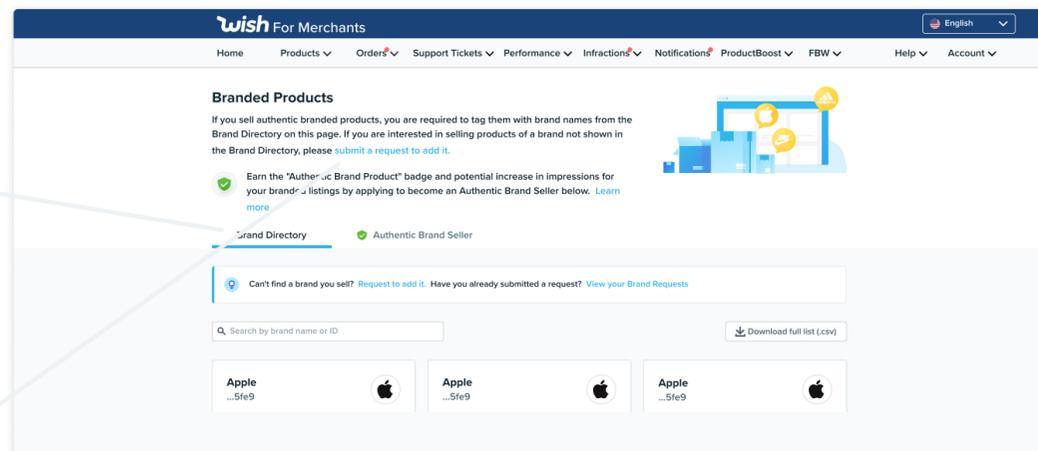
**Step 1**

Navigate to the Brand Directory



**Step 2**

Under Branded Products at the top of the page, click "submit a request to add it"





### Step 3

Fill out all information correctly in the popup modal that follows.

### Request a new brand

Which brands are accepted? Review our guidelines for successful brand requests. [Learn more](#)

Brand name  
e.g. Adidas, Apple, Nike, etc.

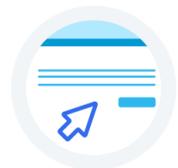
URL to brand website  
e.g. www.adidas.com

Brand logo (optional)  
Drag and drop your image here,  
or  
[Upload a](#)

Additional information (optional)  
What types of products does this brand sell? (e.g. electronics, fashion, home decor, etc.)

This brand has an active registered trademark that appears on products or packaging.

[Submit request](#)



### Step 4

View your brand requests by clicking on the "Brand Request" link in the following popup modal.

### Request a new brand

Your request has been submitted and will be reviewed by Wish before your brand appears on this list. To check the status of your pending requests, go to the [Brand Requests](#) page.

## 4. Attracting Customers



# Product Image Optimization Tips

The Wish shopping experience is quite different from other major marketplaces, and the more a merchant understands these differences the more they can optimize their product listings to help increase their conversion. In this guide we're going to discuss some different tips for optimizing your images on Wish.

Wish was built from the ground up as a mobile-optimized shopping experience, and with the limited amount of screen real estate available on mobile, we use an image-only shopping feed to keep things simple. This small detail is important to focus on when setting up your main image.



## Illustrate features using icons

Unlike some other major marketplaces, Wish allows additional text and/or sub-images to be imposed on your main image. With the absence of a Product Title in the shopping feed, these icons can help drive higher conversion for certain products on Wish.





### Use a square aspect ratio for your main image

The best main images are square and at least 100x100 pixels in size. Landscape photos used as main images are cropped when displayed in the shopping feed as square tiles.

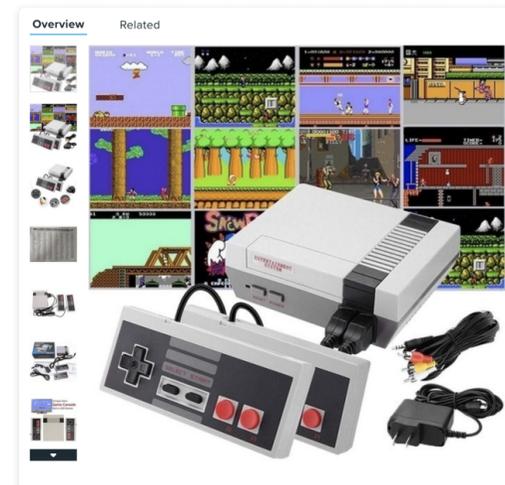
*\*To verify how your product listings appear in the shopping feed, go to [wish.com/merchant/\(your store name\)](https://wish.com/merchant/(your store name))*



### Upload multiple photos per product

Uploading multiple high-quality photos for each product listing is a great way to increase your sales and improve your customer trust. Each product listing can have a total of 21 photos, including the main image.

*\*If you have product variations in your listing, be sure to set the correct photo for each variation.*





### Show available product options

If your product listing is setup to include variations (color, size, etc.), these options should be conveyed in your main image. Depicting all product options in your main image may increase your customer click through rates as they scroll to view more variations.



# Wish Express

## Promotion to Consumers

Wish Express is a program that offers express shipping to customers. Products that meet the order's delivery deadlines per designated regions are eligible to be part of the Wish Express Program.

Merchants who are part of the Wish Express Program receive more impressions as well as prominent placement in Wish Express marketing channels, such as emails, in-app notifications, and Wish Express product badges.

Wish Express merchants are also eligible for faster payments and exclusive promotions.

[Check out our Wish Express FAQ](#)

# Wish Express Benefits



## Up to 10X More Exposure

Wish Express helps you reach more customers, through exclusive Wish Express promotions and preferred product placement throughout our app and website.



## Wish Express Tab

Wish Express products are placed additionally in the exclusive Wish Express tab within the App.



## Wish Express Badge

Wish Express products are awarded a Wish Express badge for faster delivery.



## Faster Payment

Using eligible carriers, you get paid as soon as carrier confirms delivery.



## Exclusive Merchant Promotions

You will have access to our various cashback programs exclusive to Wish Express.

**Stage 1:  
Apply for Wish Express**

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

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



**Stage 2:  
Enable Products for Wish Express**

Add a Wish Express warehouse for destination countries. You cannot change destination countries once this is completed.

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

**Stage 3:  
Place Products in Warehouses**

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

Wish features over 200 million products on our platform, and it can help significantly to promote your products to get them in front of more people. ProductBoost allows you to promote your products to customers who are most likely to buy them, with a proven track record of increasing their sales on Wish.



## Step 1

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



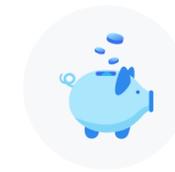
## Step 2

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



## Step 3

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



## Step 4

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

# ProductBoost Tips

## Optimizing your time and budget



Regularly check on your campaigns by looking at “Campaign Status” and reviewing the campaign performance.



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



Make creating campaigns quicker and easier by using an [API](#) or [CSV](#) file. You can also continue successful campaigns by [auto-renewing them](#)! New automated campaigns are generated two days before the old campaigns ends.

## 5. Grow Your Business & Stay Successful



# The Wish Returns Program



**The Wish Returns Program can be a great way to reduce customer refund rate.**

In fact, data has shown that return participating merchants have 30% less post-delivery refund rate than non-return participating merchants.



**The Wish Returns Program can help reclaim refunded items for future sales.**

Merchants with U.S. or European return addresses may enroll their products for returns from U.S. or European customers, respectively. (More eligible countries to come as we expand this program further.)

## Enabling The Wish Returns Program

To enable returns, simply set up a return address that your products should be returned to. You can also save time by automatically applying this returns setting for all your eligible products. Once selected products are enrolled in the returns program, customers who request refunds based on one of the qualified reasons (for example, item doesn't fit) have to return the products to this address before receiving refunds.

You can learn more about how to add Logistics information for products enrolled in the U.S. or EU returns programs in this [FAQ here](#).

# Fulfillment By Wish

With FBW, you ship inventory to designated warehouses, and we take care of fulfillment (pick, pack, ship). You will automatically have access to two FBW US warehouses and one FBW EU warehouse, covering U.S., Canada-, and Europe-bound orders.



## Automatic Access

All merchants are able to access two FBW US warehouses (FBW-US-ORD and FBW-US-LAX) and one FBW EU warehouse (FBW-EU-TLL) automatically. Before accessing FBW-EU-AMS warehouse, merchants simply need to provide certain tax-related information in 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 automatically qualify for Wish Express and thus will receive up to 10x more exposure on average. We recommend prioritizing products with historically high sales and allocating 20-100 units per SKU. There are also restrictions on product price and size per FBW-EU warehouse.



## Warehouses

On the FBW & FBS > Create Shipping Plan page, select your intake warehouse region to get started. You must contact SF Express to schedule package pick-ups for FBW-EU inventory. Wish offers free storage for inventory during the first 90 days.

# Fulfillment By Store

Our Fulfillment by Store (FBS) program is an expansion of our FBW program and allows you to stock products in close proximity to your customers directly in one of our 10,000+ partner pick up stores. the FBS program is active in three countries (Canada, Mexico, and the U.S.) and offers over 15,000 different products for sale in our partner stores.



## Step 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.



## Step 2

Selected merchants are notified on the FBW & FBS > Inventory list page if their product has been enrolled in the FBS program. **For products enrolled in FBS, the location will be set as "store" and will display pending and active inventory** for that product.



## Step 3

**Wish ships products to partner stores**, taking care of the fulfillment process. Apart from FBW fees, there are **no additional fees** for storing your products at our partner stores.



## Step 4

Customer purchases item on the app and picks it up in store. The transaction appears under **"Orders"** or on the **"Fulfillment by Store"** (FBS) page under the FBW & FBS tab on the Merchant Dashboard.

# Case Study: International Fulfillment Through FedEx

Unless your store has successfully been shipping international orders long-term via another carrier, Wish highly recommends using FedEx for international orders. Orders using FedEx must be shipped as Delivered Duty Paid. Please also familiarize yourself with countries' import regulations and policies, prior to fulfilling products with international destinations.

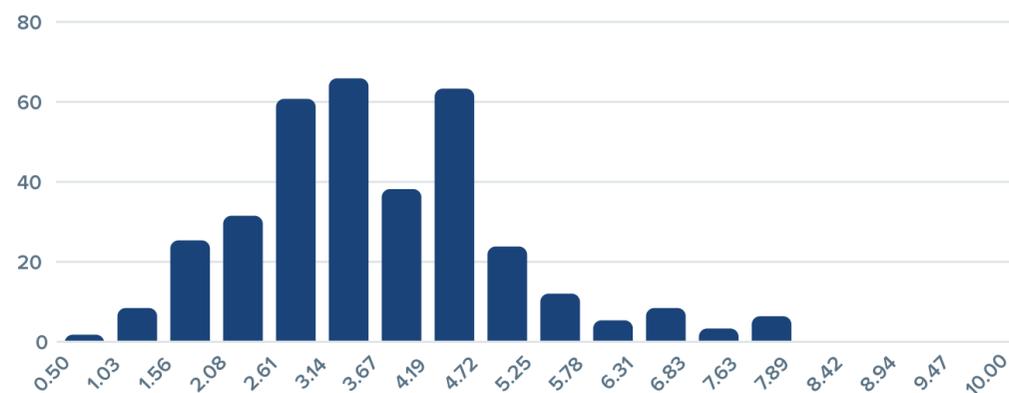
US consumer electronics merchants have had high conversion rates on Wish Express orders with FedEx, due to last mile tracking and low time to door.

If you do not use Wish's tax settings for VAT, use FedEx's shipping calculator to estimate your shipping costs and then include country-specific duties and VAT into your country-specific shipping price.

## Case Study

### Orders Time to Door Breakdown

July 30, 2019 - August 13, 2019

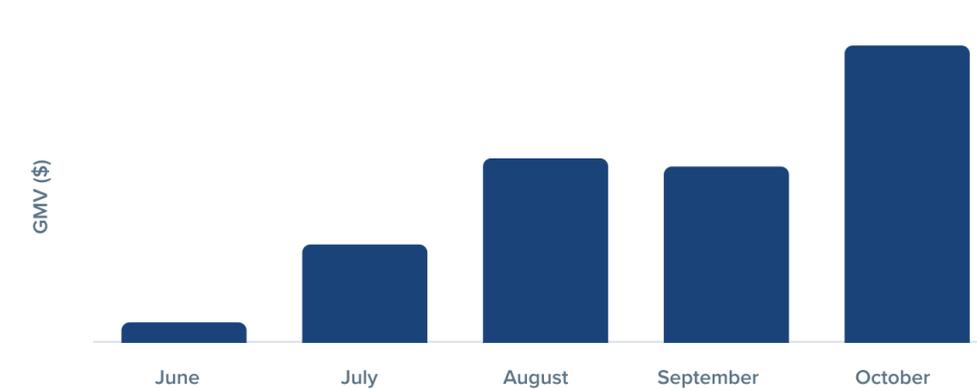


A US Consumer Electronics merchant in August 2019 utilized FedEx for shipping their international orders, and had very low fulfillment times, as a result

## Case Study

### International Sales

Turned on in July 2019



Low TTD, combined with their products' popularity, led to a skyrocket in GMV thanks to international expansion.

# Resources



[Merchant Dashboard](#)



[ProductBoost](#)



[Wish Merchants FAQ](#)



[Wish Merchants Blog](#)



[Wish Merchant Facebook Group](#)



[Wish Merchants Facebook Page](#)



[Wish Merchants Instagram](#)



[Support for Local Currency \(Euro, GBP\)](#)

Ready to go? [Let's start selling!](#)

