

5986 Sayılı E-ihracat Destekleri
İncelemeci Kuruluşlar ve
Yararlanıcılar için Pazaryeri Kılavuzu



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 Sekreteryası 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 Sekreteryası sorumlu tutulamaz.

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

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1. Wayfair Hakkında

Wayfair dünyanın en büyük 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.

Pazaryeri Künyesi	
Kuruluş Tarihi	14 Mart 2008
Kurucusu	Niraj Shah & Steve Conin
Merkezi	ABD
CEO	Niraj Shah (2008-)
Gelir ¹	\$12,003 Milyar
Net Gelir ²	\$-738 Milyon
Net Değer ³	\$7,65 Milyar
E-ticaret Dünya Sıralaması ⁴	26
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 Trafiği (Mart 2024)	96,9 Milyon kişi Doğrudan: %39,58 Önlemler: %0,82 Organik Arama 18,45% Ücretli Arama 27,83% Sosyal Medya: %4,53 Eposta: %3,6 Görüntülü Reklamlar: %5,19
En Çok Ürün Satılan Kategoriler	Mobilya ve Ev Eşyaları %42,9 Kendin Yap %32,9 Elektronik %21,0 Hobi & Eğlence %3,0
Müşteri Demografisi	Kadın - %65,56 Erkek - %33,44 25 - 34 yaş arası %23,31 ile en kalabalık grup

*Kaynak, Macrotrends & Similarweb

¹ <https://www.macrotrends.net/stocks/charts/W/wayfair/revenue>

² <https://www.macrotrends.net/stocks/charts/W/wayfair/net-income>

³ <https://www.macrotrends.net/stocks/charts/W/wayfair/net-worth>

⁴ <https://ecommercedb.com/marketplace/wayfair-293/all?page=1&page-size=50&marketplaceType=all>

⁵ <https://www.similarweb.com/website/wayfair.com/#overview>

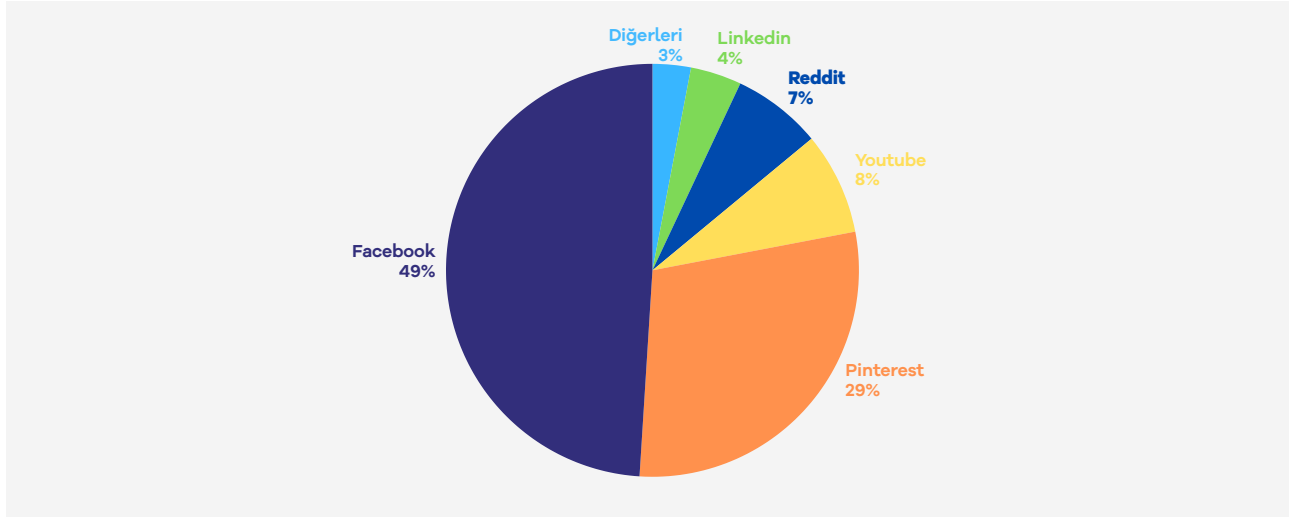
⁶ <https://www.similarweb.com/website/wayfair.com/#traffic-sources>

⁷ <https://ecommercedb.com/marketplace/wayfair-293>

Wayfair pazaryerini, Mart 2024 tarihi itibari ile 96,6 Milyon 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.

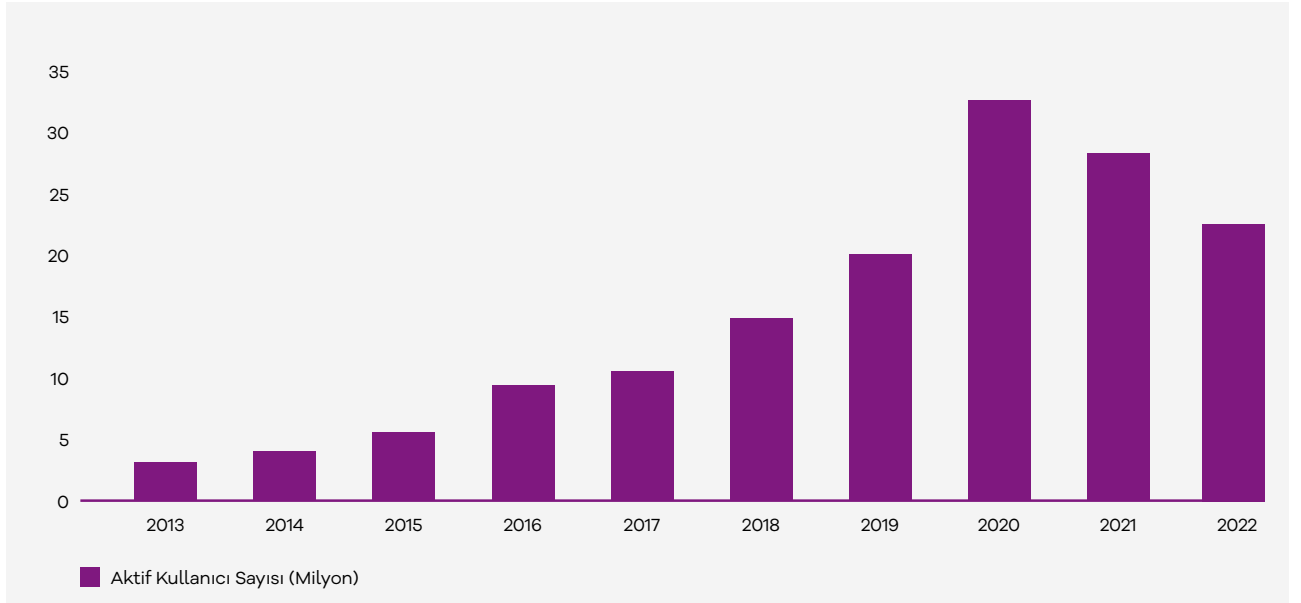
Pazaryeri Trafik Dağılımı:

Wayfair.com'a Yönlendiren Sosyal Medyaların Payı (Similarweb, Temmuz 2022)



*Kaynak, Similarweb 2024⁸

2013 – 2021 Yılları Arası Aktif Kullanıcı Sayısı



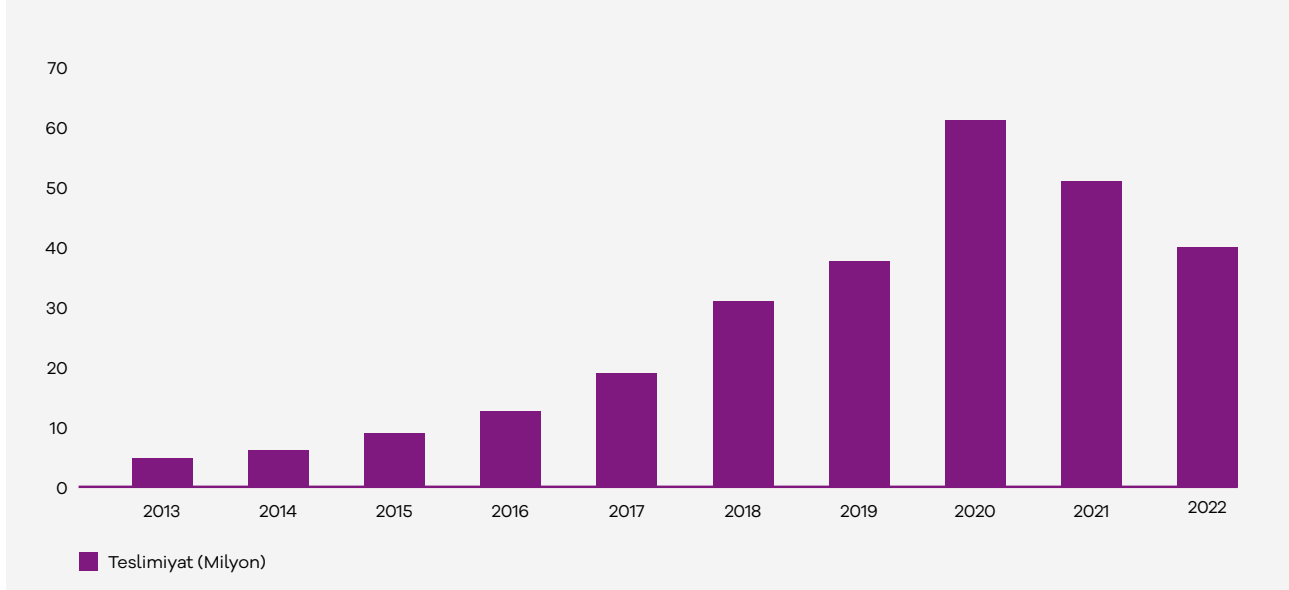
*Kaynak, Statista 2023⁹

⁸ <https://www.similarweb.com/website/wayfair.com/#social-media>

⁹ <https://www.statista.com/statistics/660780/wayfair-active-customers/>

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 olmuştur. Fakat Wayfair, zaman geçtikçe ve kısıtlamalar azaldıkça tüketici harcamalarında bir kayma, olduğunu belirtti. (Retaildive, 2021)

Yıllık Sipariş Teslimiyat Numaraları Teslimiyat (Milyon)



*Kaynak, Statista 2023¹⁰

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 Satış Yapmak İçin Gerekli 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.

¹⁰ <https://www.statista.com/statistics/660789/wayfair-annual-order-volume/>

3. Mağaza Açılışı

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

suollerservicedesk@wayfair.com'."/>

Email

Password

Remember Login

Log In

[Forgot Password](#)

Want to sell on Wayfair?

Apply Here

Need support? Contact us at suollerservicedesk@wayfair.com

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.

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

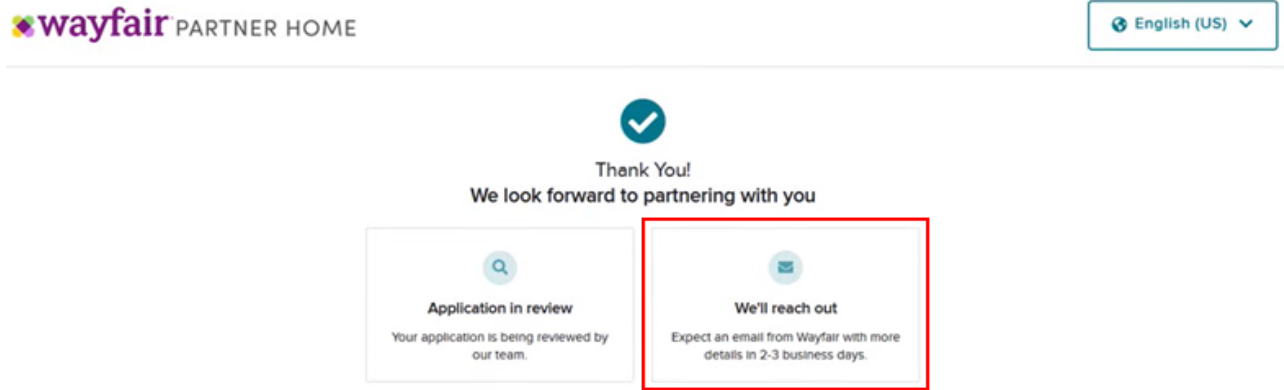
Would you be able to accept returns?

Select your top online retailers you currently sell with.

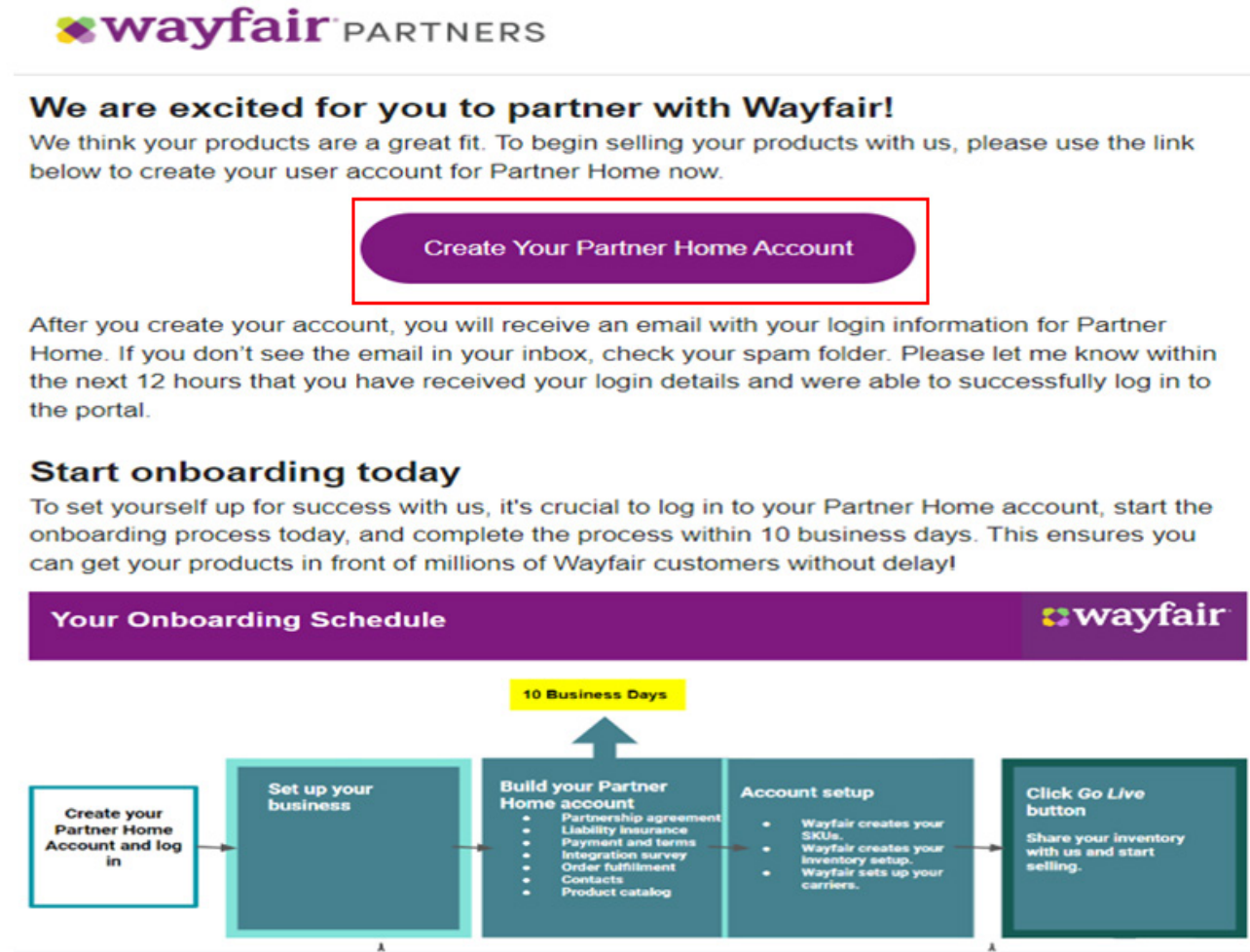
Online Catalog Links

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
victorvalleyuk@gmail.com

Password [Show](#)

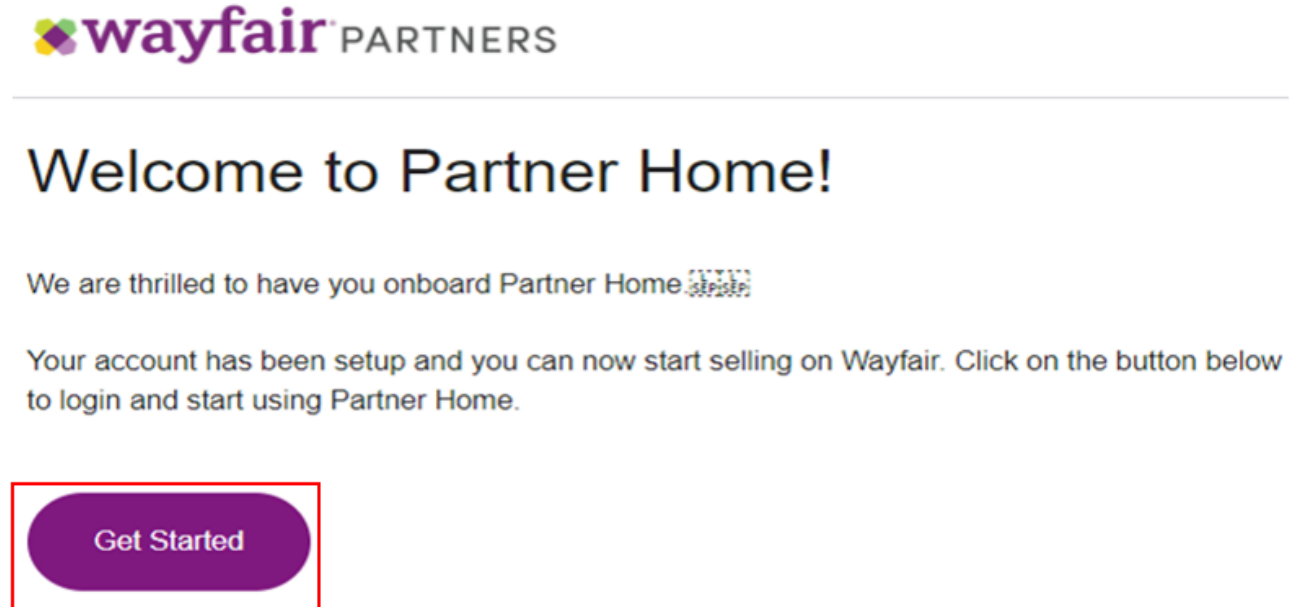
Password must contain:

- 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 form is titled 'Set Up Your Business' and includes a progress bar with 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 following information:

- 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. A text input field for 'Registered Business Name' is shown.
- What is your registered business address?** A dropdown menu for 'Country' is shown.
- What is the best phone number for Wayfair to contact you?** A text input field for 'Phone Number' is shown.

A 'Continue' button is located at the bottom right of the form.

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 form is titled 'Set Up Your Business' and includes a progress bar with 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 for the following information:

- Where do you want to start selling?** Select one region to set up first. You'll be able to set up additional regions later. Three radio button options are shown: 'United States' (www.wayfair.com), 'Canada' (www.wayfair.ca), and 'Europe' (www.wayfair.de, www.wayfair.co.uk, and www.wayfair.ie). The 'Europe' option is selected and highlighted.
- 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. Two checkbox options are shown: 'United States' (www.wayfair.com) and 'Canada' (www.wayfair.ca).

'Back' and 'Continue' buttons are located at the bottom of the form.

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
✓ Decor & 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.

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

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 headquarters [Edit](#)

Business Phone Number [Edit](#)

Selling region [Edit](#)

Additional selling region(s) [Edit](#)

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

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

wayfair PARTNER HOME

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 In Progress Provide basic information about your business. View Business Setup	Partnership Agreement Next Step 20 min task Read our terms and conditions carefully to make sure this service is right for you. Start Assessment
Payments & Terms Next Step 30 min task Confirm how you want to be paid for your sales and review our return policy. Set Up Payments	Product Catalog Next Step Pending Provide information about the products you want to sell on Wayfair. Add Products
Order & Inventory Management Next Step 30 min task Answer a few questions to figure out the best approach for managing orders and inventory. Select Method	Order Fulfillment Next Step 30 min task Identify where your inventory is stored and where you'll be shipping it from. Add Warehouses
Contacts Next Step 20 min task Provide points of contact for your business. Add Contacts	

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 olduğundan sık göndermek, Wayfair'in ürünleriniz için en iyi satın alma deneyimini sağlamasına olanak tanır.

Envanter Miktarları
Tahmini Sipariş Üzerine Üretilen Miktarlar

Envanter otomasyon seviyeniz nedir?

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

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

Sistemizde eldeki envanteri ne sıklıkla tahsis ediyor ve ayarlıyorsunuz?

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

Envanter Tahsis
Saatlik

Her ambar için envanter verilerinizi 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 işletmeniz için en uygun olanı temel olarak gönderi etiketlerini entegre etmemize yardımcı olacaktır.

Nakliye Etiket Alımı
Bir seçenek seçin

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

wayfair PARTNER HOME

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

Products and Orders

Inventory and Warehouses

Review and Save

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. Firma Tüzel Kişilik Bilgileri 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

Account Management [My Account](#)



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. Kullanıcı Yetkilendirme

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. The left sidebar menu is open, and 'User Management' is highlighted with a red box. The main dashboard area shows 'Your Wayfair Dashboard' with sections for Announcements, Today's Tasks, and Performance (Last 30 Days). The Performance section displays two charts: Revenue (\$0) and Units Sold (0). The right sidebar contains Quick Links for Reporting, Order & Operations, and Product Management.

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

The screenshot shows the Wayfair Partner Home User Management page. The page title is 'User Management' and it includes a 'Help' icon. Below the title, there is a checkbox for 'Show Inactive Users' and a 'Create New User' button highlighted with a red box. A preview of an 'Active Account' is shown below, displaying fields for Email Address, Phone, and 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 CastleGate & Stocking Program

Inventory Management Event / Promotions Management

Pricing Order Processing & Management

Product 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 - 09-22-2016

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 CastleGate & Stocking Program

Inventory Management Event / Promotions Management

Pricing Order Processing & Management

Product Management Product Incidence Management

Sales & Reporting Analytics

Access Permissions

Account Management Add Product to CastleGate

Advanced ASN Label API

ASN Label Certificate of Insurance Manag...

CastleGate Bulk Load Document Management

Damage EDI Document Testing

EDI Integration

Events Finance

Fulfillment Customer Fulfillment Reservations

Inbound on CastleGate Account Inventory

Order Management Pricing

Report Viewer Reporting

Stocking Supplier 3D Models

E-mail Subscriptions

Event Emails

Daily Events Summary

Event Date Changes

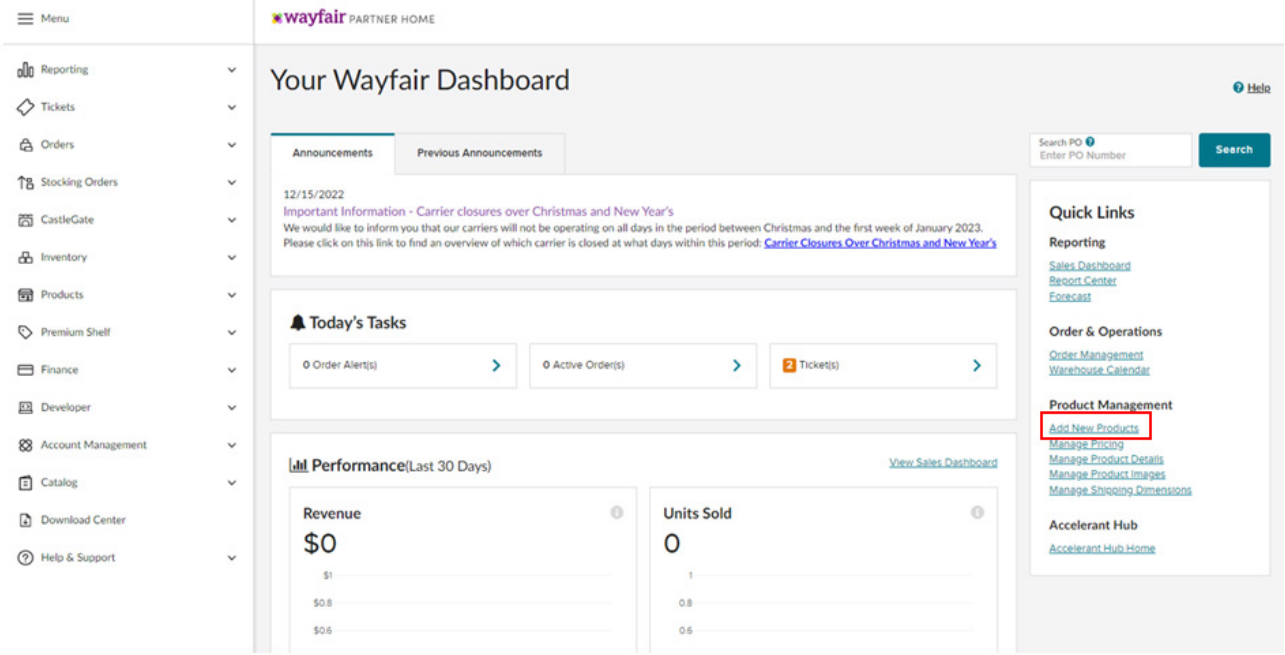
New Event Notifications

Supplier 3D Model Alerts Emails

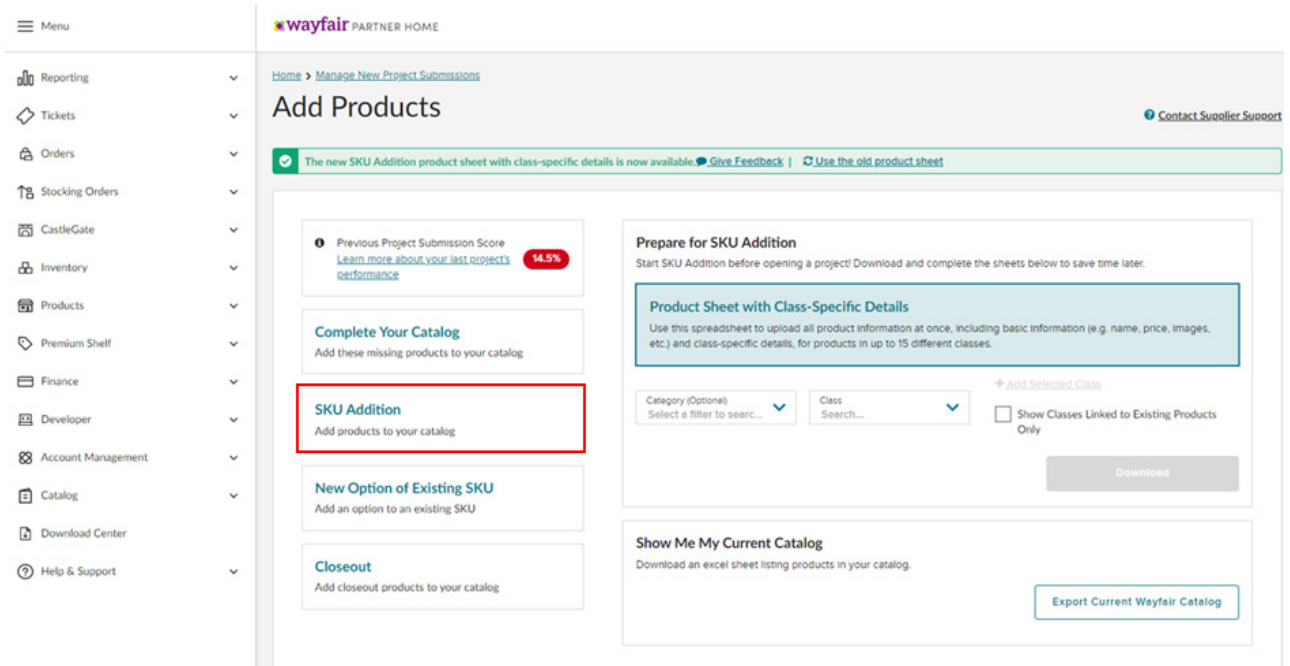
3D Model Daily 3DU To Do Notif...

6. Ürün Listeleme

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



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



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 Product Submissions

SKU Addition

Contact Supplier Support

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

Brand(s) 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

Supplier Part Number Manufacturer Part Number

UPC/EAN Brand Name

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

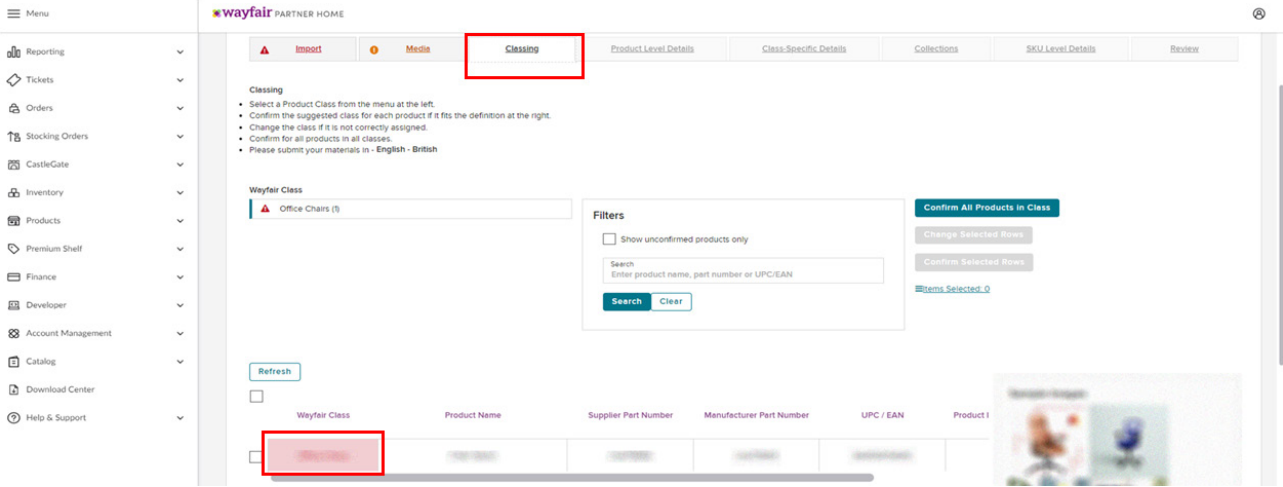
Product Name	Supplier Part Number	Manufacturer Part Number	Product Images
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

1 Result Found

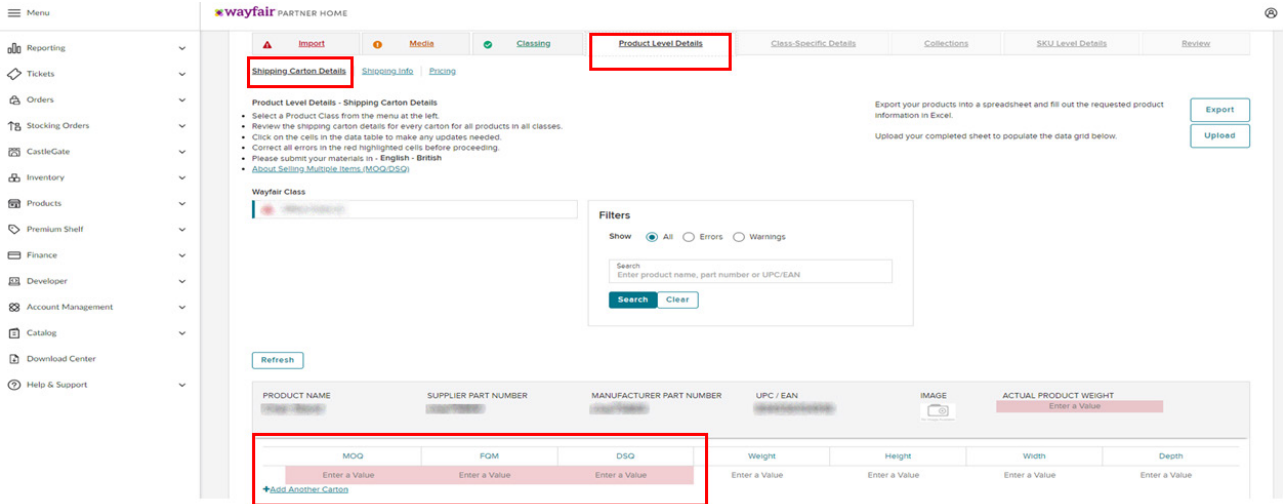
Select All Unselect All

0 Images of 0 Selected

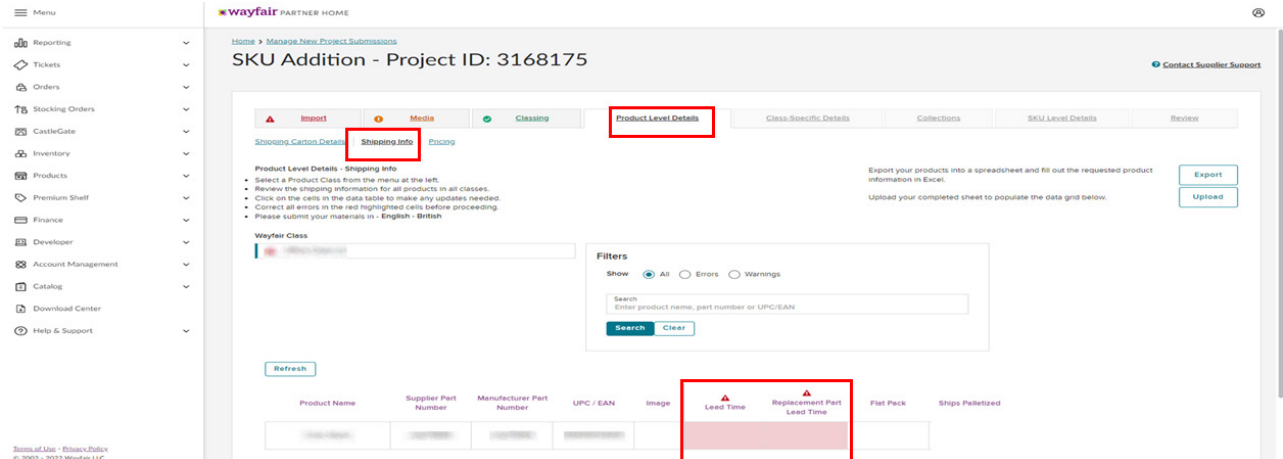
Ekran 27: Classing bölümünde ürüne ait sınıflandırma “Wayfair class” alanından seçilir.



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.

The screenshot shows the 'Product Level Details' section of the Wayfair Partner Home interface. The 'Pricing' tab is selected, and the 'Pricing' sub-tab is highlighted. The interface includes a sidebar menu, a top navigation bar, and a main content area with a 'Pricing' section containing instructions, a currency dropdown, a 'Wayfair Class' dropdown, and a 'Filters' section. Below these is a table with columns for Product Name, Supplier Part Number, Manufacturer Part Number, UPC / EAN, Image, Base Cost (GBP), and Full Retail Price (MSRP) (GBP). The 'Base Cost' and 'Full Retail Price' columns are highlighted in red.

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

The screenshot shows the 'Class-Specific Details' section of the Wayfair Partner Home interface. The 'Class-Specific Details' tab is selected. The interface includes a sidebar menu, a top navigation bar, and a main content area with a 'Class-Specific Details' section containing instructions, a 'Wayfair Class' dropdown, and a 'Filters' section. Below these is a table with columns for Product Name, Supplier Part Number, Manufacturer Part Number, Image, Product Type, Frame Colour, Frame Material, Back Colour, Back Construction, Seat Colour, Upholstered, and Tufted. The 'Product Type' through 'Upholstered' columns are highlighted in red.

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

wayfair PARTNER HOME

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

- Properly 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

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

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

wayfair PARTNER HOME

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

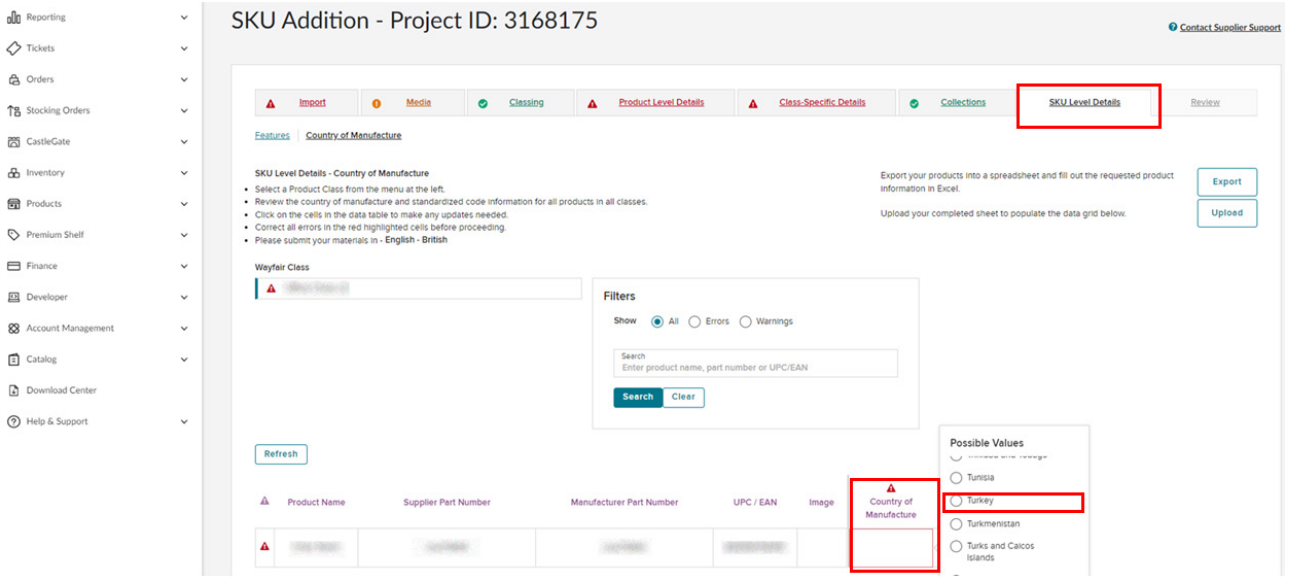
Enter product name, part number or UPC/EAN

Search Clear

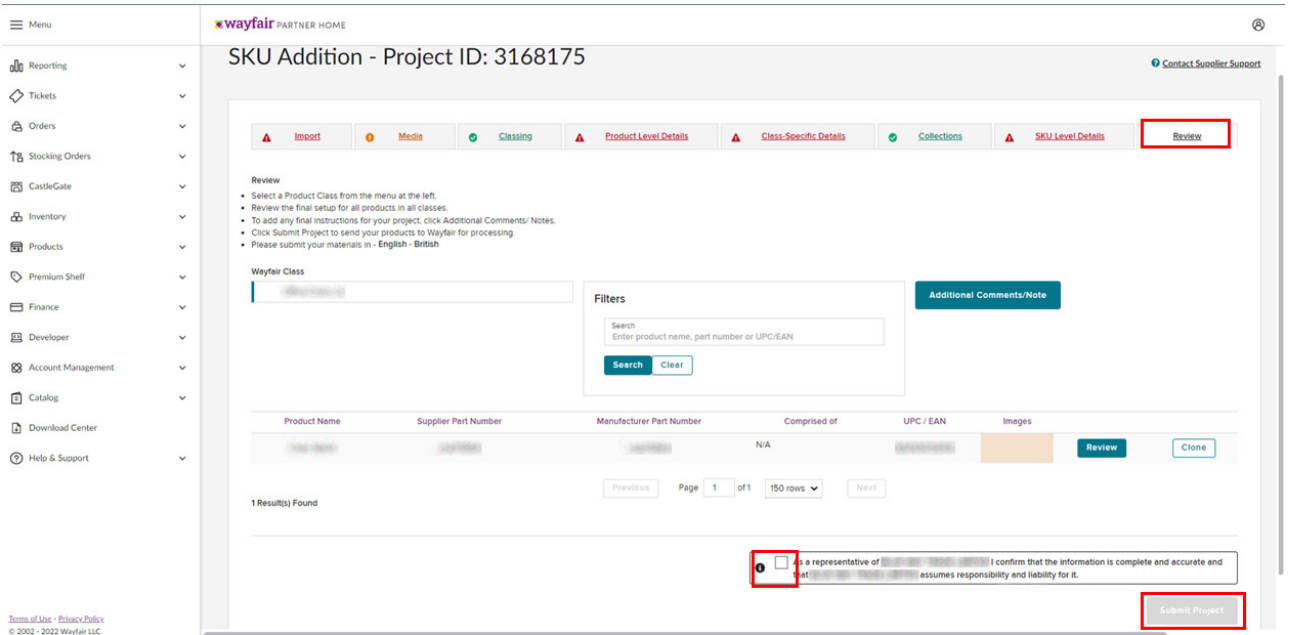
Refresh

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.

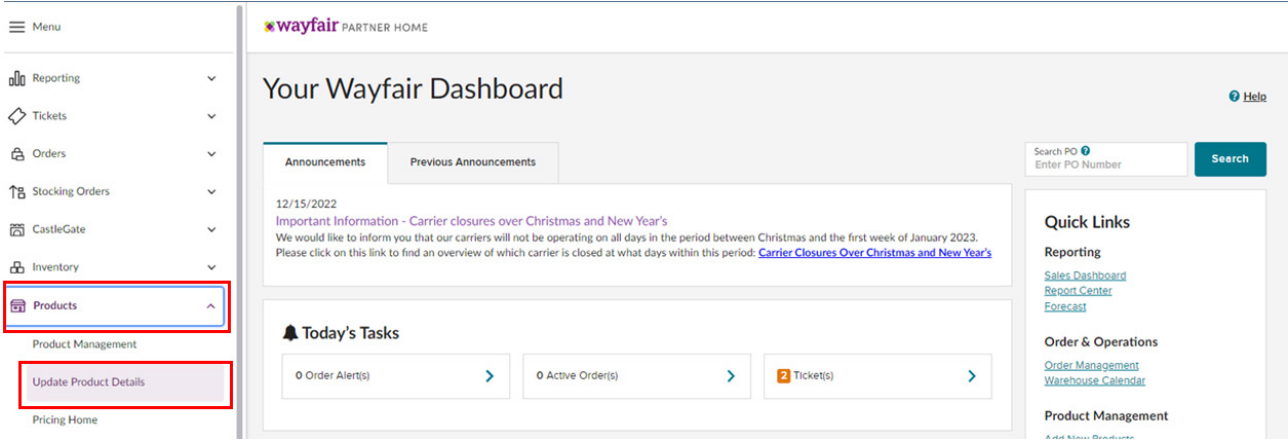


Ekran 35: “Review” alanı da bilgiler kontrol edilir, bilgilerin doğruluğu onaylanarak “Submit Project” butonu ile ürün listeleme aşaması tamamlanmış olur.

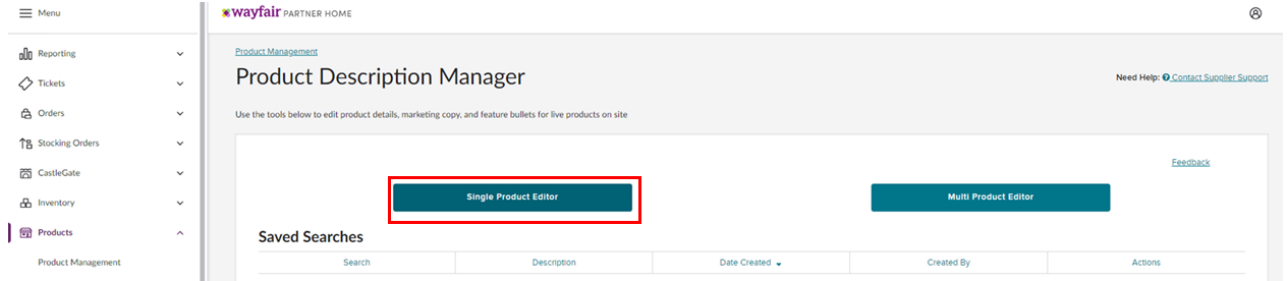


7. Listenen Ürünlerin Kontrolü ve Düzenlenme

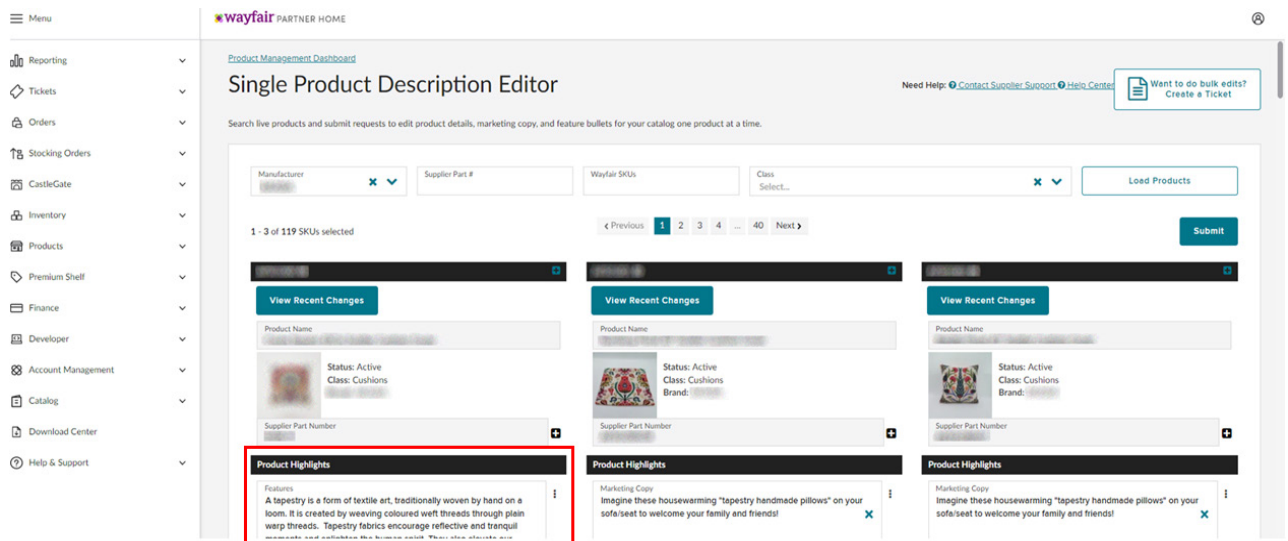
Ekran 36: Wayfair ana sayfasında sol menü de yer alan **“Products > Update Product Details”** başlığından ilerlenir.



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

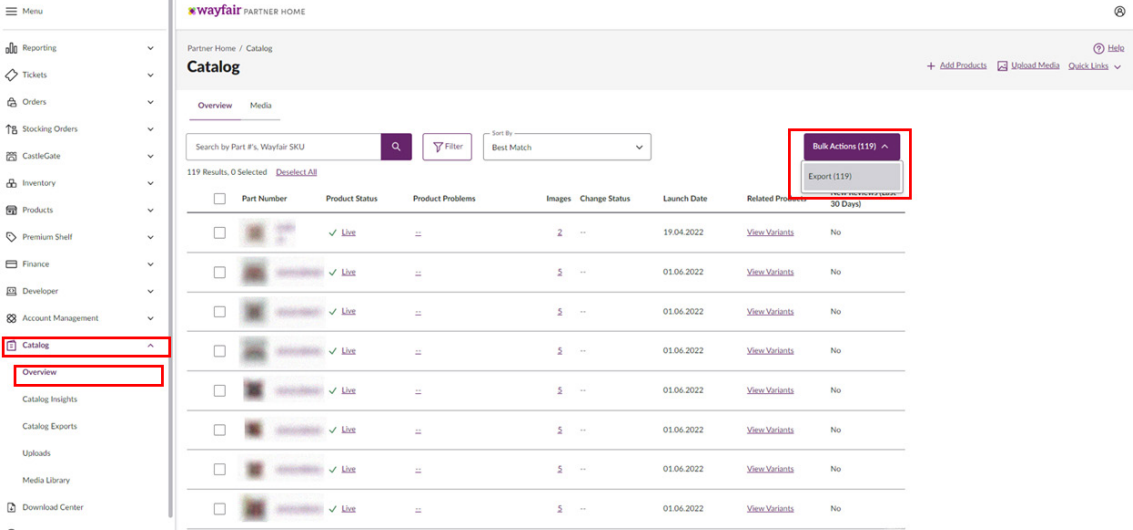


Ekran 38: Açılan sayfada tüm ürünler tekil olarak listelenmektedir. **“Product Highlights”** ve **“Product Details”** alanlarından düzenlemeler yapılabilmektedir.

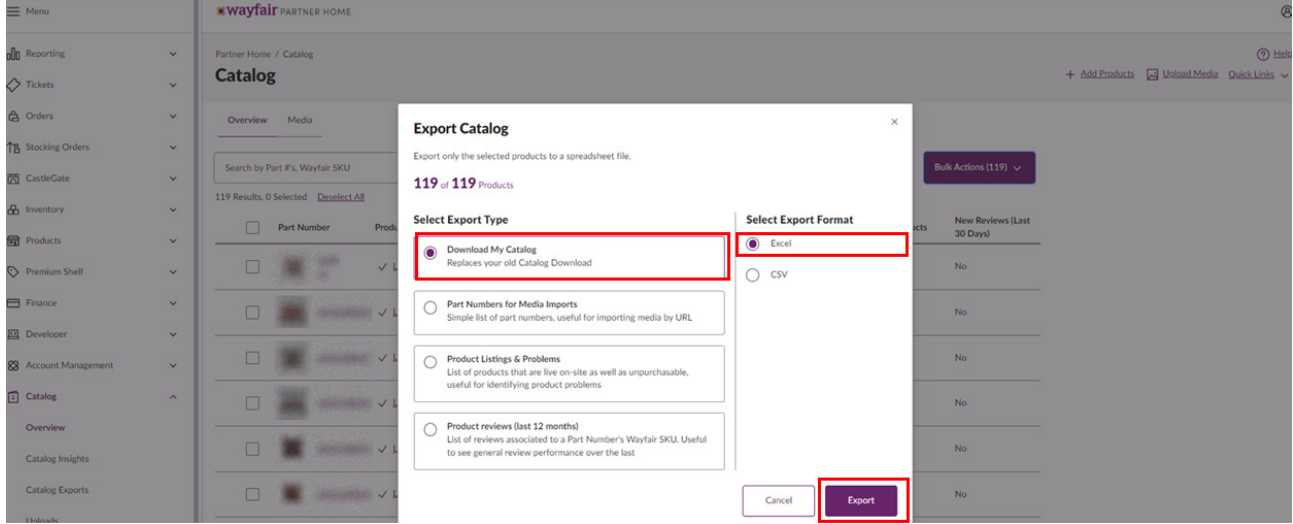


8. Toplu Ürün Listesi İndirme

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.



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

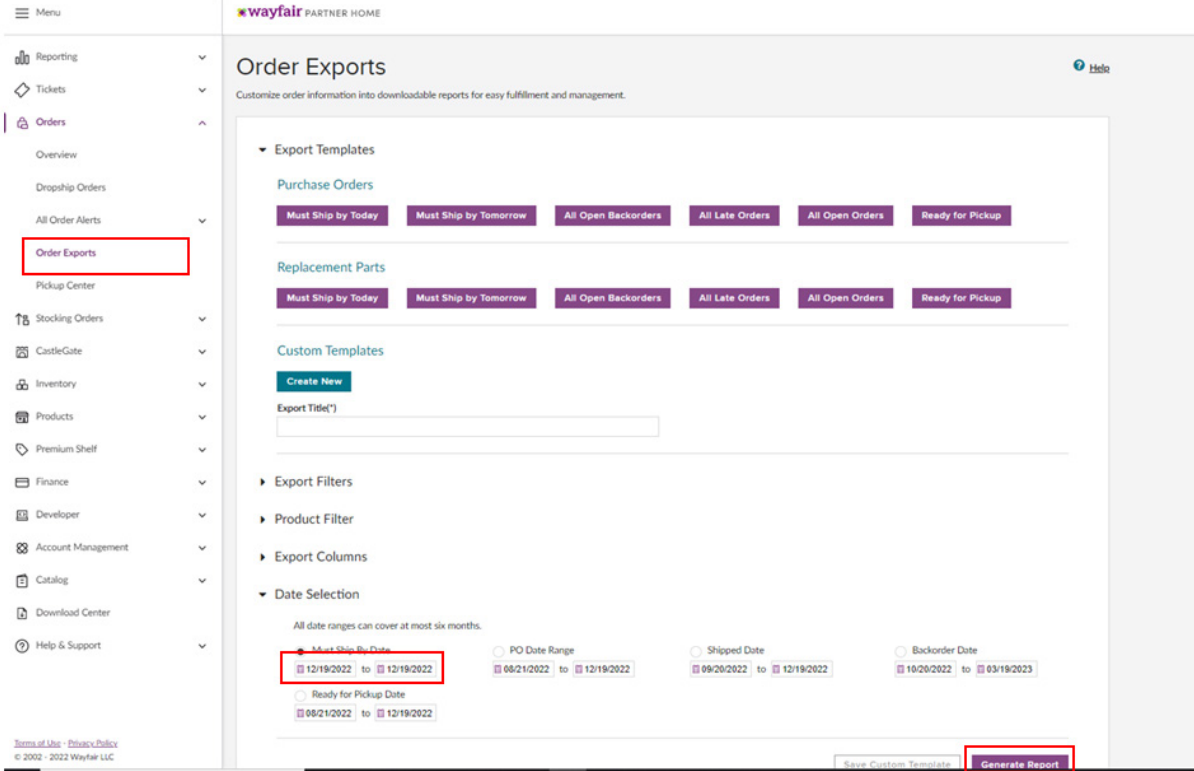


Ekran 41: İndirilen rapor da SKU ile KTÜN alanları kontrol edilebilmektedir.

Supplier Part Number	Manufacturer Part Number	Product Name	Manufacturer Name	Variant Name	SKUs	Display SKUs	UPC	Relate
					AFS1000		0783970696595	
					AFS1001		0783970696670	
					AFS1002		0783970696663	
					AFS1003		0783970696656	
					AFS1004		0783970696649	
					AFS1005		0783970696632	
					AFS1006		0783970696601	
					AFS1007		0783970696625	
					AFS1008		0783970696618	
					AFS1010		0783970696694	
					AFS1009		0783970696687	

9. Toplu Sipariş Listesi İndirme

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

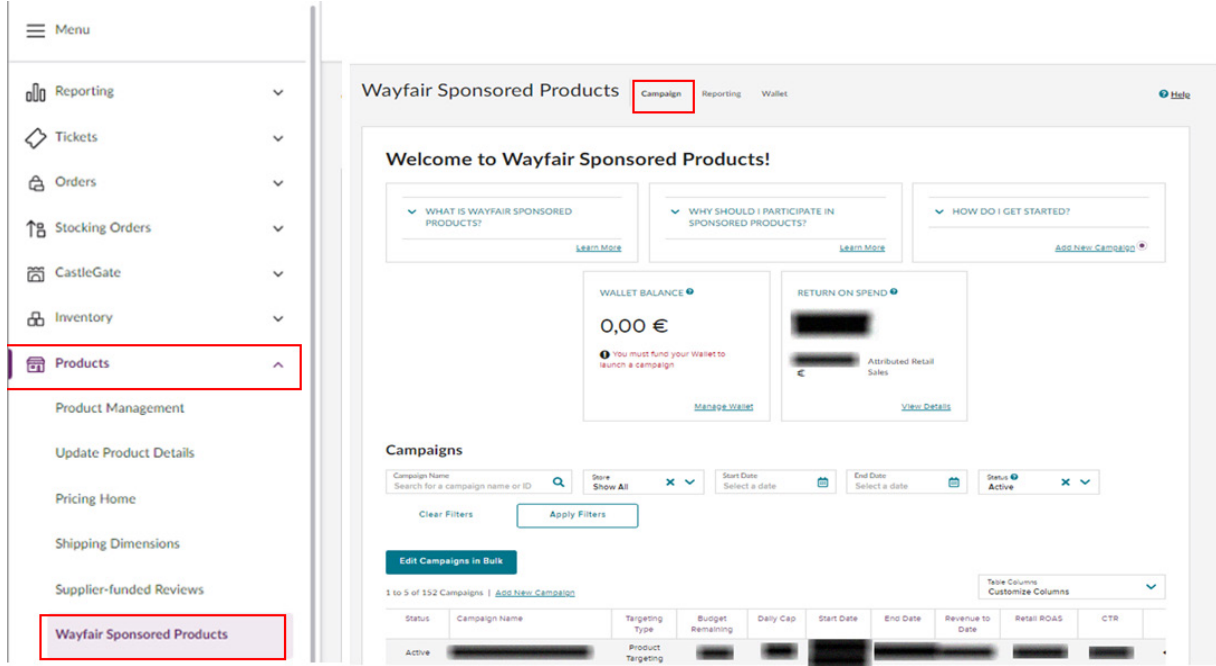


Ekran 43: İlgili rapor da gerekli görülmesi halinde incelenmek üzere tüm sipariş detayları görüntülenebilmektedir.

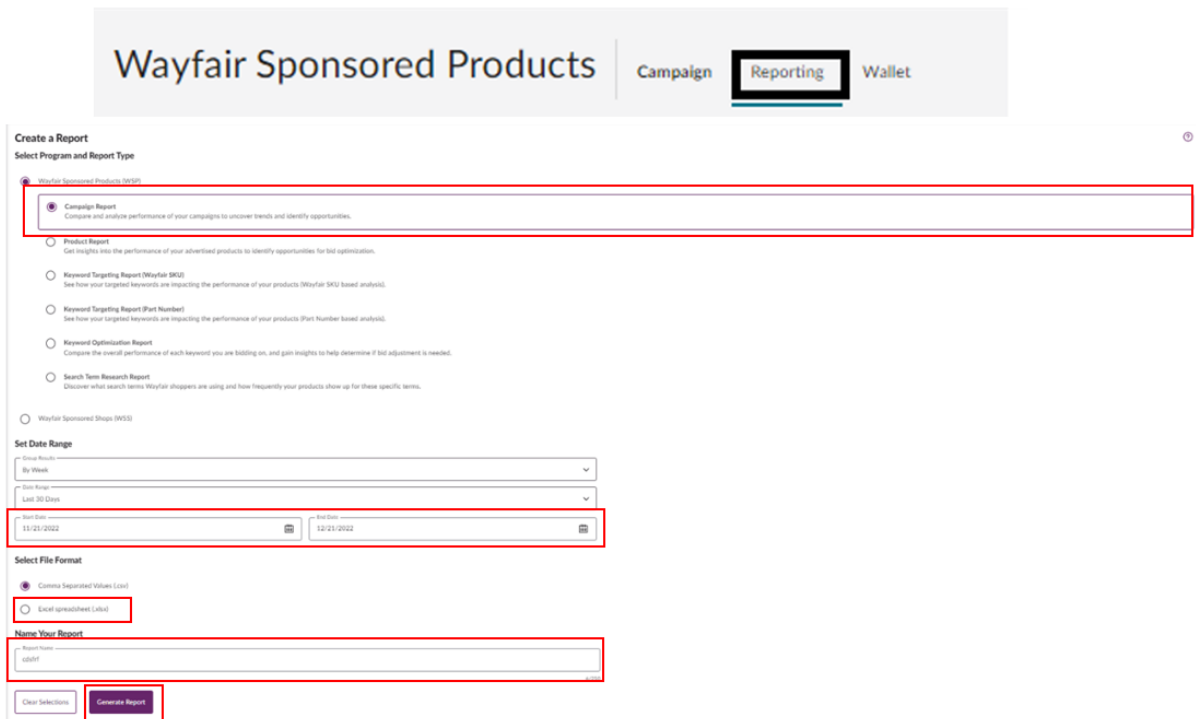
A	B	C	D	E	F	G	H	I	J	K	L	M
Warehouse Name	Store Name	PO Number	PO Date	Must Ship By	Backorder Date	Order Status	Item Number	Item Name	Quantity	Wholesale Price	Ship Method	Carrier Name
Wayfair	UK432457951	11/15/2022	11/29/2022			Shipped	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK430857259	11/07/2022	11/21/2022			Shipped	=GNTVW441	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK43053746	11/05/2022	11/18/2022			Shipped	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK42908622	10/28/2022	11/11/2022			Shipped	=GLMNRWZ1	Adjustable Height Cat and Dog Elevated Feede	1	30	Small Parcel	
Wayfair	UK428560452	10/26/2022	11/09/2022			Cancelled	=GEGJLWYA	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK428115931	10/24/2022	11/07/2022			Cancelled	=GLMNRWZ1	Adjustable Height Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK427912403	10/23/2022	11/04/2022			Cancelled	=GNTVW441	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK427089461	10/17/2022	10/31/2022			Cancelled	=GNTVW441	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	DE427019640	10/16/2022	10/28/2022			Cancelled	=GKLRUYA1	Erhöhte Futterstation Palma	1	33	Small Parcel	
Wayfair	UK426599543	10/13/2022	10/27/2022	11/09/2022		Cancelled	=GDEJNSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	DE426314836	10/11/2022	10/25/2022			Cancelled	=GKLRUYA1	Erhöhte Futterstation Palma	1	33	Small Parcel	
Wayfair	UK425369587	10/06/2022	10/20/2022			Cancelled	=GKLRUYA1	Adjustable Height Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK424752296	10/02/2022	10/14/2022			Cancelled	=GKLRUYA1	Adjustable Height Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK418790465	08/23/2022	09/07/2022			Cancelled	=GKLRUYA1	Adjustable Height Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK416570817	08/08/2022	08/22/2022	08/23/2022		Shipped	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK415992091	08/04/2022	08/18/2022			Cancelled	=GKLRUYA1	Adjustable Height Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK415702973	08/02/2022	08/16/2022			Cancelled	=GDEJNSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK414972254	07/28/2022	08/11/2022			Cancelled	=GNTVW441	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK414650043	07/26/2022	08/09/2022	08/23/2022		Cancelled	=GKLRUYA1	Adjustable Height Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK414347804	07/24/2022	08/05/2022			Cancelled	=GKLRUYA1	Adjustable Height Cat and Dog Elevated Feede	1	30	Small Parcel	
Wayfair	UK413663953	07/19/2022	08/02/2022	08/29/2022		Cancelled	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK413202094	07/16/2022	07/29/2022	08/15/2022		Shipped	=GKLRUYA1	Adjustable Height Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK412680243	07/12/2022	07/26/2022	08/15/2022		Shipped	=GDEJNSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK412254237	07/09/2022	07/22/2022	08/15/2022		Shipped	=GDEJNSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK409614919	06/22/2022	07/06/2022			Cancelled	=GKLRUYA1	Adjustable Height Cat and Dog Elevated Feede	1	33	Small Parcel	
Wayfair	UK408701332	06/16/2022	06/30/2022			Shipped	=GEGJLWYA	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK407124371	06/06/2022	06/20/2022			Cancelled	=GLMNRWZ1	Adjustable Height Cat and Dog Elevated Feede	1	123	Small Parcel	
Wayfair	UK405877315	05/30/2022	06/15/2022			Cancelled	=GEGJLWYA	Dog Elevated Feeder	1	1214	Small Parcel	
Wayfair	UK404183615	05/20/2022	06/07/2022			Cancelled	=GLMNRWZ1	Adjustable Height Cat and Dog Elevated Feede	1	30	Small Parcel	
Wayfair	UK400133480	04/28/2022	05/13/2022			Cancelled	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feede	1	23	Small Parcel	
Wayfair	UK400663583	04/28/2022	05/13/2022			Cancelled	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feede	1	23	Small Parcel	
Wayfair	UK399088599	04/25/2022	05/10/2022			Cancelled	=GDEJNSTA1	Dog Elevated Feeder	1	20	Small Parcel	
Wayfair	UK397569386	04/15/2022	05/03/2022			Shipped	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feede	1	23	Small Parcel	
Wayfair	UK39779617	04/17/2022	05/03/2022			Shipped	=GDEJNSTA1	Dog Elevated Feeder	1	20	Small Parcel	
Wayfair	UK397999204	04/18/2022	05/03/2022			Shipped	=GLMNRZ4A	Height Adjustable Cat and Dog Elevated Feede	1	23	Small Parcel	

10. Reklam Giderlerinin Raporlanması ve Faturalandırılması

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



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.



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

L2 =DÜŞEYARA(K2:KTÜN;2;YANLIŞ

campaign_id	campaign_name	campaign_stat	campaign_is_a	campaign_dai	campaign_lifet	sku	KTÜN	product_name	clicks	impressions	spend_EUR
1		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			11	546	2,25
2		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			5	236	0,17
3		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			22	15	1,15
4		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			33	253	0,56
5		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			44	695	0,87
6		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			47	125	1,99
7		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			51	122	2,19
8		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			82	143	4,50
9		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			6	110	3,98
10		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			12	12	0,20
11		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			19	64	0,52
12		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			52	123	1,98
13		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			36	253	1,85
14		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			47	695	2,66
15		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			95	125	0,20
16		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			82	15	0,20
17		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			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_dai	campaign_lifet	sku	KTÜN	product_name	clicks	impressions	spend_EUR	attributed_retail_sales_window_view
1		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			11	546	2,25	1,00
2		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			5	236	0,17	2,00
3		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			22	15	1,15	2,00
4		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			33	253	0,56	1,00
5		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			44	695	0,87	2,00
6		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			47	125	1,99	1,00
7		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			51	122	2,19	3,00
8		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			82	143	4,50	2,00
9		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			6	110	3,98	1,00
10		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			12	12	0,20	5,00
11		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			19	64	0,52	1,00
12		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			52	123	1,98	1,00
13		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			36	253	1,85	2,00
14		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			47	695	2,66	3,00
15		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			95	125	0,20	1,00
16		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			82	15	0,52	1,00
17		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B	869			76	65	1,98	2,00

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

The screenshot shows the Wayfair Partner Home dashboard. The left sidebar contains a menu with 'Products' highlighted. The main content area is titled 'Wayfair Sponsored Products' and has tabs for 'Campaign', 'Reporting', and 'Wallet'. The 'Wallet' tab is active, showing a 'Welcome to Wayfair Sponsored Products!' message and a 'WALLET BALANCE' of 0,00 €. A 'Manage Wallet' button is visible in the bottom right of the wallet section. The 'Campaigns' section below shows filters for Campaign Name, Store, Start Date, End Date, and Status.

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

Wayfair PARTNER HOME

Advertising Wallet

WALLET BALANCE 0.00 €
Estimated Days to Empty Wallet 0
Recommended Funding 5.000.00 €

Credit Cards On File: 1 [Manage](#)

Make a Payment

Payment Type: Select a value... Payment Amount: Enter a value... Payment is in EUR
Submit Payment

Set Up Automatic Payments

Trigger Balance: Enter a value... Payment Amount: Enter a value...
Payment Method: Select a value... Payment is in EUR
Enroll

Wallet Daily Cap: 500.00 €
Wallet Daily Cap

Account Detail

Filter: Last 7 days [Download](#)

Transaction Detail	Amount	Initiator	Date	Status	Actions
No rows found					

Previous Page 1 of 1 20 rows Next

Invoices

A month's invoice is available after financial records are locked for that month; a month can take up to eight weeks after month's end to lock

[Download Monthly Invoice](#)

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, eihracat tanıtım desteği giderlerinin yurt dışı pazaryeri tarafından yararlanıcının eticaret 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. Sipariş Faturalandırılması Karşılama Giderlerinin Raporlanması

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

The screenshot shows the Wayfair Partner Home dashboard. The left sidebar contains a menu with 'Invoices' highlighted. The main content area is titled 'Payables Summary' and shows a table of invoices. The table has columns for Invoice Number, Type, Invoice Date, Currency, Invoice Total, Payment Received, and Balance Due. The 'Actions' column contains 'CSV' and 'PDF' buttons. The 'CSV' button for the first invoice is highlighted with a red box. The 'Invoices' menu item in the left sidebar is also highlighted with a red box.

Invoice Number	Type	Invoice Date	Currency	Invoice Total	Payment Received	Balance Due	Actions
110-2023	CastleGate Fulfillment	1/10/2023	EUR	8.834.06 €	0.00 €	8.834.06 €	CSV PDF
12/12/2022	CastleGate Fulfillment	12/12/2022	EUR	7.266.61 €	0.00 €	7.266.61 €	CSV PDF
11/14/2022	Media Wallet Fund	11/14/2022	EUR	5.000.00 €	5.000.00 €	0.00 €	PDF
11/7/2022	CastleGate Fulfillment	11/7/2022	EUR	2.209.87 €	0.00 €	2.209.87 €	CSV PDF
10/12/2022	CastleGate Fulfillment	10/12/2022	EUR	7.571.94 €	7.571.94 €	0.00 €	CSV PDF
9/13/2022	CastleGate Fulfillment	9/13/2022	EUR	4.402.40 €	4.402.40 €	0.00 €	CSV PDF
8/12/2022	CastleGate Fulfillment	8/12/2022	EUR	6.494.72 €	6.494.72 €	0.00 €	CSV PDF
7/18/2022	CastleGate Fulfillment	7/18/2022	EUR	2.943.63 €	2.943.63 €	0.00 €	CSV PDF
7/14/2022	CastleGate Fulfillment	7/14/2022	EUR	5.541.97 €	5.541.97 €	0.00 €	CSV PDF
7/14/2022	CastleGate Fulfillment	7/14/2022	EUR	844.74 €	844.74 €	0.00 €	CSV PDF

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

The screenshot shows the Wayfair Partner Home dashboard. The left sidebar contains a menu with 'Invoices' highlighted. The main content area is titled 'Payables Summary' and shows a table of invoices. The table has columns for Invoice Number, Type, Invoice Date, Currency, Invoice Total, Payment Received, and Balance Due. The 'Actions' column contains 'CSV' and 'PDF' buttons. The 'PDF' button for the first invoice is highlighted with a red box. The 'Invoices' menu item in the left sidebar is also highlighted with a red box.

Invoice Number	Type	Invoice Date	Currency	Invoice Total	Payment Received	Balance Due	Actions
110-2023	CastleGate Fulfillment	1/10/2023	EUR	8.834.06 €	0.00 €	8.834.06 €	CSV PDF
12/12/2022	CastleGate Fulfillment	12/12/2022	EUR	7.266.61 €	0.00 €	7.266.61 €	CSV PDF
11/14/2022	Media Wallet Fund	11/14/2022	EUR	5.000.00 €	5.000.00 €	0.00 €	PDF
11/7/2022	CastleGate Fulfillment	11/7/2022	EUR	2.209.87 €	0.00 €	2.209.87 €	CSV PDF
10/12/2022	CastleGate Fulfillment	10/12/2022	EUR	7.571.94 €	7.571.94 €	0.00 €	CSV PDF
9/13/2022	CastleGate Fulfillment	9/13/2022	EUR	4.402.40 €	4.402.40 €	0.00 €	CSV PDF
8/12/2022	CastleGate Fulfillment	8/12/2022	EUR	6.494.72 €	6.494.72 €	0.00 €	CSV PDF
7/18/2022	CastleGate Fulfillment	7/18/2022	EUR	2.943.63 €	2.943.63 €	0.00 €	CSV PDF
7/14/2022	CastleGate Fulfillment	7/14/2022	EUR	5.541.97 €	5.541.97 €	0.00 €	CSV PDF
7/14/2022	CastleGate Fulfillment	7/14/2022	EUR	844.74 €	844.74 €	0.00 €	CSV PDF

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



BILL TO

Wayfair Stores Ltd
Tuam Road
Galway, Ireland H91 W260
EUCastleGateAR@wayfair.com

Wayfair Stores Ltd
Tuam Road
Galway, Ireland H91 W260
EUCastleGateAR@wayfair.com

Total Due
7.266,61 €
Due 11-01-2023

DETAILS

INVOICE # 1034111
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, ihracat tanıtım desteği giderlerinin yurt dışı pazaryeri tarafından yararlanıcının eticaret 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.

TİM TÜRKİYE
İHRACATÇILAR
MECLİSİ