

E-ihracat Destekleri Hakkında
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, yayınlanamaz, 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.

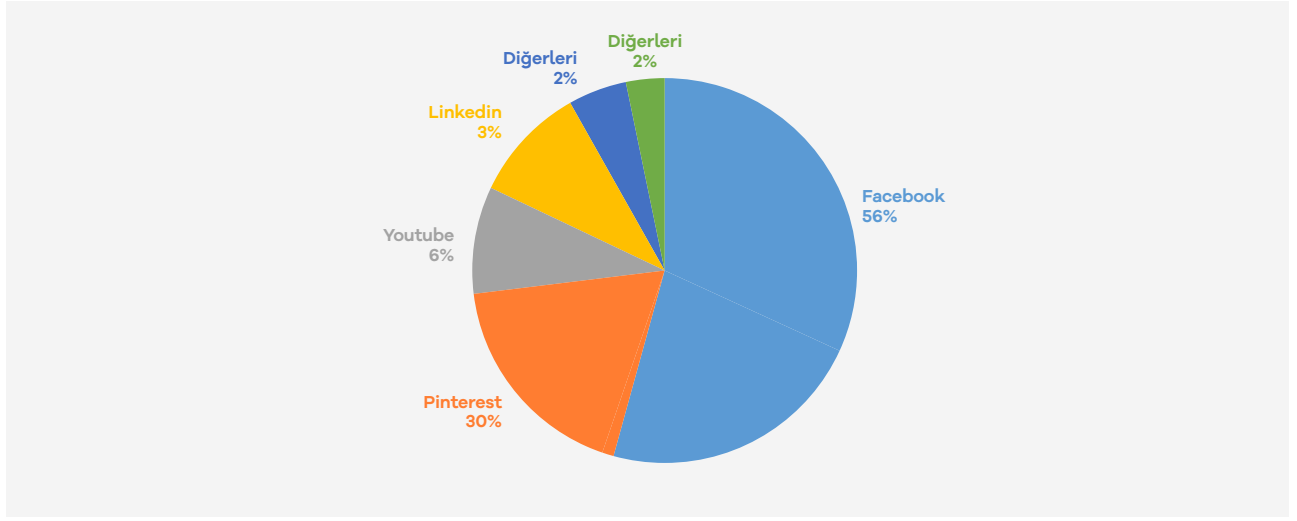
Pazaryeri Künyesi	
Kuruluş Tarihi	14 Mart 2008
Kurucusu	Niraj Shah & Steve Conin
Merkezi	ABD
CEO	Niraj Shah (2008-)
Gelir*	\$13,7 Milyar
Net Gelir**	\$-131 Milyon
Net Değer***	\$3,51 Milyar
E-ticaret Dünya Sıralaması	46
Hangi Ülkelerde Aktif	ABD, Kanada, Almanya, İrlanda & Birleşik Krallık
Pazaryeri Komisyonu oranları	%7
Ödeme Yöntemi	Wayfair Kredi Kartı, Visa, MasterCard, Paypal, Apple Pay, Havale, Çek
Ziyaretçi Trafiği (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, Satista 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.

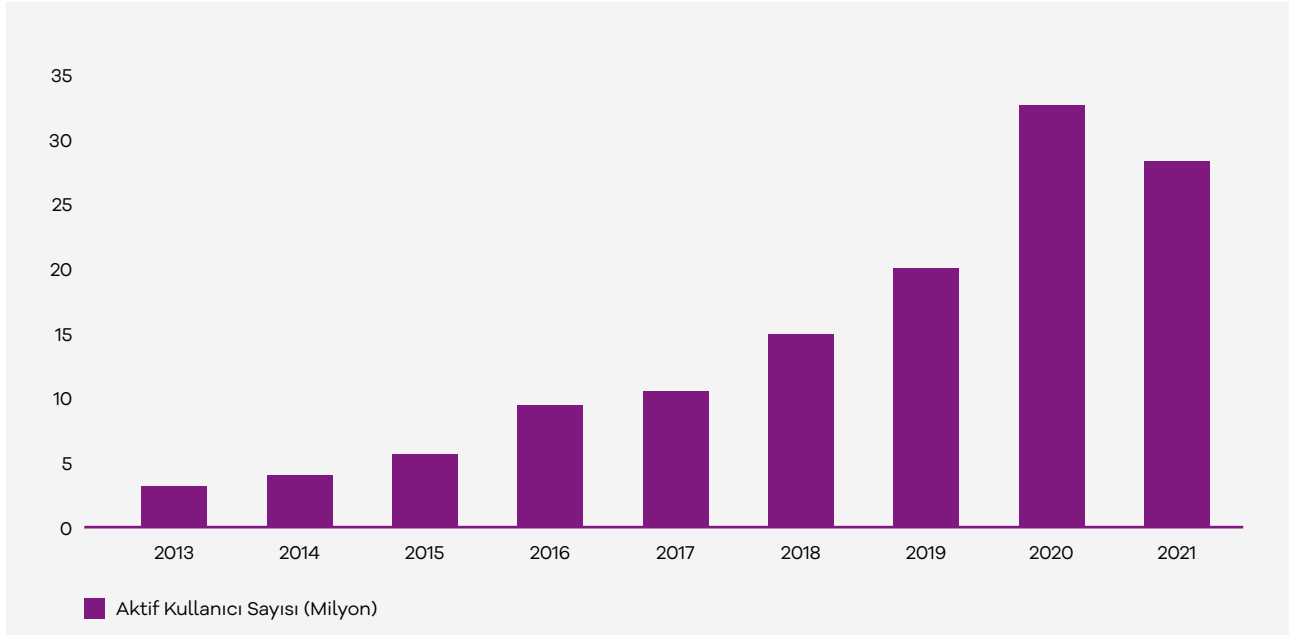
Pazaryeri Trafik Dağılımı:

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



*Kaynak, Satista 2022

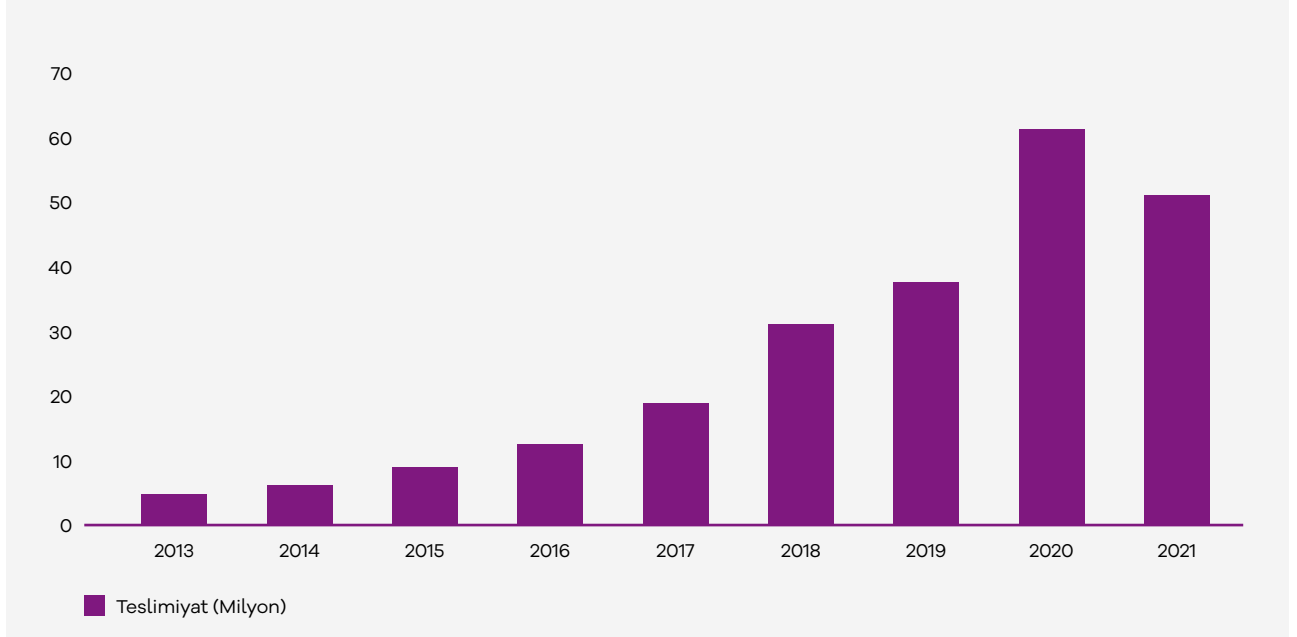
2013 – 2021 Yılları Arası Aktif Kullanıcı Sayısı



*Kaynak, Satista 2022

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)

Yıllık Sipariş Teslimiyat Numaraları Teslimiyat (Milyon)



*Kaynak, Satista 2022

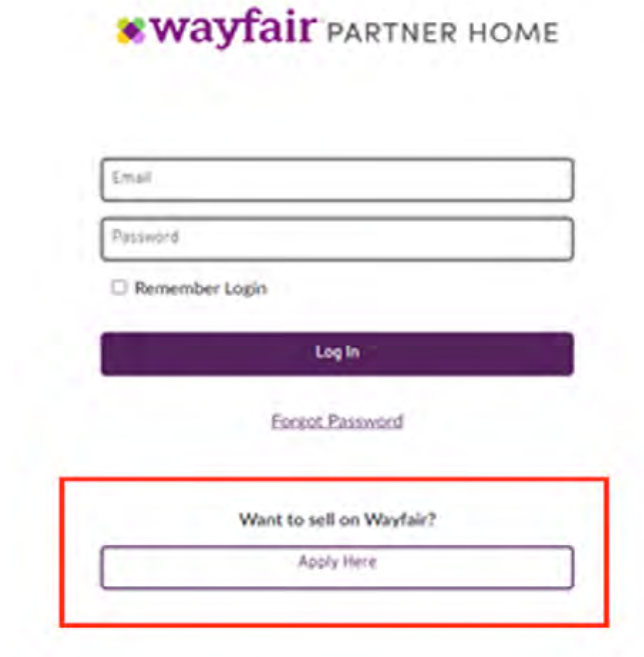
Wayfair pazaryerinin mobilya kategorisinde ön plana çıkıyor olması nedeniyle ilgili kategoride ihracatçılarımızın yüksek gelir gruplarına yüksek kar marjları ile satış yapabilme imkânını ortaya çıkarmaktadır.

2. Wayfair'de 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.

3. Mağaza Açılışı

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



The image shows the 'wayfair PARTNER HOME' login and application page. It features a login section with fields for 'Email' and 'Password', a 'Remember Login' checkbox, a 'Log In' button, and a 'Forgot Password' link. Below this, there is a section titled 'Want to sell on Wayfair?' with an 'Apply Here' button. The 'Apply Here' button is highlighted with a red rectangular border.

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.

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.

1

Contact Information
Your primary contact will be Wayfair's point person for your business

2

Business Information
Let us know your business name and location

3

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

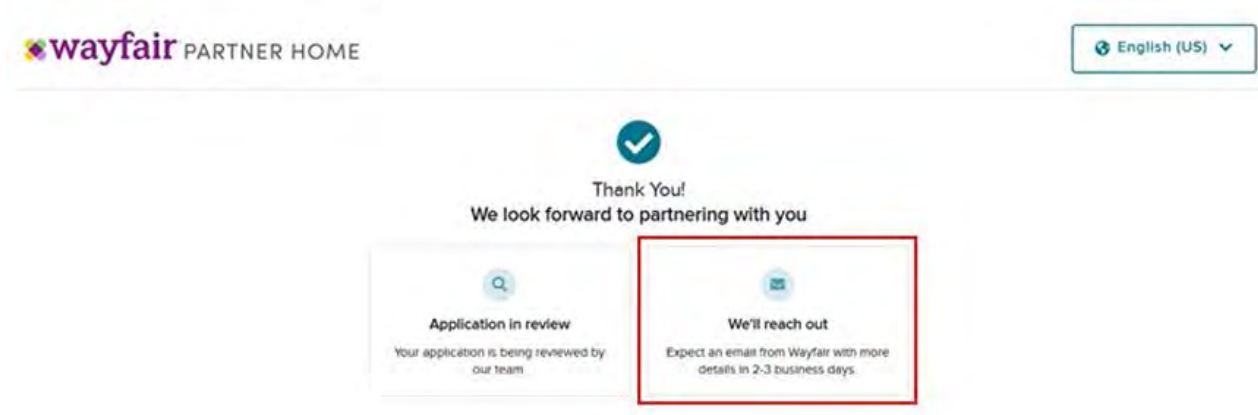
Select your top online retailers you currently sell with.

Select options

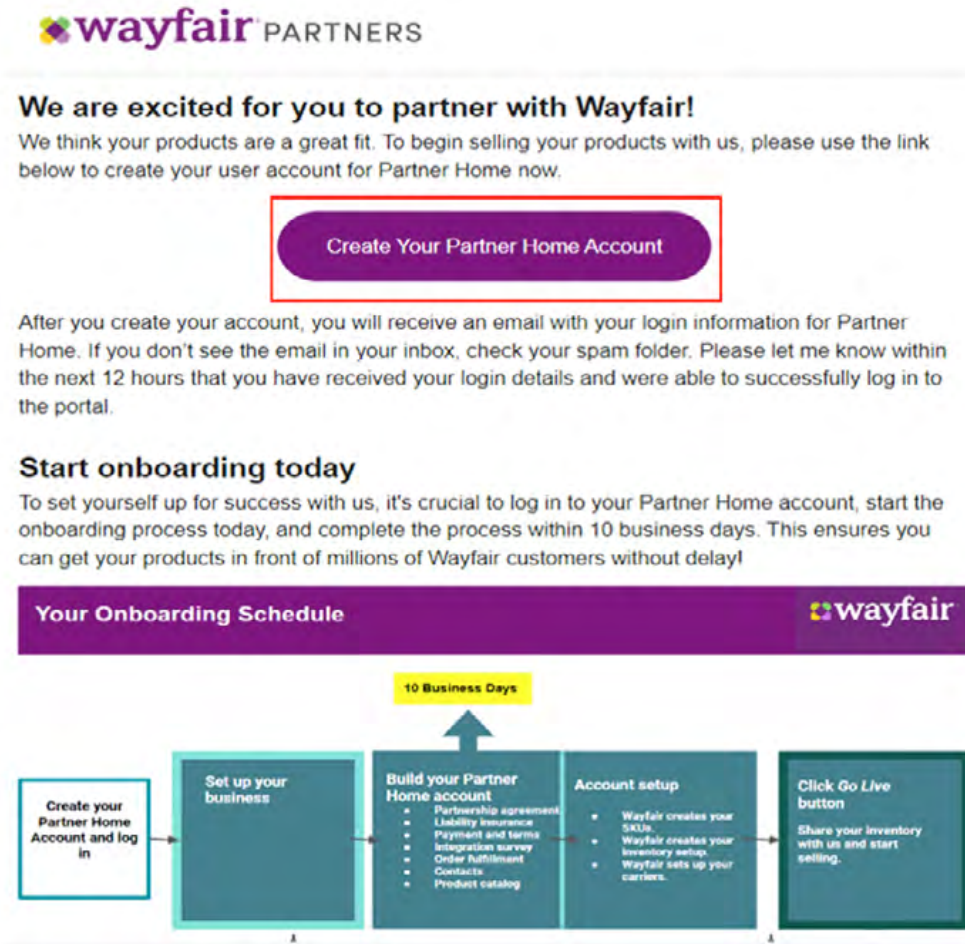
Online Catalog Links

Apply Now

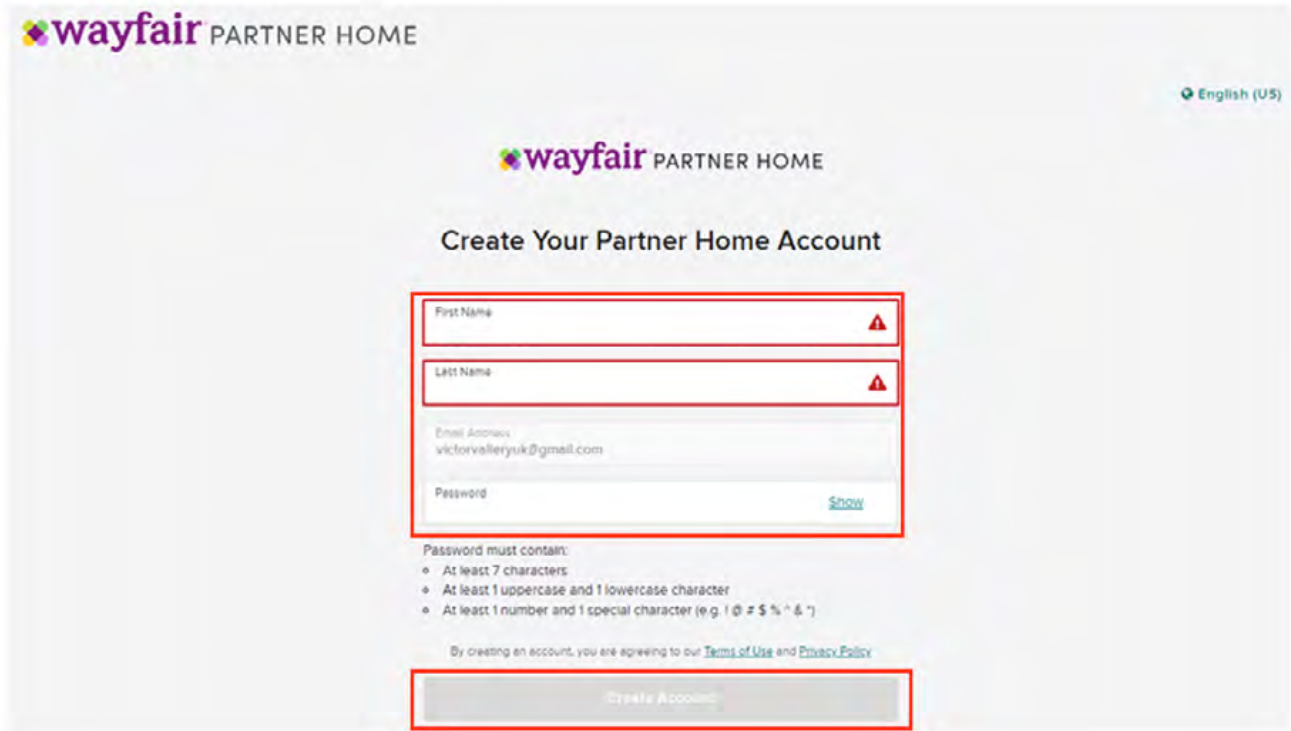
Ekran 3: Başvuru Wayfair tarafından değerlendirilir, onaylanması durumunda başvuruda belirtilen mail adresi üzerinden Wayfair partner giriş bilgilerini iletir.



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

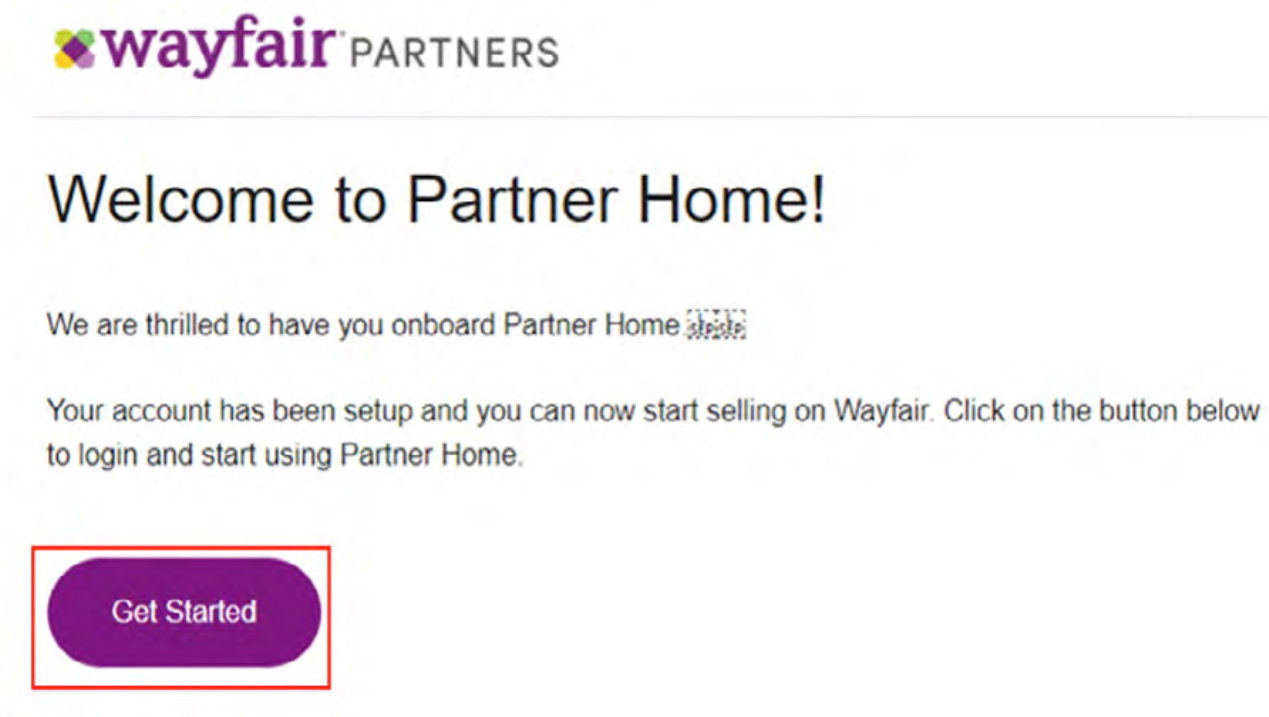


Ekran 5: İlgili sekmede hesap şifresi oluşturulur ve **“Create Account”** butonu ile devam edilir.



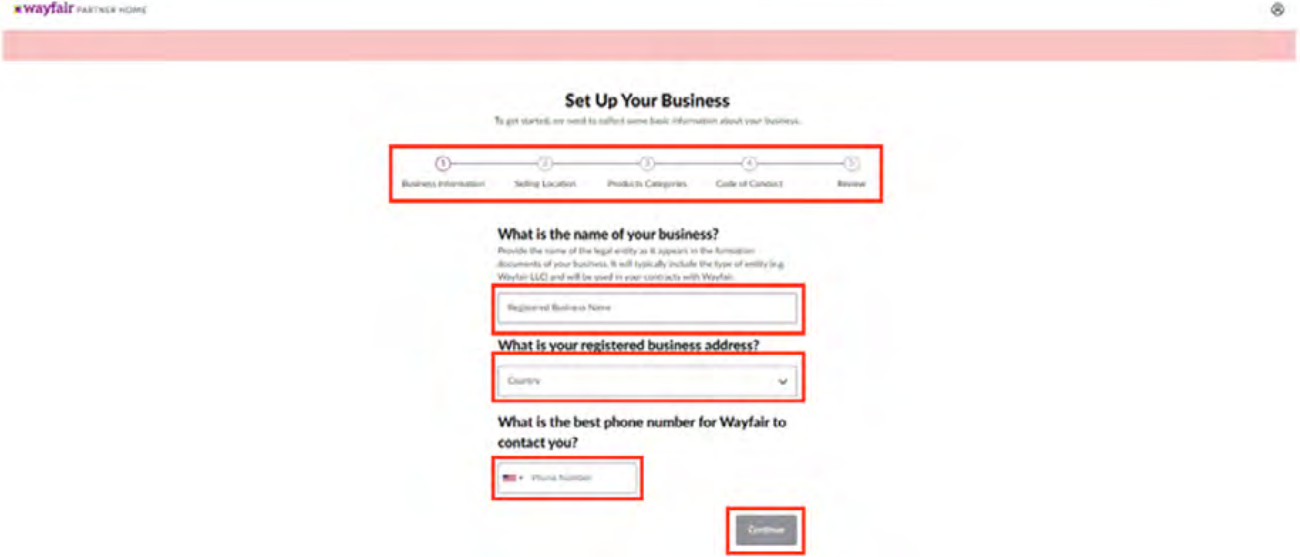
The image shows the 'Create Your Partner Home Account' form on the Wayfair Partner Home page. The form is titled 'Create Your Partner Home Account' and includes fields for 'First Name', 'Last Name', 'Email Address', and 'Password'. The 'Email Address' field is pre-filled with 'victorvalleyuk@gmail.com'. The 'Password' field has a 'Show' link next to it. Below the password field, there are instructions: 'Password must contain:' followed by a list of requirements: 'At least 7 characters', 'At least 1 uppercase and 1 lowercase character', and 'At least 1 number and 1 special character (e.g. ! @ # \$ % ^ & *)'. At the bottom of the form, there is a checkbox for 'By creating an account, you are agreeing to our Terms of Use and Privacy Policy' and a 'Create Account' button. The form is highlighted with a red border.

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



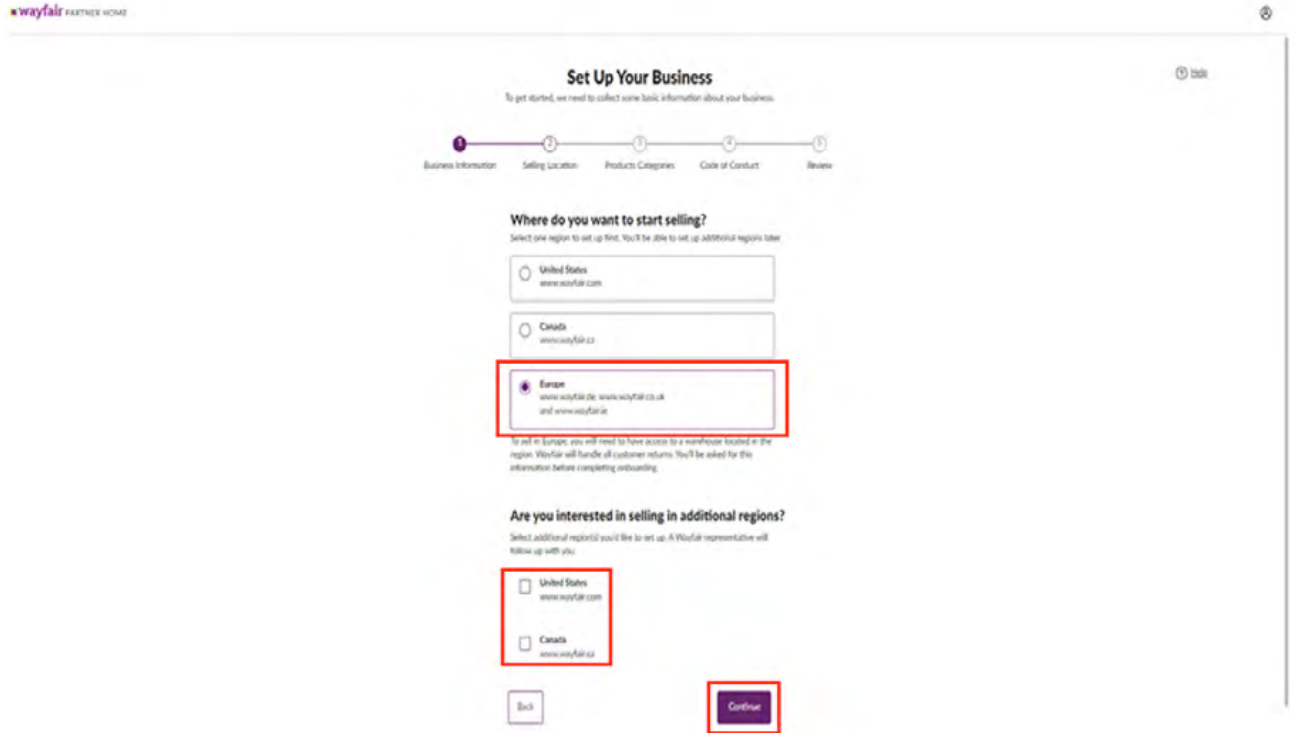
Wayfair paneline erişim sağlandıktan sonra beş aşamalı bir kurulum aşaması başlamaktadır.

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' page on the Wayfair Partner Home. The page has a red header with the Wayfair logo and 'PARTNER HOME'. Below the header, there's a progress bar with five steps: 1. Business Information, 2. Selling Location, 3. Products Categories, 4. Code of Conduct, and 5. Review. The first step, 'Business Information', is highlighted. The main content area asks for business details. It starts with 'What is the name of your business?' followed by a text input field for 'Registered Business Name'. Below that, it asks 'What is your registered business address?' with a dropdown menu for 'Country'. Then, it asks 'What is the best phone number for Wayfair to contact you?' with a text input field for 'Phone Number'. At the bottom right, there is a 'Continue' button.

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' page on the Wayfair Partner Home, specifically the 'Selling Location' step. The progress bar at the top shows five steps: 1. Business Information, 2. Selling Location, 3. Products Categories, 4. Code of Conduct, and 5. Review. The second step, 'Selling Location', is highlighted. The main content area asks 'Where do you want to start selling?' and provides instructions: 'Select one region to set up first. You'll be able to set up additional regions later.' There are three radio button options: 'United States' (www.wayfair.com), 'Canada' (www.wayfair.ca), and 'Europe' (www.wayfair.de, www.wayfair.co.uk, and www.wayfair.it). The 'Europe' option is selected and highlighted with a red box. Below this, there's a note: '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.' Then, it asks 'Are you interested in selling in additional regions?' with instructions: 'Select additional regions you'd like to set up. A Wayfair representative will follow up with you.' There are two checkbox options: 'United States' (www.wayfair.com) and 'Canada' (www.wayfair.ca). Both are highlighted with a red box. At the bottom, there are 'Back' and 'Continue' buttons.

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

wayfair PARTNER LOGIN

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

1 Business Information 2 Selling Location 3 Product 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
☒ Pets	☒ Car Seats & Car Seat Strollers
☒ Decor & Pillows	☒ Bicycles, Scooters & Skateboards
☒ Organization	☒ Lawn Darts
☒ Lighting	☒ Prohibited
☒ Kitchen	☒ Gas & Electric Powered Vehicles
☒ Baby & Kids	☒ Casino Machines
☒ Home Improvement	☒ Power Tools
☒ Appliances	☒ Guns
☒ 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 Product 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 images 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.

Exit **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.

1 Business Information 2 Selling Location 3 Product 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 with building.

Business name [Edit](#)
[Business Name Field]

Business headquarters [Edit](#) **Business Phone Number** [Edit](#)
[Business Headquarters Field] [Business Phone Number Field]

Selling region [Edit](#) **Additional selling region(s)** [Edit](#)
[Selling Region Field] [Additional selling region(s) Field]

[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 [Not Started](#)
Provide basic information about your business.
[View Business Setup](#)

Partnership Agreement [Not Started](#)
Read our terms and conditions carefully to make sure this service is right for you.
[View Partnership Agreement](#)

Payments & Terms [Not Started](#)
Confirm how you want to be paid for your sales and review our return policy.
[View Payments & Terms](#)

Product Catalog [Not Started](#)
Provide information about the products you want to sell on Wayfair.
[View Product Catalog](#)

Order & Inventory Management [Not Started](#)
Answer a few questions to figure out the best approach for managing orders and inventory.
[View Order & Inventory Management](#)

Order Fulfillment [Not Started](#)
Identify where your inventory is stored and where you'll be shipping it from.
[View Order Fulfillment](#)

Contacts [Not Started](#)
Provide points of contact for your business.
[View 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 Remote 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.

Back Continue

Ekran 15: İlgili sekme Wayfair ile entegrasyon bilgileri girilir.

wayfair PARTNER HOME

Build Your Partner Home / Operations and Processes

Operations and Processes

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

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.

Choose Software
Select an Option

Which software do you use for sending inventory data to retailers?

Frequently updating your reliable 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 Management Software
Select an Option

Which software do you use for managing inventory?

Knowing how you manage your reliable inventory quantities helps us plan for your future growth.

Inventory Management Software
Select an Option

Which team 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

Back Save and Continue

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.

Bank Information

Bank Name

Bank Location

Back Continue

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

wayfair PARTNER HOME

Build Your Partner Home / Operations and Processes

Operations and Processes

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

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.

Choose Software
Select an Option

Which software do you use for sending inventory data to retailers?

Frequently updating your reliable 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 Management Software
Select an Option

Which software do you use for managing inventory?

Knowing how you manage your reliable inventory quantities helps us plan for your future growth.

Inventory Management Software
Select an Option

Which team 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

Back Save and Continue

Ekrana 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

Ekrana 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 roles, and to reset your account password.

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

Account Status

Created: 10/01/2019 Status: Active
Created By: [Name] Password Expires In: 30 Days

Personal Information

Username: *
First Name: *
Last Name: *
Phone: *
Email: *
Address Line 1: *
Address Line 2: *
Address Line 3: *
City: *
State/Province: *
Zip/Postal Code: *
Language: *
Date Format: *
Country: *
Time Zone: *

Suppliers

117

Role

Account Executive / Accounts Manager

Tasks

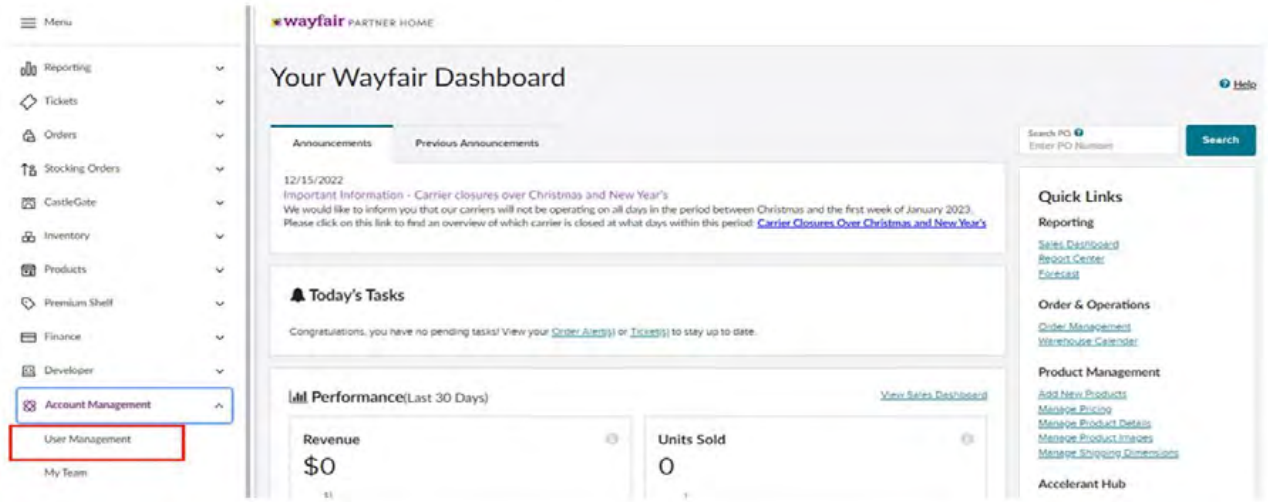
☒ Account Management / Contacts ☒ Catalog & Pricing Program
☒ Event / Promotions Management ☒ Order Processing & Management
☒ Inventory Management ☒ Product Incidents Management
☒ Pricing ☒ Sales & Reporting Analysis
☒ Product Management



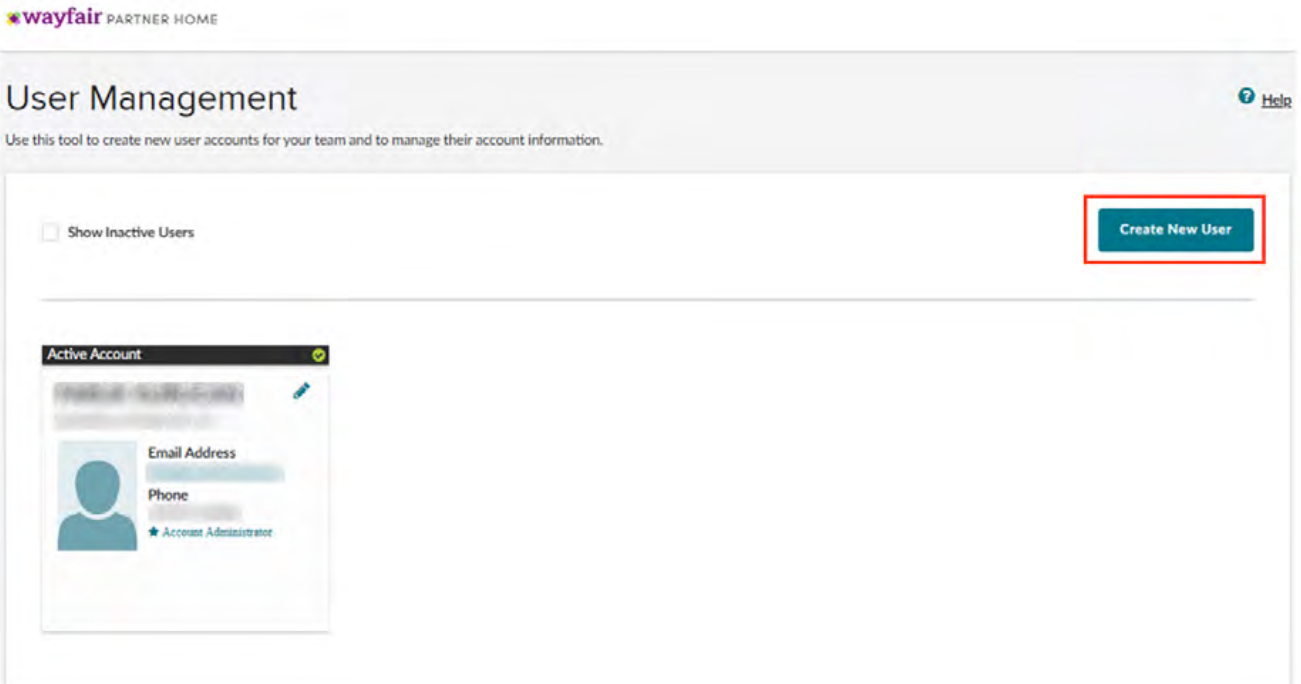
Wayfair pazaryerinde yararlanıcının ilgili panel üzerinden tüzel kişilik bilgilerinin doğrulaması yapılırken ön başvuru sırasında belirtilmiş olan mağaza adı ve satıcı ID alanı kontrol edilebilir.

5. Kullanıcı Yetkilendirme

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



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



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

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

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 - 08-22-2018

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 - ACCOUNT 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

☒ ASN Label

☒ CastleGate Bulk Load

☒ CastleGate Allow Signature Req...

☒ Damages

☒ Certificate of Insurance Manag...

☒ EDI Documents Testing

☒ EDI Integration

☒ Events

☒ Finance

☒ Fulfillment Customer

☒ Fulfillment Reservations

☒ Inbound on CastleGate Account

☒ Inventory

☒ Order Management

☒ Pricing

☒ Report Viewer

☒ Requesting

☒ Stocking

☒ Supplier 3D Models

E-mail Subscriptions

Event Emails

☒ Daily Events Summary

☒ Event Date Changes

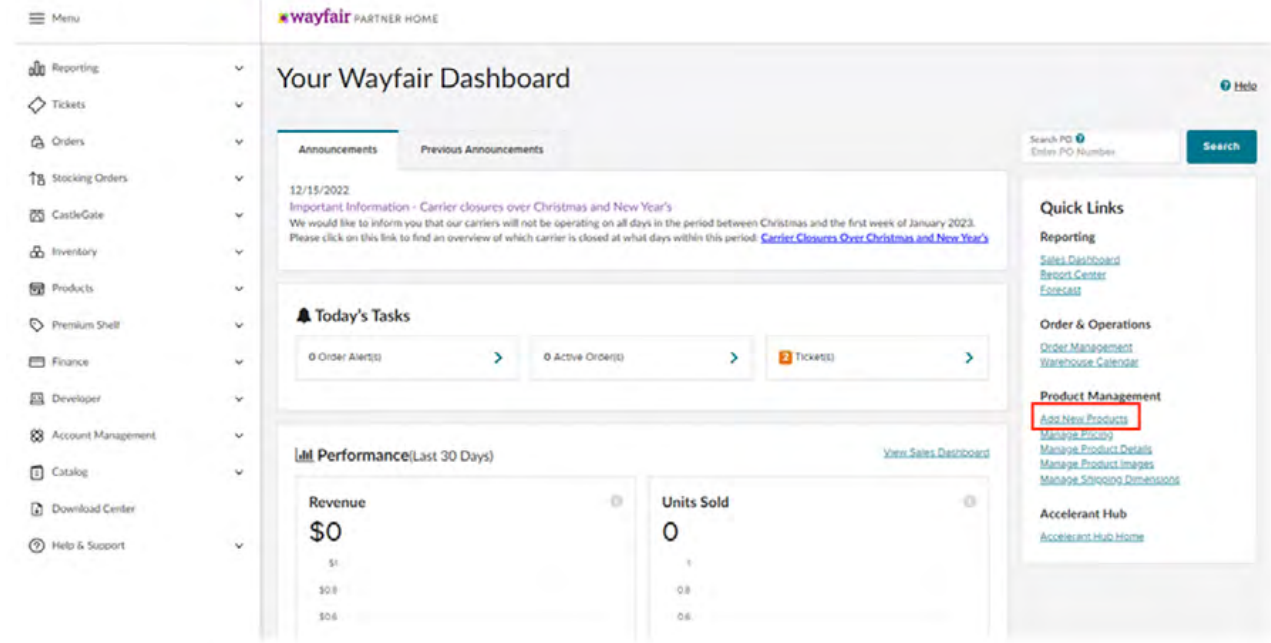
☒ New Event Notifications

Supplier 3D Model Alerts Emails

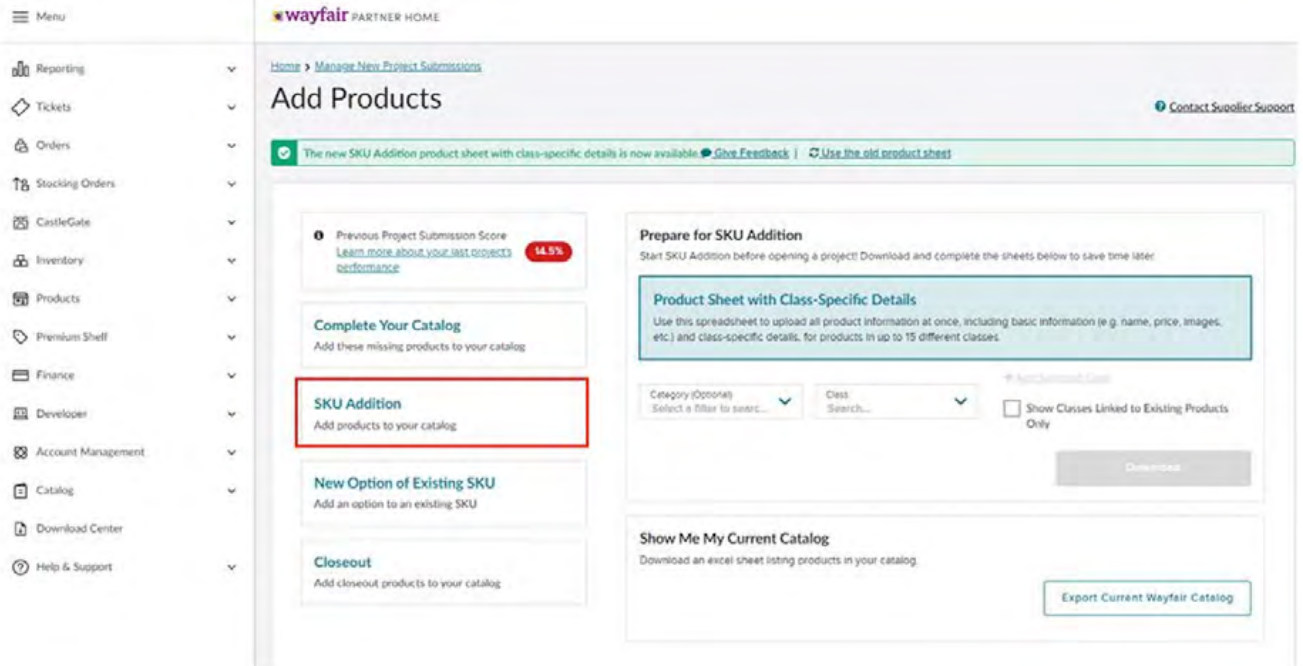
☒ 3D Model Daily 3Dx To Do Alert...

6. Ürün Listeleme

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



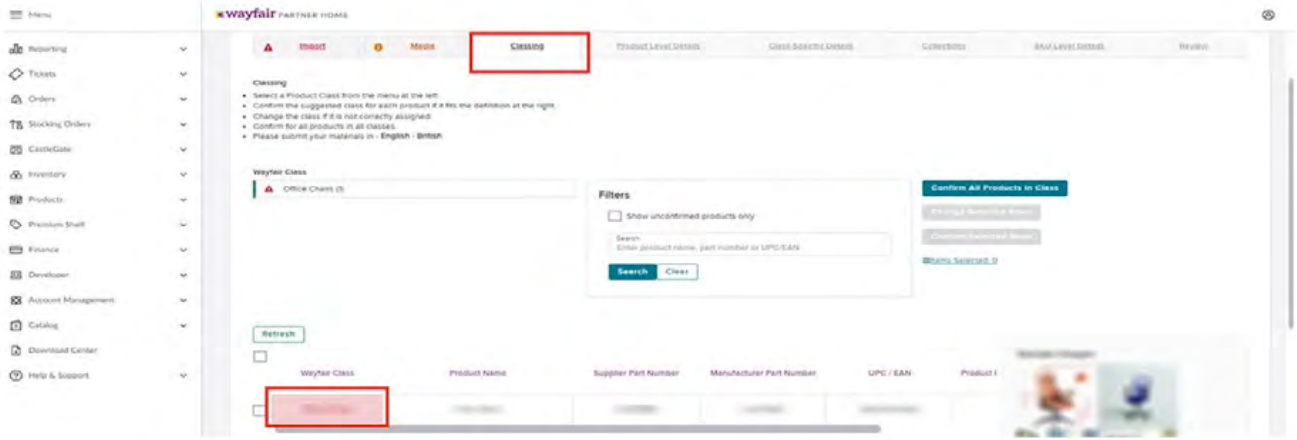
Ekran 24: Ürün girişi yapılırken **“SKU Addition”** bölümü üzerinden ilerlenir.



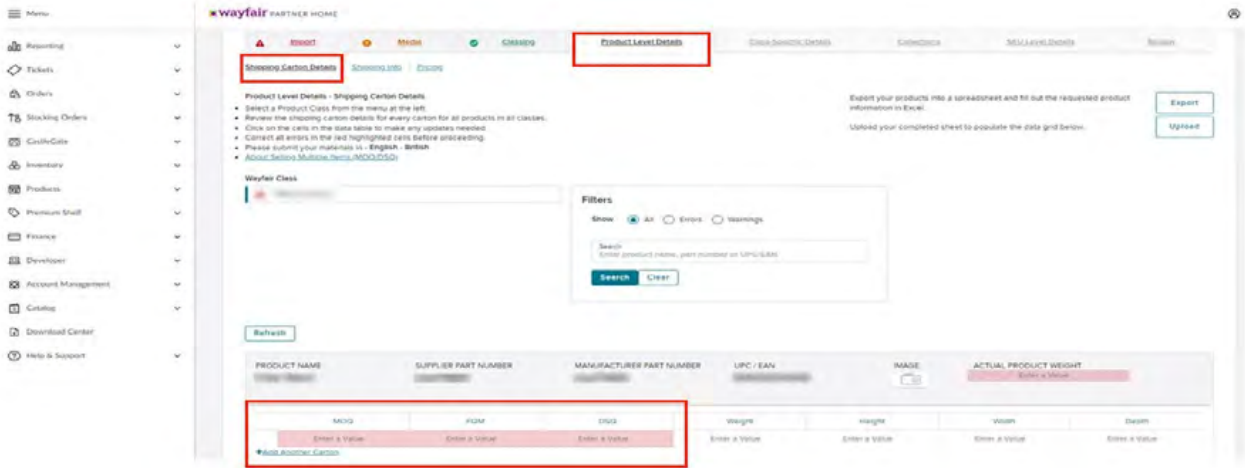
Ekran 25: Öncelikle marka seçimi yapılır devamında **“Ürün adı, KTÜN Numarası, Supplier ve Manufacturer Number”** alanları doldurularak **“Add Product”** butonu ile ürün kartı açılır.

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

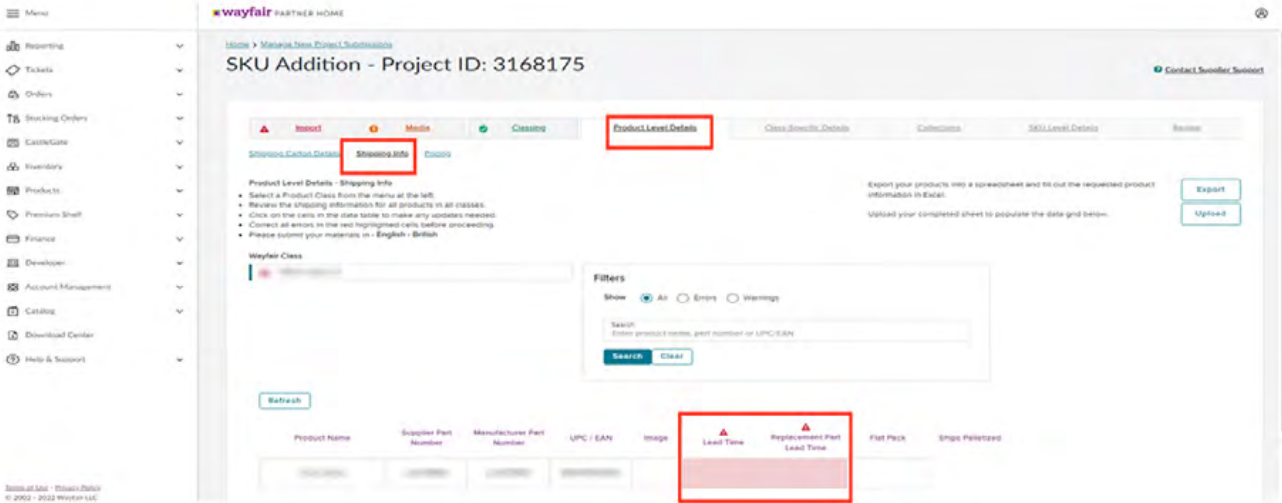
Ekran 27: Classing bölümünde ürüne ait sınıflandırma **“Wayfair class”** alanından seçilir.



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

Pricing

- Select a MRP 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. Export

Upload your completed sheet to populate the data grid below. Upload

MSRP Currency: 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. Export

Upload your completed sheet to populate the data grid below. 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	Back Colour	Back 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

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

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 collections, 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: Enter 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

SKU Addition - Project ID: 3168175

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

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

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.

SKU Addition - Project ID: 3168175

Country of Manufacture

SKU Level Details - Country of Manufacture

- Select a Product Class from the menu at the left.
- Review the country of manufacture and standardize code information 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

Weyfair 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 Country of Manufacture

Possible Values

☐ Turkey

☐ Turkmenistan

☐ Turks and Caicos Islands

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

SKU Addition - Project ID: 3168175

Review

Review

- Select a Product Class from the menu at the left.
- Review the final setup for all products in all classes.
- To add any final instructions for your project, click Additional Comments/Notes.
- Click Submit Project to send your products to Weyfair for processing.
- Please submit your materials in - English - British

Weyfair Class

Filters

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

Search Clear

Additional Comments/Note

Product Name Supplier Part Number Manufacturer Part Number Comprised of UPC / EAN Images Review

1 Result(s) Found

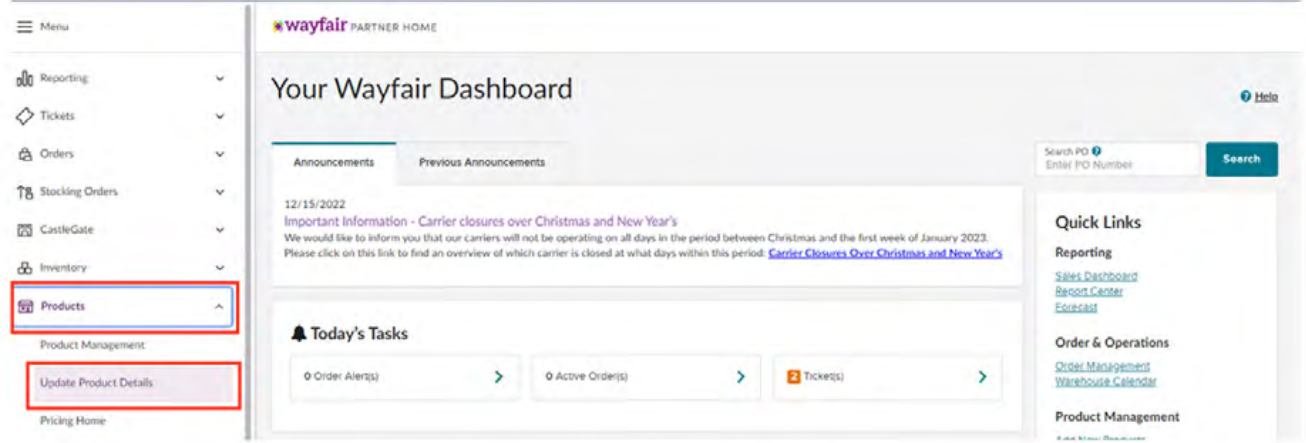
Page 1 of 1

100 rows

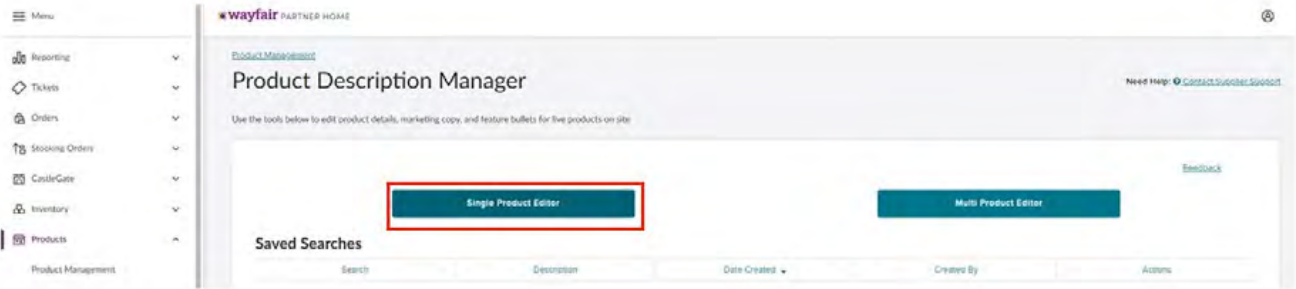
Submit Project

7. Listenen Ürünlerin Kontrolü ve Düzenlenme

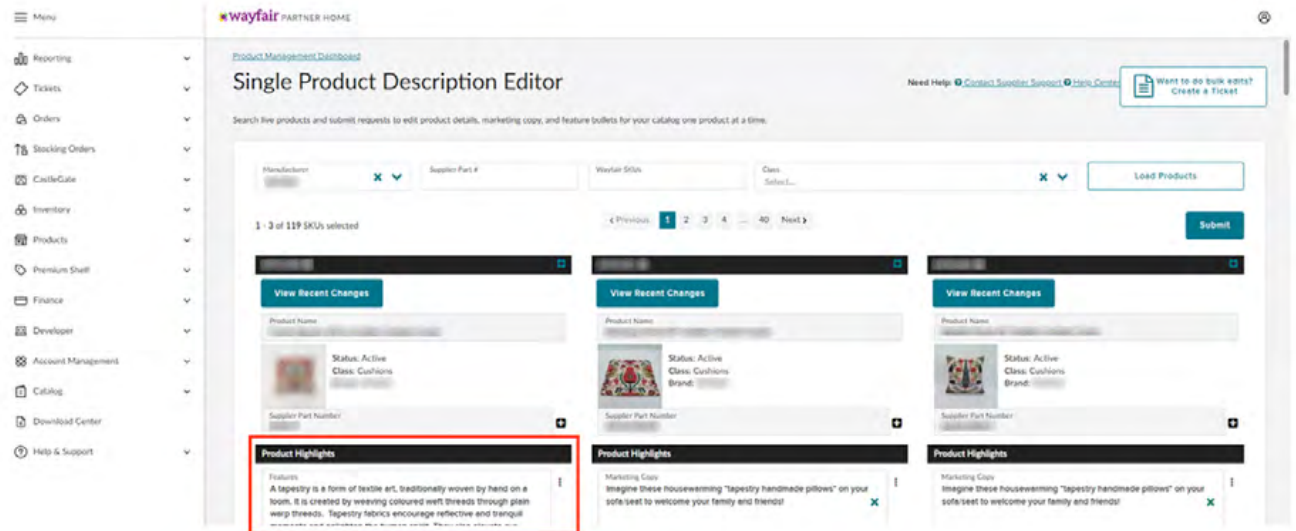
Ekran 36: Wayfair ana sayfasında sol menü de yer alan **“Products > Update Product Details”** başlığından ilerlenir.



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

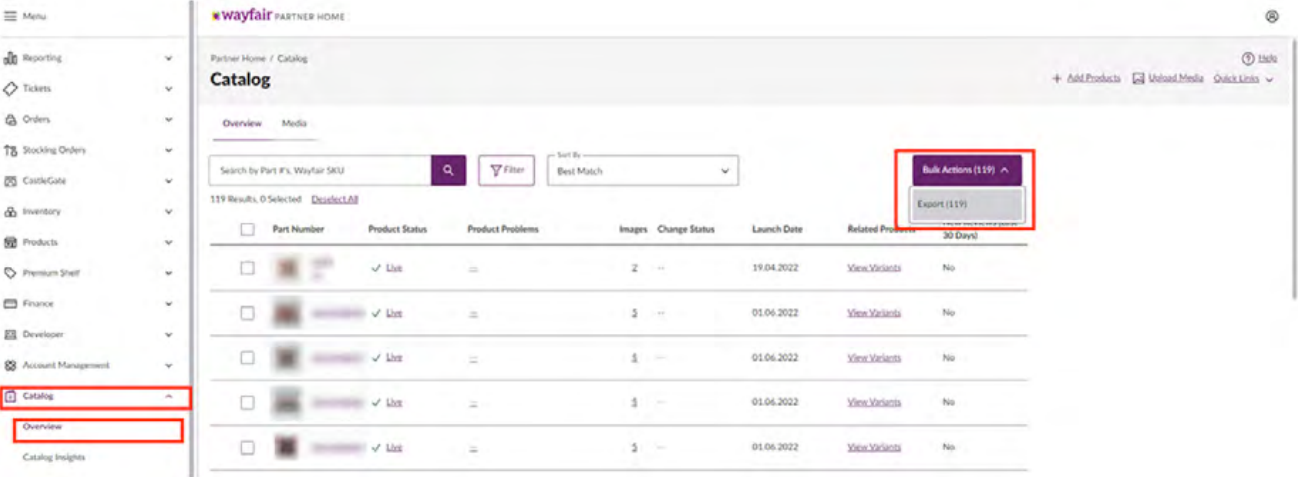


Ekran 38: Açılan sayfada tüm ürünler tekil olarak listelenmektedir. **“Product Highlights”** ve **“Product Details”** alanlarından düzenlemeler yapılabilir.

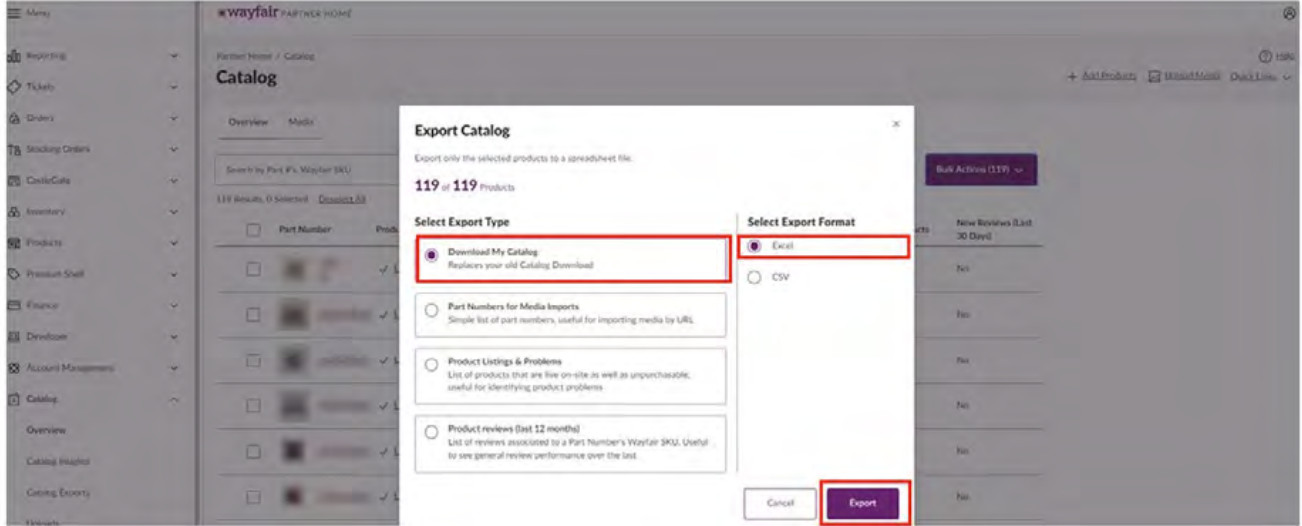


8. Toplu Ürün Listesi İndirme

Ekrana 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.



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



Ekrana 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
					AFS11000		0783970696595	
					AFS11001		0783970696670	
					AFS11002		0783970696663	
					AFS11003		0783970696656	
					AFS11004		0783970696649	
					AFS11005		0783970696632	
					AFS11006		0783970696601	
					AFS11007		0783970696625	
					AFS11008		0783970696618	
					AFS11010		0783970696694	
					AFS11009		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.

Wayfair PARTNER HOME

Order Exports

Customize order information into downloadable reports for easy fulfillment and management.

Export Templates

Purchase Orders

Must Ship by Today Must Ship by Tomorrow All Open Backorders All Late Orders All Open Orders Ready for Pickup

Replacement Parts

Must Ship by Today Must Ship by Tomorrow All Open Backorders All Late Orders All Open Orders Ready for Pickup

Custom Templates

Create New

Export Title(*)

Export Filters

Product Filter

Export Columns

Date Selection

All date ranges can cover at most six months.

Must Ship By Date: 12/19/2022 to 12/19/2022

PO Date Range: 08/21/2022 to 12/19/2022

Shipped Date: 09/20/2022 to 12/19/2022

Backorder Date: 10/26/2022 to 03/19/2023

Ready for Pickup Date: 09/21/2022 to 12/19/2022

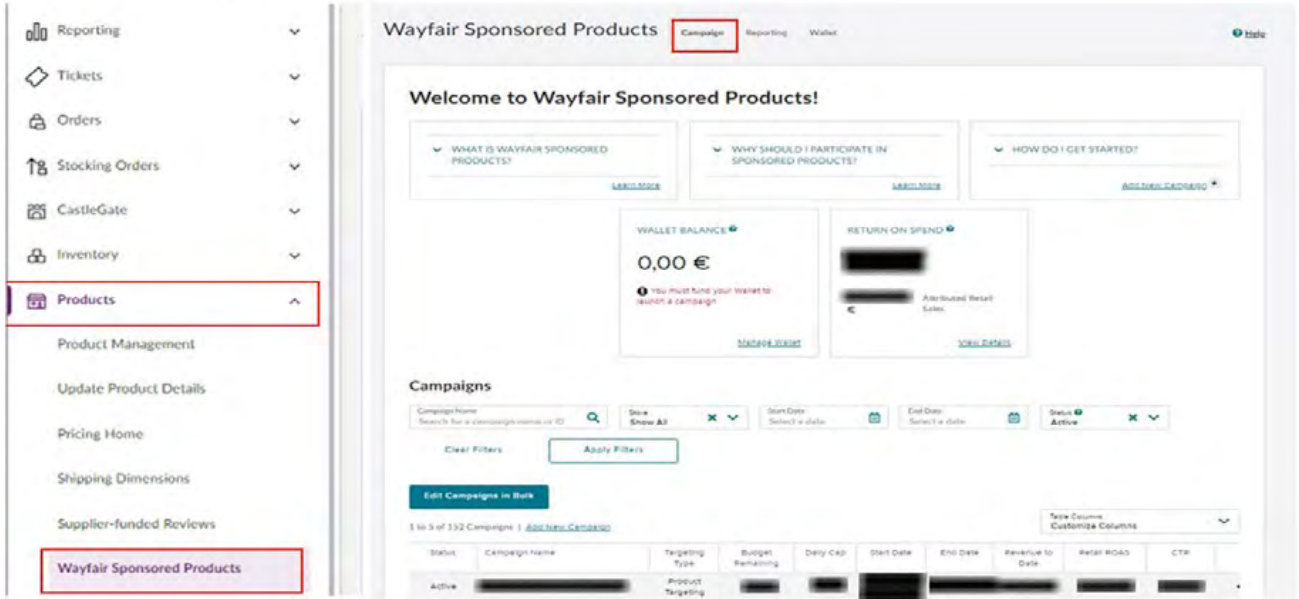
Generate Report

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

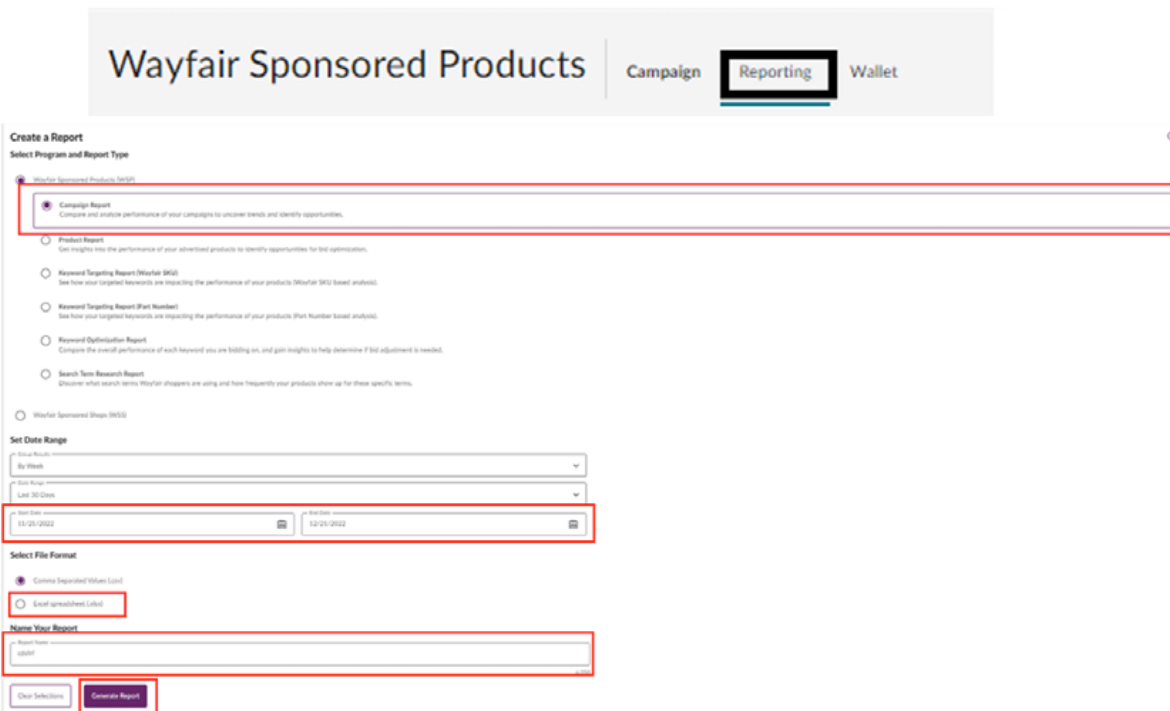
Warehouse Name	Store Name	PO Number	PO Date	Must Ship By	Backorder Date	Order Status	Item Number	Item Name	Quantity	Wholesale Price	Ship Method	Carrier Name
Wayfair	UK432457951	11/15/2022	11/29/2022			Shipped	#GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK430857259	11/07/2022	11/21/2022			Shipped	#GNTVWY44A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK43053746	11/05/2022	11/18/2022			Shipped	#GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK42908962	10/28/2022	11/11/2022			Shipped	#GLMRWZ1A	Adjustable Height Cat and Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK428560452	10/26/2022	11/09/2022			Cancelled	#GEGILWYA	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK428115931	10/24/2022	11/07/2022			Cancelled	#GKLPRUYA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK427912408	10/23/2022	11/04/2022			Cancelled	#GNTVWY44A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK427089461	10/17/2022	10/31/2022			Cancelled	#GNTVWY44A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	DE427019640	10/16/2022	10/28/2022			Cancelled	#GKLPRUYA1	Erhöhte Futterstation Palma	1	33	Small Parcel	
Wayfair	UK426599548	10/13/2022	10/27/2022			Cancelled	#GDEINSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	DE426314836	10/11/2022	10/25/2022		11/09/2022	Cancelled	#GKLPRUYA1	Erhöhte Futterstation Palma	1	33	Small Parcel	
Wayfair	UK425369587	10/06/2022	10/20/2022			Cancelled	#GKLPRUYA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK424752298	10/02/2022	10/14/2022			Cancelled	#GKLPRUYA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK418790465	08/23/2022	09/07/2022			Cancelled	#GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK416970817	08/08/2022	08/22/2022		08/23/2022	Shipped	#GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK415992091	08/04/2022	08/18/2022			Cancelled	#GKLPRUYA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK415702973	08/02/2022	08/16/2022			Cancelled	#GNTVWY44A1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK414972254	07/28/2022	08/11/2022			Cancelled	#GNTVWY44A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK414650043	07/26/2022	08/09/2022			Cancelled	#GKLPRUYA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK414347804	07/24/2022	08/05/2022		08/23/2022	Cancelled	#GKLPRUYA1	Adjustable Height Cat and Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK413663093	07/10/2022	08/02/2022		08/29/2022	Cancelled	#GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK413202094	07/16/2022	07/29/2022			Shipped	#GKLPRUYA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK412680343	07/12/2022	07/26/2022		08/15/2022	Shipped	#GDEINSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK412254337	07/09/2022	07/22/2022		08/15/2022	Shipped	#GDEINSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK409614919	06/23/2022	07/06/2022			Cancelled	#GKLPRUYA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK408701332	06/16/2022	06/30/2022			Shipped	#GKLPRUYA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK407124371	06/06/2022	06/20/2022			Cancelled	#GLMRWZ1A	Adjustable Height Cat and Dog Elevated Feeder	1	123	Small Parcel	
Wayfair	UK405877315	05/30/2022	06/15/2022			Cancelled	#GEGILWYA	Dog Elevated Feeder	1	1214	Small Parcel	
Wayfair	UK404183615	05/20/2022	06/07/2022			Cancelled	#GLMRWZ1A	Adjustable Height Cat and Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK400133480	04/28/2022	05/13/2022			Cancelled	#GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	23	Small Parcel	
Wayfair	UK400683583	04/28/2022	05/13/2022			Cancelled	#GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	23	Small Parcel	
Wayfair	UK390885999	04/25/2022	05/10/2022			Cancelled	#GDEINSTA1	Dog Elevated Feeder	1	20	Small Parcel	
Wayfair	UK397569386	04/15/2022	05/03/2022			Shipped	#GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	23	Small Parcel	
Wayfair	UK397796417	04/17/2022	05/03/2022			Shipped	#GDEINSTA1	Dog Elevated Feeder	1	20	Small Parcel	
Wayfair	UK39799204	04/18/2022	05/03/2022			Shipped	#GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	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

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

Ekran 47: Oluşturulan raporda KTÜN bilgilerine bağlı olarak **“Spend Euro veAttributed 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_vie
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				11	546	2,25	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				5	236	0,17	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				22	15	1,15	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				33	253	0,56	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				44	695	0,87	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				47	125	1,99	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				51	122	2,19	3,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				82	143	4,50	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				6	110	3,98	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				12	12	0,20	5,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				19	64	0,52	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				52	123	1,98	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				36	253	1,85	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				47	695	2,66	3,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				95	125	0,20	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				82	15	0,52	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				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.

Menu

Reporting

Tickets

Orders

Stocking Orders

CastleGate

Inventory

Products

Product Management

Update Product Details

Pricing Home

Shipping Dimensions

Supplier-funded Reviews

Wayfair Sponsored Products

Wayfair Sponsored Shops

Product Compliance

Image & Media Management

wayfair PARTNER HOME

Wayfair Sponsored Products

Campaign Reporting **Wallet**

Welcome to Wayfair Sponsored Products!

WHAT IS WAYFAIR SPONSORED PRODUCTS?

WHY SHOULD I PARTICIPATE IN SPONSORED PRODUCTS?

HOW DO I GET STARTED?

Learn more

Learn more

Adid New Campaign

WALLET BALANCE

0,00 €

You must fund your Wallet to launch a campaign

Manage Wallet

RETURN ON SPEND

Attributed Retail Sales

View Details

Campaigns

Campaign Name

Search for a campaign name or ID

Show All

Start Date

Select a date

End Date

Select a date

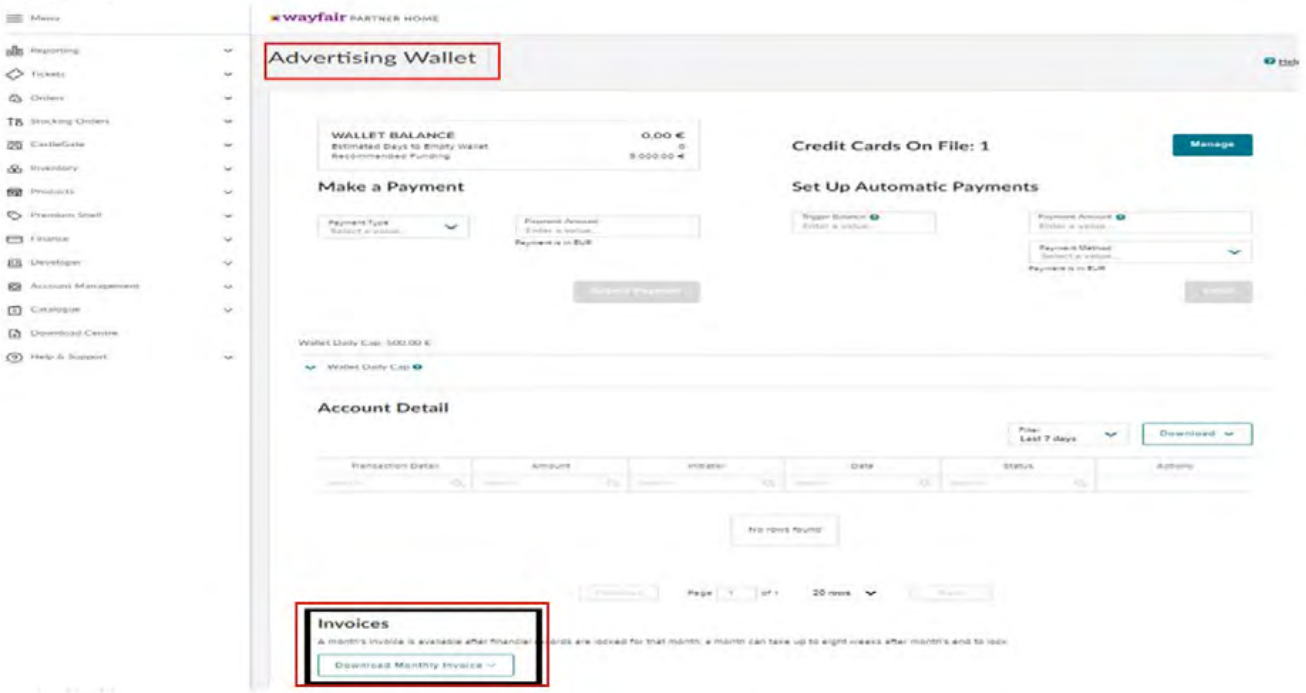
Status

Active

Clear Filters

Apply Filters

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



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

Account Detail

Account Detail					
Filter: Last 90 days					Download
Transaction Detail	Amount	Initiator	Date	Status	Actions
American	5,000.00 €	Paid	12/02/2022	Paid	Download Receipt
American	5,000.00 €	Paid	11/23/2022	Paid	Download Receipt
Web	200.00 €	Paid	11/14/2022	Paid	Download Receipt
Voucher	5,000.00 €	Paid	11/14/2022	Paid	Download Invoice
American	5,000.00 €	Paid	11/01/2022	Paid	Download Receipt
American	5,000.00 €	Paid	10/19/2022	Paid	Download Receipt
American	5,000.00 €	Paid	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.

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

BILL TO	Wayfair Stores Ltd Tuam Road Galway, Ireland H91 W260 EUCastleGateAR@wayfair.com	Total Due 7.266,61 € Due 11-01-2023
DETAILS		
INVOICE PERIOD		
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, 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.

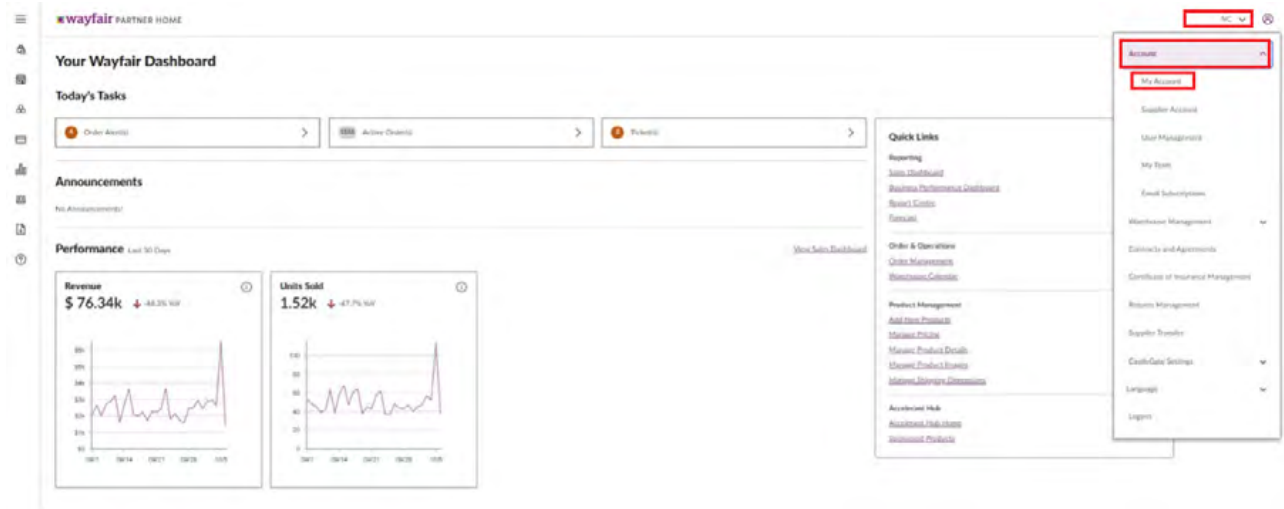
Komisyon giderleri ekranlarına dair yönlendirmeler bir firmanın destek başvurusunda bulunması halinde eklenecektir.

12. Wayfair Vendor Hesaplarının Kontrolü

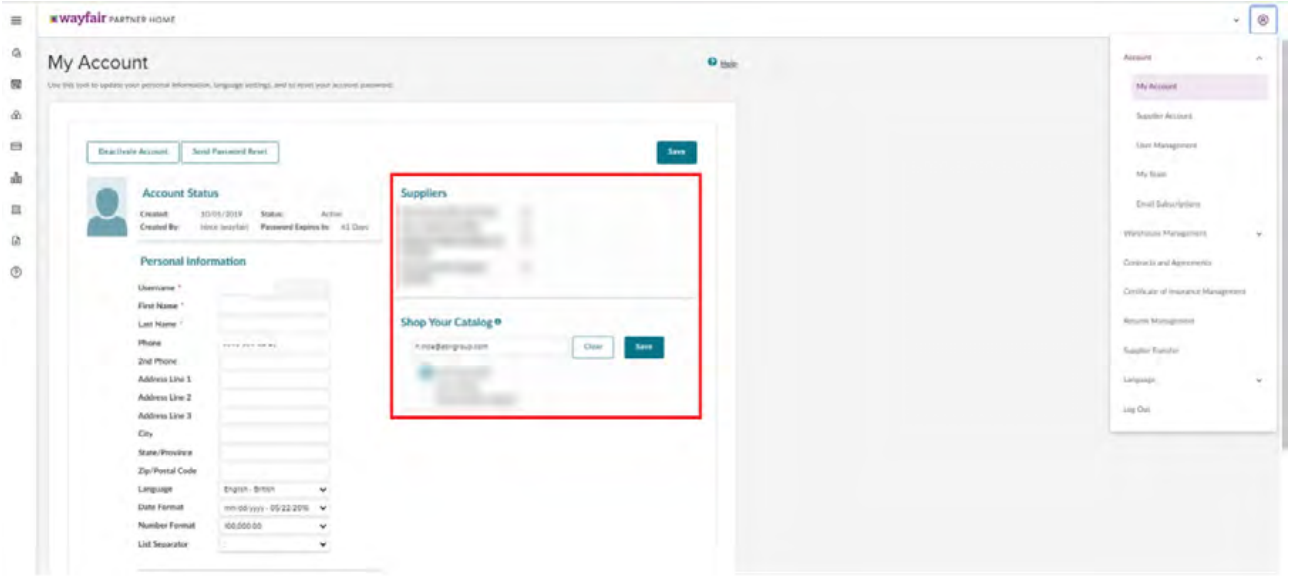
Bu alan, Wayfair platformunda "vendor" olarak faaliyetlerini gerçekleştiren yararlanıcıların Wayfair üzerinden gerçekleştirdikleri tanıtım faaliyetlerinin "Dijital Pazaryeri Tanıtım Desteği"ne konu edilmesi halinde gerçekleştirecekleri ön onay süreçlerine ilişkin hazırlanmıştır.

12.1. Firma Tüzel Kişilik Bilgileri Kontrolü

Ekran 55: Wayfair Partner yönetim panelinde işaretli sekme tıklanır. Açılır menüden **"Account > My Account"** adımları takip edilir.

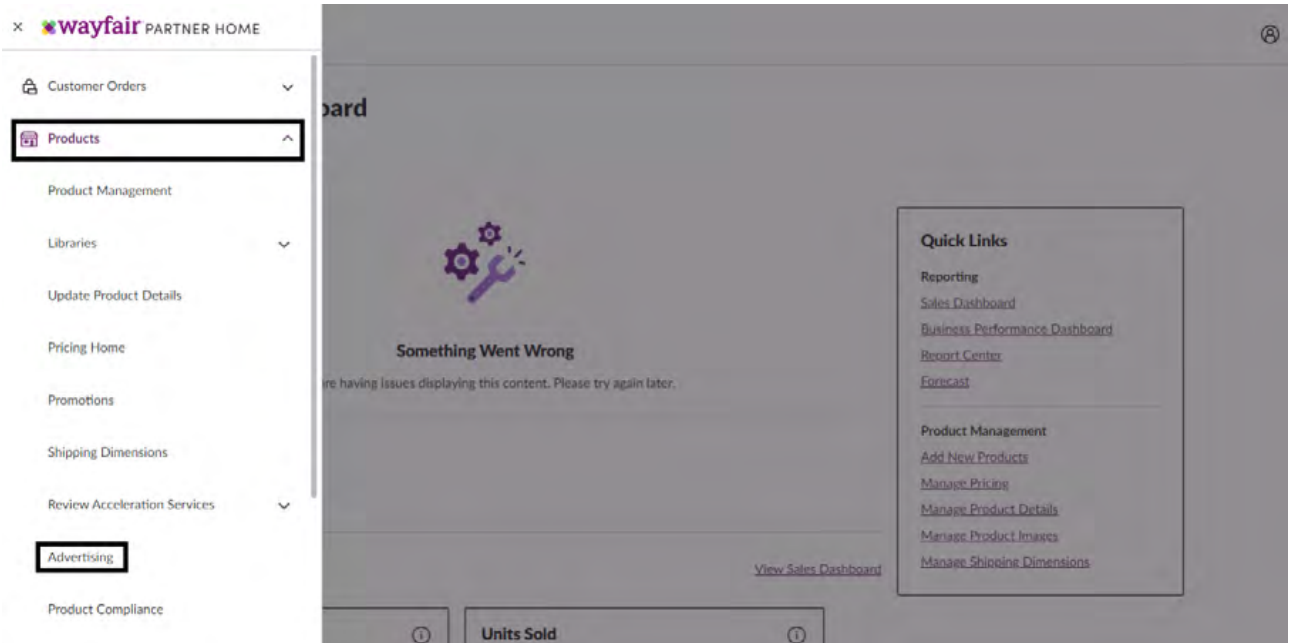


Ekran 56: Erişilen sayfada tüzel kişilik bilgileri işaretli alanda görüntülenir.



12.2. Ödeme Bilgileri Kontrolü

Ekran 57: Wayfair Partner Home ana sayfasında, açılır menüde işaretli **“Products”** başlığı altında **“Advertising”** sekmesi tıklanır.



Ekran 58: Erişilen reklamlar sayfasında işaretli **“Wallet”** sekmesi tıklanır.

The screenshot shows the Wayfair Partner Home dashboard. On the left is a sidebar with various icons. The main header area displays the Wayfair logo and 'PARTNER HOME'. Below this, the 'Advertising' section is active, with tabs for 'Campaigns', 'Bulk Updates', 'Reports', and 'Wallet'. The 'Wallet' tab is selected and highlighted with a red box. The wallet summary shows a 'Wallet Balance' of '\$0.00', 'Estimated Days to Empty Wallet' as '0 days', and 'Recommended Funding' as '\$5,000.00'. Below this, there is a 'Fund Wallet' section.

Ekran 59: Ödeme sayfasında harcamanın yapıldığı kredi kartı bilgisini görüntülemek için işaretli **“Select Payment Method”** sekmesi tıklanır.

The screenshot shows the 'Set Up Automatic Payments' and 'Make a One Time Payment' sections of the Wayfair Partner Home dashboard. The 'Set Up Automatic Payments' section has a 'Paying with' dropdown menu set to 'Select Payment Method'. Below it are input fields for 'Trigger Balance' and 'Payment Amount', both with information icons. A note states: 'An automatic payment will be made when your wallet reaches this value'. To the right, a text box explains: 'With automatic payments, the payment amount you've entered will be automatically added to your wallet when your balance falls below the trigger balance, keeping your sponsored impressions running.' An 'Apply' button is at the bottom. The 'Make a One Time Payment' section also has a 'Paying with' dropdown set to 'Select Payment Method' and a 'Payment Amount' input field. A note states: 'Payment is in USD'. To the right, a text box explains: 'Enter an amount to be immediately added to your wallet. This amount will be deducted from your next dropship voucher. Invoices will be emailed to you and can be downloaded below once payment is submitted.'

Ekran 60: Erişilen ödeme seçenekleri sayfasında işaretli alanda kredi kartı bilgileri görüntülenir.

The screenshot displays the 'Set Up Automatic Payments' section of the Wayfair Partner Home interface. It features two input fields: 'Trigger Balance' and 'Payment Amount', both with information icons. A note explains that automatic payments will be made when the wallet reaches the specified value. Below these fields is an 'Apply' button. A secondary section, 'Make a One Time Payment', includes a 'Payment Amount' field and a 'Submit' button. A modal window titled 'Automatic Payment Method' is overlaid on the right. It shows 'Pay with Credit Card' as the selected method, with an AMEX card icon and the number 0082. Below this, 'Available Payment Methods' includes an option to 'Add a Credit or Debit Card'. At the bottom of the modal are 'Cancel' and 'Apply' buttons.

12.3. Sözleşmelerin Kontrolü

Ekran 61: Wayfair ile yararlanıcı arasında karşılıklı imzalanan anlaşmalara erişim için sağ üstte yer alan **"Account"** simgesi tıklanır. Sonrasında açılan açılır listeden **"Contracts and Agreements"** başlığı tıklanır.

The screenshot shows the 'Account' dropdown menu in the Wayfair Partner Home interface. The menu is open, displaying a list of options: 'Account', 'Warehouse Management', 'Contracts and Agreements', 'Certificate of Insurance Management', 'Returns Management', 'Supplier Transfer', 'CastleGate Settings', 'Language', and 'Log Out'. The 'Contracts and Agreements' option is highlighted with a red box.

Ekran 62: Erişilen sayfada belgeler ve belgeleri, taraflar adına imzalayan kişi bilgileri ve belge türleri görüntülenir. Belgeleri detaylı olarak incelemek için **“View”** butonu tıklanır.

Doc. Name:

Display: All Types Search

Document Type: All Types

Doc. Version: All Versions

Contract:

Between:

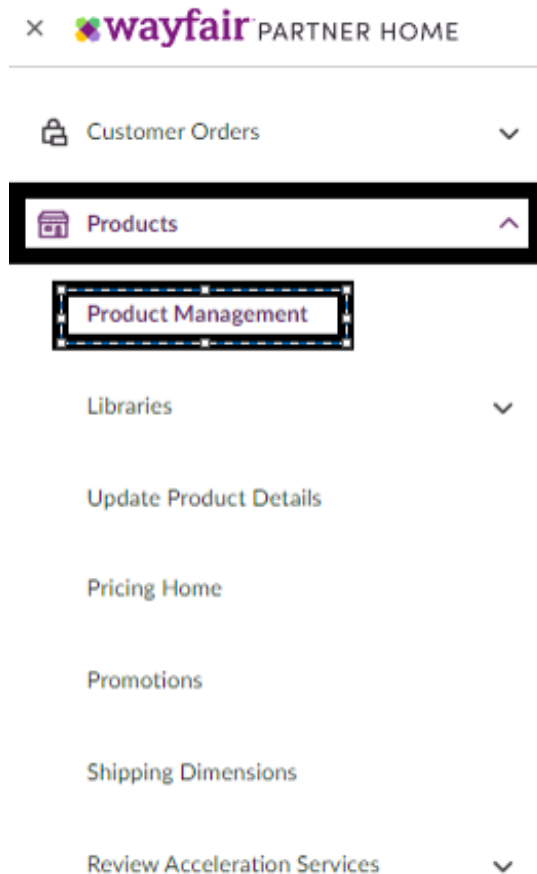
And:

Show 10 entries

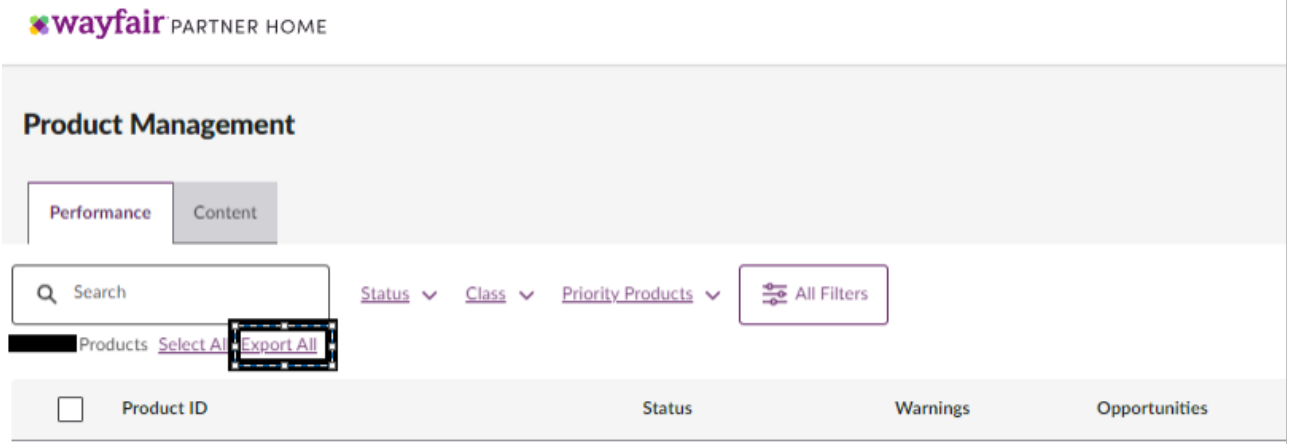
Action	Doc Name	Doc. Type	Version	Created By	Status	Signers	Date Created	Date Completed	Age (days)	Valid Through
View			1.1		Complete					N/A
View			1.1		Complete					N/A
View			N/A		Complete					N/A

12.4. Ürün Listesi İndirme

Ekran 63: Partner Home ana sayfasında sol üst kısımda bulunan menü tıklanır ve **“Products”** başlığı altında **“Product management”** seçeneği seçilir.



Ekran 64: Erişilen sayfada katalogu masaüstüne indirmek için işaretli **“Export all”** butonu tıklanır.



Ekran 65: Erişilen açılır pencerede **“All Products”** seçeneği seçilir. Data type olarak **“Product Listings Summary”** seçilir, dosya formatı olarak Excel seçilir. Son olarak raporu indirmek için **“Export”** butonu tıklanır.

Export Product Data

☒ All Products (████████)

☐ Selected Products (0)

☐ Current Filtered Products (████████)

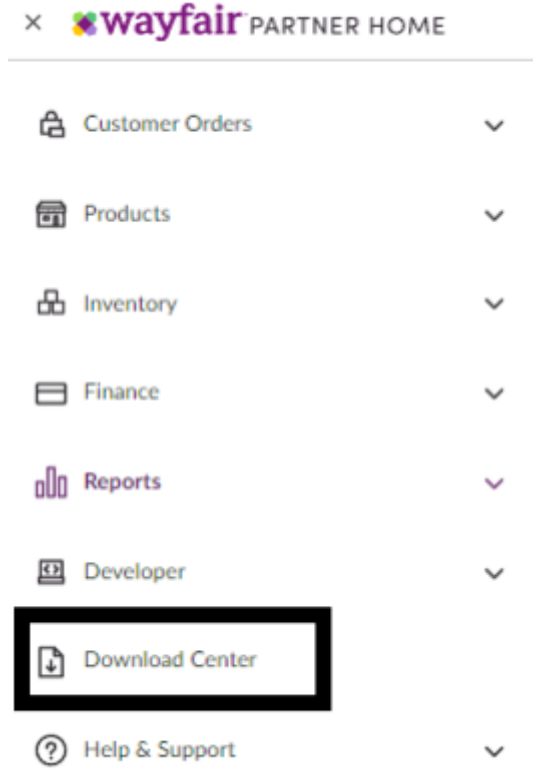
Choose Data Type
Product Listings Summary ▼

Choose Data Format
Excel ▼

Cancel

Export

Ekran 66: İndirme talebinde bulunulan dosyaya erişmek için sol kısımda bulunan menüden işaretli **“Download center”** menüsü tıklanır.



Ekran 67: Download Center sayfasında dışarı aktarılmak istenen rapor için sağ alt kısımda işaretli indirme ikonu tıklanır.

Home / Download Center

Download Center

Review your requested reports and files. Downloads will be available until 30 days after they are created.

Tool

My

Created Date

Last 30 Days

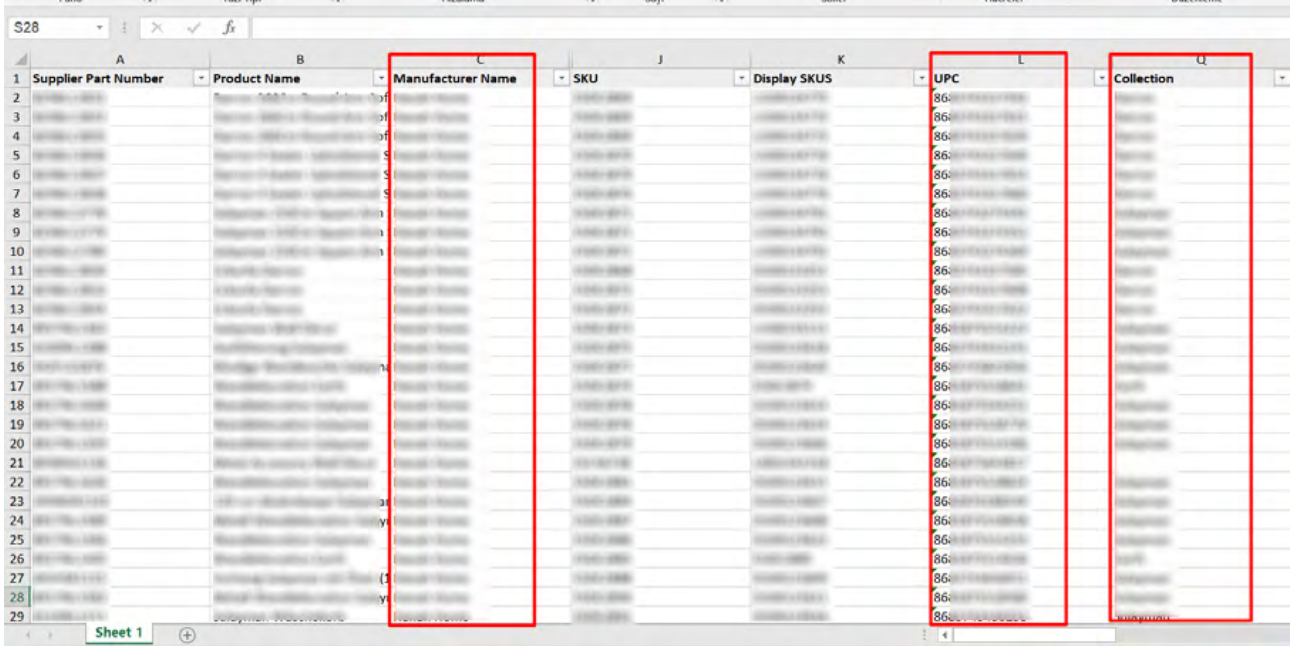
Status

All

Apply

File Name	Tool	User	Last Created ↓	Status	Download
[REDACTED]	Pricing Home	Wayfair Employee	09/05/2024 14:47	Complete	
[REDACTED]	Pricing Home	Wayfair Employee	09/05/2024 14:47	Complete	
[REDACTED]	Order Exports	Wayfair Employee	09/04/2024 10:00	Complete	
[REDACTED]	Order Exports	Wayfair Employee	09/03/2024 09:48	Complete	
export_96649c7a-422a-4929-b305-6b1c760537a3_supplier_catalog.xlsx	Product Management	[REDACTED]	09/02/2024 17:36	Complete	

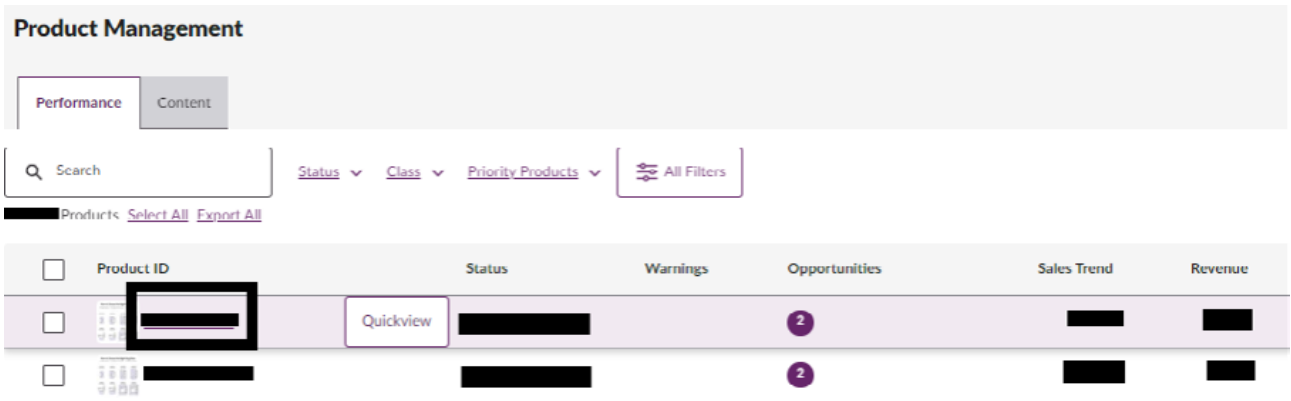
Ekrana 68: İndirilen dosyada ürün, üretici ve koleksiyon başlıkları her ürün için görüntülenir.



1	A	B	C	J	K	L	Q
	Supplier Part Number	Product Name	Manufacturer Name	SKU	Display SKUS	UPC	Collection
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							
24							
25							
26							
27							
28							
29							

12.5. Tekil Ürün Kontrolü

Ekrana 69: Partner Home ana sayfasında sol üst kısımda bulunan menüden **“Product”** başlığı altındaki **“Product management”** ifadesi tıklanır.



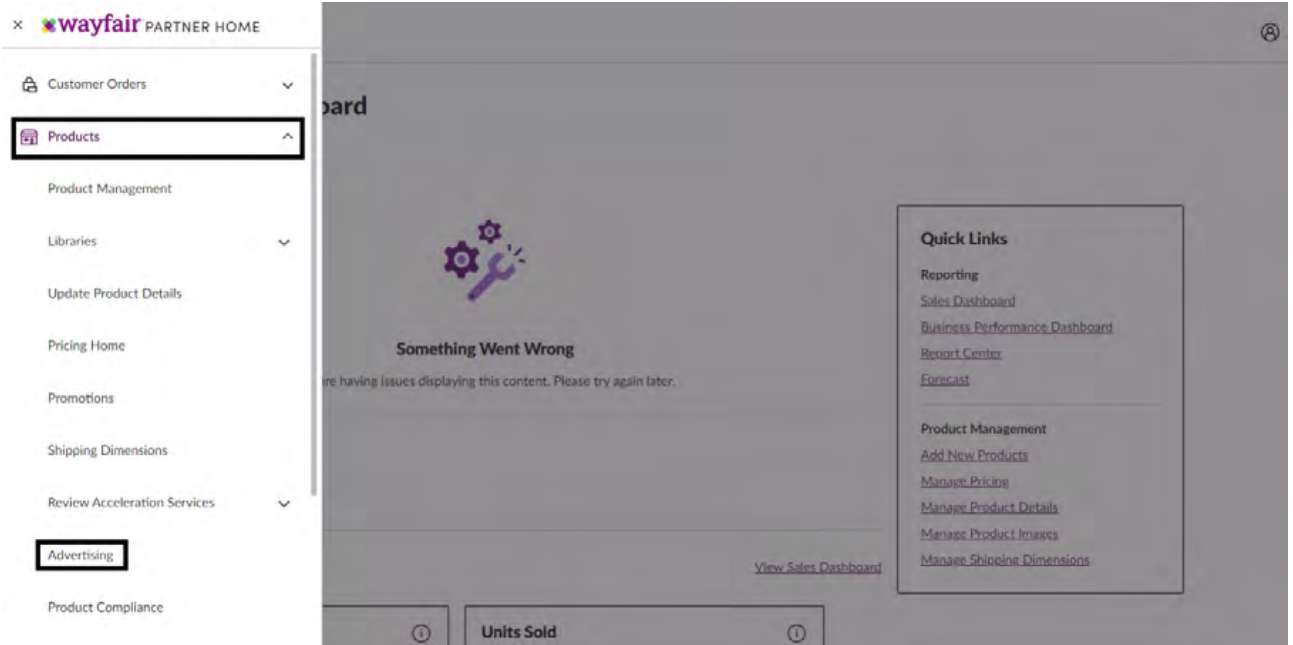
Product Management						
Performance Content						
Search		Status	Class	Priority Products	All Filters	
Products: Select All Export All						
Product ID	Status	Warnings	Opportunities	Sales Trend	Revenue	
			2			
			2			

Ekr 70: Eriřilen ürün detay sayfasında **“Edit”** butonu tıklanır. Ürün adı, kategori ve açıklamaları revize edilir.

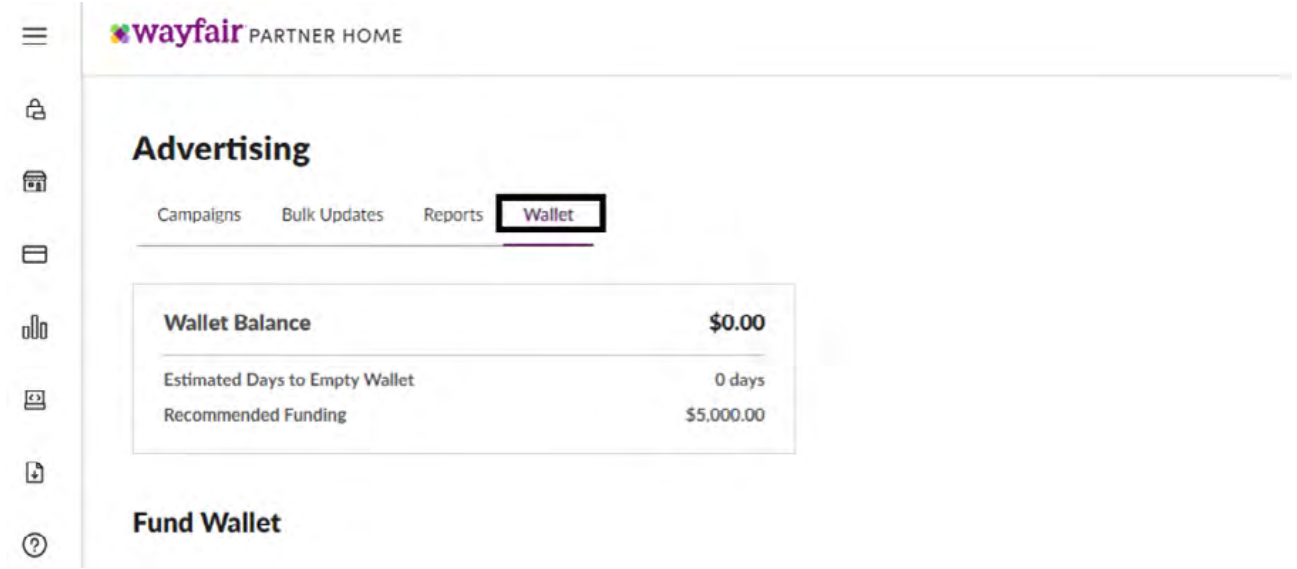


12.6. Reklam Harcamaları Ödeme Belgesi Kontrolü

Ekr 71: Wayfair Partner Home ana sayfasında, açılır menüde işaretli **“Products”** başlığı altında **“Advertising”** sekmesi tıklanır.



Ekran 72: Erişilen reklamlar sayfasında işaretli **“Wallet”** sekmesi tıklanır.



The image shows the 'Advertising' section of the Wayfair Partner Home dashboard. The 'Wallet' tab is selected and highlighted with a red box. Below the tabs, there is a 'Wallet Balance' section showing a balance of \$0.00. Below this, there are two rows of information: 'Estimated Days to Empty Wallet' (0 days) and 'Recommended Funding' (\$5,000.00). At the bottom, there is a 'Fund Wallet' button.

Advertising

Campaigns Bulk Updates Reports **Wallet**

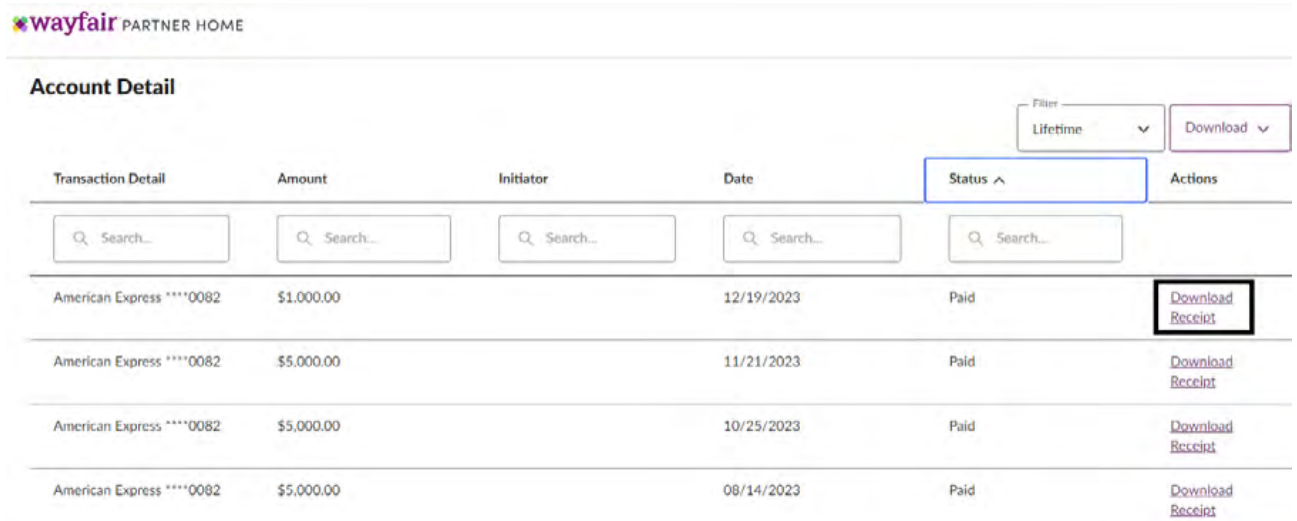
Wallet Balance **\$0.00**

Estimated Days to Empty Wallet 0 days

Recommended Funding \$5,000.00

Fund Wallet

Ekran 73: Açılan hesap detayları sayfasının alt kısmındaki reklam masrafı ödeme hareketleri listelenir. Ödeme belgesini indirmek için işaretli **“Download Receipt”** sekmesi tıklanır.



The image shows the 'Account Detail' section of the Wayfair Partner Home dashboard. It features a table with transaction details. The table has columns for Transaction Detail, Amount, Initiator, Date, Status, and Actions. The first row is highlighted with a red box, showing a transaction for American Express ****0082 for \$1,000.00 on 12/19/2023, with a status of 'Paid' and a 'Download Receipt' link. The other rows show similar transactions for \$5,000.00 on 11/21/2023, 10/25/2023, and 08/14/2023, all with a status of 'Paid' and a 'Download Receipt' link.

Account Detail

Filter: Lifetime Download

Transaction Detail	Amount	Initiator	Date	Status	Actions
Q Search...	Q Search...	Q Search...	Q Search...	Q Search...	
American Express ****0082	\$1,000.00		12/19/2023	Paid	Download Receipt
American Express ****0082	\$5,000.00		11/21/2023	Paid	Download Receipt
American Express ****0082	\$5,000.00		10/25/2023	Paid	Download Receipt
American Express ****0082	\$5,000.00		08/14/2023	Paid	Download Receipt

Ekran 74: Reklam masrafı ödeme belgesinde unvan bilgisi, belge tarihi ve işaretli alanda reklam masrafı kalemi görüntülenir.



From: Wayfair Advertisement Solutions
Wayfair
4 Copley Place, Floor 7
Boston MA, 02126

Advertisement Wallet Fund
Order #
Payment ID:
Date Created: 2023/12/19

To:

Description	QTY	Currency	Total Spend
	Subtotal:		\$1,000.00
	\$0.00		
	Total Spend:		\$1,000.00
American Express **** * 0082			\$1,000.00

Your payment amount has automatically been added to your wallet.

If you have any questions concerning this invoice, please reach out to suppliersuccess@wayfair.com.

