



Wish owns and operates Wish.com, an online B2C marketplace for a wide range of products operating in 80 countries, including the US, EU, and other regions.

<p><b>Business Model</b></p> <ul style="list-style-type: none"> <li>- Fulfillment by seller</li> <li>- Fulfillment by platform</li> <li>- Fulfillment by post - Wish + China Post</li> </ul>	<p><b>Market reach and product reach</b></p> <p><b>Market reach:</b> shipping to <b>80</b> countries, including the US, EU, and other regions. <b>500 million</b> users and <b>75 million</b> MAU (Monthly Active Users)</p> <p><b>Product reach:</b> a product selection of over <b>200 million</b> items in categories such as Accessories &amp; home décor, Baby/kids, Fashion, Gadgets &amp; hobbies</p>
<p><b>Enrollment process, fees, and commission</b></p> <p><b>Enrolment process:</b> 3/5</p> <p><b>Commission fee:</b> 15%.</p>	<p><b>Sellers</b></p> <p><b>Brand protection:</b> 5/5</p> <p><b>Tools:</b> Metrics and Analytics. WISH gives some tools that the merchants can select to use such as Carriers, ERPs, Tracking, and Training</p> <p><b>Payment option:</b> UMPAY, PayEco, AllPay, Payoneer, PayPal, Bill.com, PingPong, Google Wallet, Apple Pay, Klarna, EBANX, iDEAL</p>
<p><b>Tech integration</b></p> <p><b>Technical integration rating:</b> 5/5</p> <p>Open API: <b>Wish Merchant API:</b> It allows merchants to upload and manage inventory for sale on Wish. Supported Languages: The API supports <b>XML</b> or <b>JSON</b>. In other words, most web technologies and web programming languages can easily interact with the <b>API</b> if the appropriate libraries are used.</p>	<p><b>Customer ownership</b></p> <p>Platform-centric: <b>1/5</b></p> <p>Buyer-centric: <b>5/5</b></p> <p>Seller centric: <b>4/5</b></p> <p>Compliant centric: <b>3/5</b></p> <p><b>Return policy:</b> 14 days</p>