



wayfair.com

MEDIA SOLUTIONS



# Who We Are

We're more than an online retailer

We're a resource for millions of consumers—providing inspiring content, engaging tools, and countless products across multiple platforms. The mission of Wayfair Media Solutions is to help customers fully realize the most personal expression of themselves: their home. And our mission starts with connecting our audiences to brands they can take home and fall in love with—brands like yours.



TRANSACTIONAL

INSPIRATION



**39M+**

Monthly uniques  
across all brands

**778M**

Monthly page  
views

**13.8 Min**

Average time spent  
on site by each visitor

**\$3.4B**

Sales in 2016

**100**

Original content pieces  
published monthly

**3.3M+**

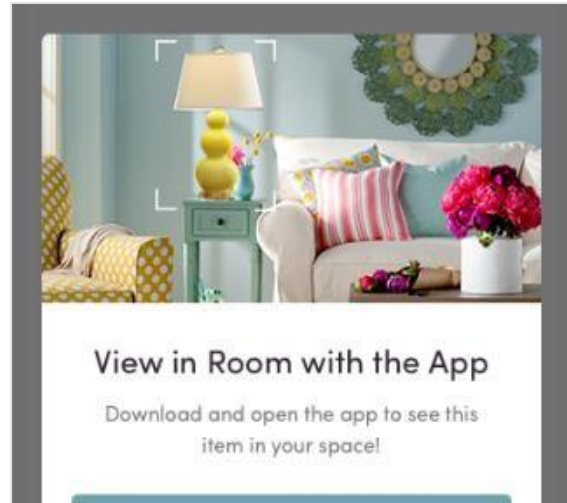
Social Following

# How We're Different



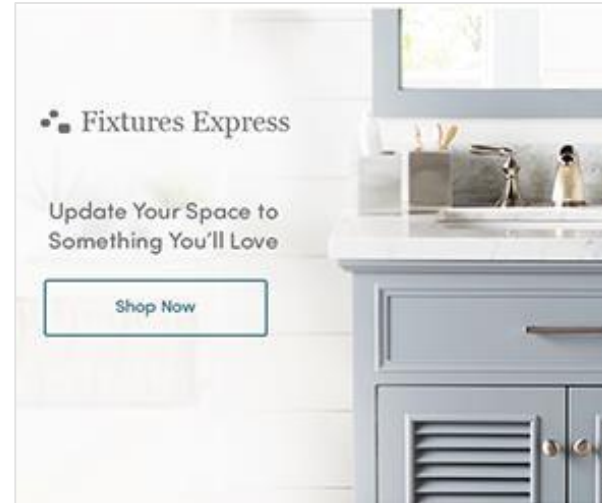
## We're Expert Marketers

As a company that spends \$450MM annually on our advertising, we have the experience and expertise needed to position your brand and drive purchases.



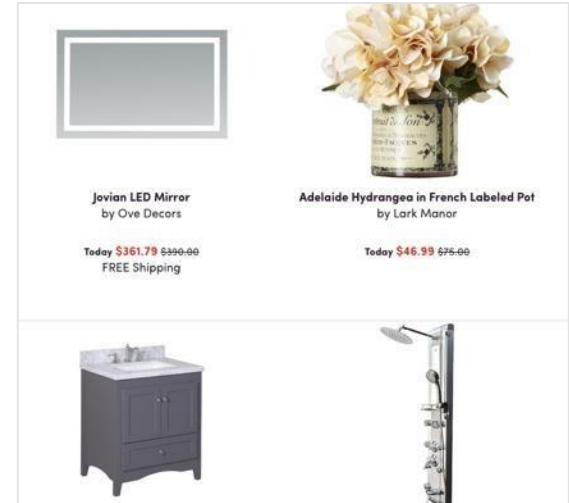
## We're Constantly Evolving

With innovative shopping tools, an ever-growing product catalog, and a data-driven marketing approach, we make it easy and exciting for customers to explore your brand.



## We Give Your Brand a Platform

Whether it's sponsored content or featured videos, we create a custom space for you to share your story, spread brand awareness, and meaningfully engage with customers.



## We're Dedicated Curators

We may offer more than seven million products, but we make it easy for shoppers to engage your brand by using customer behavior analytics to guide them through their shopping experience.

# Our Customer

Our team of dedicated data scientists have spent the past 15 years getting to know our customers and how they shop. With our insight and expertise, we can connect you with your ideal shoppers and drive them directly to your brand.



**68%**

Female



**35-65**

Age



**\$85K**

HHI



**86%**

Homeowners

- 31% of users are in the top 10% of discretionary income
- More than twice as likely to be considered a “Super Buyer” (Index 272)
- 199% more likely to have a net worth over \$750K

- Enjoys designer merchandise, fine goods, cultural activities, and regular physical fitness.
- Hobbies include wine appreciation, home improvement, and gourmet cooking.



# How to Connect

With our **37 Million** Engaged Visitors



Custom Destination



Promotions



Print



Standard Display &  
Waystack®



Native Advertising



Content





# Brand Page

Enjoy a personalized page

where shoppers can discover your brand, learn your story, and fall in love with your line of products.

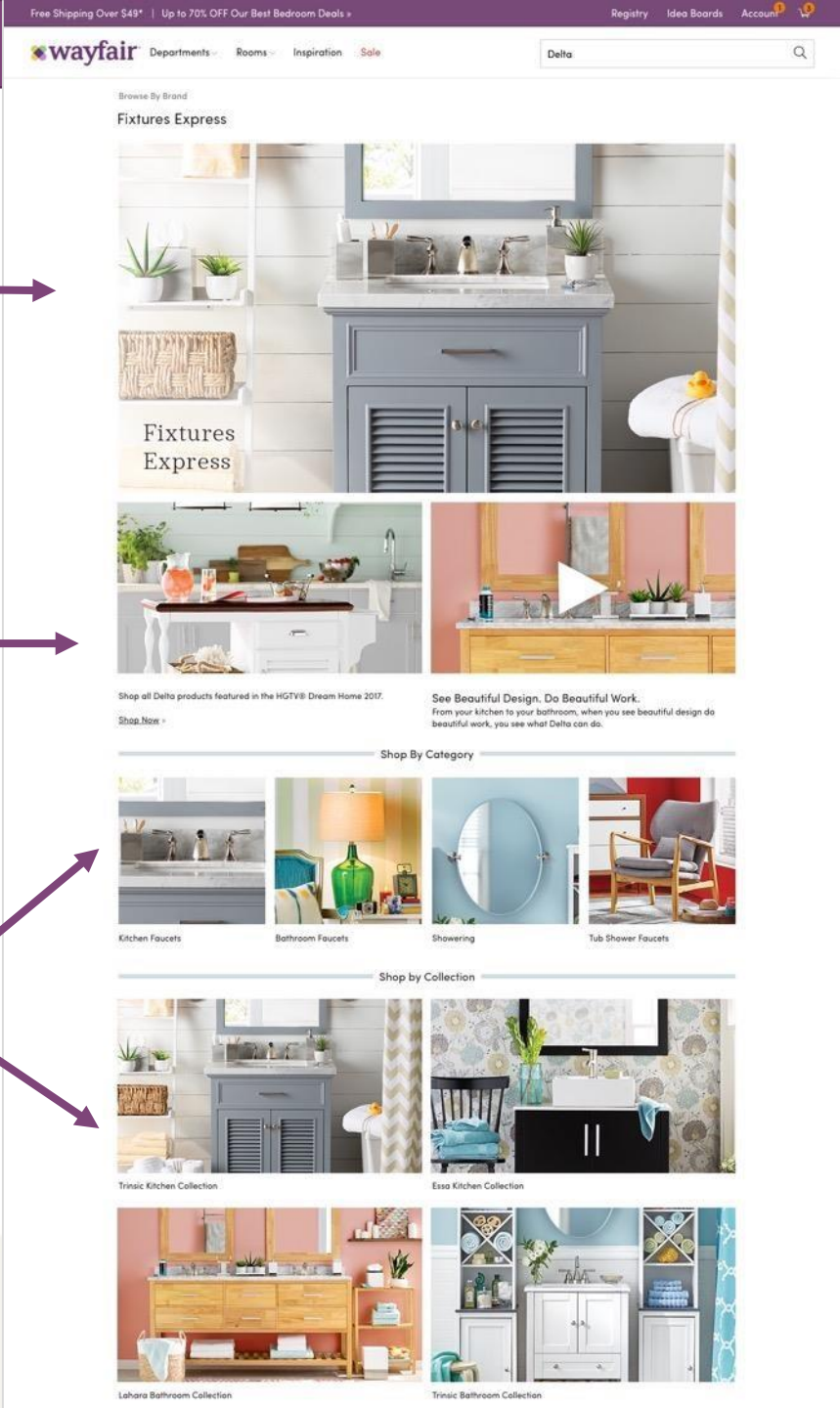
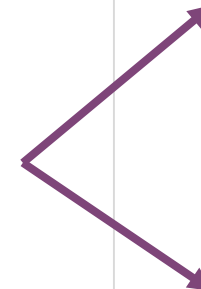
Branded Hero



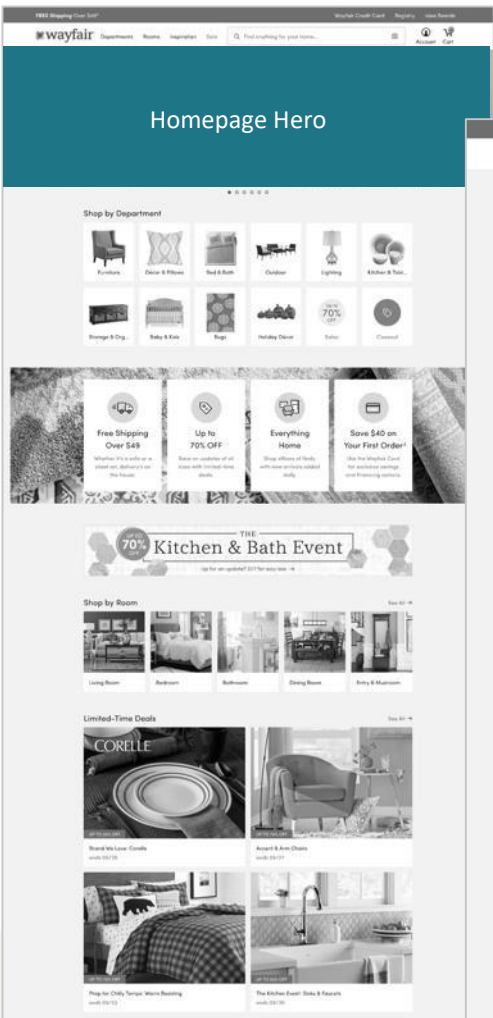
Multimedia & Content  
Video, Curated Content,  
Sales, Social Media



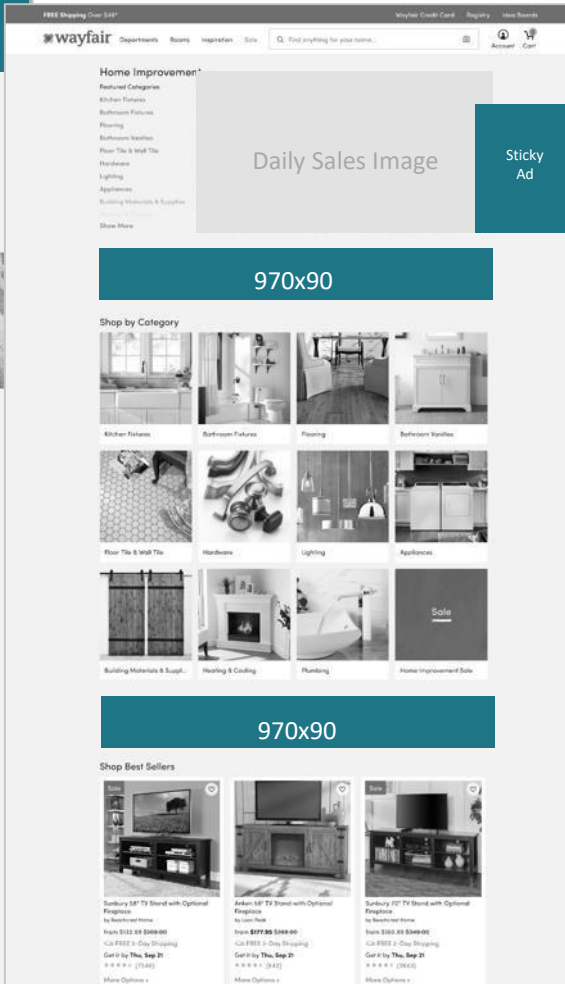
Shop by Categories  
Or Collections



# Standard Display Ads



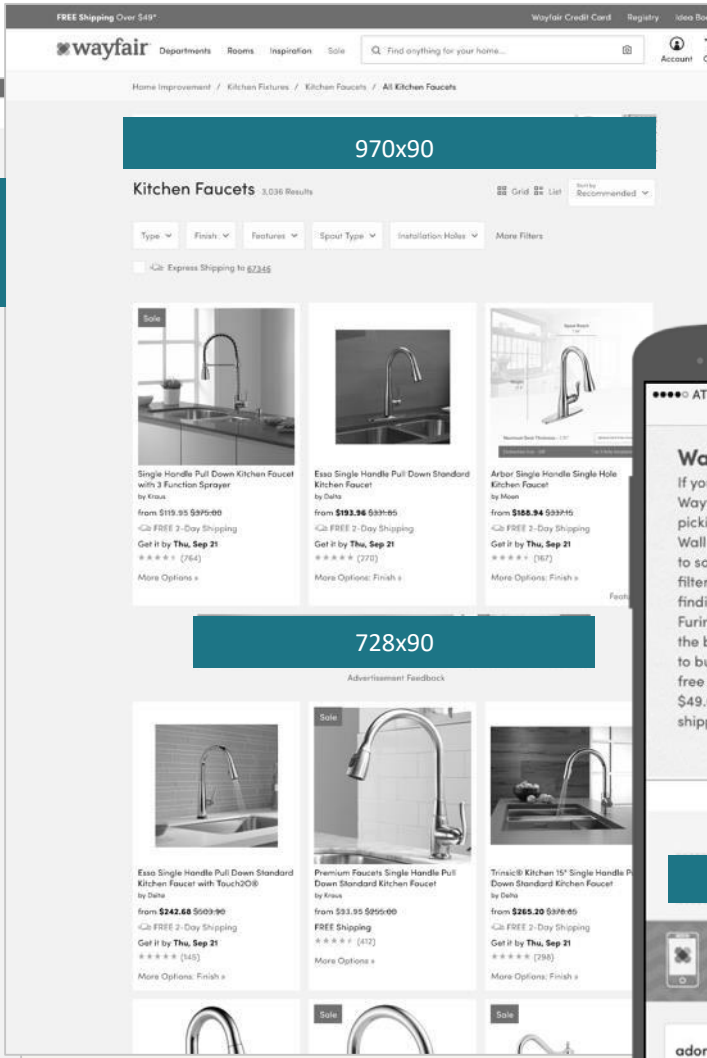
Homepage Hero



970x90

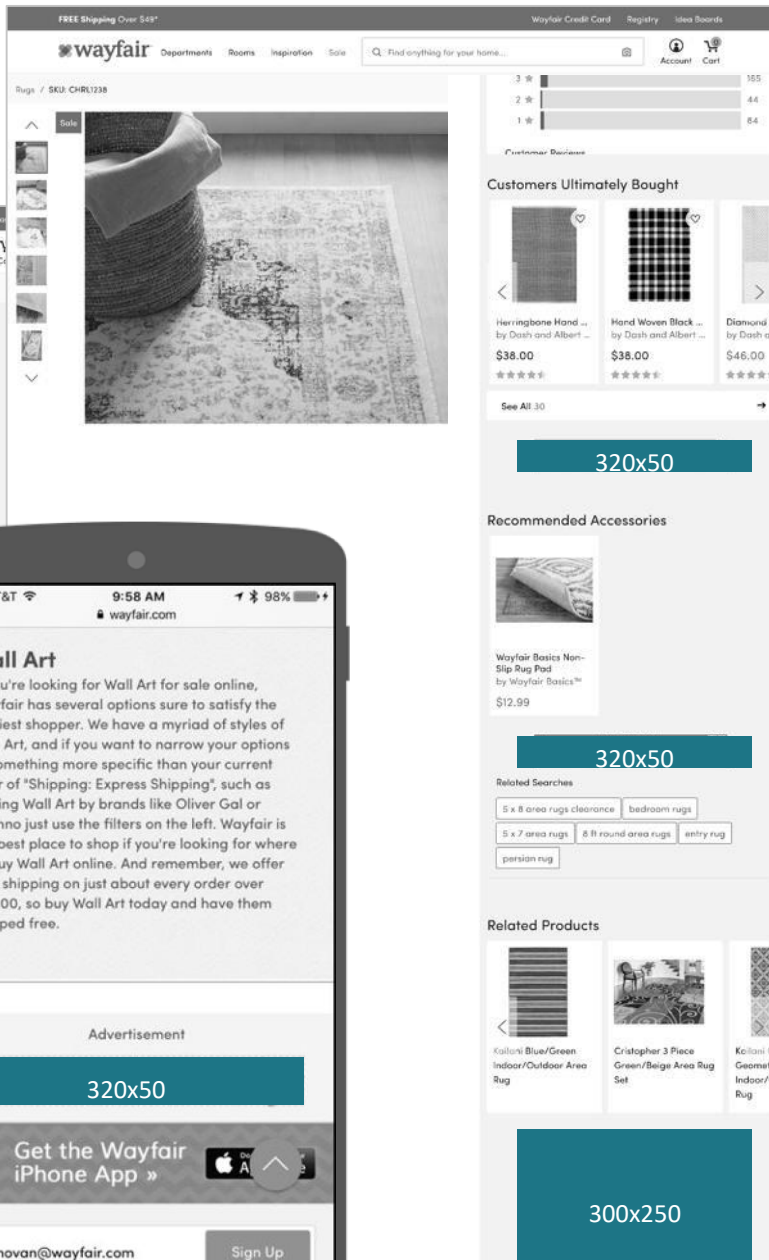
Sticky Ad

970x90



970x90

728x90



320x50

320x50

320x50

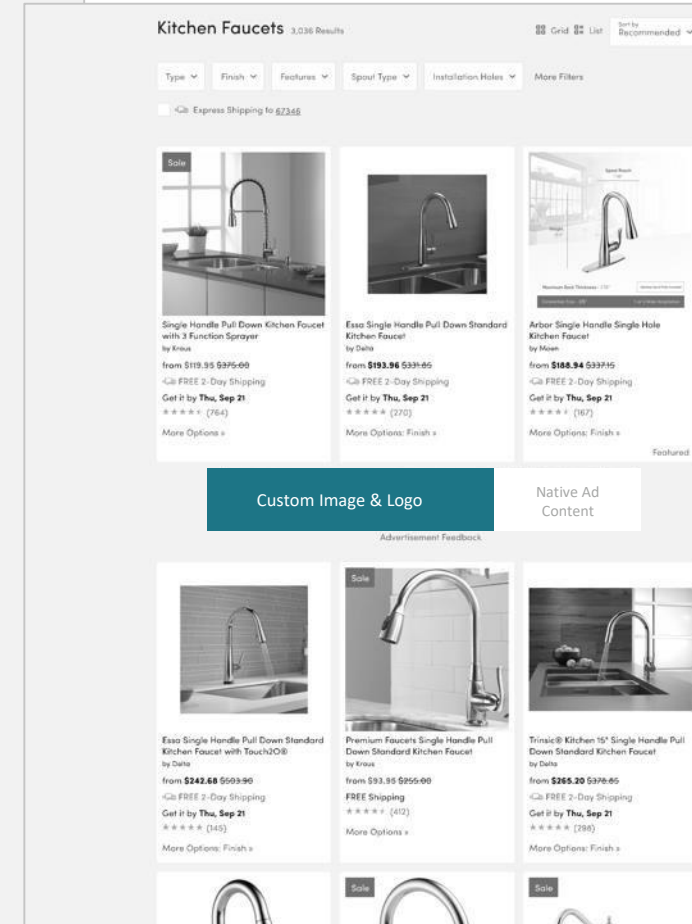
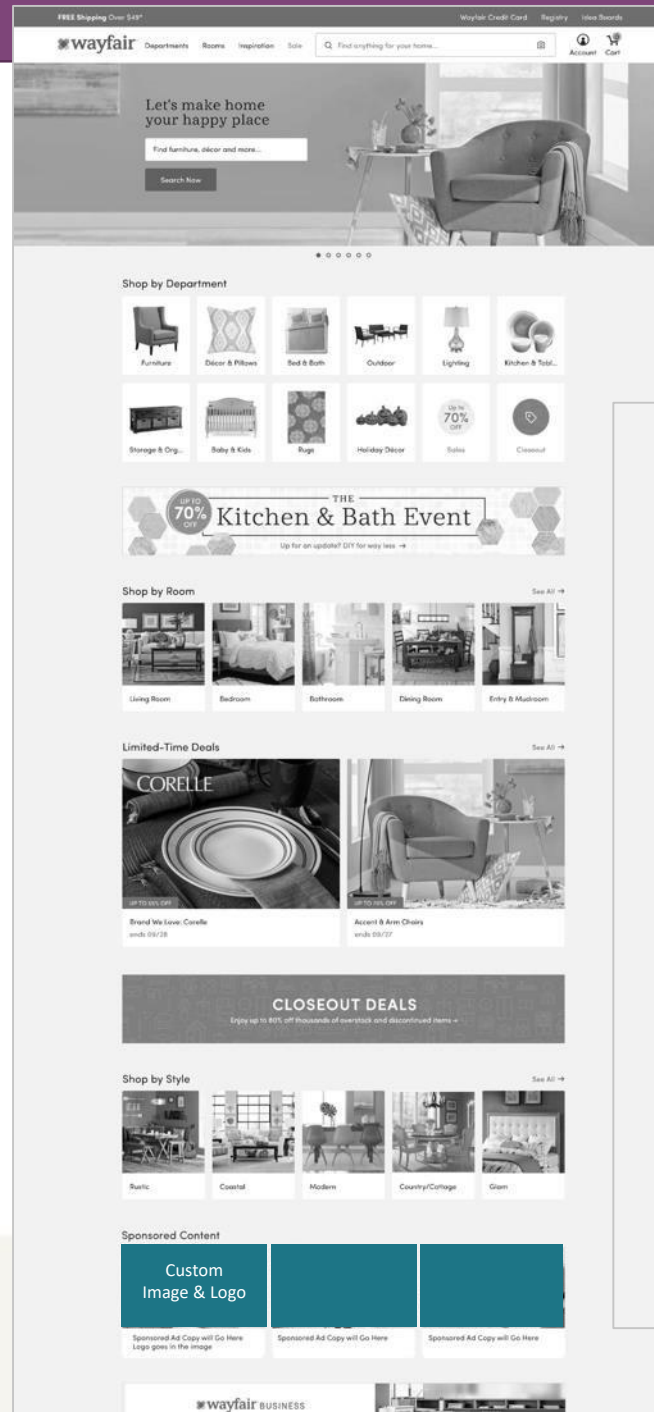
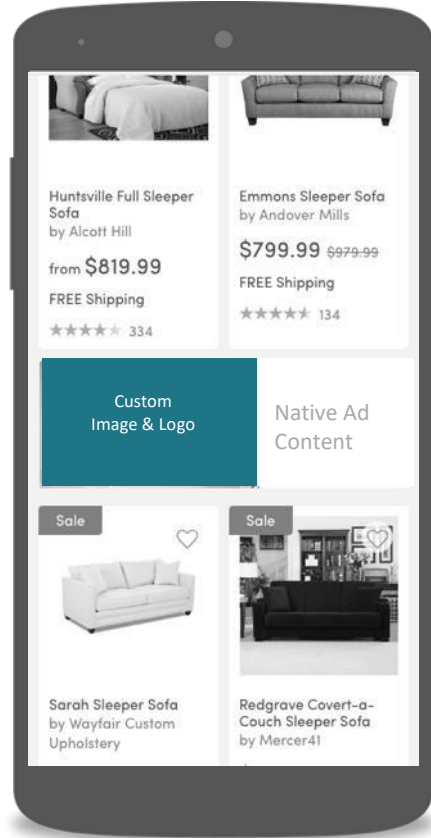
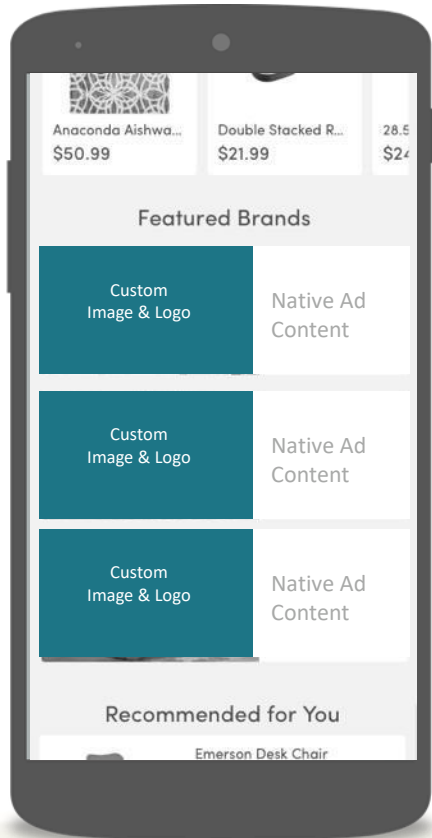
300x250

Billboard  
970x250





# Native Display Ads



Sticky Native Ad

# Stay Top of Mind With Waystack® Audience Extension

We'll contextually and behaviorally target your Wayfair in-market customers across the web to drive purchases.

The diagram illustrates the audience extension process in three stages:

- Wayfair Category Page:** Targeting customers who recently browsed relevant categories and products on Wayfair. A banner for "Soak Up Some Style" (Top-Rated Kitchen Sinks) is highlighted.
- Yahoo! Search Page:** Reaching those customers across the web with co-branded display banners. A banner for "wayfair.com Top Place for Fixtures Express" is shown.
- Wayfair Product Page:** Using those media displays to drive customers back to engage with your brand/product. A banner for "Moen Brantford Double Handle Widespread Standard Sink in Chrome by Fixtures Express" is shown.

We'll start by targeting customers who recently browsed relevant categories and products on Wayfair.

Then we reach those customers across the web with co-branded display banners.

Finally, we use those media displays to drive customers back to engage with your brand/product.

# How We Connect

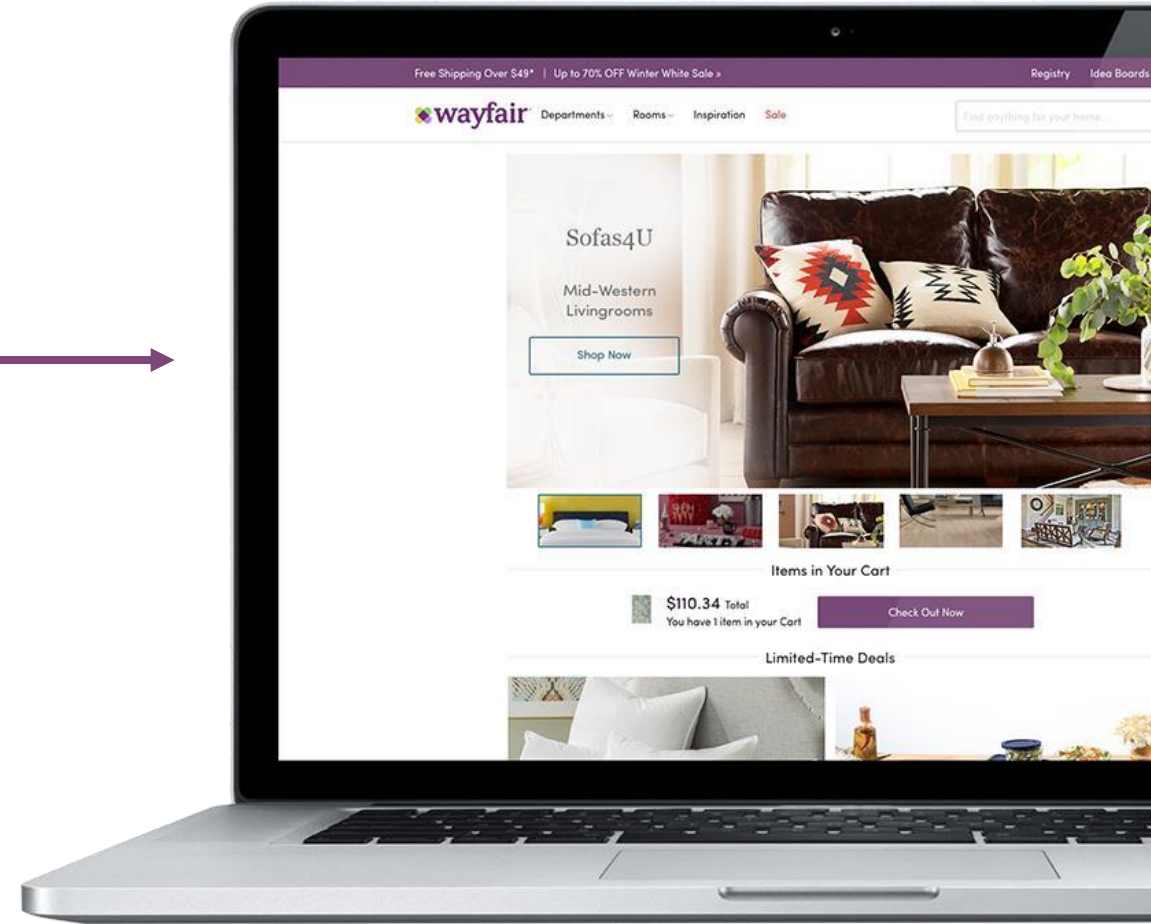
We analyze every touch point of a customer's journey.



A shopper creates a "Living Room" Idea Board and adds a few sofa and lamp options to her cart.



Based on data metrics such as 60-day browsing history, product display page views of relevant classes (sectionals, dining tables, etc.), and additions to Idea Boards, we can bucket her into our "Mover" customer segment.



Using this data, we can effectively target her on site and off with recommended products and brand advertisements to encourage her to purchase your product.



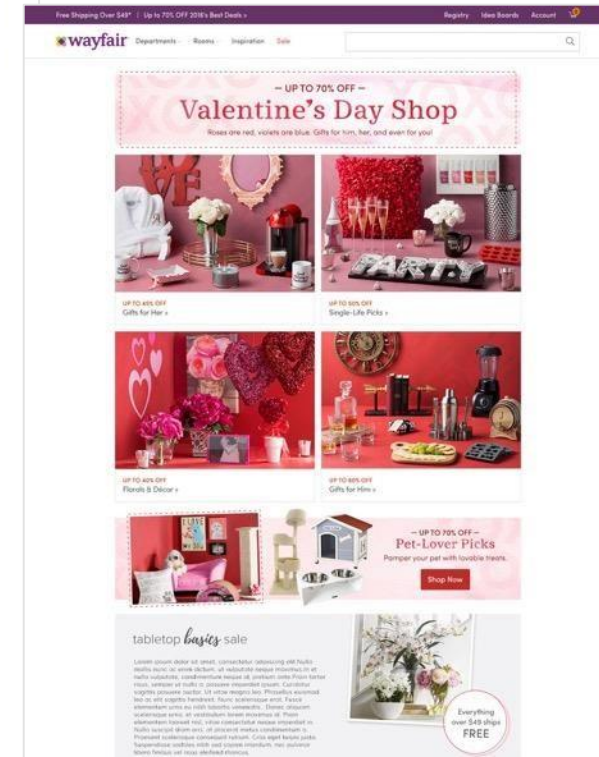
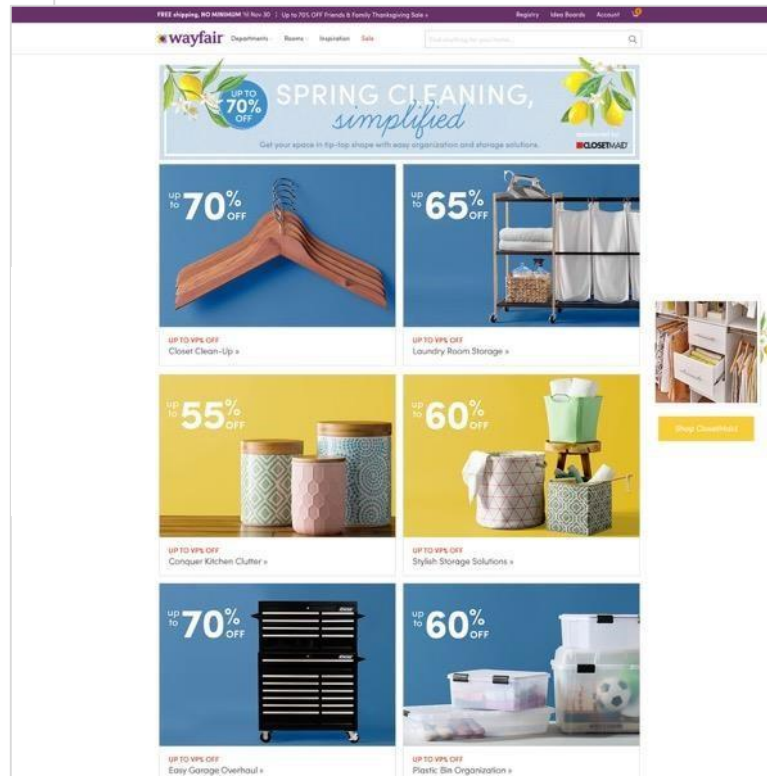
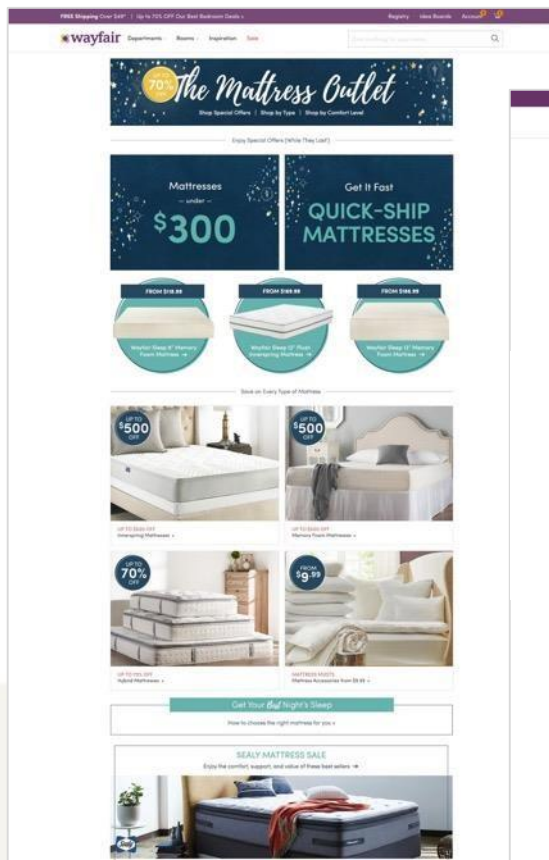
# Seasonal Campaign Sponsorship

At Wayfair, there's always something to celebrate.

Our highly visible, high-impact seasonal campaigns span across all platforms, with traffic driven to them through on-site media and emails sent to our 26MM+ email subscribers. By sponsoring a seasonal partnership, you can enjoy having your brand seamlessly integrated with our major events and site-wide seasonal messages.

Promotional assets include:

- Homepage Integration
- Email promotion
- Social Media Inclusion

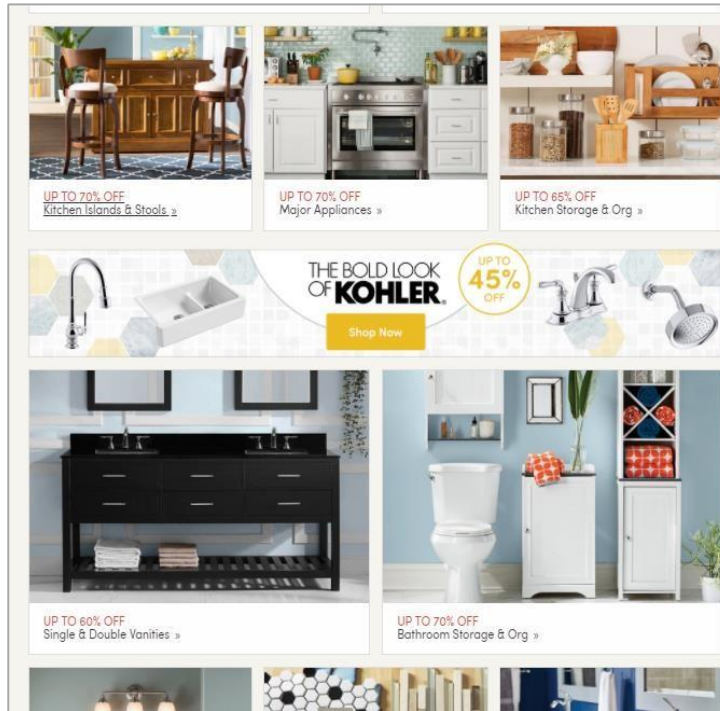


# Branded Supplier Event

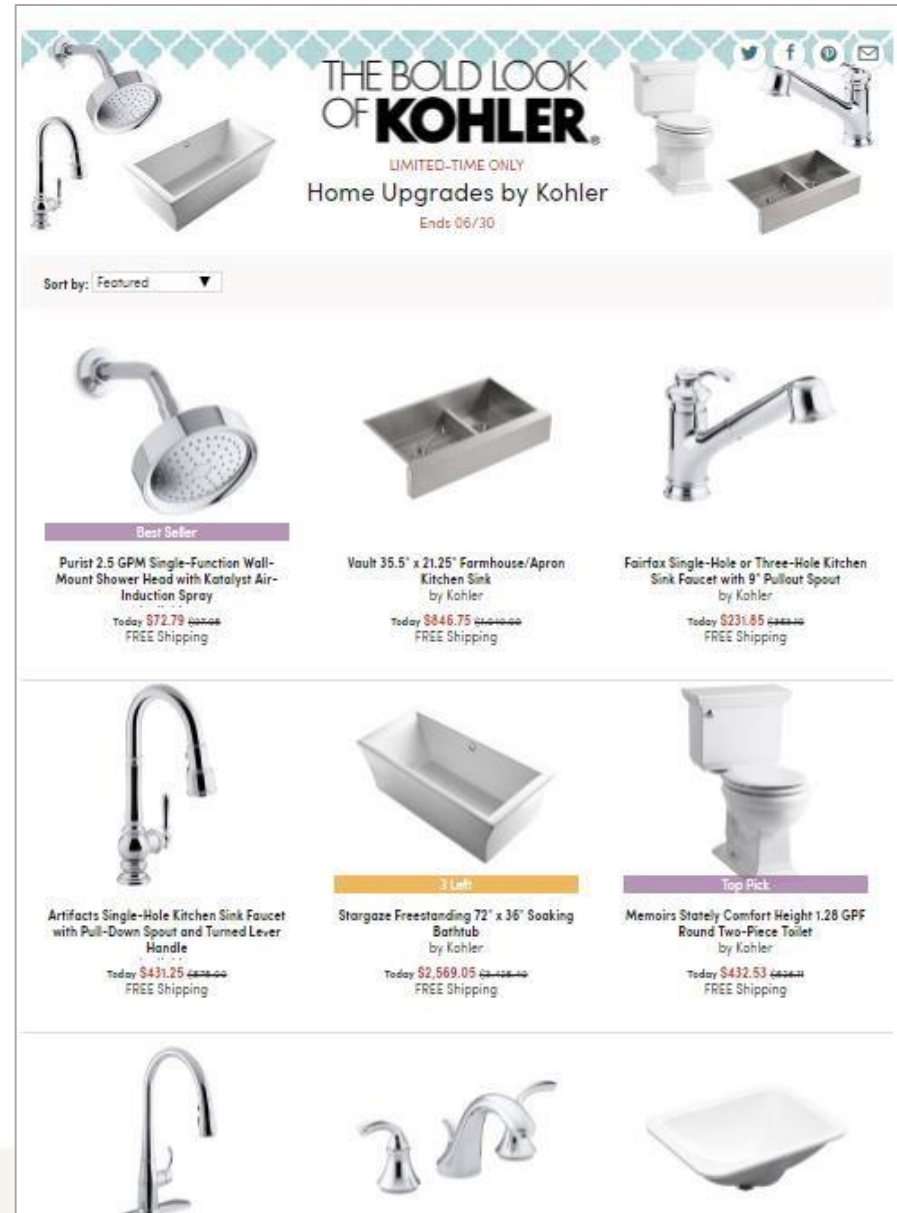
Opportunity to have 100% SOV of a featured sale on Wayfair

Sponsorship Includes:

- Custom curated page within Wayfair's Sale section
- Native placements across the customer journey: email and home page
- Additional media placements on and offsite driving customers back to the event



**Event Page Interstitial**



**Event Page**

# Branded Event Traffic Drivers

Living Room | Bedroom | Bathroom | Dining Room | Entry & Mudroom

**Limited-Time Deals** See All →

- Standout Style: Chests & Decor** ends 09/16 **UP TO 65% OFF**
- Build Your Own Dining Set** ends 09/13 **UP TO 65% OFF**
- Fall Sale: Autumn Decor** ends 09/16 **FROM \$9.99**
- Home Upgrades by Kohler** ends 09/30 **UP TO 45% OFF**

**Recommended for You**

wayfair Departments Rooms Inspiration Sale Q Kohler Account Cart

Browse By Brand / Kohler

**Kohler**

- Shop Kitchen Fixtures
  - Kitchen Sinks
  - Kitchen Sink Faucets
  - Kitchen Sink Accessories
- Shop Bathroom Fixtures
  - Bathroom Sinks
  - Bathroom Sink Faucets
  - Toilets
  - Tubs and Whirlpools
  - Bathroom Vanities
  - Medicine Cabinets
  - Shower Faucets
  - Tub Faucets
  - Toilet Seats
  - Toilet Paper Holders
- Featured Collections
  - Devonshire
  - Memora
  - Archer
  - Purist
  - All Kohler

**THE BOLD LOOK OF KOHLER**

Shop by Room

- Kitchen Fixtures
- Bathroom Fixtures

Shop the Event

**THE BOLD LOOK OF KOHLER**

Featured Collections

- Devonshire
- Memora
- Archer
- Purist

Featured Categories

- Kitchen Sinks
- Kitchen Sink Faucets
- Bathroom Sinks

FREE Shipping Over \$49\*

**wayfair**

Furniture | Décor | Rugs | Bed & Bath | Sale

**UP TO 70% OFF**

**Limited-Time Deals**

- Home Upgrades by Kohler** **UP TO 70% OFF**
- The Very Best in Bedding** **UP TO 70% OFF**
- On-Budget Bedroom Updates** **UP TO 70% OFF**
- Patio Seating Groups & Chairs** **UP TO 50% OFF**
- Pillow & Curtain Sale** **FROM \$12.99**
- Area Rug Sale** **UP TO 70% OFF**

Native homepage traffic driver

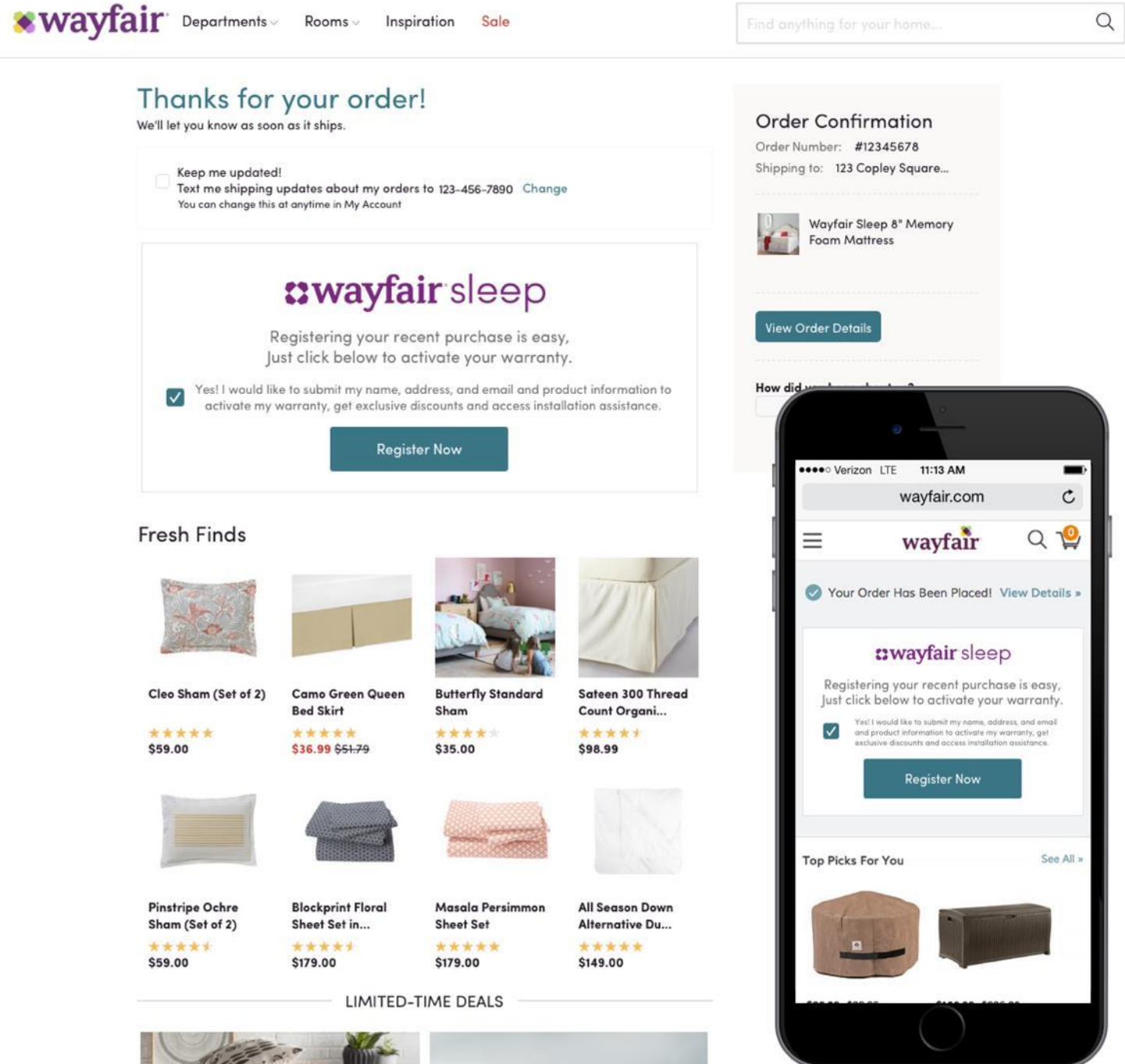
Brand page banner

Email placement

## PRODUCT REGISTRATION

Make registering purchases easy for your customers!

- After checkout, customers who purchase your SKU will receive a custom landing page, prompting them to register their purchase
- They opt into receiving communications from you, and you own that users information for use per your Privacy Policy
- CSV file sent daily including customers name, email address, postal address, and order information
- Additional conversion opportunity integrated into order email confirmation





# Catalog

Opportunities Include: Two-page, one-page, half-page, and quarter-page spreads, plus options for our deals page spread.



### SPOTLIGHT ON

#### Fixtures Express

1.

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Redeem at [wayfair.com/deals](http://wayfair.com/deals)

## Deal Spotting

Hot offers from brands you'll love.

### Fixtures Express

20% OFF + Free Shipping & Returns

Visit Us today at [www.website.com](http://www.website.com)

### COOK AT HOME

Get \$50 OFF

Visit Us today at [www.website.com](http://www.website.com)

### Best Shave Around

Quality blades, delivered to you.

Get your free trial today, just cover shipping:

Visit Us today at [www.website.com](http://www.website.com)

### TrustedVenture

10% Off Sitewide

Home security with no hidden fees

Visit Us today at [www.website.com](http://www.website.com)

For more of our favorite deals visit [wayfair.com/deals](http://wayfair.com/deals)

Floor Pillow

in Orange.

On average across categories, SKUs featured in past catalogs have seen 100% lift for the 1<sup>st</sup> and 2<sup>nd</sup> months of the catalog in-home dates.





  
**wayfair.com**

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