

# STAND OUT WITH WAYFAIR SPONSORED PRODUCTS

## Increase Specific Product Visibility

Your sponsored products will be featured in premium real estate on the first Superbrowse page in eligible classes.

Drive awareness and accelerate sales at the SKU level:

- Introduce new products
- Boost visibility of winners
- Influence sales mix
- Move excess inventory
- Improve sort ranking

## Easy to Set Up, Minimal Maintenance

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

Pay for performance:

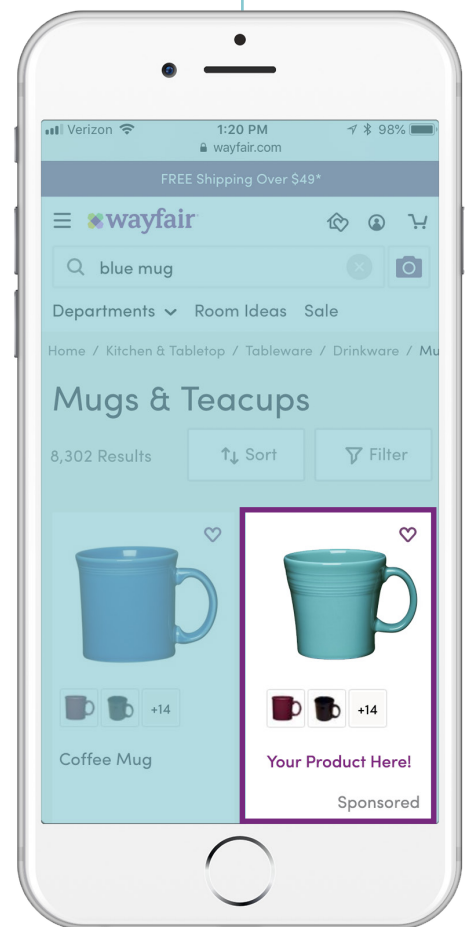
- Only pay for clicks
- Easily track Return on Ad Spend with comprehensive reporting
- Self-service tool with on-demand support from our dedicated team

## Campaign Setup is a Breeze

Follow these five easy steps to get started:

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

Available on  
desktop and mobile.



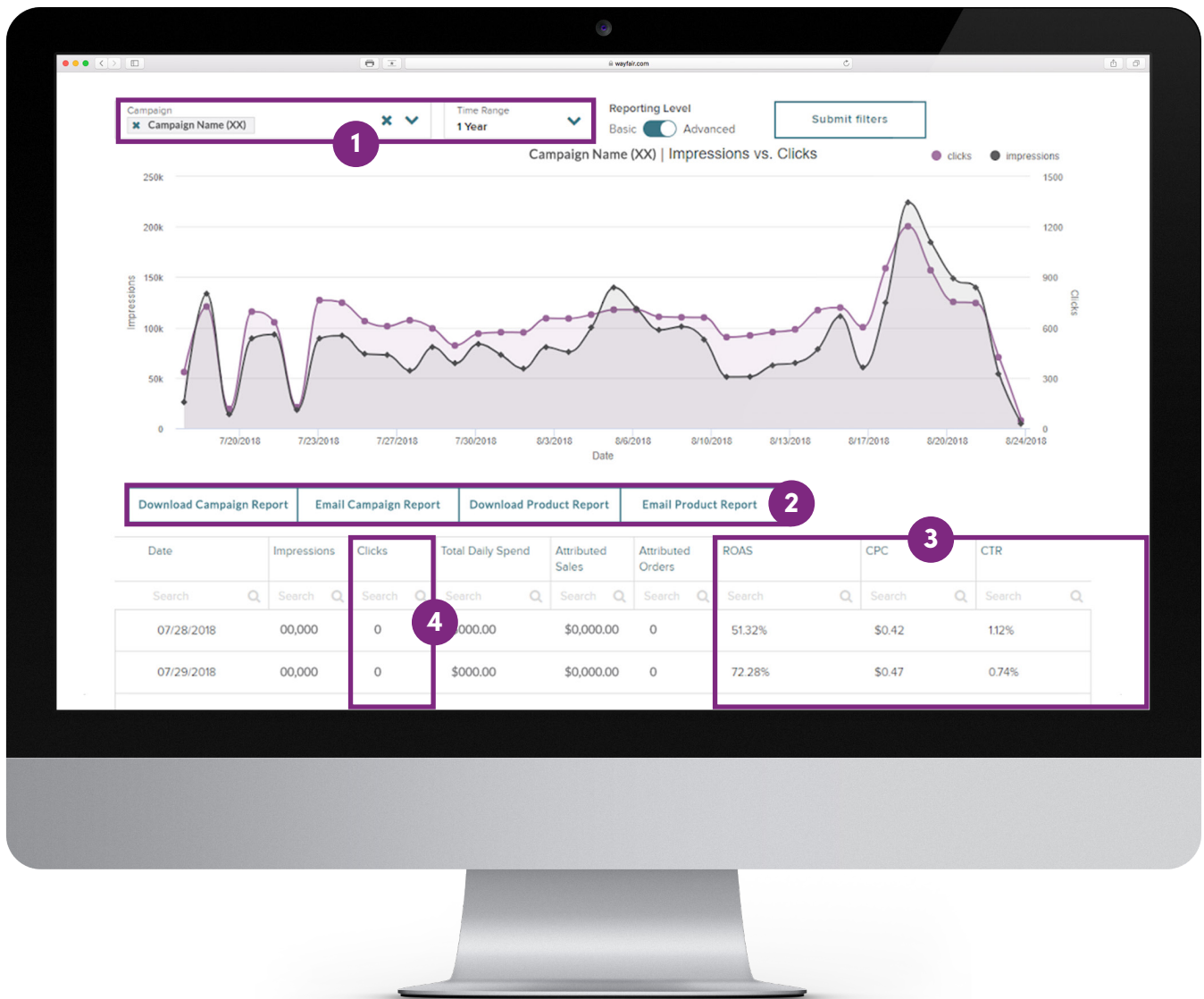
Get started today. Visit [partners.wayfair.com](https://partners.wayfair.com) to learn more.

Questions? Reach out to your Wayfair Media Sales team or email us at [sponsoredproducts@wayfair.com](mailto:sponsoredproducts@wayfair.com)

## Comprehensive Reporting Enables Smart Decision-Making

It is your built-in reporting suite to monitor performance at a campaign or product level.

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



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