

The Wish Merchant Holiday Checklist



The 2021 Holiday Season

Thanksgiving
November 26

Black Friday
November 27

Cyber Monday
November 29

Hanukkah
Nov 29 - Dec 4

Christmas
December 25

Boxing Day
December 26

The holidays are coming, along with great news for Wish merchants! Popular and trusted sources such as Consumer Reports are recommending that customers shop online and via mobile apps this year.¹

We've got you covered this shopping season with our Wish merchant holiday checklist.

1. Understand your customer

Upload and feature products to target customer interests. In 2021, popular global product searches on Wish included²:

- Smartphones
- Bluetooth & wireless
- Jewelry
- Rings
- Christmas decorations
- Car accessories
- Masks
- Collectible toys
- Running shoes
- Hoodies

Top global trending searches on Google from Aug - Nov 2021 in popular Shopping categories³:

Electronics

Xbox, Samsung,
Sony, Camera,
Ps4, Nintendo,
Playstation, Full HD

Toys

Lego, Nerf,
Playmobil, Plush,
Transformers,
Smyths, Hot Wheels

Apparel

Shoes, Boots,
Jeans, Puma,
Costumes,
Sneakers

2. Highlight gift ideas early to give customers a holiday head start

- Begin your holiday campaign as early as possible for maximum exposure on Wish.
- Promote products that can ship in time for the holidays specifically as gift ideas.

3. Stand out with Wish's discounting and advertising features

- Everyone loves a great deal! It's easy to offer discounts on Wish with [Price Drop](#).
- Increase product exposure with Wish's native advertising tool, [ProductBoost](#).

4. Ship to customers in time for holiday celebrations

- Qualify as many products as possible for the [Wish Express](#) program.
- Check your TTD (time to door) settings and be sure they reflect your fastest possible shipping times.
- Use [accepted logistics carriers](#) to fulfill orders, while taking global supply chain concerns into account.
- Emphasize your purchase cutoff dates for orders to arrive on time for the holidays.



Benefits of Wish Express for merchants

- ✓ Reduced commission rate
- ✓ Increased customer impressions
- ✓ Distinctive Wish Express "orange truck" badge on qualifying product listings
- ✓ Featured in dedicated Wish Express tab and highlighted in search results
- ✓ Faster payment eligibility

5. Take advantage of Wish Clips

Videos have exploded in popularity, setting a new bar for the type of engaging content that customers prefer.

- Target this growing demographic over the holiday season with the new Wish Clips feature.
- Product videos uploaded to Wish may be featured in prominent locations on our homepage; customers can shop directly from these videos.
- [Click here](#) to read about how to upload product videos to Wish!

Finally, be sure to provide outstanding product quality and service in alignment with [Wish Standards](#) this Holiday season!

¹Source: [Consumer Reports, Top 10 Black Friday Shopping Tips for 2021](#), October 20, 2021

²Source: Wish internal data, Oct. 25, 2020 - Sep. 12, 2021

³Data source: [Google Trends](#) August 1-November 3 2021

