

TİM TÜRKİYE
İHRACATÇILAR
MECLİSİ

**5986 SAYILI E-İHRACAT DESTEKLERİ
İNCELEMECİ KURULUŞLAR VE YARARLANICILAR İÇİN
PAZARYERİ KILAVUZU
WAYFAIR**

 **wayfair**[®]

E-İHRACAT SEKRETARYASI
MART - 2023

İşbu kılavuzun amacı 24/08/2022 tarihli ve 5986 sayılı Cumhurbaşkanı Kararı ile yürürlüğe konulan E-İhracat Destekleri Hakkında Karar kapsamında gerçekleştirilecek iş ve işlemlerde yeknesaklık sağlanarak süreçlerin kolaylaştırılmasıdır.

Kılavuzda yer alan bilgiler çerçevesinde ilgili destek başvurularının değerlendirilmesinde 5986 sayılı E-İhracat Destekleri Hakkında Karar ve E-İhracat Desteklerine İlişkin Genelge uyarınca Ticaret Bakanlığı ve incelemeci kuruluşlar yetkilidir.

E-İhracat Sekretaryası söz konusu kılavuzda zaman içinde değişiklik yapabilir. Destek başvurularına ilişkin inceleme süreçlerinde 5986 sayılı E-İhracat Destekleri Hakkında Karar ve E-İhracat Desteklerine İlişkin Genelge esas olup, kılavuzda yer alan bilgilere dayanılarak yapılan işlemlerden E-İhracat Sekretaryası sorumlu tutulamaz.

Bu kılavuz; tamamen ya da kısmen E-İhracat Sekretaryası'nun yazılı izin alınmaksızın hiçbir surette kullanılamaz, yayınlanamaz, işlenemez, çoğaltılamaz, aksi halde; E-İhracat Sekretaryası'nın tüm hukuki hakları saklıdır.

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1. WAYFAIR HAKKINDA

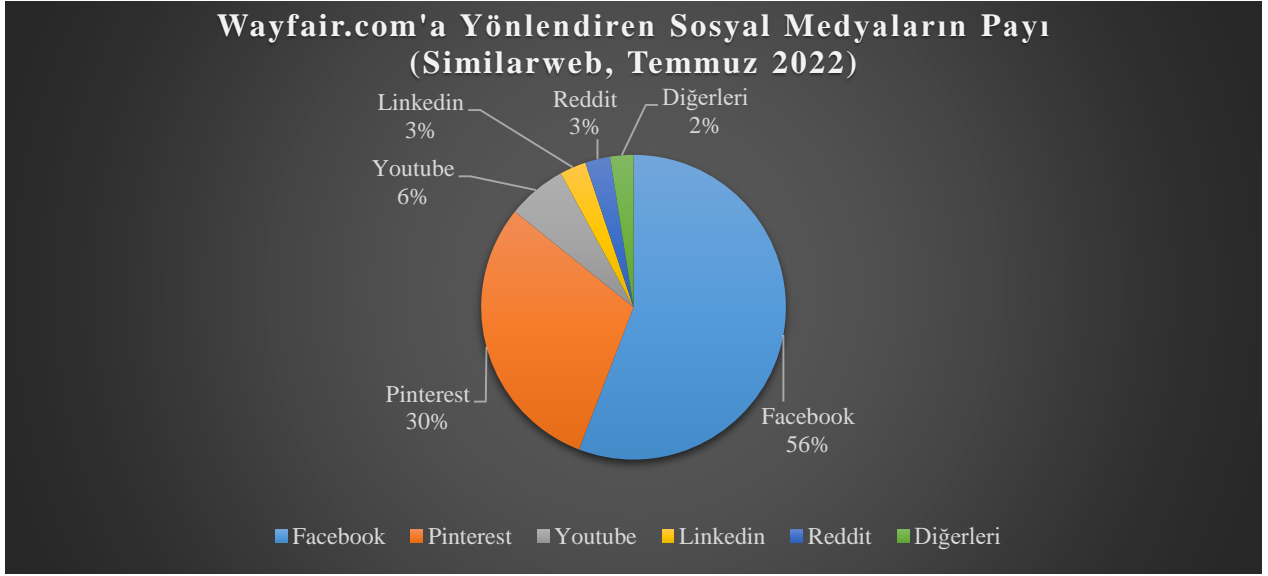
Wayfair dünyanın en büyü sadece çevrimiçi mobilya mağazasıdır. 16.000'den fazla çalışanı ve 30 Milyon etkin kullanıcıya sahiptir. Boston bazlı şirket 2002 yılında kurulmuştur. ABD'de yerel başarısından sonra uluslararası pazarlara 2007 yılında açılmıştır.

PAZARYERİ KÜNYESİ	
Kuruluş Tarihi	14 Mart 2008
Kurucusu	Niraj Shah & Steve Conin
Merkezi	ABD
CEO	Niraj Shah (2008-)
Gelir*	\$13,7 Milyar
Net Gelir**	\$-131 Milyon
Net Değer***	\$3,51 Milyar
E-ticaret Dünya Sıralaması	46
Hangi Ülkelerde Aktif	ABD, Kanada, Almanya, İrlanda & Birleşik Krallık
Pazaryeri Komisyonu oranları	%7
Ödeme Yöntemi	Wayfair Kredi Kartı, Visa, MasterCard, Paypal, Apple Pay, Havale, Çek
Ziyaretçi Trafığı (Mayıs 2022)	2,4 Milyar kişi Doğrudan: %37,88 Arama: %47,68 (Organik 44,98% / Ücretli 55,02%) Yönlendirmeler: %1,5 Sosyal Medya: %4,70 Eposta: %3,39 Görüntülü Reklamlar: %5,85
En Çok Ürün Satılan Kategoriler	Mobilya Bahçe ürünleri Yatak ve Duş Ürünleri Halı Yastık ve Süs Lamba Mutfak
Müşteri Demografisi	Kadın - %61,50 Erkek - %38,50 25 – 34 yaş arası %23,73 ile en kalabalık grup

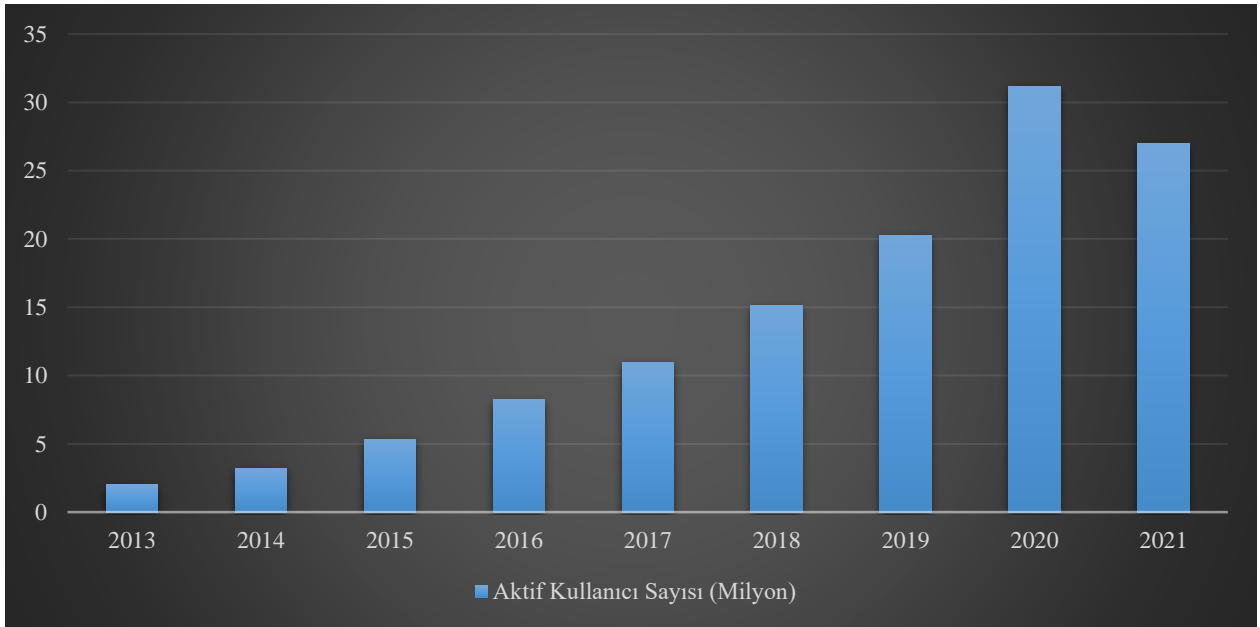
*Kaynak, Statista 2022

Wayfair pazaryerini, Mayıs 2022 tarihi itibari ile 2.4 Milyar kişi ziyaret etmiştir. Ziyaretçilerin büyük bölümü pazaryerini doğrudan ziyaret etmişlerdir. Söz konusu pazaryerinin hedef kitlesinin ağırlıklı olarak Avrupa da olması nedeniyle en yoğun yönlendirilmiş trafiği Facebook ve Pinterest üzerinden almaktadır.

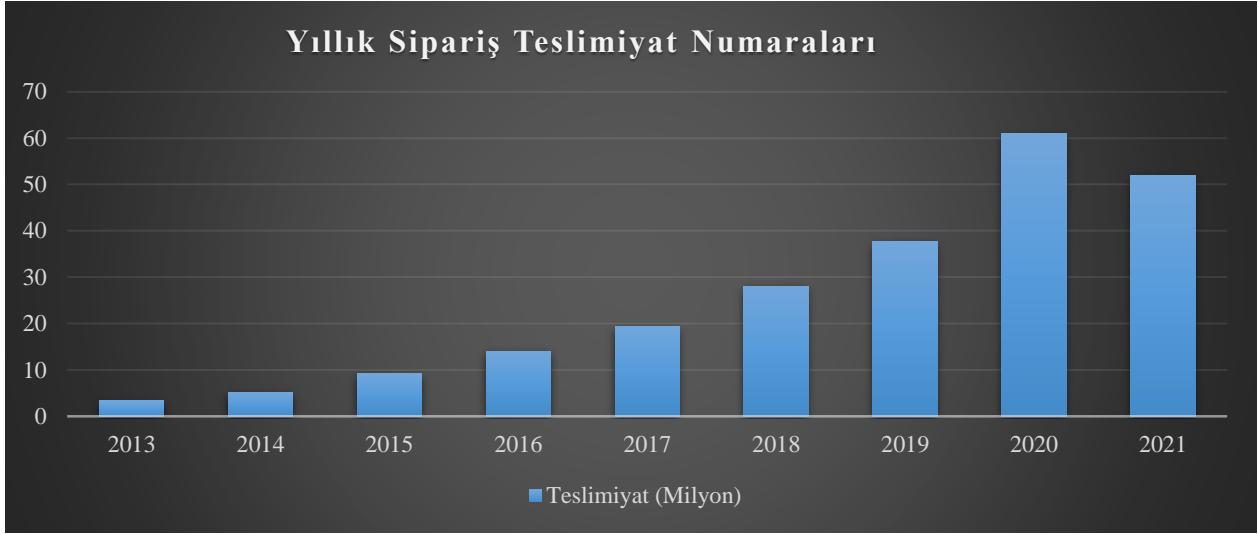
Pazaryeri Trafik Dağılımı :



2013 – 2021 Yılları Arası Aktif Kullanıcı Sayısı



Wayfair, 2013'den 2020'ya kadar istikrarlı bir şekilde sipariş teslimini artırmıştır. Ancak 2020 yılından sonra bir düşüş söz konusudur. Salgının başlarında, tüketicilerin evde zorunlu bir şekilde kalması, ev eşyalarının talebinde artışa neden olmuştu. Fakat Wayfair, zaman geçtikçe ve kısıtlamalar azaldıkça tüketici harcamalarında bir kayma, olduğunu belirtti. (*Retaildive, 2021*)



*Kaynak, Statista 2022

Wayfair pazaryerinin mobilya kategorisinde ön plana çıkıyor olması nedeniyle ilgili kategoride ihracatçılarımızın yüksek gelir gruplarına yüksek kar marjları ile satış yapabilme imkânını ortaya çıkarmaktadır.

2. WAYFAIR'DE SATIŞ YAPMAK İÇİN GEREKLİ HUSUSLAR

- Avrupa veya Amerika da şirket kurulumu zorunludur.
- Mağaza açılışının bulunduğu ülkede depo bulundurulması şartı vardır.
- Wayfair Amerika tarafında 2 milyon dolarlık genel sorumluluk sigortası ve 1 milyon dolarlık ürün sorumluluk sigortası talebinde bulunmaktadır.

3. MAĞAZA AÇILIŞI

Ekran 1: <https://partners.wayfair.com/> adresinden “Want to sell on Wayfair? Apply here” seçeneği ile başvuru işlemlerine başlanır.

wayfair PARTNER HOME

Email

Password

Remember Login

Log In

[Forgot Password](#)

Want to sell on Wayfair?

Apply Here

Ekran 2: Hesap açılışı için gerekli olan şirket, iletişim ve lojistik bilgileri girilir.

wayfair PARTNER HOME

Partner with Wayfair

Thanks for your interest in selling your products with Wayfair! We're excited to learn more about you and your business.

- Contact Information**
Your primary contact will be Wayfair's point person for your business
- Business Information**
Let us know your business name and location
- Logistical Information**
Tell us more about how your business operates

1. Contact Information

Primary Contact First Name

Primary Contact Last Name

Primary Contact Job Title

Select one

Email Address

Phone Number

2. Business Information

Legal Business Name

Business Address

Country

Select one

City / Town

State / Province / Region

Postal Code

In which state is your business legally registered?

3. Logistical Information

Select all countries where you have a fulfillment center.

Select options

Would you be able to ship directly to customers (also known as dropship)?

Yes

No

Would you be able to accept returns?

Yes

No

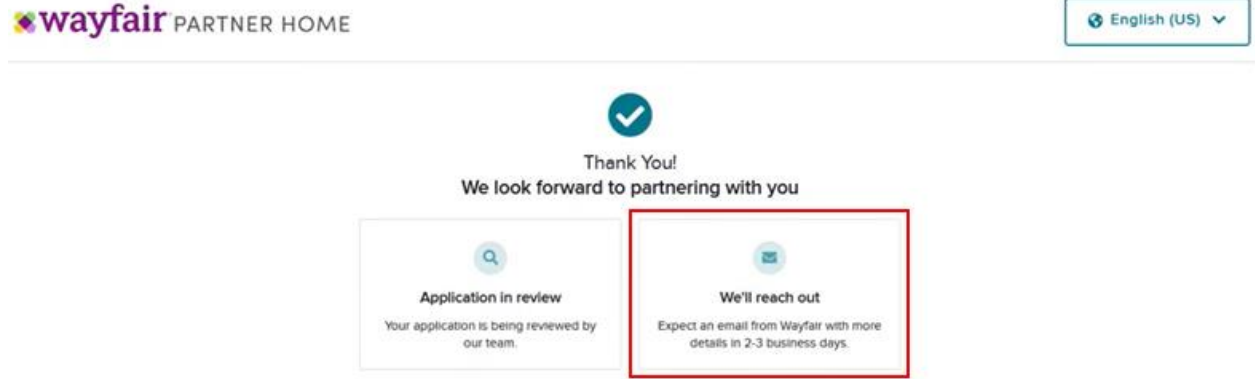
Select your top online retailers you currently sell with.

Select options

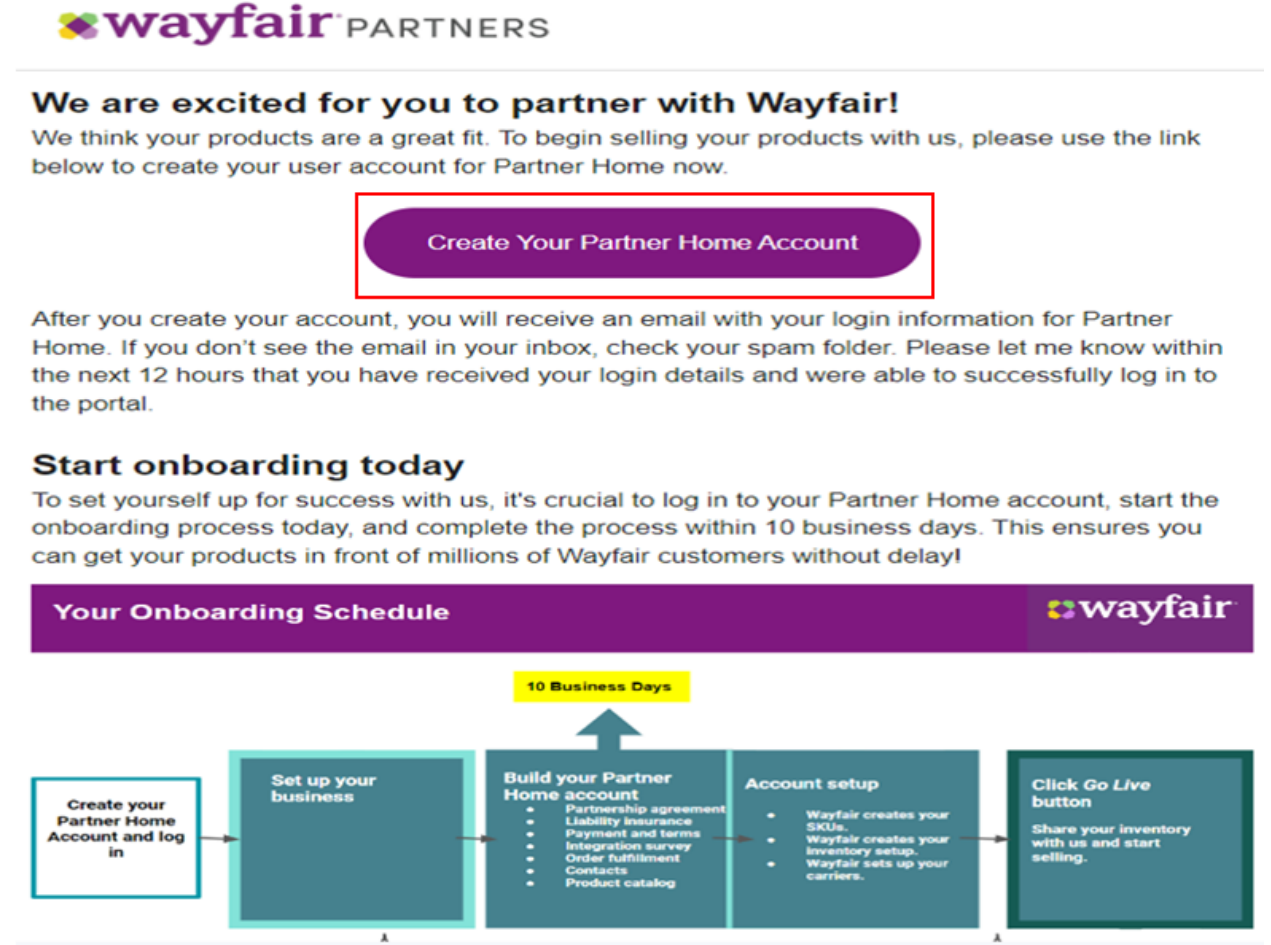
Online Catalog Links

Apply Now

Ekran 3: Başvuru Wayfair tarafından değerlendirilir, onaylanması durumunda başvuruda belirtilen mail adresi üzerinden Wayfair partner giriş bilgilerini iletir.



Ekran 4: Wayfair dan gelen olumlu cevap örnekteki gibidir. “Create Your Partner Home Account” butonuna basarak bir sonraki aşamaya geçilir.



Ekran 5: İlgili sekmede hesap şifresi oluşturulur ve “**Create Account**” butonu ile devam edilir.

wayfair PARTNER HOME

English (US)

wayfair PARTNER HOME

Create Your Partner Home Account

First Name

Last Name

Email Address
victorvalleryuk@gmail.com

Password [Show](#)

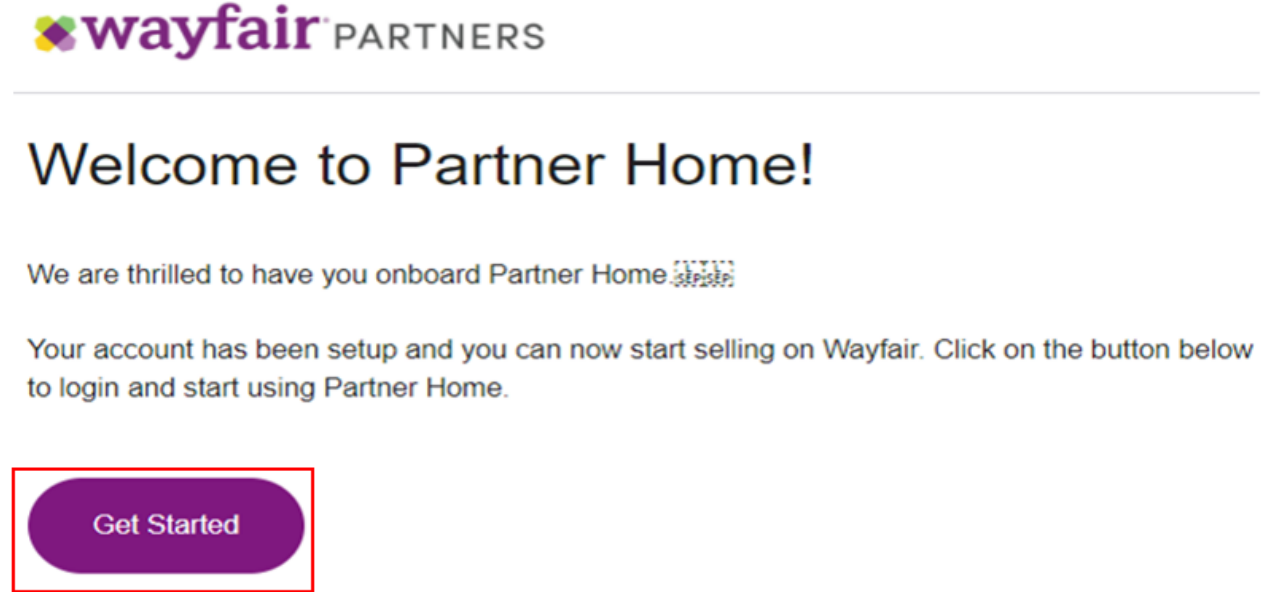
Password must contain:

- At least 7 characters
- At least 1 uppercase and 1 lowercase character
- At least 1 number and 1 special character (e.g. ! @ # \$ % ^ & *)

By creating an account, you are agreeing to our [Terms of Use](#) and [Privacy Policy](#)

Create Account

Ekran 6: Şifre oluşturulduktan sonra Wayfair tarafından örnekteki gibi bir mail gönderilir. “**Get started**” butonu ile panele erişim sağlanmaktadır.



Wayfair paneline erişim sağlandıktan sonra beş aşamalı bir kurulum aşaması başlamaktadır.

Ekran 7: İlk aşamada şirket ismi, ülke bilgisi ve iletişim bilgisi eklenir ve “**Continue**” butonu ile devam edilir.

The screenshot shows the 'Set Up Your Business' form, Step 1: Business Information. The progress bar at the top indicates five steps: Business Information (1), Selling Location (2), Products Categories (3), Code of Conduct (4), and Review (5). The first step is highlighted. The form asks for the business name, registered business address, and the best phone number for Wayfair to contact. The 'Continue' button is highlighted.

Set Up Your Business
To get started, we need to collect some basic information about your business.

1 Business Information 2 Selling Location 3 Products Categories 4 Code of Conduct 5 Review

What is the name of your business?
Provide the name of the legal entity as it appears in the formation documents of your business. It will typically include the type of entity (e.g. Wayfair LLC) and will be used in your contracts with Wayfair.

Registered Business Name

What is your registered business address?
Country

What is the best phone number for Wayfair to contact you?
Phone Number

Continue

Ekran 8: İkinci aşamada satış yapılacak bölge seçilir. Farklı bölgelerde satış yapılmak isteniyorsa ilgili bölgeler seçilir ve “**Continue**” butonu ile devam edilir.

The screenshot shows the 'Set Up Your Business' form, Step 2: Selling Location. The progress bar at the top indicates five steps: Business Information (1), Selling Location (2), Products Categories (3), Code of Conduct (4), and Review (5). The second step is highlighted. The form asks where the user wants to start selling, with options for United States, Canada, and Europe. The 'Continue' button is highlighted.

Set Up Your Business
To get started, we need to collect some basic information about your business.

1 Business Information 2 Selling Location 3 Products Categories 4 Code of Conduct 5 Review

Where do you want to start selling?
Select one region to set up first. You'll be able to set up additional regions later.

United States
www.wayfair.com

Canada
www.wayfair.ca

Europe
www.wayfair.de, www.wayfair.co.uk
and www.wayfair.ie

To sell in Europe, you will need to have access to a warehouse located in the region. Wayfair will handle all customer returns. You'll be asked for this information before completing onboarding.

Are you interested in selling in additional regions?
Select additional region(s) you'd like to set up. A Wayfair representative will follow up with you.

United States
www.wayfair.com

Canada
www.wayfair.ca

Back Continue

Ekran 9: Üçüncü aşamada satış yapılacak olan kategori seçimi yapılır.

wayfair PARTNER HOME

Set Up Your Business

To get started, we need to collect some basic information about your business.

1 Business Information 2 Selling Location 3 Products Categories 4 Code of Conduct 5 Review

Product Categories

We want customers to be able to shop with confidence. This list provides an overview of the product categories in which you can sell, and product categories that are not allowed on Wayfair.

Categories We Sell	Categories We Do Not Sell
✓ Furniture	✗ Medicine & Medical Devices
✓ Outdoor	✗ Baby Strollers & Walkers
✓ Bedding & Bath	✗ Baby Rattles & Pacifiers
✓ Rugs	✗ Co-Sleepers & Drop-Side Cribs
✓ Décor & Pillows	✗ Bicycles, Scooters & Skateboards
✓ Organization	✗ Lawn Darts
✓ Lighting	✗ Pesticides
✓ Kitchen	✗ Gas & Electric Powered Vehicles
✓ Baby & Kids	✗ Cardio Machines
✓ Home Improvement	✗ Power Tools
✓ Appliances	✗ Furs
✓ Pet	✗ Weapons
✓ Seasonal	✗ Computer Software & Hardware

Ekran 10: Dördüncü aşama da tedarikçi davranış kuralları ile ilgili sözleşme okunarak kabul edilir ve “Continue” butonu ile diğer aşamaya geçilir.

wayfair PARTNER HOME

Set Up Your Business

To get started, we need to collect some basic information about your business.

1 Business Information 2 Selling Location 3 Products Categories 4 Code of Conduct 5 Review

Wayfair's Supplier Code of Conduct

By using our services, you agree to comply with Wayfair's Supplier Code of Conduct. Please read it carefully, and acknowledge compliance.

- **One Listing Per Product.** Create only one unique listing per product; listing duplicate versions or close copies of products, including identical imagery or product content, is strictly prohibited.
- **One Account Per Supplier.** Operate only one unique selling account except in Wayfair-approved circumstances with a legitimate business purpose.
- **Accurate Business and Product Information.** Provide accurate information to Wayfair and its customers.
- **Consider our Product Guidelines.** Supply only products that meet Wayfair's guidelines; products that are discriminatory, glorify violence, or infringe on any third party's intellectual property rights are prohibited.
- **Respect Customer Relationships.** Refrain from contacting Wayfair customers directly and do not manipulate or influence customer reviews.
- **Sell Safe, Compliant and Lawful Products.** Meet or exceed all rules, regulations and compliance standards applicable to your products.
- **Ethical and Socially Responsible Business Practices.** Uphold labor and human rights and promote environmental sustainability.
- **Comply with Applicable Laws and Wayfair Policies.** This includes our Code of Business Conduct and Ethics and Anti-Bribery policies.

[View the full Wayfair Supplier Code of Conduct here.](#)

I acknowledge that I have read and accept the Wayfair's Supplier Code of Conduct.

Back Continue

Ekran 11: Son aşamada girilen bilgilerin tamamı kontrol edilir.

Set Up Your Business
To get started, we need to collect some basic information about your business.

Business Information Selling Location Products Categories Code of Conduct Review

Review Business Information
You will not be able to make any changes to your business account information until you're done onboarding.

Business name [Edit](#)
Business name (required)

Business headquarters [Edit](#) **Business Phone Number** [Edit](#)
Business headquarters (required)
Business phone number (required)

Selling region [Edit](#) **Additional selling region(s)** [Edit](#)
Selling region (required)
Additional selling region(s) (optional)

[Back](#) [Finish](#)

Ekran 12: İlgili alanlara tek tek giriş yapılarak şirket ile ilgili gerekli bilgiler doldurulur.

Build Your Partner Home

Sell on Wayfair
0%
To start selling on Wayfair, we need more information about your business and products. Complete all the tasks to continue.

Business Setup [View Business Setup](#)
Provide basic information about your business.

Partnership Agreement [Start Agreement](#)
Read our terms and conditions carefully to make sure this service is right for you.

Payments & Terms [Set Up Payments](#)
Confirm how you want to be paid for your sales and review our return policy.

Product Catalog [Add Products](#)
Provide information about the products you want to sell on Wayfair.

Order & Inventory Management [Select Method](#)
Answer a few questions to figure out the best approach for managing orders and inventory.

Order Fulfillment [Add Warehouses](#)
Identify where your inventory is stored and where you'll be shipping it from.

Contacts [Add Contacts](#)
Provide points of contact for your business.

Ekran 13: İlgili sekme de izin politikaları onaylanır.

wayfair PARTNER HOME

Build Your Partner Home / Payments and Terms

Payments and Terms

Review our Incidents Allowance Policy

While we strive for every customer order to be delivered damage free and to the customer's satisfaction, incidents do occur from time to time. In order to expedite the resolution of these issues, Wayfair will handle the incidents outlined below and associated customer service for incidents reported within 30 days of delivery to the customer. In exchange, Wayfair will deduct 5% from the wholesale cost of every product purchase from you in order to cover these costs. You as a product's supplier will be responsible for any other product incidents that occur and the rules set out in your Supplier Agreement with Wayfair apply.

Incidents included:

- Buyer's Remorse Returns - Customer returns based on statutory or contractual withdrawal rights
- Freight Related Damage - Product damage or loss during shipment
- One-off Manufacturing Defects - Occasional product defects; recurring product defects are not included and subject to the terms of your Supplier Agreement
- One-off Damage Related to Insufficient Packaging - Product damage due to occasional insufficient packaging by you

Please note that replacement parts are not included in the above incidents allowance, and are sent to customers at your expense. Wayfair will submit requests for replacement parts when this will best resolve the customer's issue. You acknowledge that failure to provide replacement parts within a reasonable time will result in a higher rate of full unit and refund resolutions, which in turn will increase the necessary exposure coverage during allowance renewal.

Any incidents reported after the 30-day period will be subject to the applicable contractual and statutory warranties and any manufacturer's guarantee that is available. In these cases, Wayfair will provide a credit request for all costs attributable to you in order to facilitate a quick, customer-friendly resolution. Wayfair will also facilitate application of a manufacturer's guarantee to ensure that the customer is satisfied.

Once you have an established performance standard, the terms of this incidents allowance may be altered by Wayfair upon prior notice. This incidents allowance may be removed/terminated by Wayfair at any time.

I acknowledge and consent to the terms above.

Ekran 15: İlgili sekme Wayfair ile entegrasyon bilgileri girilir.

Envanter ve Depolar

Nerede ve ne kadar envanterlerimize karar verelim.

Tüm alanlar gerekli

Wayfair'e ne tür envanter miktarları göndereceksiniz?

Doğru envanterleri bildiğinizde sık göndermek, Wayfair'in ürünleriniz için en iyi satın alma deneyimini sağlmasına olanak verir.

Envanter Miktarını
Tahmini Sipariş Üzerine Üretilen Miktarlar

Envanter otomasyon seviyeniz nedir?

Envanter sisteminizin ne kadar otomatik olduğunu bilmek, siz Wayfair ile setç yapmaya devam ederken size en iyi envanter uygulamalarını sunmamızı sağlar.

Envanter Otomasyonu
Tam Otomatik (Stok takibi sistemden otomatik yapılır...)

Sisteminizde eldeki envanteri ne sıklıkla tahsis ediyor ve ayarıyorsunuz?

Ürünleriniz için en iyi müşteri deneyimi için, aynı sıklıkta Wayfair'e güncel bir envanter göndermelisiniz.

Envanter Tahsis
Saatlik

Her ambar için envanter verilerini güncelleyip gönderebilir misiniz?

Bireysel depo envanter seviyelerini anlamak, nakliye algoritmalarımızın siparişleri müşterilere daha hızlı ulaştırmasını sağlar ve bu da herkesi mutlu eder.

Evet
 Numara

Nakliye etiketlerini nasıl alır ve yazdırırsınız?

Bu, Wayfair'in sipariş işleme otomasyonu için gelecekteki fırsatların nerede olduğunu anlamasına olanak sağlayacak ve işletmenizi için uygun olanı temel olarak gönderi etiketlerini entegre etmemize yardımcı olacaktır.

Nakliye Etiket Alma
Bir seçenek seçin

Ekran 14: İlgili sekme de satıcının Wayfair tarafından ödeme alacağı banka bilgileri ve ödeme alma yöntemi seçilir.

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Build Your Partner Home / Payments and Terms

Payments and Terms

Payment Terms

Net 30 Days (2% Deduction)
Payments will be issued within 30 days of an invoice. Wayfair deducts 2% from the base cost of the sale item to accommodate the expedited payment term. If payments are issued later than 30 days after a sale, the 2% deduction will not apply.

Net 60 Days
Payments will be issued between 30 and 60 days of an invoice. There are no deductions for this payment term.

I agree to the selected payment terms.

Direct Deposit Settings

Funds will be directly transferred to your bank with no fees. Funds can take up to 7 days to appear in your account after a payment is issued.

Select your bank's location to add payment account details.

Bank Information

Bank Name

Bank Location

Ekran 16: İlgili sekme de envanter ve depo bilgileri girilir.

Operations and Processes

Let's decide how we'll support your integration and future growth with Wayfair.

All fields required

What are your system integration capabilities? Check all that apply.
Even if you're not using all the capabilities of your system today, understanding your system's capabilities lets us plan for your growth at Wayfair.

API EDI Webhooks
 Retailer portals or VAN portals

Which software do you use to process orders?
We integrate with many different software platforms. Knowing what software you use to support warehouse operations helps us recommend an integration setup.

Orders Software
Select an Option

Which software do you use for sending inventory data to retailers?
Frequently updating your sellable inventory quantities is critical for a strong customer experience. Knowing what software you use will help us get you processing inventory faster and more accurately.

Inventory Feed Software
Select an Option

Which software do you use for managing inventory?
Knowing how you manage your sellable inventory quantities helps us plan for your future growth.

Inventory Management Software
Select an Option

Which best describes your level of information technology (IT) support?
If you have dedicated IT, Wayfair can work with that team to help get you set up. If you don't, we have tools to help your systems work with ours.

IT Support
Select an Option

Ekran 17: İşlemler ve süreçler, ürünler ve siparişler, envanter ve depolar kısımlarının detay bilgileri girildikten sonra son sayfada girilen bilgiler bir arada görüntülenir ve “Kaydet ve Devam Et” butonu ile ilerlenir.

Review and Save
Let's confirm your selections before we save them to your profile.

Operations and Processes [Edit](#)

The integration capabilities of your order management and inventory systems are:
API
Order Processing Software
Other
Inventory Feed Software
Other
Inventory Management Software
Other
Software/IT Support
No dedicated IT resources

Products and Orders [Edit](#)

Your product types on Wayfair
A mix of both stocked and made to order
How often you'll pull Wayfair orders
Immediately
You can process orders at individual warehouses
Yes
Longest amount of time an item will be out of stock
3 weeks

Inventory and Warehouses [Edit](#)

Inventory quantities will send to Wayfair
Estimated Made-to-Order Quantities
Inventory system functionality/automation
Fully Automated (Inventory is tracked and sent automatically from system)
Order allocation and on-hand inventory adjustment frequency
Hourly
You provide inventory quantities for each warehouse
Yes
How you receive shipping labels
Download from Retailer Portal

[Back](#) [Save and Continue](#)

4. FİRMA TÜZEL KİŞİLİK BİLGİLERİ KONTROLÜ

Ekran 18: Wayfair anasayfasında yer alan “Account Management > My Account” başlığında açılan sayfada sağ üstte yer alan “Suppliers” bilgilerinden satıcı ID ve adı kontrol edilmelidir.

My Account

Use this tool to update your personal information, manage subscriptions and access, and to reset your account password.

[Deactivate Account](#) [Send Password Reset](#) [Save](#)

Account Status
Created: 10/01/2019 Status: Active
Created By: Password Expires In: 33 Days

Personal Information
Username: *
First Name: *
Last Name: *
Phone:
2nd Phone:
Address Line 1:
Address Line 2:
Address Line 3:
City:
State/Province:
Zip/Postal Code:
Language: English - US
Date Format: mm/dd/yyyy - 05/22/2016

Suppliers (117)
[+](#)
[-](#)
[+](#)
[-](#)

Role
Account Executive / Accounts Manager

Tasks
 Account Management / Contracts CastleGate & Stocking Program
 Inventory Management Event / Promotions Management
 Pricing Order Processing & Management
 Product Management Product Incidence Management
 Sales & Reporting Analytics



Wayfair pazaryerinde yararlanıcının ilgili panel üzerinden tüzel kişilik bilgilerinin doğrulaması yapılırken ön başvuru sırasında belirtilmiş olan mağaza adı ve satıcı ID alanı kontrol edilebilir.

5. KULLANICI YETKİLENDİRME

Ekran 19: Wayfair de kullanıcı erişimi verilmesi için “Account Management” alanı altında yer alan “User Management” alanına giriş yapılır.

The screenshot shows the Wayfair Partner Home dashboard. On the left, a navigation menu is visible with 'Account Management' highlighted in blue and 'User Management' highlighted in red. The main dashboard area is titled 'Your Wayfair Dashboard' and includes sections for 'Announcements', 'Today's Tasks', and 'Performance (Last 30 Days)'. The Performance section shows 'Revenue' at '\$0' and 'Units Sold' at '0'. On the right, there is a 'Quick Links' section with various options like 'Sales Dashboard', 'Report Center', 'Forecast', 'Order Management', 'Warehouse Calendar', 'Product Management', and 'Accelerant Hub'.

Ekran 20: Yeni kullanıcı erişimi vermek için “Create New User” butonuna tıklanır.

The screenshot shows the 'User Management' page in the Wayfair Partner Home interface. The page title is 'User Management' and it includes a subtitle: 'Use this tool to create new user accounts for your team and to manage their account information.' A 'Create New User' button is highlighted in red. Below the button, there is a preview of an 'Active Account' with fields for 'Email Address' and 'Phone', and a star icon indicating 'Account Administrator'.

Ekran 21: Açılan ekran da kullanıcı bilgileri girilerek hangi alanlara erişimi olacağı konusunda seçim yapılır.

wayfair PARTNER HOME

User Management

Use this tool to create new user accounts for your team and to manage their account information.

Show Inactive Users Create New User

Active Account

Username *

First Name *

Last Name *

Phone

Language: English - US

Role *

Tasks *

Account Management / Contracts

Inventory Management

Pricing

Product Management

CastleGate & Stocking Program

Event / Promotions Management

Order Processing & Management

Product Incidence Management

Sales & Reporting Analytics

Email *

Confirm Email *

Ekran 22: “Account Management” alanı altında yer alan “My Account” alanından erişim verilecek hesabın görüntüleyebileceğini alanlar belirlenir.

wayfair PARTNER HOME

My Account

Use this tool to update your personal information, manage subscriptions and access, and to reset your account password.

Deactivate Account Send Password Reset Save

Account Status

Created: 09/02/2021 Status: Active
Password Expires In: 22 Days

Personal Information

Username *

First Name *

Last Name *

Phone

2nd Phone

Address Line 1

Address Line 2

Address Line 3

City

State/Province

Zip/Postal Code

Language: English - US

Date Format: mm/dd/yyyy - 09/22/2018

Number Format: 100,000.00

List Separator: ,

Email Address

Current Email

Update Email

Confirm Email

Current 2nd Email

2nd Email

Confirm 2nd Email

Password

Change Password

Confirm Password

Suppliers

Role

Account Executive / Accounts Manager

Tasks

Account Management / Contracts

Inventory Management

Pricing

Product Management

CastleGate & Stocking Program

Event / Promotions Management

Order Processing & Management

Product Incidence Management

Sales & Reporting Analytics

Access Permissions

Account Management

Advanced ASN Label

ASN Label

CastleGate Bulk Load

Damage

EDI Document Testing

Events

Fulfillment Customer

Inbound on CastleGate Account

Order Management

Report Viewer

Stocking

Add Product to CastleGate

API

CastleGate Allow Signature Req...

Certificate of Insurance Manag...

Document Management

EDI Integration

Finance

Fulfillment Reservations

Inventory

Pricing

Reporting

Supplier 3D Models

E-mail Subscriptions

Event Emails

Daily Events Summary

Event Date Changes

New Event Notifications

Supplier 3D Model Alerts Emails

3D Model Daily 3DU to Do Notif...

6. ÜRÜN LİSTELEME

Ekran 23: Wayfair panelinin ana sayfasında yan menü de yer alan “Add New Products” alanına tıklanarak yeni ürün listeleme işlemi başlar.

The screenshot shows the Wayfair Partner Home dashboard. The left sidebar contains a menu with options like Reporting, Tickets, Orders, Stocking Orders, CastleGate, Inventory, Products, Premium Shelf, Finance, Developer, Account Management, Catalog, Download Center, and Help & Support. The main content area is titled "Your Wayfair Dashboard" and includes sections for Announcements, Today's Tasks, Performance (Last 30 Days), and Quick Links. The "Add New Products" link in the Quick Links section is highlighted with a red box.

Ekran 24: Ürün girişi yapılırken “SKU Addition” bölümü üzerinden ilerlenir.

The screenshot shows the "Add Products" page in the Wayfair Partner Home dashboard. The page is titled "Add Products" and features a sidebar with the same menu as the previous screenshot. The main content area includes a notification about a new SKU Addition product sheet, a "Prepare for SKU Addition" section with a "Product Sheet with Class-Specific Details" download button, and a "SKU Addition" section with a red box around the "Add products to your catalog" button.

Ekran 25: Öncelikle marka seçimi yapılır devamında “Ürün adı, KTÜN Numarası, Supplier ve Manufacturer Number” alanları doldurularak “Add Product” butonu ile ürün kartı açılır.

wayfair PARTNER HOME

Home > Manage New Project Submissions

SKU Addition

Contact Supplier Support

Import Media Classing Product Level Details Class-Specific Details Collections SKU Level Details Review

Brand(s) x v Note: Please contact Wayfair if you would like to submit materials in a different language

Add Multiple Products With Template

Use Wayfair's template to add products using an Excel upload Create or Edit a custom map to leverage your existing data

Drag and drop here to upload files or click to browse

Or, Add Products One At A Time

Product Name This product is v

Supplier Part Number Manufacturer Part Number

UPC / EAN Brand Name x v

Ekran 26: “Add New Images” butonu ile ürün görselleri bu alana yüklenir, yüklenen görseller sürükleyip bırak yöntemi ile “Product Images” alanına bırakılır.

wayfair PARTNER HOME

Import Media Classing Product Level Details Class-Specific Details Collections SKU Level Details Review

Images Videos Documents

Images

- Use the Add New Images button to import product images
- Confirm images named by part number were correctly auto-associated to products
- Drag and drop images from the right-side image bank to associate them to products
- Products submitted without images will not be set live until one is provided
- Please submit your materials in - English - British

Export your products into a spreadsheet and fill out the requested product information in Excel.

Upload your completed sheet to populate the data grid below.

Filters

Show All Errors Warnings

Search Enter product name, part number or UPC/EAN

Image Bank Filters

Show unassociated images only

Show unprocessed images only

Show low-res images only

Search Image Bank Enter image name here

Show 150 Entries

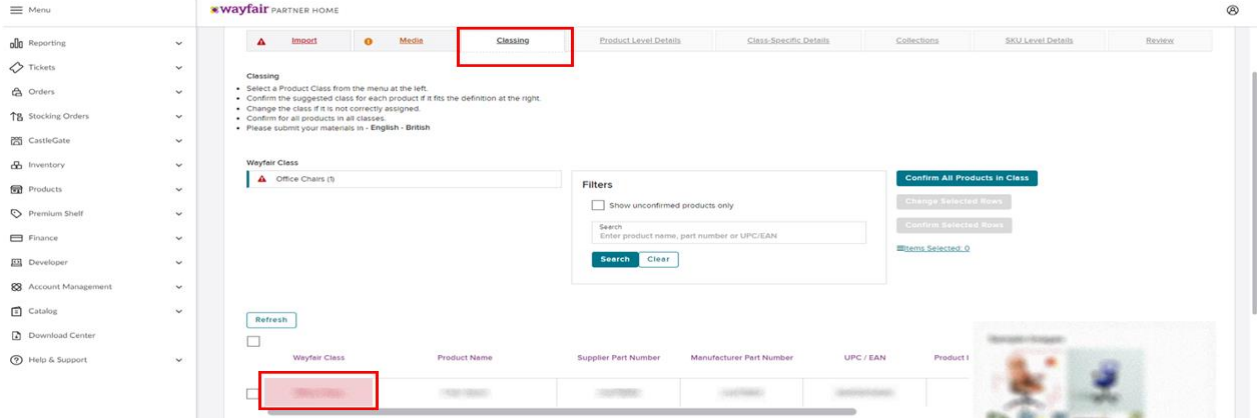
Product Name	Supplier Part Number	Manufacturer Part Number	Product Images
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

1 Result Found

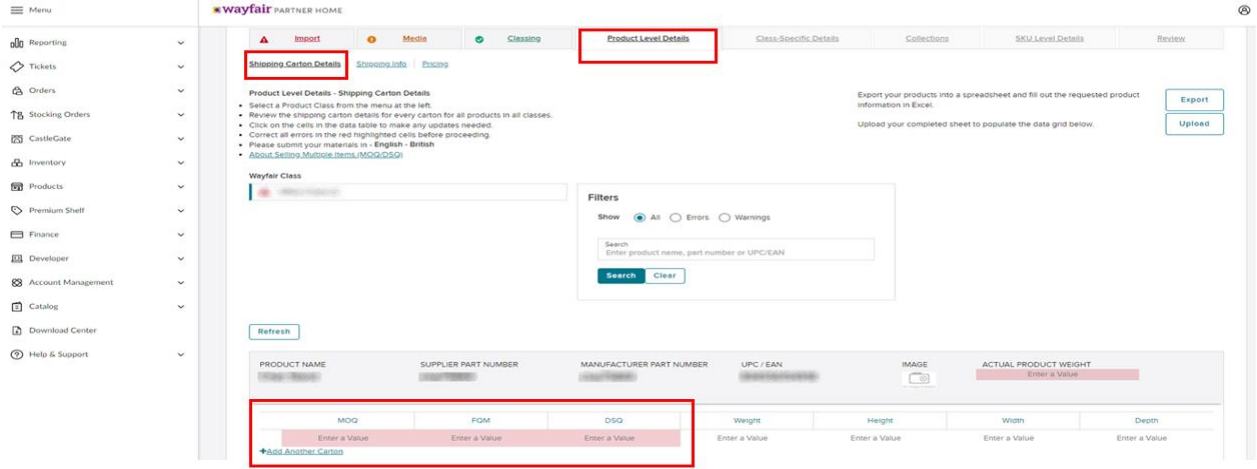
< Previous 1 Next >

0 images of 0 selected

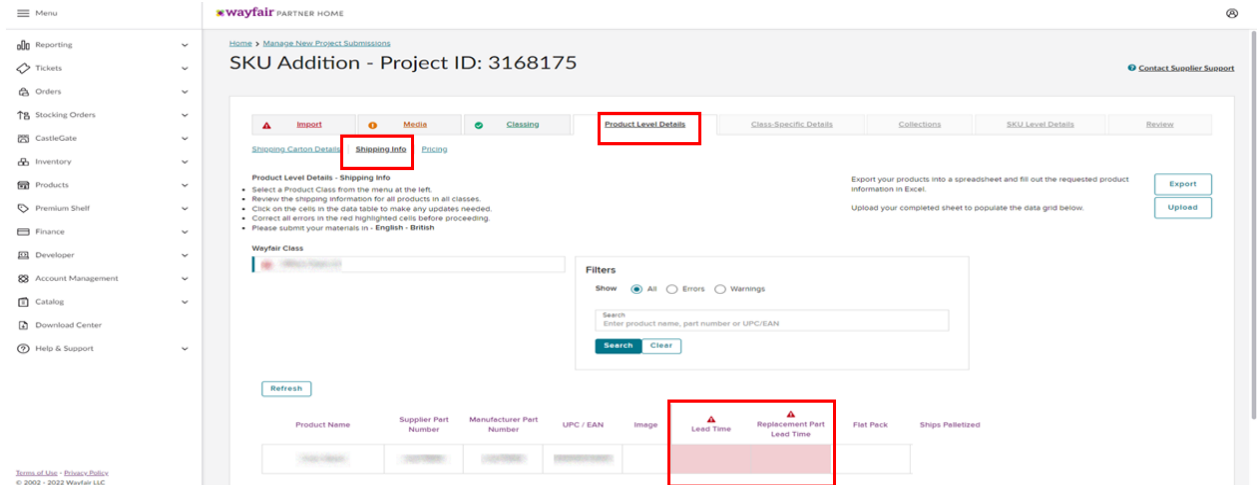
Ekran 27: Classing bölümünde ürüne ait sınıflandırma “Wayfair class” alanından seçilir.



Ekran 28: “Product level details” alanının altında yer alan “Shipping Carton Details” başlığında ürüne ait paket bilgileri (boyut, ağırlık, kutu sayısı, parça sayısı) eklenmektedir.



Ekran 29: “Product level details” alanının altında yer alan “Shipping info” başlığı siparişin teslim süresinin girildiği bölümdür.



Ekran 30: “Product level details” alanının altında yer alan “Pricing” alanı ürünün toptan ve perakende fiyatının girildiği bölümdür.

Wayfair PARTNER HOME

Menu

Reporting Tickets Orders Stocking Orders CastleGate Inventory Products Premium Shelf Finance Developer Account Management Catalog Download Center Help & Support

Import Media Classing Product Level Details Class-Specific Details Collections SKU Level Details Review

Shipping Carton Details Shipping Info Pricing

Pricing

- Select a MSRP Currency from the menu at the left.
- Select a Product Class from the menu at the left.
- Review the pricing for all products in all classes.
- Click on the cells in the data table to make any updates needed.
- Correct all errors in the red highlighted cells before proceeding.
- Please submit your materials in - English - British

Export your products into a spreadsheet and fill out the requested product information in Excel. Upload your completed sheet to populate the data grid below.

Export Upload

MSRP Currency

Wayfair Class

Filters

Show All Errors Warnings

Search Enter product name, part number or UPC/EAN Search Clear

Refresh

Product Name	Supplier Part Number	Manufacturer Part Number	UPC / EAN	Image	Base Cost [GBP]	Full Retail Price (MSRP) [GBP]

Ekran 31: “Class-Specific Details” ürün ile ilgili spesifik bilgilerin girildiği alandır.

Wayfair PARTNER HOME

Menu

Reporting Tickets Orders Stocking Orders CastleGate Inventory Products Premium Shelf Finance Developer Account Management Catalog Download Center Help & Support

Import Media Classing Product Level Details Class-Specific Details Collections SKU Level Details Review

Both Recommended & Required product questions can boost your listing traffic!

Class-Specific Details

- Select a Product Class from the menu at the left.
- Fill out the attributes for all products in all classes.
- Click on the cells in the data table to see suggested answers and make any updates needed.
- Correct all errors in the red highlighted cells before proceeding.
- Please submit your materials in - English - British

Export your products into a spreadsheet and fill out the requested product information in Excel. Upload your completed sheet to populate the data grid below.

Export Upload

Wayfair Class

Products Ready To Proceed 0

Products Not Ready To Proceed: 0

Refresh

Product Name	Supplier Part Number	Manufacturer Part Number	Image	Product Type	Frame Colour	Frame Material	Beck Colour	Beck Construction	Seat Colour	Upholstered	Tufted

Ekran 32: “Collections” alanında varsa ürüne ait koleksiyon bilgileri girilir, koleksiyon mevcut değilse “Next” butonu ile bir sonraki aşamaya geçilir.

Wayfair PARTNER HOME

Menu

Reporting Tickets Orders Stocking Orders CastleGate Inventory Products Premium Shelf Finance Developer Account Management Catalog Download Center Help & Support

Import Media Classing Product Level Details Class-Specific Details Collections SKU Level Details Review

Collections

- Property group collections based on common stylistic or aesthetic factors
- Products in the same collection must be given the EXACT same collection name to be eligible to display on site together
- Remember to utilize YOUR existing collection name, not the one currently showing on site—if this is not done, the new SKU will be put into a brand new collection
- DO NOT: Group on release date, material only (wood collection), or the same product type (ex. all bar stools)
- Please submit your materials in - English - British

Export your products into a spreadsheet and fill out the requested product information in Excel.

Upload your completed sheet to populate the data grid below.

Export Upload

Wayfair Class

Office Chairs (1)

Filters

Show All Errors Warnings

Search product name or part number

Search Clear

Refresh

Product Name	Supplier Part Number	Manufacturer Part Number	Brand Name	Image	Min. Order Quantity	Force Multiples	Display Set Quantity	Collection
					1	1	1	

Previous Page 1 of 1 100 rows Next

Next

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Ekran 33: “SKU Level Details” alanı ürün ile ilgili detay bilgilerin girildiği alandır. “Made in Türkiye” ibaresi bu alanda yer almalıdır.

Wayfair PARTNER HOME

Menu

Reporting Tickets Orders Stocking Orders CastleGate Inventory Products Premium Shelf Finance Developer Account Management Catalog Download Center Help & Support

SKU Addition - Project ID: 3168175

Contact Supplier Support

Import Media Classing Product Level Details Class-Specific Details Collections SKU Level Details Review

Features Country of Manufacture

SKU Level Details - Features

- Select a Product Class from the menu at the left.
- Review the marketing copy & feature bullets for all products in all classes.
- Click on the cells in the data table to make any updates needed.
- Correct all errors in the red highlighted cells before proceeding.
- Please submit your materials in - English - British

Export your products into a spreadsheet and fill out the requested product information in Excel.

Upload your completed sheet to populate the data grid below.

Export Upload

Wayfair Class

Office Chairs (1)

Filters

Show All Errors Warnings

Search product name, part number or UPC/EAN

Search Clear

Refresh

Product Name	Supplier Part Number	Manufacturer Part Number	UPC / EAN	Image	Marketing Copy	Feature Bullet 1	Feature Bullet 2

Ekran 34: “SKU Level Details” alanı da yer alan “Country of Manufacture” alanı ürünün üretim yerinin eklendiği alandır.

The screenshot shows the 'SKU Addition - Project ID: 3168175' interface. The 'SKU Level Details' tab is selected and highlighted in red. The 'Country of Manufacture' field is highlighted in red, and the 'Possible Values' list includes Turkey, which is also highlighted in red. The interface includes a sidebar with navigation options, a top navigation bar, and a main content area with various tabs and a data table.

Ekran 35: “Review” alanı da bilgiler kontrol edilir, bilgilerin doğruluğu onaylanarak “Submit Project” butonu ile ürün listeleme aşaması tamamlanmış olur.

The screenshot shows the 'SKU Addition - Project ID: 3168175' interface. The 'Review' tab is selected and highlighted in red. The 'Submit Project' button is highlighted in red. The interface includes a sidebar with navigation options, a top navigation bar, and a main content area with various tabs and a data table.

7. LİSTENEN ÜRÜNLERİN KONTROLÜ VE DÜZENLENMESİ

Ekran 36: Wayfair ana sayfasında sol menü de yer alan “Products > Update Product Details” başlığından ilerlenir.

The screenshot shows the Wayfair Partner Home dashboard. On the left, there is a navigation menu with 'Products' and 'Update Product Details' highlighted. The main dashboard area is titled 'Your Wayfair Dashboard' and includes sections for 'Announcements', 'Today's Tasks', and 'Quick Links'. The 'Update Product Details' option is highlighted in the sidebar.

Ekran 37: Açılan sayfa da “Single Product Editor” başlığı seçilir.

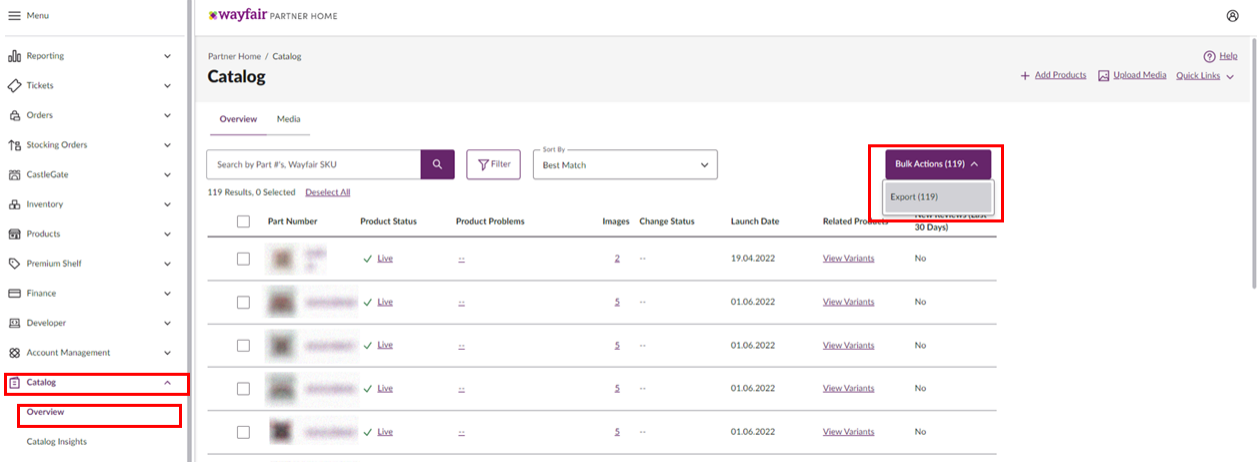
The screenshot shows the 'Product Description Manager' page. The 'Single Product Editor' button is highlighted with a red box. The page includes a search bar and a table for saved searches.

Ekran 38: Açılan sayfada tüm ürünler tekil olarak listelenmektedir. “Product Highlights” ve “Product Details” alanlarından düzenlemeler yapılabilmektedir.

The screenshot shows the 'Single Product Description Editor' page. The 'Product Highlights' section is highlighted with a red box. The page shows a list of products with their details and highlights.

8. TOPLU ÜRÜN LİSTESİ İNDİRME

Ekran 39: Wayfair ana sayfasında sol menü de yer alan “Catalog > Overview” başlığından ilerlenir. Tüm ürünler açılan sayfa da listelenmektedir. Sağ üstte yer alan “Bulk Action > Export” başlığından ilerlenir.



Partner Home / Catalog

Overview Media

Search by Part #, Wayfair SKU

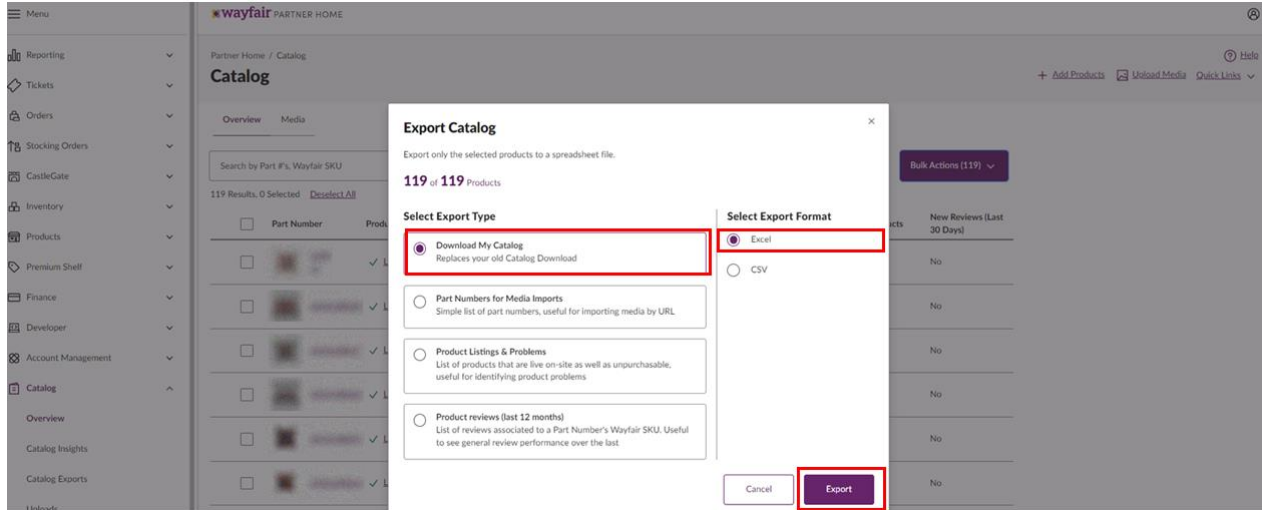
119 Results, 0 Selected

Part Number	Product Status	Product Problems	Images	Change Status	Launch Date	Related Products	30 Days
	Live		2		19.04.2022	View Variants	No
	Live		5		01.06.2022	View Variants	No
	Live		5		01.06.2022	View Variants	No
	Live		5		01.06.2022	View Variants	No
	Live		5		01.06.2022	View Variants	No

Bulk Actions (119)

Export (119)

Ekran 40: Açılan sayfa da “Download My Catalog” ve “Excel” formatı seçilerek “Export” butonu ile rapor indirilir.



Export Catalog

Export only the selected products to a spreadsheet file.

119 of 119 Products

Select Export Type

- Download My Catalog
Replaces your old Catalog Download
- Part Numbers for Media Imports
Simple list of part numbers, useful for importing media by URL
- Product Listings & Problems
List of products that are live on-site as well as unpurchasable, useful for identifying product problems
- Product reviews (last 12 months)
List of reviews associated to a Part Number's Wayfair SKU. Useful to see general review performance over the last

Select Export Format

- Excel
- CSV

Export

Ekran 41: İndirilen rapor da SKU ile KTÜN alanları kontrol edilebilmektedir.

Supplier Part Number	Manufacturer Part Number	Product Name	Manufacturer Name	Variant Name	SKUs	Display SKUs	UPC	Relate
					AFSI1000		0783970696595	
					AFSI1001		0783970696670	
					AFSI1002		0783970696663	
					AFSI1003		0783970696656	
					AFSI1004		0783970696649	
					AFSI1005		0783970696632	
					AFSI1006		0783970696601	
					AFSI1007		0783970696625	
					AFSI1008		0783970696618	
					AFSI1010		0783970696694	
					AFSI1009		0783970696687	

9. TOPLU SİPARİŞ LİSTESİ İNDİRME

Ekran 42: “Orders” alanı altında yer alan “Order Exports” alanından tarih seçimi filtrelenerek “Generate Report” butonu ile ilgili rapor indirilir.

The screenshot shows the 'Order Exports' interface in the Wayfair Partner Home. The sidebar on the left contains navigation options: Reporting, Tickets, Orders (highlighted), Overview, Dropship Orders, All Order Alerts, Order Exports (highlighted), Pickup Center, Stocking Orders, CastleGate, Inventory, Products, Premium Shelf, Finance, Developer, Account Management, Catalog, Download Center, and Help & Support. The main content area is titled 'Order Exports' and includes sections for Export Templates (Purchase Orders, Replacement Parts, Custom Templates), Export Filters, Product Filter, Export Columns, and Date Selection. The Date Selection section has radio buttons for 'Must Ship By Date', 'PO Date Range', 'Shipped Date', and 'Backorder Date'. The 'Must Ship By Date' option is selected, and a date range of 12/19/2022 to 12/19/2022 is entered. A 'Generate Report' button is highlighted in red at the bottom right.

Ekran 43: İlgili rapor da gerekli görülmesi halinde incelenmek üzere tüm sipariş detayları görüntülenebilmektedir.

A	B	C	D	E	F	G	H	I	J	K	L	M
Warehouse Name	Store Name	PO Number	PO Date	Must Ship By	Backorder Date	Order Status	Item Number	Item Name	Quantity	Wholesale Price	Ship Method	Carrier Name
Wayfair	UK432457951	11/05/2021	11/29/2022			Shipped	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK430857259	11/07/2021	11/21/2022			Shipped	=GLMNRZ4A	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK430553746	11/05/2021	11/18/2022			Shipped	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK429089622	10/28/2021	11/11/2022			Shipped	=GLMNRZ4A	Adjustable Height Cat and Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK428560452	10/26/2021	11/09/2022			Cancelled	=GGLRWY4A	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK428115931	10/24/2021	11/07/2022			Cancelled	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK427912403	10/23/2021	11/04/2022			Cancelled	=GGLRWY4A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK427089461	10/17/2021	10/31/2022			Cancelled	=GGLRWY4A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	DE427019640	10/16/2021	10/28/2022			Cancelled	=GGLRWY4A1	Erhöhte Futterstation Palma	1	33	Small Parcel	
Wayfair	UK426599243	10/13/2021	10/27/2022	11/09/2022		Cancelled	=GGLRWY4A1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	DE426314836	10/11/2021	10/25/2022			Cancelled	=GGLRWY4A1	Erhöhte Futterstation Palma	1	33	Small Parcel	
Wayfair	UK425369587	10/06/2021	10/20/2022			Cancelled	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK424752296	10/02/2021	10/14/2022			Cancelled	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK418790465	08/23/2021	09/07/2022			Cancelled	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK416570817	08/08/2021	08/22/2022	08/23/2022		Shipped	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK415992091	08/04/2021	08/18/2022			Cancelled	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK415702973	08/02/2021	08/16/2022			Cancelled	=GGLRWY4A1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK414972254	07/28/2021	08/11/2022			Cancelled	=GGLRWY4A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK414650043	07/26/2021	08/09/2022	08/23/2022		Cancelled	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK414347804	07/24/2021	08/05/2022			Cancelled	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK413668953	07/19/2021	08/02/2022	08/29/2022		Cancelled	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK413202094	07/16/2021	07/29/2022	08/15/2022		Shipped	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK412680243	07/12/2021	07/26/2022	08/15/2022		Shipped	=GGLRWY4A1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK412254237	07/09/2021	07/22/2022	08/15/2022		Shipped	=GGLRWY4A1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK409614919	06/22/2021	07/06/2022			Cancelled	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK408701332	06/16/2021	06/30/2022			Shipped	=GGLRWY4A1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK407124371	06/06/2021	06/20/2022			Cancelled	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	123	Small Parcel	
Wayfair	UK405877315	05/30/2021	06/15/2022			Cancelled	=GGLRWY4A1	Dog Elevated Feeder	1	1214	Small Parcel	
Wayfair	UK404183615	05/20/2021	06/07/2022			Cancelled	=GGLRWY4A1	Adjustable Height Cat and Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK400133480	04/28/2021	05/13/2022			Cancelled	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feeder	1	23	Small Parcel	
Wayfair	UK400663583	04/28/2021	05/13/2022			Cancelled	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feeder	1	23	Small Parcel	
Wayfair	UK399088599	04/25/2021	05/10/2022			Cancelled	=GGLRWY4A1	Dog Elevated Feeder	1	20	Small Parcel	
Wayfair	UK397569386	04/15/2021	05/03/2022			Shipped	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feeder	1	23	Small Parcel	
Wayfair	UK397796417	04/17/2021	05/03/2022			Shipped	=GGLRWY4A1	Dog Elevated Feeder	1	20	Small Parcel	
Wayfair	UK397999204	04/18/2021	05/03/2022			Shipped	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feeder	1	23	Small Parcel	

10. REKLAM GİDERLERİNİN RAPORLANMASI VE FATURALANDIRILMASI

Ekran 44: Wayfair ana sayfasında sol menü de yer alan “Products > Wayfair Sponsored Products” başlığından ilerlenir.

The screenshot shows the Wayfair Sponsored Products dashboard. The left sidebar has a 'Products' menu item highlighted. The main content area displays 'Welcome to Wayfair Sponsored Products!' with three informational cards: 'WHAT IS WAYFAIR SPONSORED PRODUCTS?', 'WHY SHOULD I PARTICIPATE IN SPONSORED PRODUCTS?', and 'HOW DO I GET STARTED?'. Below these are 'WALLET BALANCE' (0,00 €) and 'RETURN ON SPEND' sections. A 'Campaigns' section is visible with filters and a table of active campaigns.

Ekran 45: “Wayfair Sponsored Product” sayfasında “Reporting” alanına tıklanır. “Campaign Report” seçilir. Tarih filtresi ve rapor formatı belirlendikten sonra “Generate Report” butonu ile ilgili rapor indirilir.

The screenshot shows the 'Create a Report' page in the Wayfair Sponsored Products dashboard. The 'Reporting' tab is selected. The 'Campaign Report' option is chosen. The date range is set from 11/21/2022 to 12/21/2022. The file format is set to 'Comma Separated Values (csv)'. The report name is 'csv01'. The 'Generate Report' button is highlighted.

Ekran 46: Açılan listede ön onay sırasında yararlanıcının vermiş olduğu KTÜN listesine göre KTÜN-SKU eşleştirmesi yapılır.

L2 =DÜŞEYARA(K2:KTÜN.2;YANLIŞ

	C	D	E	F	G	H	I	J	K	L	M	S	T	U
	campaign_id	campaign_name	campaign_stat	campaign_is_a	campaign_daih	campaign_lifet	sku	KTÜN	product_name	clicks	impressions	spend_EUR		
2			ist ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		=DÜŞEYARA(K			11	546	2,25	
3			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				5	236	0,17		
4			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				22	15	1,15		
5			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				33	253	0,56		
6			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				44	695	0,87		
7			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				47	125	1,99		
8			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				51	122	2,19		
9			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				82	143	4,50		
10			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				6	110	3,98		
11			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				12	12	0,20		
12			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				19	64	0,52		
13			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				52	123	1,98		
14			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				36	253	1,85		
15			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				47	695	2,66		
16			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				95	125	0,20		
17			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				82	15	0,52		
18			igt ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				76	65	1,98		

Ekran 47: Oluşturulan raporda KTÜN bilgilerine bağlı olarak “Spend Euro ve Attributed Retail Sales” sütunları baz alınır.

campaign_id	campaign_name	campaign_stat	campaign_is_a	campaign_daih	campaign_lifet	sku	KTÜN	product_name	clicks	impressions	spend_EUR	attributed_retail_sales_window	view
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		11	546	2,25	1,00	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		5	236	0,17	2,00	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		22	15	1,15	2,00	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		33	253	0,56	1,00	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		44	695	0,87	2,00	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		47	125	1,99	1,00	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		51	122	2,19	3,00	3,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		82	143	4,50	2,00	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		6	110	3,98	1,00	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		12	12	0,20	5,00	5,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		19	64	0,52	1,00	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		52	123	1,98	1,00	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		36	253	1,85	2,00	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		47	695	2,66	3,00	3,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		95	125	0,20	1,00	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		82	15	0,52	1,00	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		76	65	1,98	2,00	2,00

Ekran 48: Wayfair Partner Home ana sayfasında yer alan “Products > Wayfair Sponsored Products” başlığından ilerlenir. Açılan ekranda “Wallet > Manage Wallet” seçeneği tıklanır.

Menu

wayfair PARTNER HOME

Wayfair Sponsored Products Campaign Reporting **Wallet** Help

Welcome to Wayfair Sponsored Products!

WHAT IS WAYFAIR SPONSORED PRODUCTS? Learn more

WHY SHOULD I PARTICIPATE IN SPONSORED PRODUCTS? Learn more

HOW DO I GET STARTED? Add New Campaign

WALLET BALANCE 0,00 € You must fund your Wallet to launch a campaign

RETURN ON SPEND Attributed Retail Sales View Details

Manage Wallet

Campaigns

Campaign Name Search for a campaign name or ID

Store Show All

Start Date Select a date

End Date Select a date

Status Active

Clear Filters Apply Filters

Products

Wayfair Sponsored Products

Manage Wallet

Ekran 49: Açılan ekranda Invoices altında yer alan “Download Monthly Invoice” butonundan ilerlenir.

The screenshot shows the 'Advertising Wallet' interface. At the top, there's a 'WALLET BALANCE' section with a balance of 0.00 € and a 'Make a Payment' section with a 'Payment Amount' field. To the right, there's a 'Credit Cards On File: 1' section and a 'Set Up Automatic Payments' section. Below these, there's an 'Account Detail' section with a table of transactions. At the bottom, there's an 'Invoices' section with a 'Download Monthly Invoice' button highlighted by a red box.

Ekran 50: İlgili tarih filtresi seçilerek gerekli fatura “Download” butonu ile indirilir. İlgili faturanın ödeme durumu “Status” alanında yer almaktadır.

Account Detail

Filter: Last 90 days | Download

Transaction Detail	Amount	Initiator	Date	Status	Actions
American Express	5.000,00 €	Wayfair	12/02/2022	Paid	Download Receipt
American Express	5.000,00 €	Wayfair	11/23/2022	Paid	Download Receipt
Wayfair	200,00 €	Wayfair	11/14/2022	Paid	Download Receipt
Voucher	5.000,00 €	Wayfair	11/14/2022	Paid	Download Invoice
American Express	5.000,00 €	Wayfair	11/01/2022	Paid	Download Receipt
American Express	5.000,00 €	Wayfair	10/19/2022	Paid	Download Receipt
American Express	5.000,00 €	Wayfair	10/07/2022	Paid	Download Receipt

Ekran 51: İndirilen fatura ile ilgili reklam kampanyasına ait rapor karşılaştırılmalıdır.



From: Wayfair Stores Ltd
Wayfair House
Tuam Road
Galway, Ireland H91 W260

Invoice # 1018
Day Created: 01-11-2022
Terms: Wallet Fund

To:

Description	QTY	Total Spent
Wayfair Sponsored Products Campaign Spend		
Period 01 Oct 2022 – 31 Oct 2022	1	€10,000.00
	Subtotal:	€10,000.00
	VAT 0%:	€0.00
	Total:	€10,000.00

Reverse Charge Applies.

If you have any questions concerning this invoice, please reach out to your Wayfair contact.



Yurt dışı pazaryerleri ve dijital platformlar tarafından yapılan mahsuplaşma işlemleri için Genelgenin 37 nci maddesinin dördüncü fıkrası "(4) Dijital pazaryeri tanıtım giderlerinin, sipariş karşılama hizmetlerinin, pazaryeri komisyon giderlerinin, e-ihracat tanıtım desteği giderlerinin yurt dışı pazaryeri tarafından yararlanıcının e-ticaret satış hasılatından veya ön ödemelerden mahsup edilmesi halinde ödeme yapıldığı bilgisinin yer aldığı belge, Genel Müdürlüğün uygun görüşü ile fatura veya ödeme belgesi olarak kabul edilir." hükmünü amirdir. Bu kapsamda, yurt dışı pazaryerleri ve dijital platformlarda gerçekleştirilecek mahsuplaşma işlemlerinin Genelgenin 37 nci maddesinin dördüncü fıkrası çerçevesinde işlemlerin hazırlanan ekli kılavuzlarda belirtildiği şekilde sonuçlandırılması uygun görülmektedir.

11. SİPARİŞ KARŞILAMA GİDERLERİNİN RAPORLANMASI VE FATURALANDIRILMASI

Ekran 52: Wayfair panelinde menüde yer alan “**CastleGate > Invoices > Invoices**” adımları takip edilir. Açılan “**Payables Summary**” sayfasında ilgili tarihler filtrenir. İstenilen tarihteki sipariş karşılama raporu için ilgili tarihin karşısında yer alan “**CSV**” butonu ile rapor indirilir.

Wayfair PARTNER HOME

Partner Home > Finance Dashboard

Payables Summary

View invoices due to Wayfair over the last 18 months.

SPOR From: 8/7/2021 To: 2/7/2023 Search Reset

Invoice Number	Type	Invoice Date	Currency	Invoice Total	Payment Received	Balance Due	Actions
1902023	CastleGate Fulfillment	1/10/2023	EUR	8.834.06 €	0.00 €	8.834.06 €	CSV PDF
12122022	CastleGate Fulfillment	12/12/2022	EUR	7.266.61 €	0.00 €	7.266.61 €	CSV PDF
11142022	Media Wallet Fund	11/14/2022	EUR	5.000.00 €	5.000.00 €	0.00 €	PDF
1172022	CastleGate Fulfillment	11/7/2022	EUR	2.209.87 €	0.00 €	2.209.87 €	CSV PDF
10122022	CastleGate Fulfillment	10/12/2022	EUR	7.571.94 €	7.571.94 €	0.00 €	CSV PDF
9132022	CastleGate Fulfillment	9/13/2022	EUR	4.402.40 €	4.402.40 €	0.00 €	CSV PDF
8122022	CastleGate Fulfillment	8/12/2022	EUR	6.494.72 €	6.494.72 €	0.00 €	CSV PDF
7182022	CastleGate Fulfillment	7/18/2022	EUR	2.943.63 €	2.943.63 €	0.00 €	CSV PDF
7142022	CastleGate Fulfillment	7/14/2022	EUR	5.541.97 €	5.541.97 €	0.00 €	CSV PDF
7142022	CastleGate Fulfillment	7/14/2022	EUR	844.74 €	844.74 €	0.00 €	CSV PDF

Previous Page 1 of 4 10 rows Next

Ekran 53: Wayfair panelinde menüde yer alan “**CastleGate > Invoices > Invoices**” adımları takip edilir. Açılan “**Payables Summary**” sayfasında ilgili tarihler filtrenir. İstenilen tarihteki sipariş karşılama faturası için ilgili tarihin karşısında yer alan “**PDF**” butonu ile fatura indirilir.

Wayfair PARTNER HOME

Partner Home > Finance Dashboard

Payables Summary

View invoices due to Wayfair over the last 18 months.

SPOR From: 8/7/2021 To: 2/7/2023 Search Reset

Invoice Number	Type	Invoice Date	Currency	Invoice Total	Payment Received	Balance Due	Actions
1902023	CastleGate Fulfillment	1/10/2023	EUR	8.834.06 €	0.00 €	8.834.06 €	CSV PDF
12122022	CastleGate Fulfillment	12/12/2022	EUR	7.266.61 €	0.00 €	7.266.61 €	CSV PDF
11142022	Media Wallet Fund	11/14/2022	EUR	5.000.00 €	5.000.00 €	0.00 €	PDF
1172022	CastleGate Fulfillment	11/7/2022	EUR	2.209.87 €	0.00 €	2.209.87 €	CSV PDF
10122022	CastleGate Fulfillment	10/12/2022	EUR	7.571.94 €	7.571.94 €	0.00 €	CSV PDF
9132022	CastleGate Fulfillment	9/13/2022	EUR	4.402.40 €	4.402.40 €	0.00 €	CSV PDF
8122022	CastleGate Fulfillment	8/12/2022	EUR	6.494.72 €	6.494.72 €	0.00 €	CSV PDF
7182022	CastleGate Fulfillment	7/18/2022	EUR	2.943.63 €	2.943.63 €	0.00 €	CSV PDF
7142022	CastleGate Fulfillment	7/14/2022	EUR	5.541.97 €	5.541.97 €	0.00 €	CSV PDF
7142022	CastleGate Fulfillment	7/14/2022	EUR	844.74 €	844.74 €	0.00 €	CSV PDF

Previous Page 1 of 4 10 rows Next

Ekran 54: Faturada yer alan veriler ile rapor verileri karşılaştırılır.

BILL TO	Wayfair Stores Ltd Tuam Road Galway, Ireland H91 W260 EUCastleGateAR@wayfair.co	Total Due 7.266,61 € Due 11-01-2023
DETAILS		
INVOICE NUMBER		
TERMS: NET 30		
Billing Period: 01-11-2022 – 30-11-2022		
Invoice Date: 12-12-2022		
Due Date: 11-01-2023		
Invoice Total: 7.266,61 €		

FULFILLMENT INVOICE SUMMARY		
STORAGE CHARGES	Rate Card Charges Total	3.066,33 €
	Adjustments Total	0,00 €
	Storage Charges Grand Total	3.066,33 €
VAS CHARGES	Rate Card Charges Total	5.925,60 €
	Adjustments Total	0,00 €
	Vas Charges Grand Total	5.925,60 €
SHRINK CHARGES	Rate Card Charges Total	211,42 €
	Adjustments Total	(1.891,24 €)
	Shrink Charges Grand Total	(1.679,82 €)
OTHER CHARGES	Rate Card Charges Total	0,00 €
	Adjustments Total	(45,50 €)
	Other Charges Grand Total	(45,50 €)



Yurt dışı pazaryerleri ve dijital platformlar tarafından yapılan mahsuplaşma işlemleri için Genelgenin 37 nci maddesinin dördüncü fıkrası "(4) Dijital pazaryeri tanıtım giderlerinin, sipariş karşılama hizmetlerinin, pazaryeri komisyon giderlerinin, e-ihracat tanıtım desteği giderlerinin yurt dışı pazaryeri tarafından yararlanıcının e-ticaret satış hasılatından veya ön ödemelerden mahsup edilmesi halinde ödeme yapıldığı bilgisinin yer aldığı belge, Genel Müdürlüğün uygun görüşü ile fatura veya ödeme belgesi olarak kabul edilir." hükmünü amirdir. Bu kapsamda, yurt dışı pazaryerleri ve dijital platformlarda gerçekleştirilecek mahsuplaşma işlemlerinin Genelgenin 37 nci maddesinin dördüncü fıkrası çerçevesinde işlemlerin hazırlanan ekli kılavuzlarda belirtildiği şekilde sonuçlandırılması uygun görülmektedir.