

WELCOME TO THE

Destination for Everything Home

We offer the largest selection, across all styles and budgets, at your fingertips — as well as a dynamic brand experience that goes far beyond shopping.



Wayfair isn't just a retailer

We're a resource for our visitors. We inspire and excite with fresh ideas and a beautiful site experience.



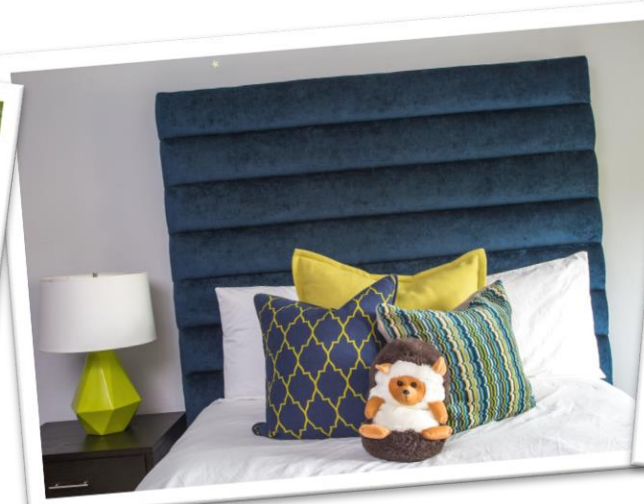
HELPFUL

We offer smart solutions to everyday problems in a conversational tone.



DOWN-TO-EARTH

We are approachable, easy-going, and unfussed.



FUN

We take what we do seriously, but try not to take life too seriously.



EMPOWERING

We make customers feel comfortable improving their life at home.



INNOVATIVE

We keep our audience informed on fresh and innovative décor trends.



WAYFAIR AT A GLANCE:

Demographics

Our shoppers are savvy DIY-ers ready to tackle their next big project.

They know their style, but are always open and seeking new ideas and inspiration.

They love the journey.

60% FEMALE AUDIENCE

Ages
35-65

Median Household Income
\$85K

Household Size
Between 2-5

Years in Current Home
3+



Our Media Partners:

















30M+
Monthly uniques across
all brands*

\$2.25B
Sales in 2015

3.3M+
Social following

614M
Monthly page views*

150
Original content
pieces published
monthly

*Source: Wayfair May 2016

Wayfair as a Publisher

ENGAGEMENT

We create compelling, interactive branded content that delights and engages our audiences at scale

INSPIRATION

Our visitors are leaning forward, seeking ideas and advice – and they trust us as an authority on trends, products, and more

CURATION

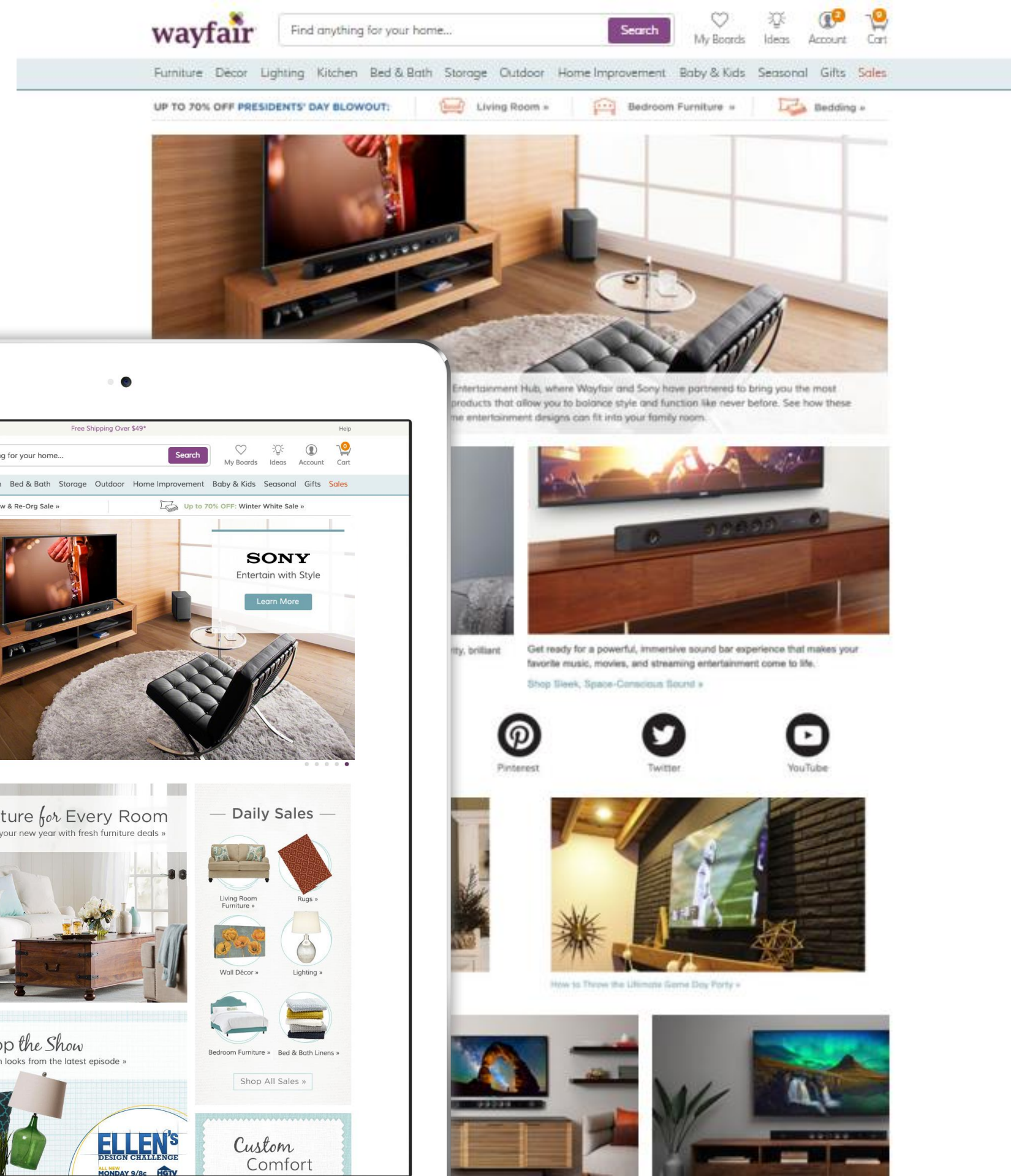
We focus on delivering a brand experience that's robust, easy to navigate, and backed by top influencers in the home design industry

FLEXIBILITY

Our exclusive content, technology, and creative teams work together to develop new product features and a custom brand experience

A Zillion Media Opportunities

- 1 CUSTOM CONTENT EXPERIENCE**
Through articles and custom brand experiences
- 2 HIGH-IMPACT DISPLAY ADS**
Drive traffic on- and off-site across devices with IAB & nonstandard native options
- 3 SOPHISTICATED TARGETING**
Catered to life stages leveraging 1st -party shopping data
- 4 SEASONAL SPONSORSHIPS**
Create opportunities for increased exposure during relevant, high-profile events
- 5 TV & SOCIAL AMPLIFICATION**
Partner with influencers to reach customers across platforms with relevant, engaging content
- 6 ADDITIONAL SERVICES & SISTER BRANDS**
Offer highly trafficked campaigns on AllModern, Joss & Main, Business and Trade Services



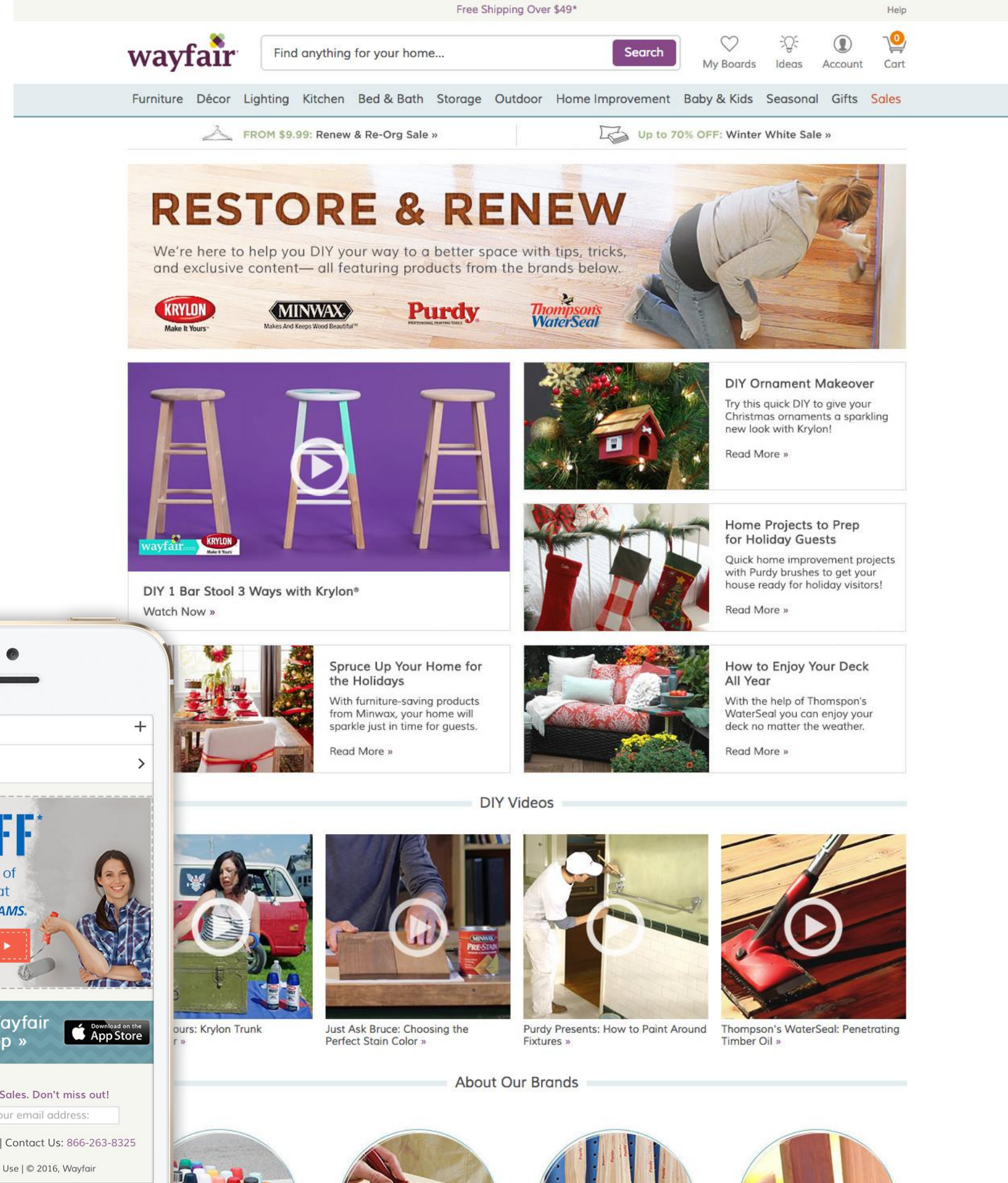
1 Custom Content Experience

WHAT WE OFFER:

A dedicated base of home enthusiasts seeking inspiration and advice. Unique landing pages tailored to your desired experience

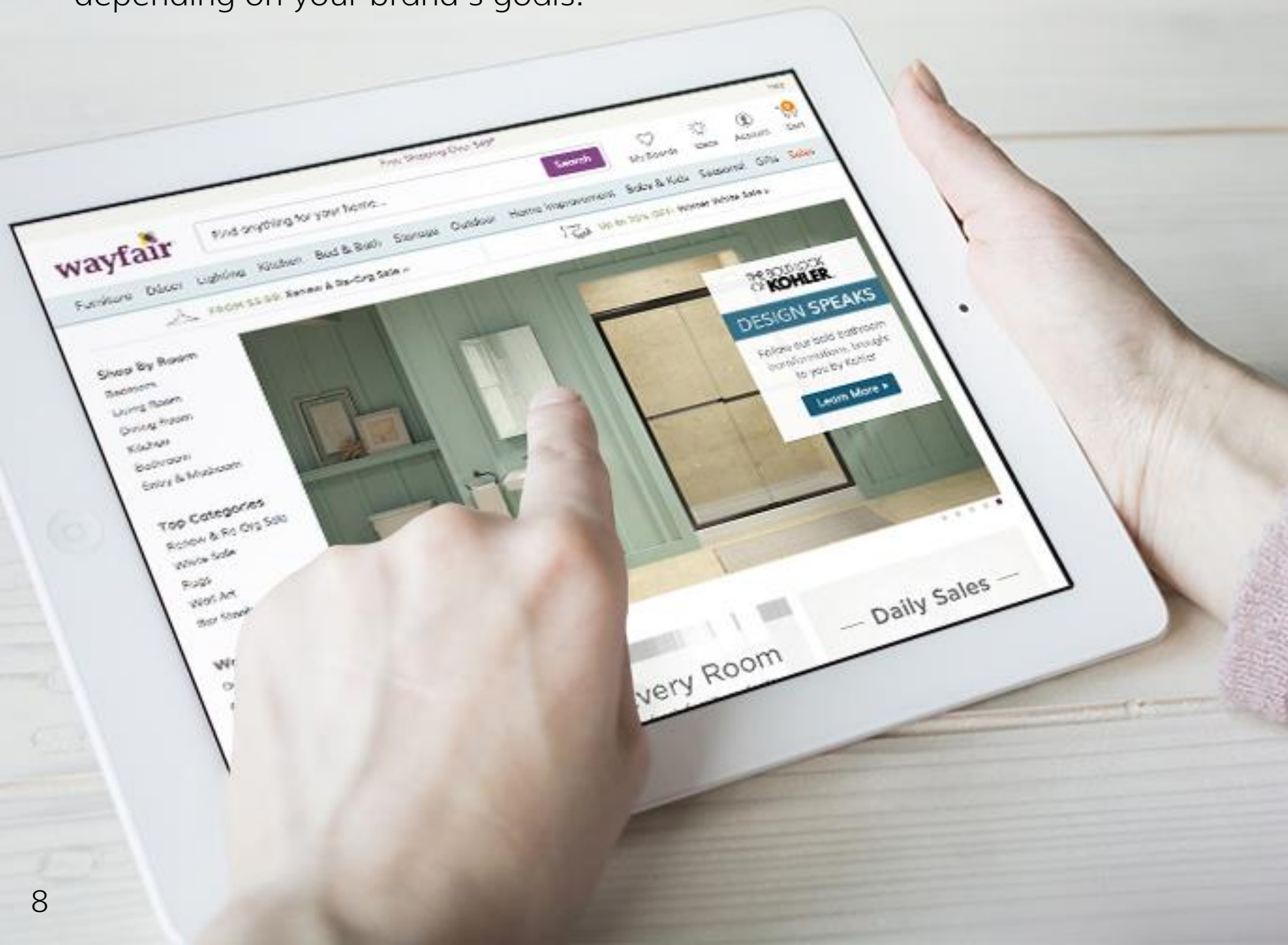
A dynamic breadth of optional assets, including:

- Sponsored articles
- Influencer content
- Embedded videos
- Social media integration
- Photo galleries
- Promotional campaigns
- Mobile optimization

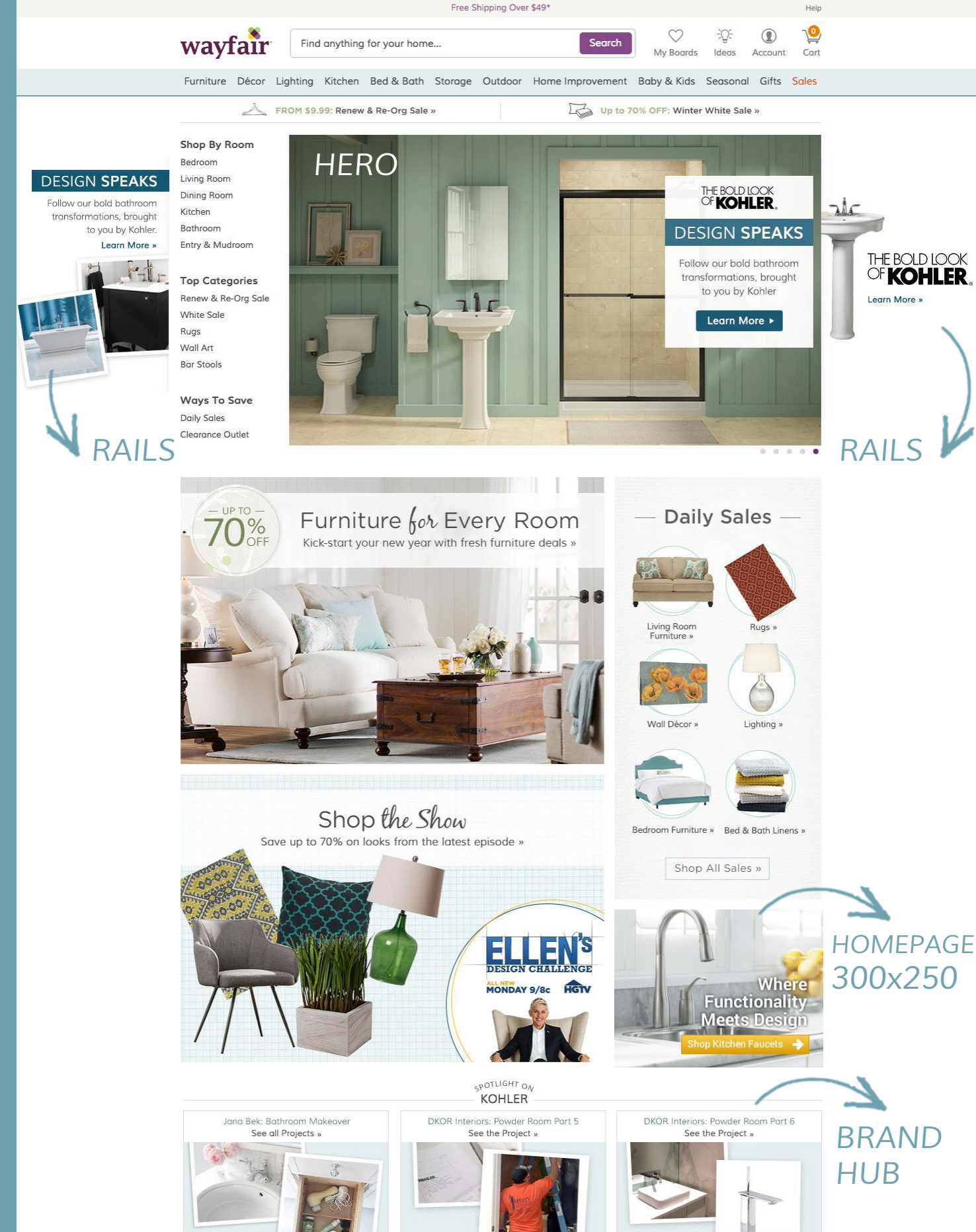


Promoting Your Content

We offer high impact, integrated ad placements across platforms and devices — there are endless ways to discover content. Placements can be standard IAB, or native nonstandard sizes depending on your brand's goals.

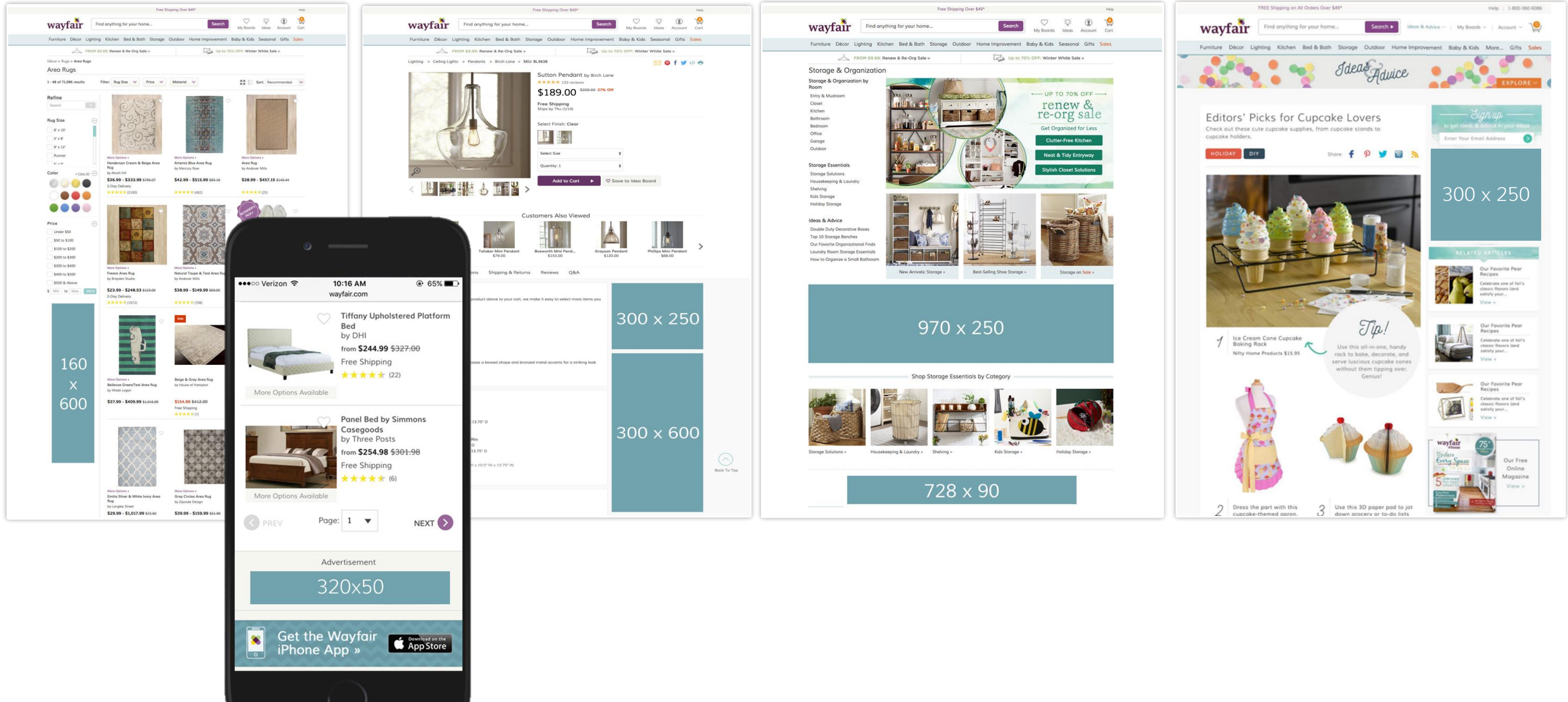


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2 High-Impact Display Ads

Available both direct and programmatically. Let us drive positive brand lift, like we did for one brand who saw a lift of +8.3% when advertising on our site.



2 Email Integration

Our best-in-class email marketing reaches over 20MM unique customers and prospects each week. Chances are, your customers and prospects are some of them.

WHAT WE OFFER:

- Take advantage of our extensive email list to showcase your brand and products
- Default targeting options: Geo, Device, Age, Gender, Browser type, Day/Time, ISP
- Additional targeting options available at premium:
 - Wayfair's 1st party data segments
 - 3rd party data through Nielsen, Towerd@ta, Netwise, Webbula, Dataline, V12, or ALC
- Other email integrations included with seasonal campaign sponsorships, such as targeted emails to your most relevant audience

Powered by
Livestart

UP TO 70% OFF ENDS 02/11

Buyers' Choice: Wall Decor
SHOP NOW >



EPISODE 5 ENDS 03/14

Ellen's Design Challenge: Around the World
SHOP NOW >



UP TO 70% OFF ENDS 02/12

All That Jazz: Furniture Inspired by New Orleans
SHOP NOW >



UP TO 65% OFF ENDS 02/12

Console Table Style Guide
SHOP NOW >



UP TO 70% OFF ENDS 02/12

Get It Together: Storage Solutions
SHOP NOW >



BEST DEALS ENDS 02/09

Bedding from \$40
SHOP NOW >



Powered by **Livestart**

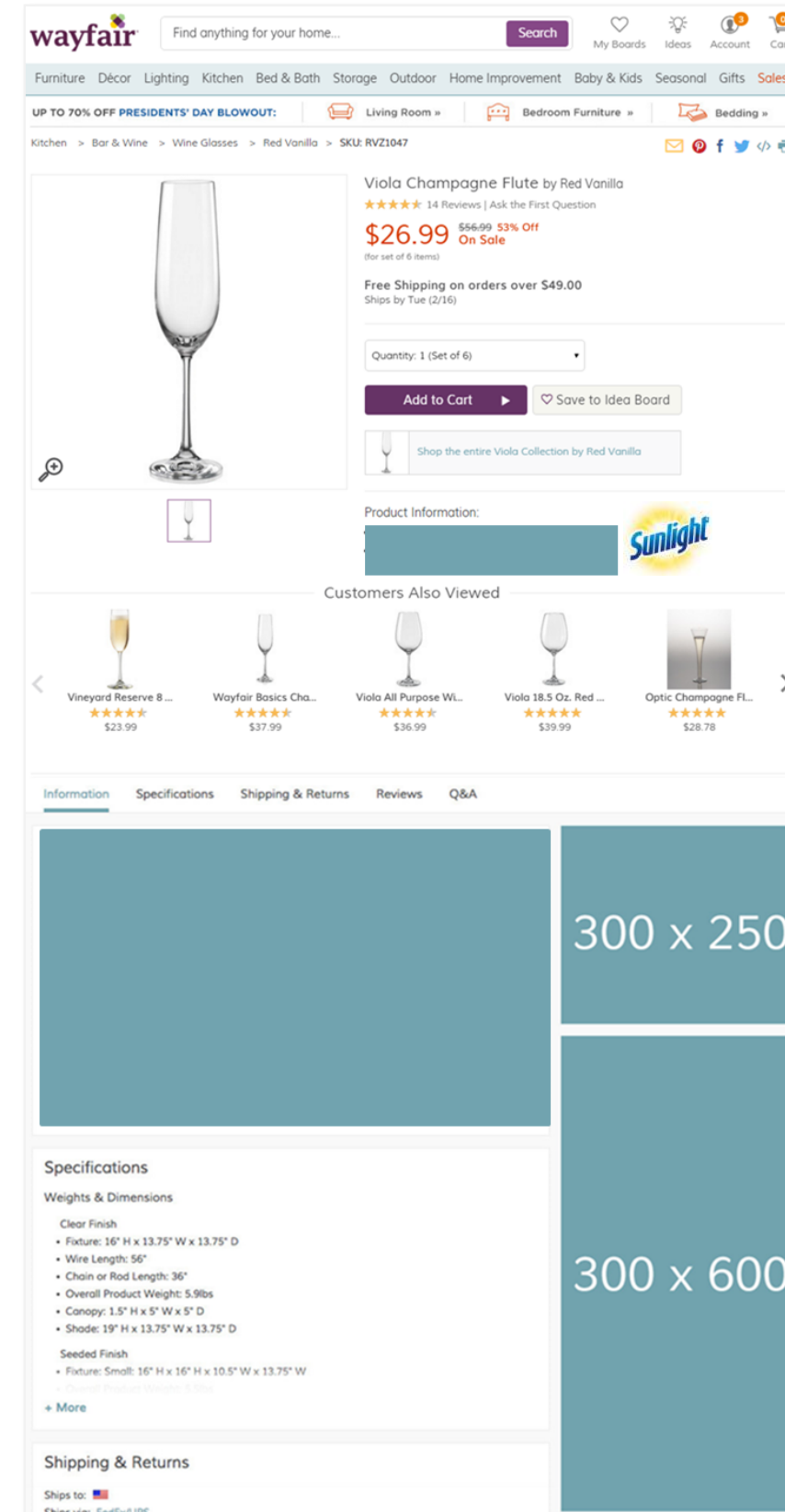
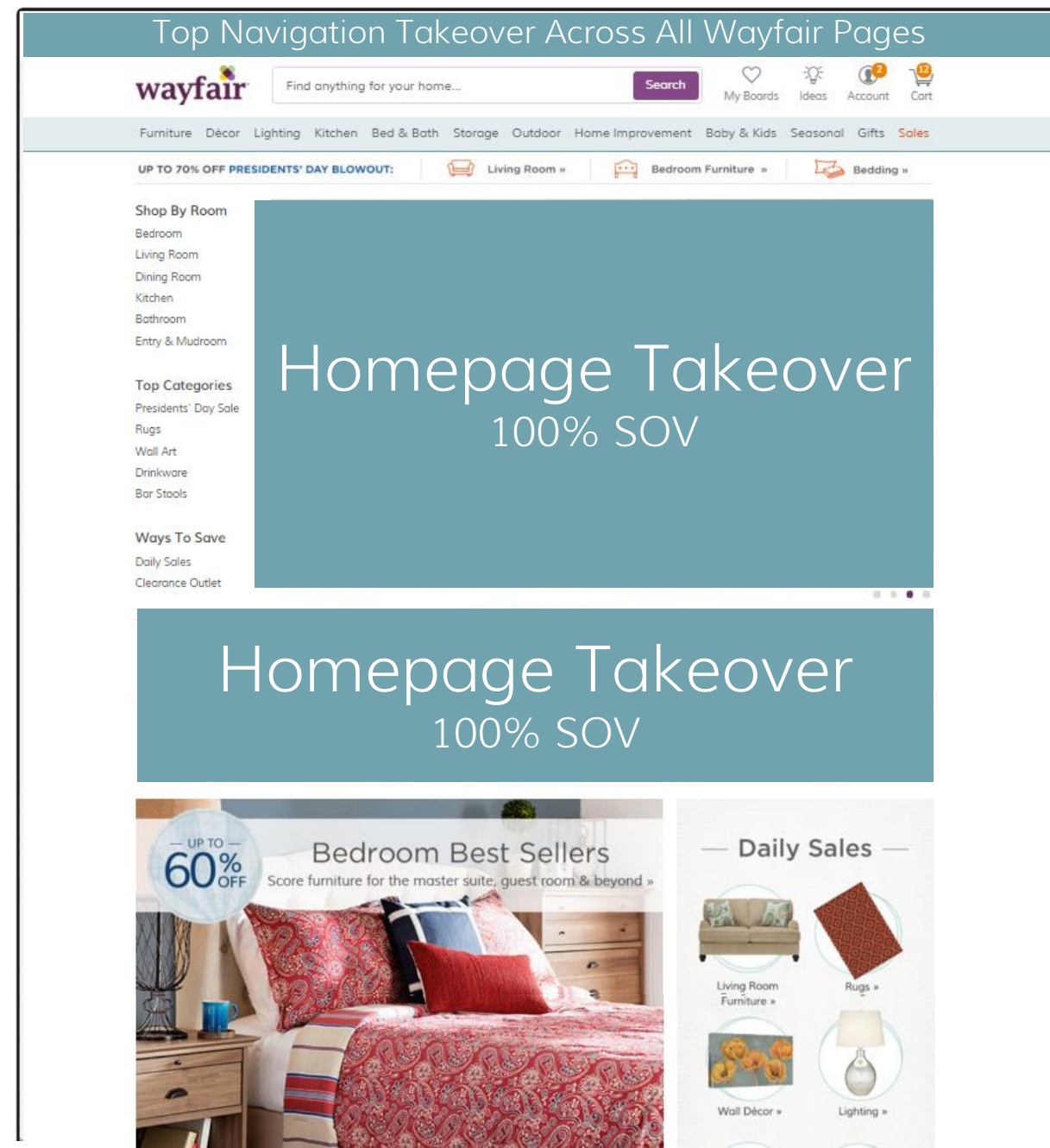
AdChoices

Powered by **Livestart**

AdChoices

2 Custom Units

If there is a brand integration worth exploring, we will tailor it to your brand and build it.



What We Offer:

Attach your brand as the "Recommended Care" brand on Wayfair Product Detail Pages

"Recommended Care" badge

Above the fold branding on relevant product pages

Sponsored Product Care

Custom editorial block and recommended care guide created by Wayfair editors with brand imagery, logos, video, and/or creative messaging

100% SOV of Page

300x250 and 300x600 units running next to custom care content

3 Wayfair Segment Targeting

No matter who you want to reach, you'll already find them shopping at Wayfair.

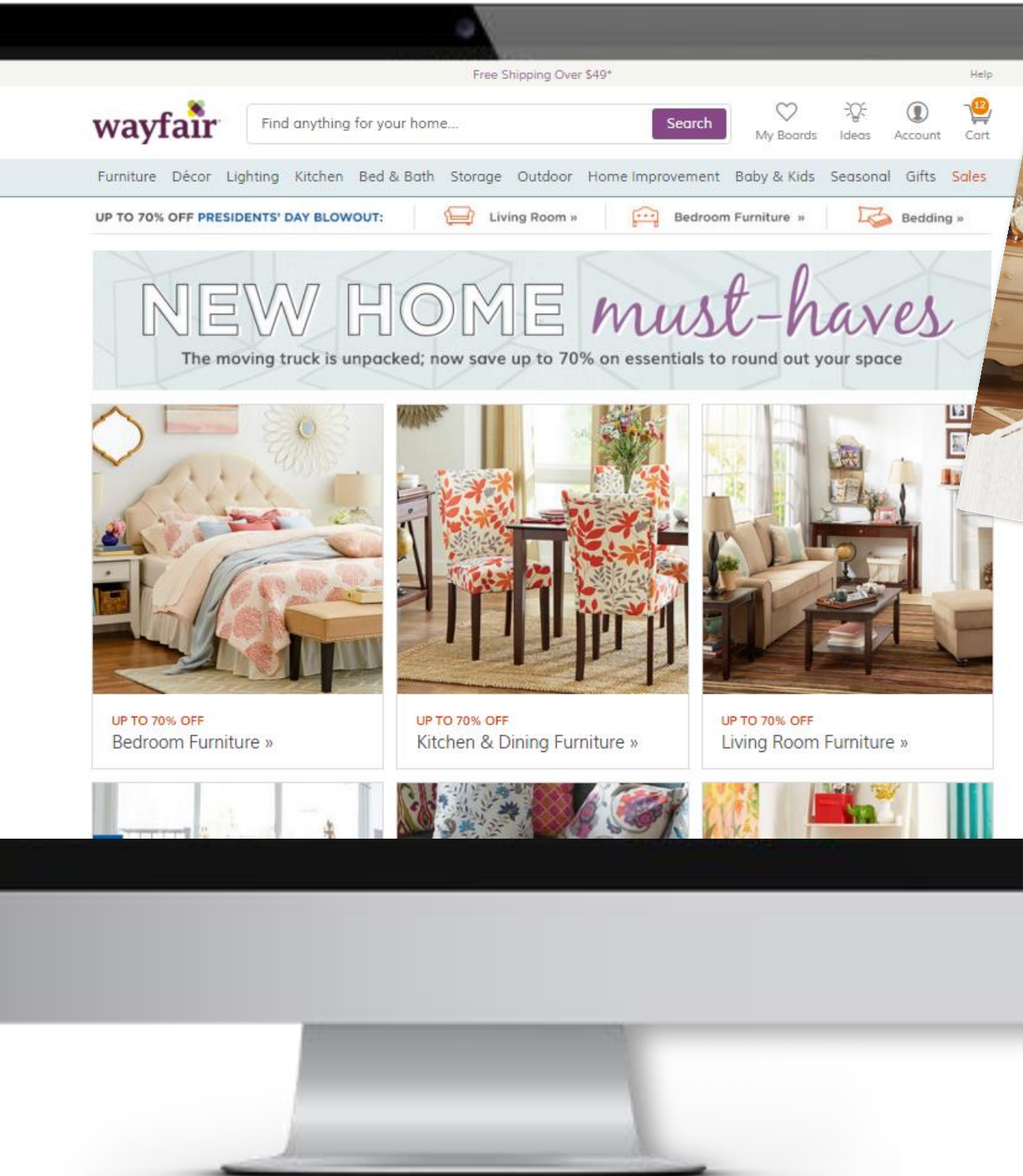
Our visitors span a variety of life stages, with unique personal styles and interests — and they come to us because we cater directly to the things that excite and inspire them.



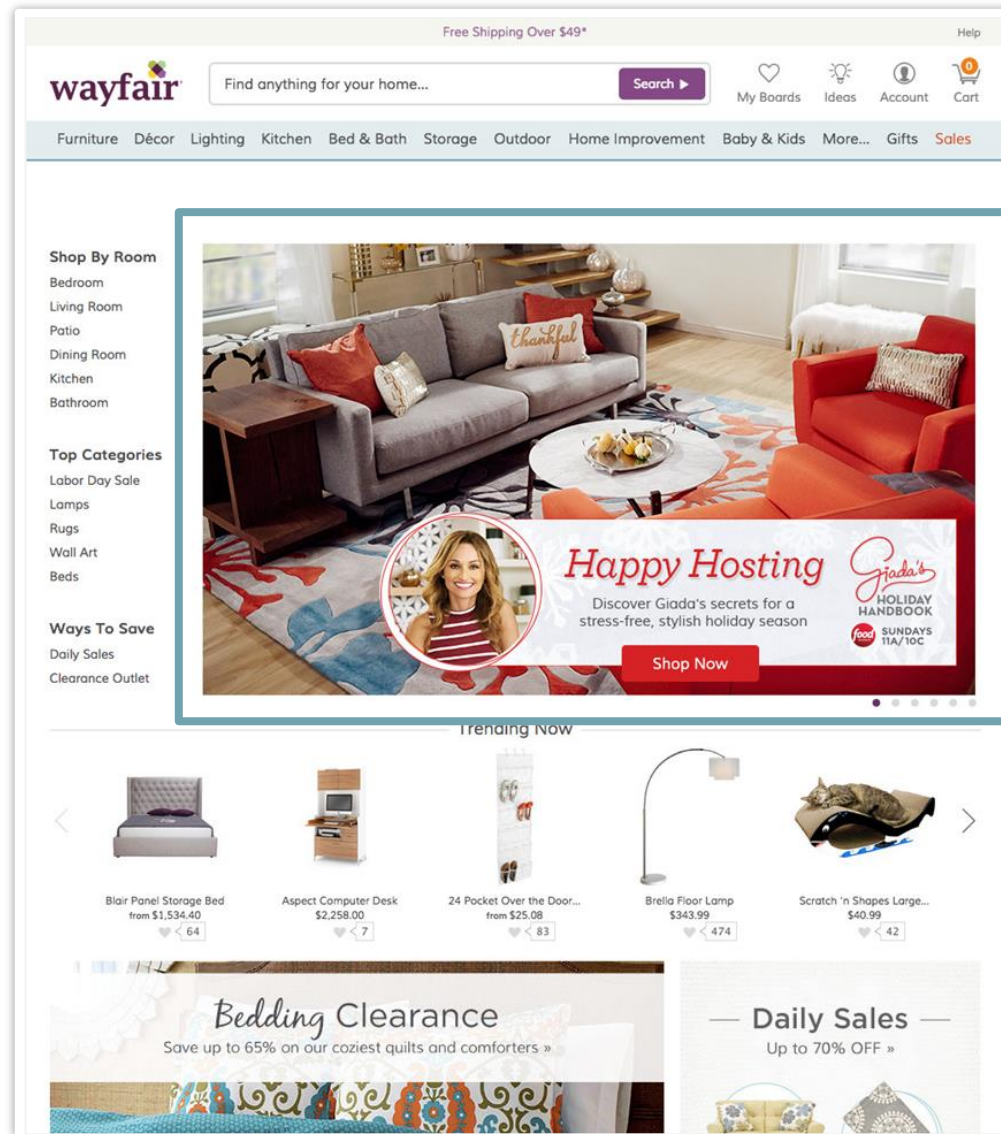
3 Life Stage Marketing

We offer high-profile seasonal and evergreen marketing partnerships, like our New Movers program, that tap directly into this consistently robust market.

- Work with our creative team to create fresh and engaging content for new homeowners, newlyweds, new parents, etc.
- Drive buzz around your brand by launching a joint sweepstakes with Wayfair
- Market exclusive offers with unique promo codes
- Split the cost of direct mailers that reach existing and potential shoppers most relevant to your brand

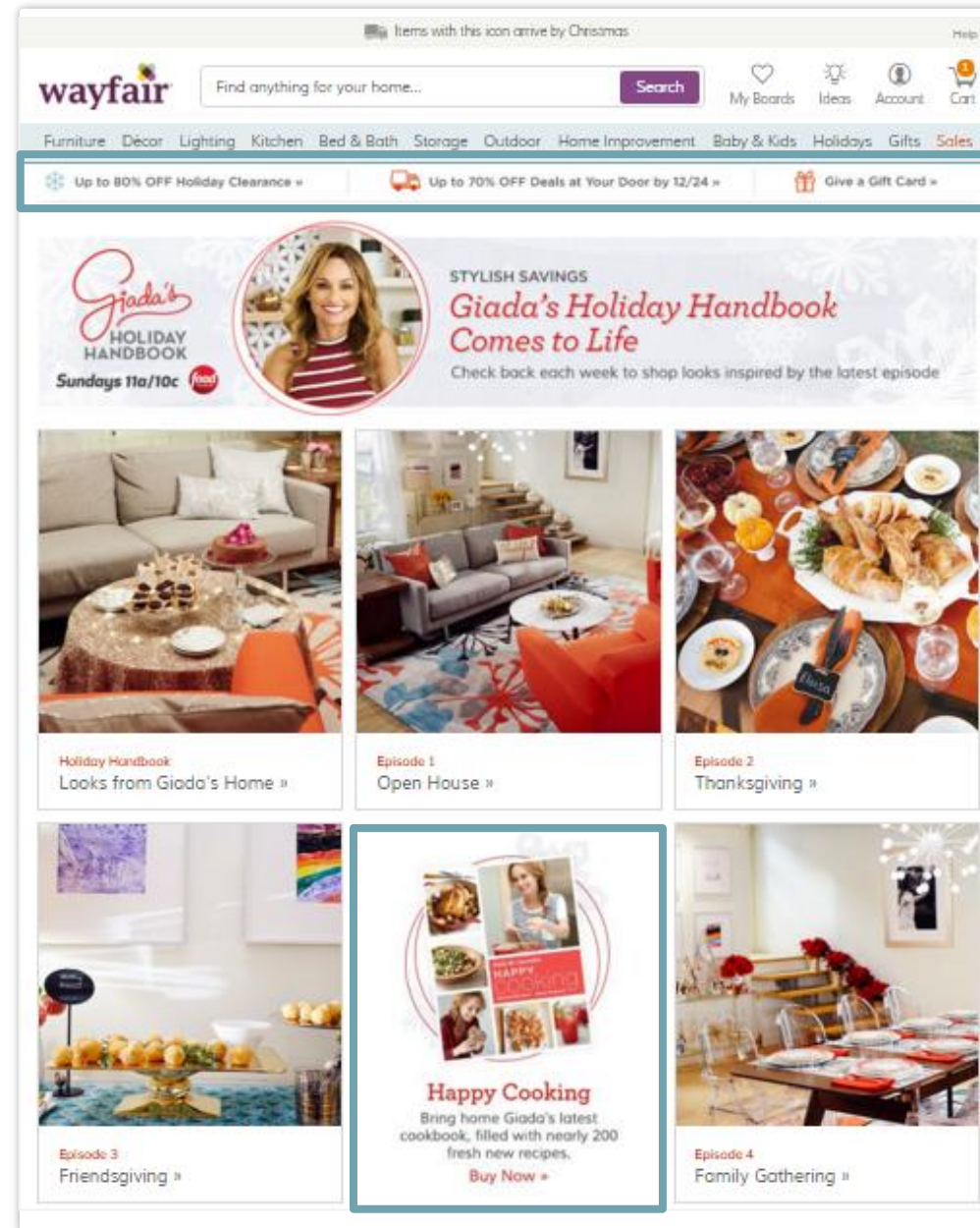


4 Sponsored Seasonal Campaign Integration

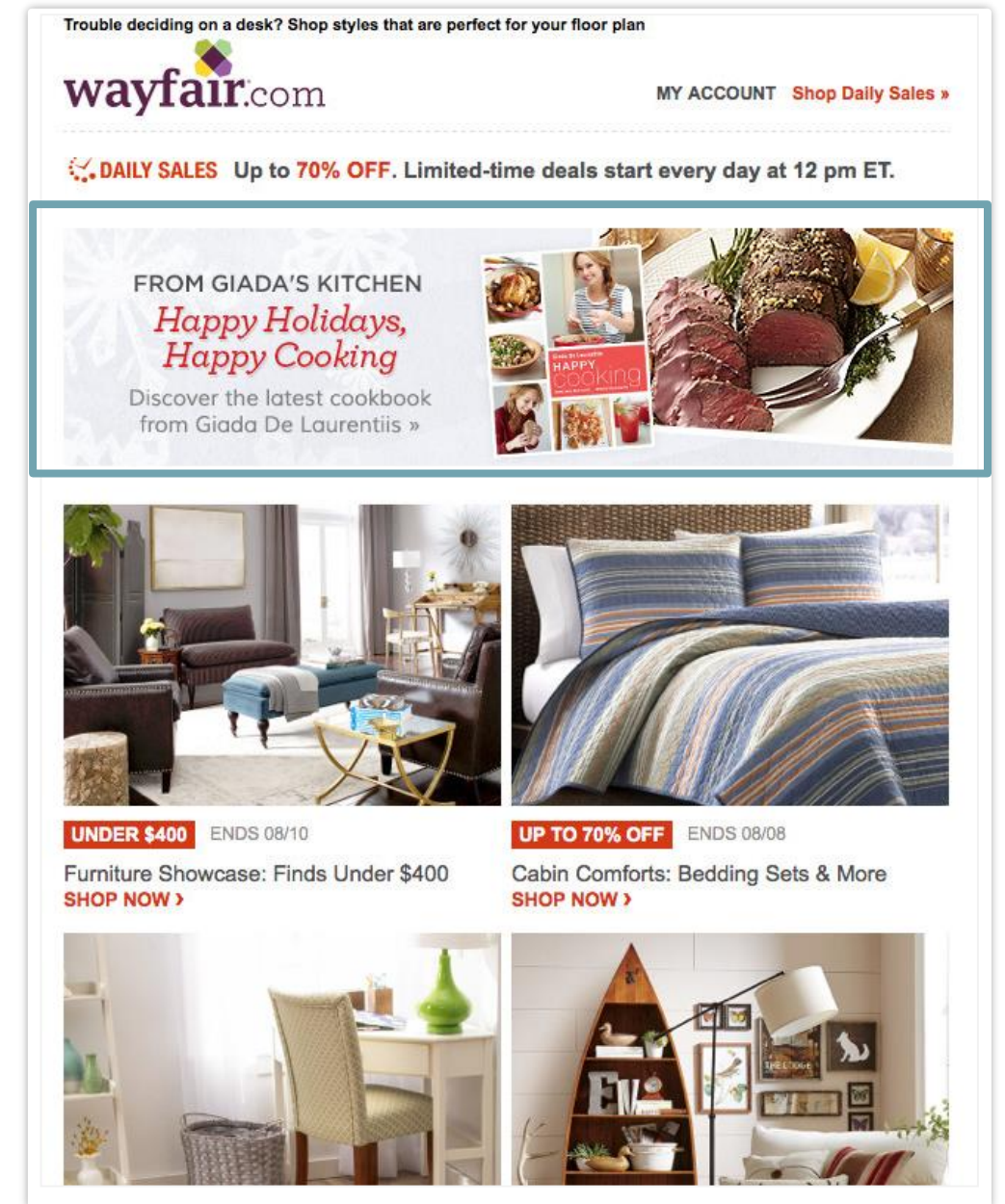


CUSTOM HOMEPAGE HERO

Drives traffic to interstitial landing page



SITE-WIDE NAVIGATION feature for multiple days. **FEATURED BLOCK** on interstitial linking to desired content

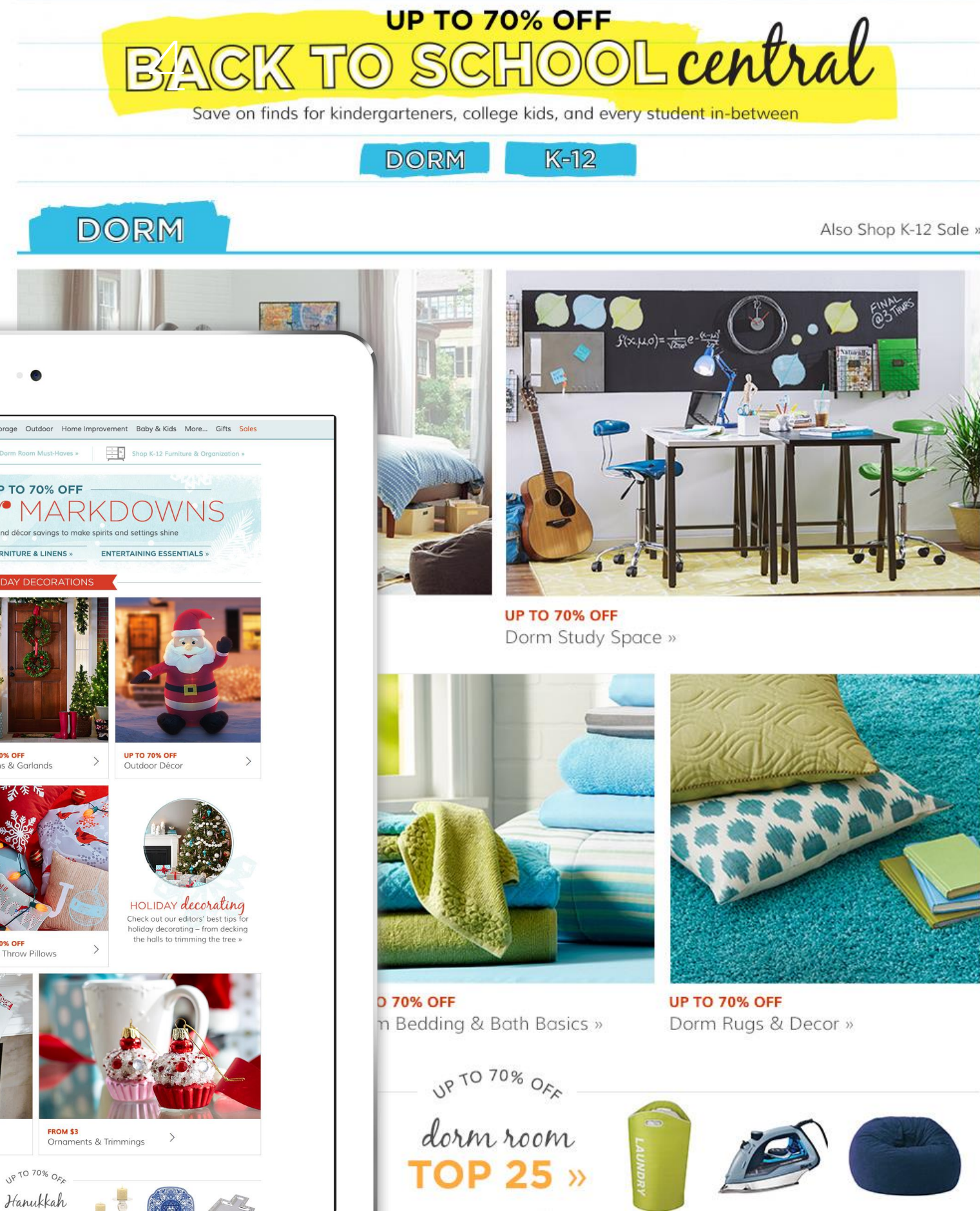


DAILY SALE EMAIL HEADER featuring custom promotion

4 Sponsored Seasonal Campaigns

At Wayfair, there's always something to celebrate. Work with us to create highly visible, high-impact seasonal campaigns across print, web and our app.

- Reach 18M+ email subscribers through variety of email integrations
- Drive mass awareness at scale with top-navigation integration of your brand
- Integrate your products and brand into Wayfair photography
- Tap into an engaged, purchase-ready audience



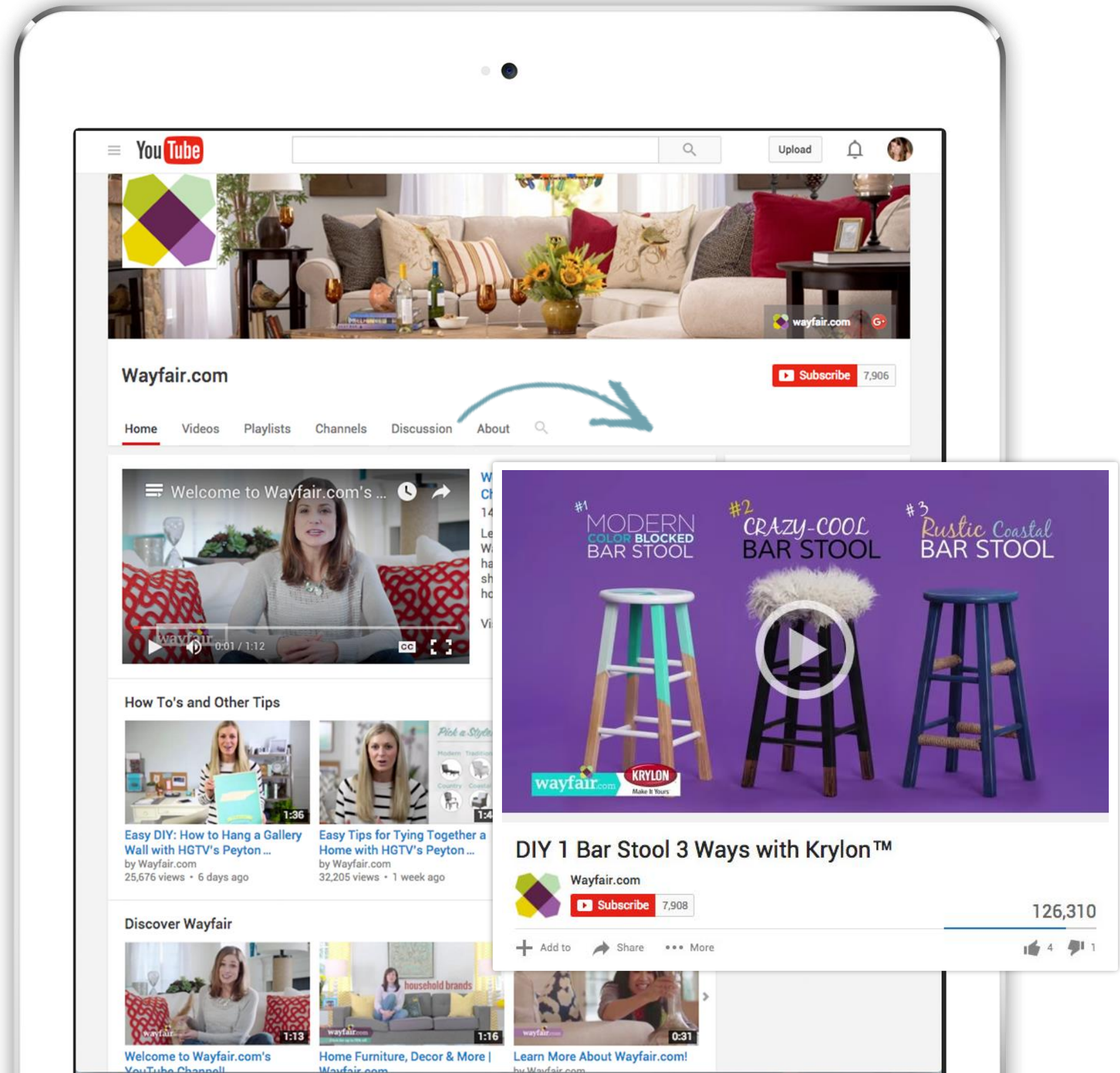
5 Social Amplification



Reach visitors across platforms with relevant content on Facebook, YouTube, Instagram, and Twitter that targets existing Wayfair customers who are actively engaged with our brand.

WHAT WE OFFER:

- Shared campaigns that strengthen brand association and awareness
- Custom creative tailored to social media industry standards
- Co-branded, targeted posts that drive traffic to sponsored content on Wayfair.com





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5 TV Integration

Increase brand awareness with co-branded integration opportunities into relevant networks and programs.

INTEGRATION OPPORTUNITIES FOR 2016:

- Q3 Beachfront Bargain Hunt Reno (Wayfair/HGTV) July 14 – Sept 22 every other (6 weeks)
- Q3 Flip or Flop Beach Special (Wayfair/HGTV) Aug 1 – 22 (4 weeks)
- Q3 Listed Sisters (Joss & Main/HGTV) Sept 13 – Oct 18 (6 weeks)
- Q4 Giada (Wayfair/Food Network) TBD

5 Our Network of Influencers

Strategically amplify the value of your brand by leveraging Wayfair's VIP network of bloggers, designers, and experts.

OUR SCOPE BY THE NUMBERS:

- 300+ curated bloggers
- Pre-screened influencers with strong ties to their readers and significant followings
- Total reach of **112M+** uniques
- Average reach of an influencer is **260K+**
- Average social reach is **200K+**



6 Trade Services Influencers

Grow your brand with content placements and Trade-exclusive promotional campaigns catered to design professionals.

Gain exclusive access to our community of top industry influencers, including interior designers, architects, and home stagers.

OPPORTUNITIES INCLUDE:

- Sponsor a Trade Services event (Annual Tastemaker Awards, High Point Market, many more) to get valuable exposure to prominent names in the home design industry
- Target users who are actively logged into a Trade account
- Build a custom brand page tailored to Trade audience

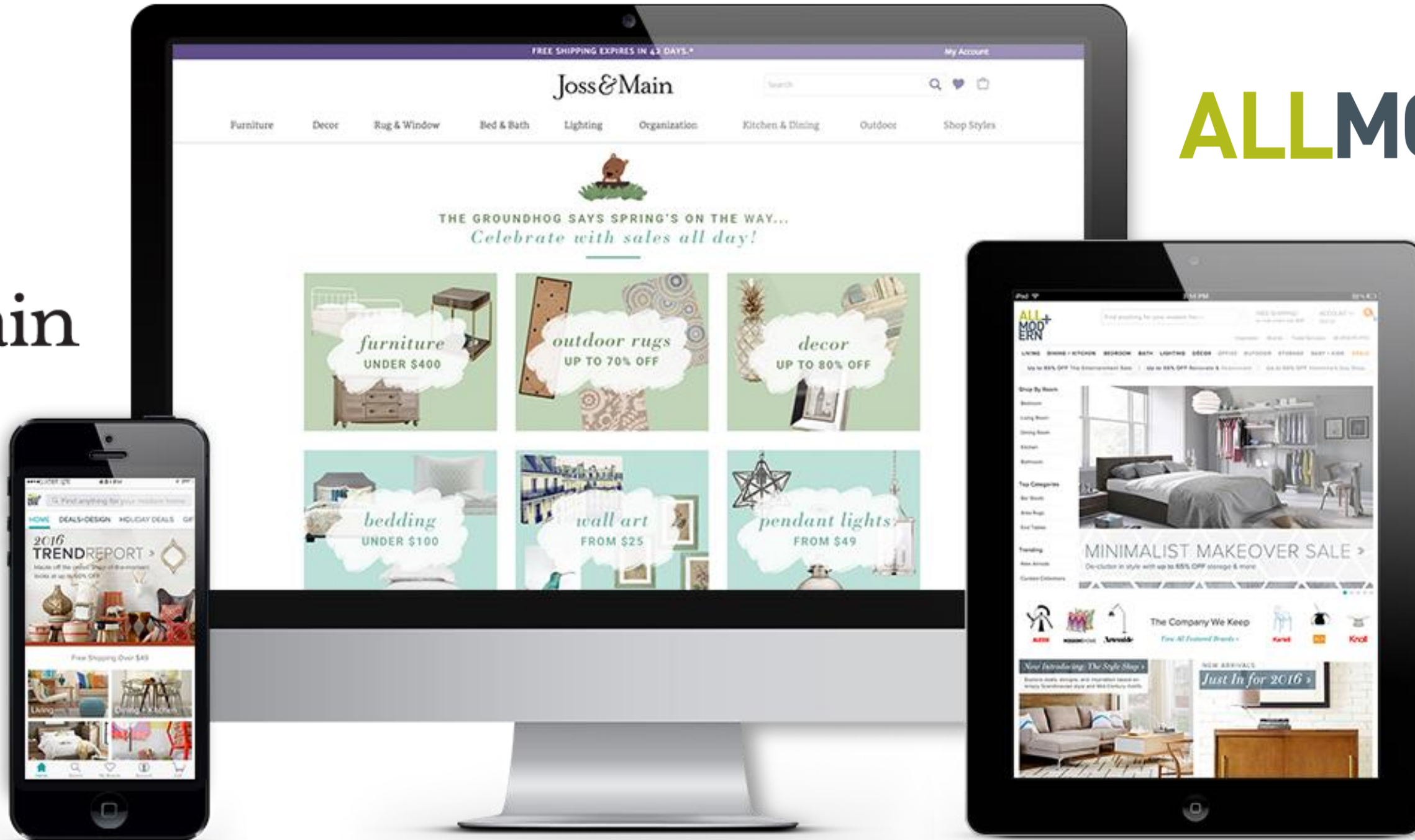


6 Sister Brands

Join our extended family! We offer even more opportunities for exposure through our bold lifestyle brands.

Joss & Main

ALLMODERN





QUEEN
OF EFFING
EVERYTHING

Contact:



wayfair.com
a zillion things home®