

# Use Sponsored Products to Accelerate Growth of New Products on Wayfair.com

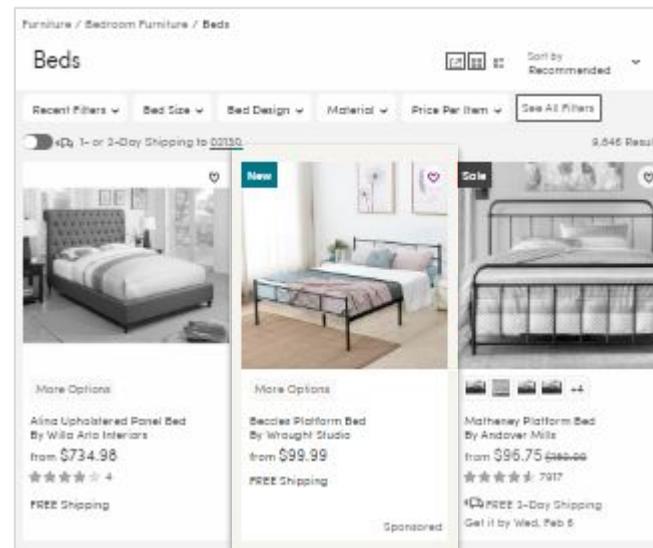
## Overview

The first 45 days of a product's life on-site play a critical role in the sort rank on browse pages. The sort rank algorithm places a heightened importance on clicks received during the introduction of new products. Sponsored Products can be an effective tool for boosting engagement with new SKUs and accelerate sort ranking over time.

## Impact

A set of new SKUs across 7 categories were followed during the first 45 days on Wayfair.com. SKUs that had the added support of Sponsored Products experienced a significant increase in product views and purchase behavior. With the incremental exposure and clicks, Sponsored Products contributed to a 6x increase in sort rank compared to those that did not participate in the program.

When introducing new SKUs to Wayfair.com, consider using Sponsored Products to drive greater rates of engagement and increase your sort ranking to a greater degree than you would organically receive.



**6x**  
increase  
in Sort Rank

**+570%**  
Product Page Views

**+635%**  
Add to Cart

**+593%**  
Orders (Purchase)

**+539%**  
Sales

# READY TO GET STARTED WITH SPONSORED PRODUCTS?

## Easy to Set Up, Minimal Maintenance

Bid to promote SKUs within their relevant classes – no keyword bidding.

Pay for performance:

- Only pay for clicks
- Easily track Return on Ad Spend with comprehensive reporting
- Self-service tool with on-demand support from our dedicated team

## Campaign Setup is a Breeze

Visit [partners.wayfair.com](https://partners.wayfair.com). Find Sponsored Products under the Products section of the Supplier Extranet. Follow these five easy steps to get started:

1. Fund your Wayfair Wallet
2. Input your campaign dates
3. Select products and bid price
4. Set daily spend caps by SKU or campaign
5. Measure performance and optimize

## Comprehensive Reporting Enables Smart Decision Making

A built-in reporting suite allows you to monitor performance at a campaign or product level.

- Filter built-in visuals by campaign or date.
- Reports can be downloaded or emailed on a campaign or product level.
- Monitor CPC, ROAS and other key metrics that tell you how your campaign is performing.
- Get access to exclusive insights, such as how many customers are clicking on your product.

