

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, 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.

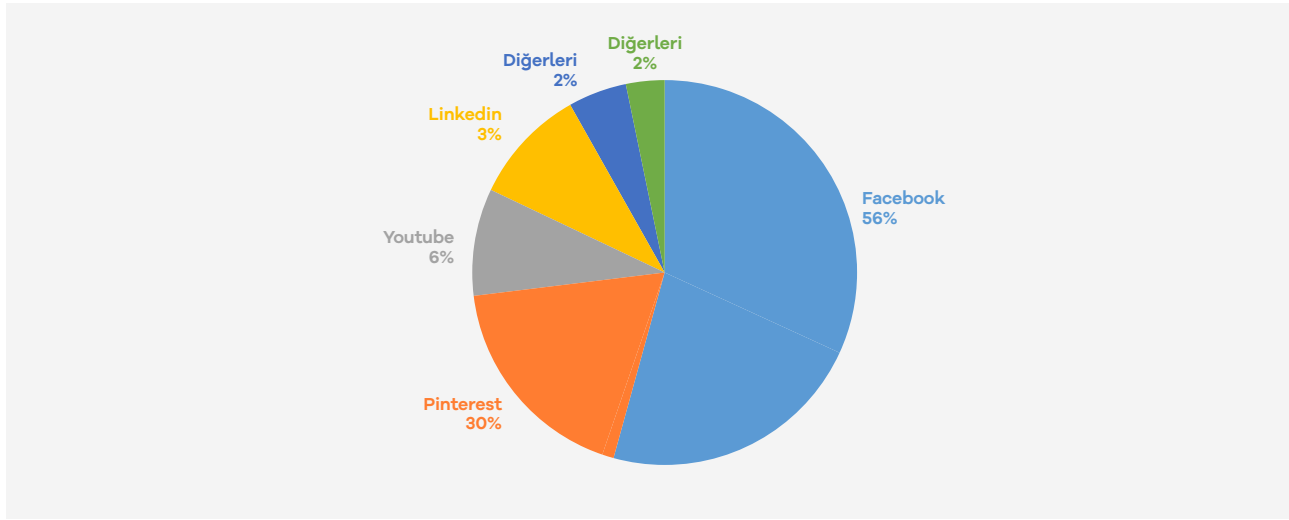
Pazaryeri Künyesi	
Kuruluş Tarihi	14 Mart 2008
Kurucusu	Niraj Shah & Steve Conin
Merkezi	ABD
CEO	Niraj Shah (2008-)
Gelir*	\$13,7 Milyar
Net Gelir**	\$-131 Milyon
Net Değer***	\$3,51 Milyar
E-ticaret Dünya Sıralaması	46
Hangi Ülkelerde Aktif	ABD, Kanada, Almanya, İrlanda & Birleşik Krallık
Pazaryeri 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, Statista 2022

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

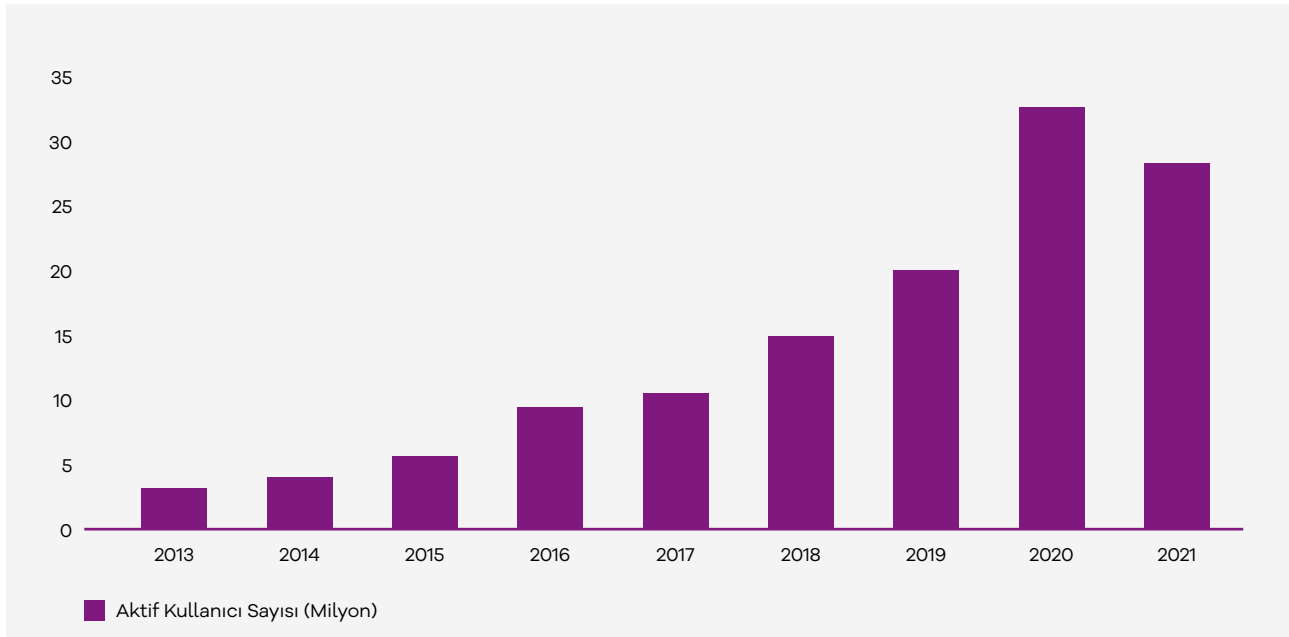
Pazaryeri Trafik Dağılımı:

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



*Kaynak, Statista 2022

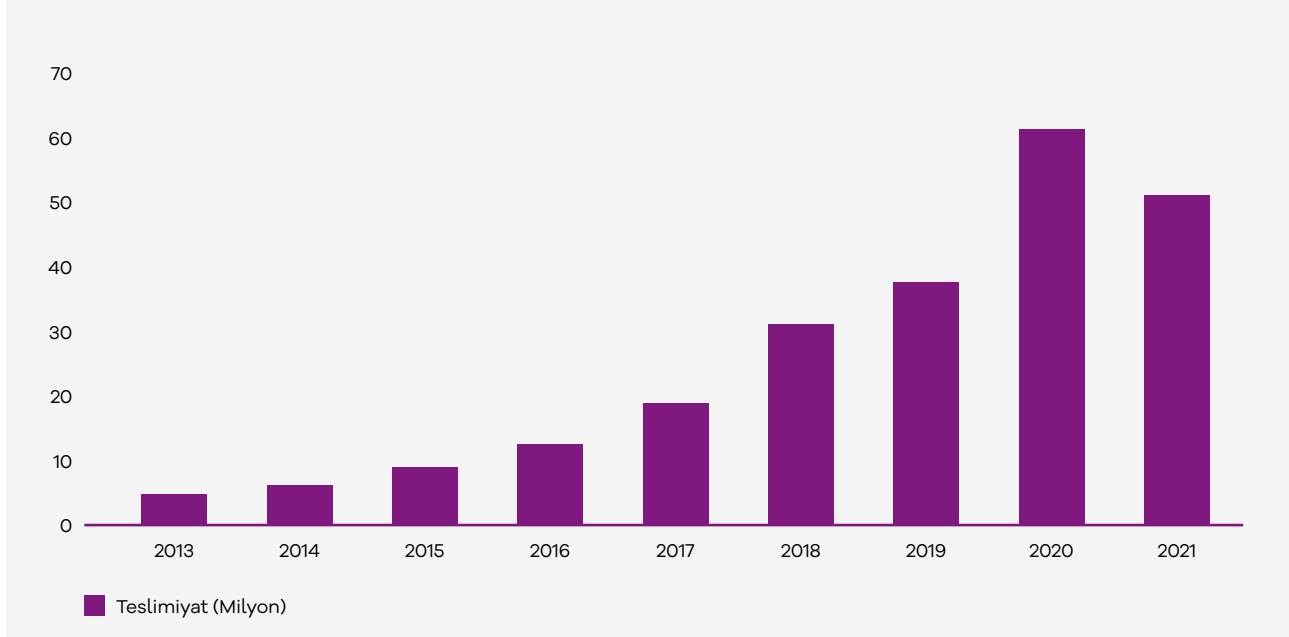
2013 – 2021 Yılları Arası Aktif Kullanıcı Sayısı



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

Yıllık Sipariş Teslimiyat Numaraları Teslimiyat (Milyon)



*Kaynak, Statista 2022

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

2. Wayfair'de 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.

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 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

Email Address

Phone Number

2. Business Information

Legal Business Name

Business Address

Country

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)? ⓘ

- Yes
 No

Would you be able to accept returns? ⓘ

- Yes
 No

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.

✔
Thank You!
We look forward to partnering with you

🔍

Application in review

Your application is being reviewed by our team.

✉

We'll reach out

Expect an email from Wayfair with more details in 2-3 business days.

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

We are excited for you to partner with Wayfair!

We think your products are a great fit. To begin selling your products with us, please use the link below to create your user account for Partner Home now.

[Create Your Partner Home Account](#)

After you create your account, you will receive an email with your login information for Partner Home. If you don't see the email in your inbox, check your spam folder. Please let me know within the next 12 hours that you have received your login details and were able to successfully log in to the portal.

Start onboarding today

To set yourself up for success with us, it's crucial to log in to your Partner Home account, start the onboarding process today, and complete the process within 10 business days. This ensures you can get your products in front of millions of Wayfair customers without delay!

Your Onboarding Schedule



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 PARTNERS

Welcome to Partner Home!

We are thrilled to have you onboard Partner Home.

Your account has been setup and you can now start selling on Wayfair. Click on the button below to login and start using Partner Home.

Get Started

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

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

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

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

Business Information Selling Location Products Categories Code of Conduct Review

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 (i.e. Wayfair LLC) and will be used in your contracts with Wayfair.

Registered Business Name

What is your registered business address?
Country

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

Continue

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

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

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

Business Information Selling Location Products Categories Code of Conduct Review

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

United States
www.wayfair.com

Canada
www.wayfair.ca

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

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

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

United States
www.wayfair.com

Canada
www.wayfair.ca

Back Continue

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

wayfair PARTNER HOME

Set Up Your Business

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

1 Business Information 2 Selling Location 3 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
<input checked="" type="checkbox"/> Furniture	<input checked="" type="checkbox"/> Medicine & Medical Devices
<input checked="" type="checkbox"/> Outdoor	<input checked="" type="checkbox"/> Baby Strollers & Walkers
<input checked="" type="checkbox"/> Bedding & Bath	<input checked="" type="checkbox"/> Baby Rattles & Pacifiers
<input checked="" type="checkbox"/> Pugs	<input checked="" type="checkbox"/> Car Strollers & Deep Side Crib
<input checked="" type="checkbox"/> Decor & Pillows	<input checked="" type="checkbox"/> Bicycles, Scooters & Skateboards
<input checked="" type="checkbox"/> Organization	<input checked="" type="checkbox"/> Lawn Darts
<input checked="" type="checkbox"/> Lighting	<input checked="" type="checkbox"/> PestKides
<input checked="" type="checkbox"/> Kitchens	<input checked="" type="checkbox"/> Gas & Electric Powered Vehicles
<input checked="" type="checkbox"/> Baby & Kids	<input checked="" type="checkbox"/> Cardio Machines
<input checked="" type="checkbox"/> Home Improvement	<input checked="" type="checkbox"/> Power Tools
<input checked="" type="checkbox"/> Appliances	<input checked="" type="checkbox"/> Furs
<input checked="" type="checkbox"/> Pet	<input checked="" type="checkbox"/> Weapons
<input checked="" type="checkbox"/> Seasonal	<input checked="" type="checkbox"/> 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 imagery or product content, is strictly prohibited.
- One Account Per Supplier.** Operate only one unique selling account except in Wayfair approved circumstances with a legitimate business purpose.
- Accurate Business and Product Information.** Provide accurate information to Wayfair and its customers.
- Consider our Product Guidelines.** Supply only products that meet Wayfair's guidelines; products that are discriminatory, glorify violence, or infringe on any third party's intellectual property rights are prohibited.
- Respect Customer Relationships.** Refrain from contacting Wayfair customers directly and do not manipulate or influence customer reviews.
- Sell Safe, Compliant and Lawful Products.** Meet or exceed all rules, regulations and compliance standards applicable to your products.
- Ethical and Socially Responsible Business Practices.** Uphold labor and human rights and promote environmental sustainability.
- Comply with Applicable Laws and Wayfair Policies.** This includes our Code of Business Conduct and Ethics and Anti-Bribery policies.

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

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

Back Continue

Ekran 11: Son aşamada girilen bilgilerin tamamı kontrol edilir.

Set Up Your Business

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

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.

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.

[Add Business Setup](#)

Partnership Agreement [Not Started](#)

20 min task

Read our terms and conditions carefully to make sure this service is right for you.

[Add Agreement](#)

Payments & Terms [Not Started](#)

15 min task

Confirm how you want to be paid for your sales and review our return policy.

[Add Payments](#)

Product Catalog [Not Started](#)

10 min task

Provide information about the products you want to sell on Wayfair.

[Add Products](#)

Order & Inventory Management [Not Started](#)

15 min task

Answer a few questions to figure out the best approach for managing orders and inventory.

[Select Method](#)

Order Fulfillment [Not Started](#)

15 min task

Identify where your inventory is stored and where you'll be shipping it from.

[Add Warehouses](#)

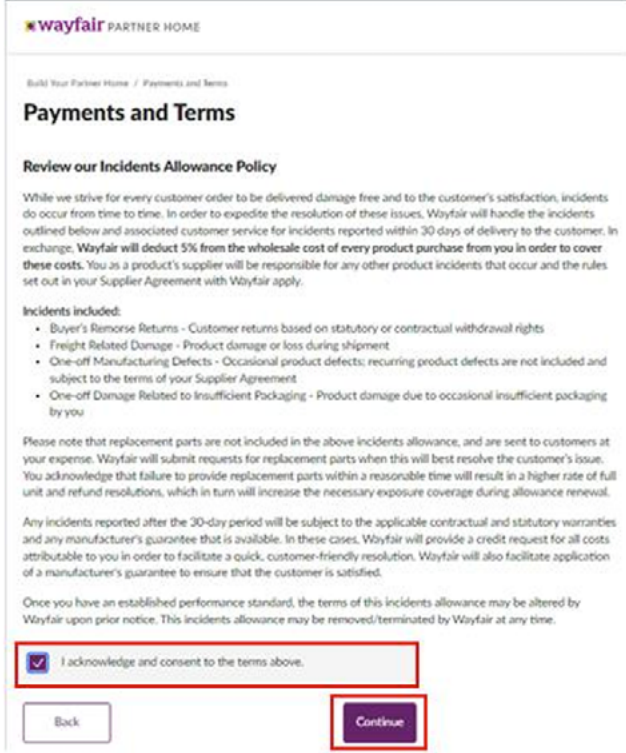
Contacts [Not Started](#)

10 min task

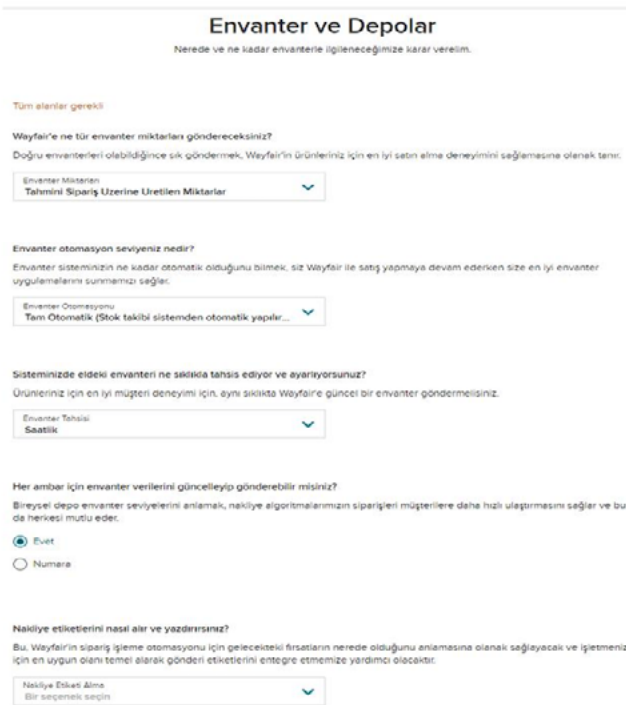
Provide points of contact for your business.

[Add Contacts](#)

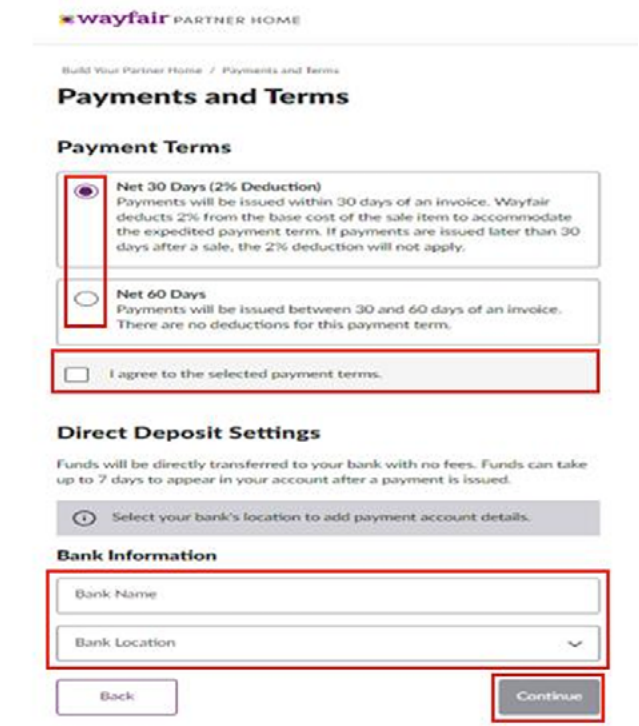
Ekran 13: İlgili sekme de izin politikaları onaylanır.



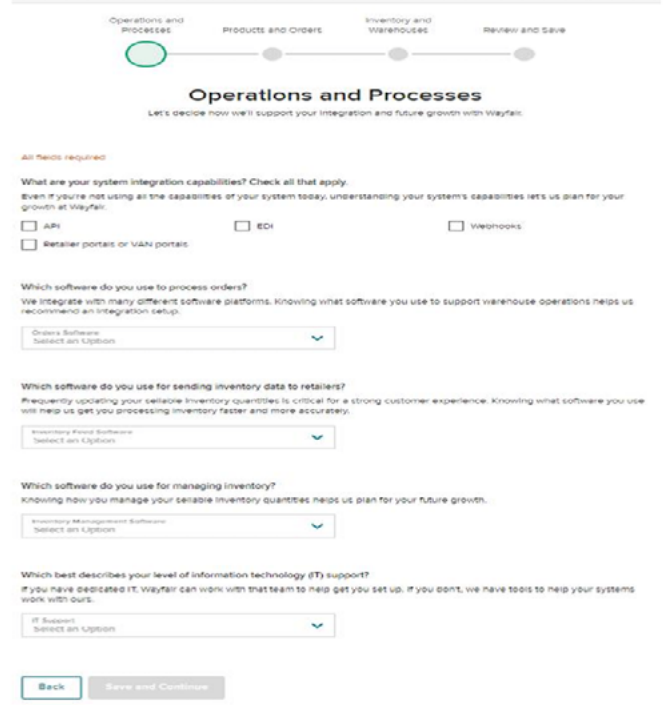
Ekran 15: İlgili sekme Wayfair ile entegrasyon bilgileri girilir.



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



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



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.

The screenshot shows the 'My Account' page with a sidebar menu on the left. The 'Suppliers' section is highlighted, showing a list of suppliers with a search button. The 'Account Status' and 'Personal Information' sections are also visible.



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 *

<input type="checkbox"/> Account Management / Contracts	<input type="checkbox"/> CastleGate & Stocking Program
<input type="checkbox"/> Inventory Management	<input type="checkbox"/> Event / Promotions Management
<input type="checkbox"/> Pricing	<input type="checkbox"/> Order Processing & Management
<input type="checkbox"/> Product Management	<input type="checkbox"/> Product Incidence Management
	<input type="checkbox"/> 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.

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 - 05-22-2018

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

<input checked="" type="checkbox"/> Account Management / Contracts	<input checked="" type="checkbox"/> CastleGate & Stocking Program
<input checked="" type="checkbox"/> Inventory Management	<input checked="" type="checkbox"/> Event / Promotions Management
<input checked="" type="checkbox"/> Pricing	<input checked="" type="checkbox"/> Order Processing & Management
<input checked="" type="checkbox"/> Product Management	<input checked="" type="checkbox"/> Product Incidence Management
	<input checked="" type="checkbox"/> Sales & Reporting Analytics

Access Permissions

<input checked="" type="checkbox"/> Account Management	<input checked="" type="checkbox"/> Add Product to CastleGate
<input checked="" type="checkbox"/> Advanced ASN Label	<input checked="" type="checkbox"/> API
<input checked="" type="checkbox"/> ASN Label	<input checked="" type="checkbox"/> CastleGate Allow Signature Req...
<input checked="" type="checkbox"/> CastleGate Bulk Load	<input checked="" type="checkbox"/> Certificate of Insurance Manag...
<input checked="" type="checkbox"/> Damage	<input checked="" type="checkbox"/> Document Management
<input checked="" type="checkbox"/> EDI Document Testing	<input checked="" type="checkbox"/> EDI Integration
<input checked="" type="checkbox"/> Events	<input checked="" type="checkbox"/> Finance
<input checked="" type="checkbox"/> Fulfillment Customer	<input checked="" type="checkbox"/> Fulfillment Reservations
<input checked="" type="checkbox"/> Inbound on CastleGate Account	<input checked="" type="checkbox"/> Inventory
<input checked="" type="checkbox"/> Order Management	<input checked="" type="checkbox"/> Pricing
<input checked="" type="checkbox"/> Report Viewer	<input checked="" type="checkbox"/> Reporting
<input checked="" type="checkbox"/> Stocking	<input checked="" type="checkbox"/> Supplier 3D Models

E-mail Subscriptions

Event Emails

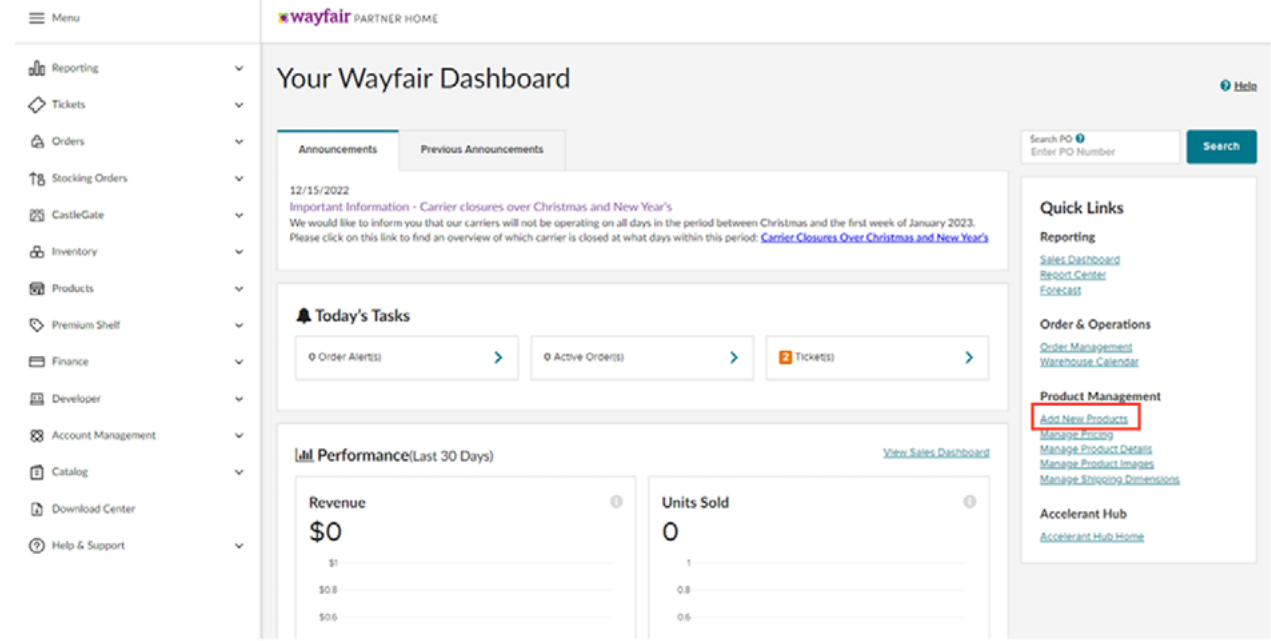
<input checked="" type="checkbox"/> Daily Events Summary
<input checked="" type="checkbox"/> Event Date Changes
<input checked="" type="checkbox"/> New Event Notifications

Supplier 3D Model Alerts Emails

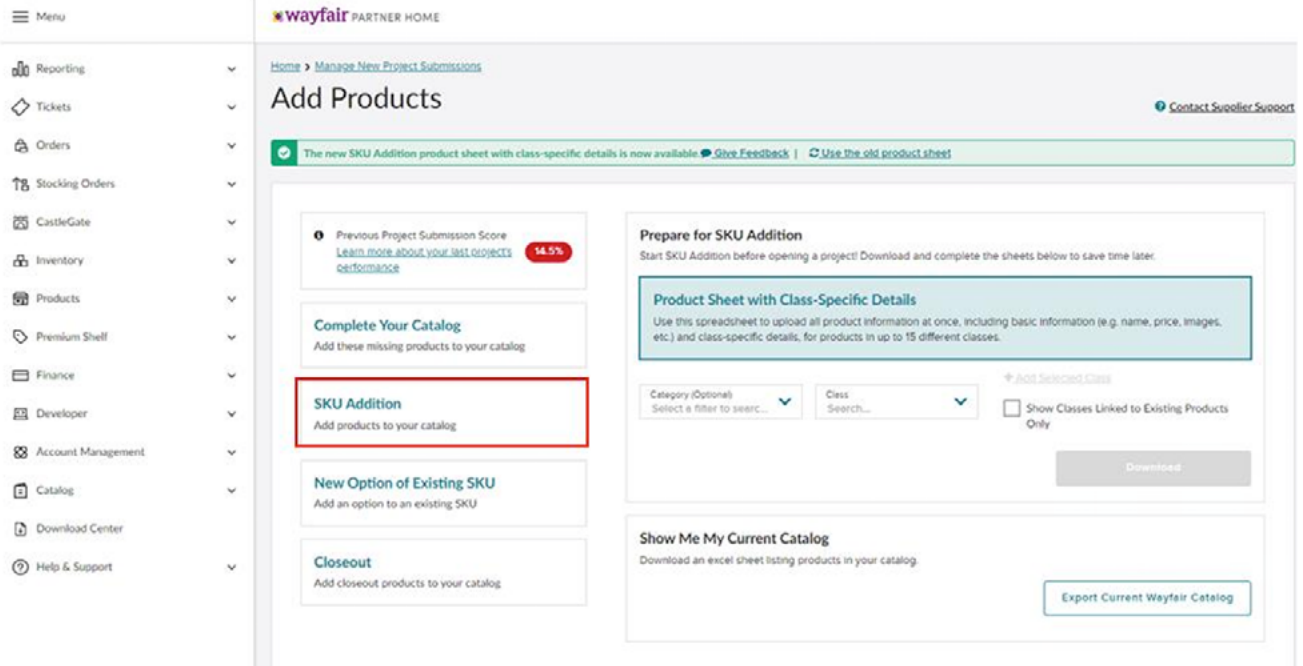
<input type="checkbox"/> 3D Model Daily 3DU To Do List...

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.

wayfair PARTNER HOME

Home > Manage New Product Submissions

SKU Addition

Contact Supplier Support

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

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

Add Multiple Products With Template

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

Drag and drop here to upload files or click to browse

Or, Add Products One At A Time

This product is v

Supplier Part Number

Manufacturer Part Number

UPC / EAN

Brand Name x v

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

wayfair PARTNER HOME

Import Media Classify 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

Image Bank Filters

Show unassociated images only

Show unprocessed images only

Show low-res images only

Search Image Bank

Apply Filters

Image Tips

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

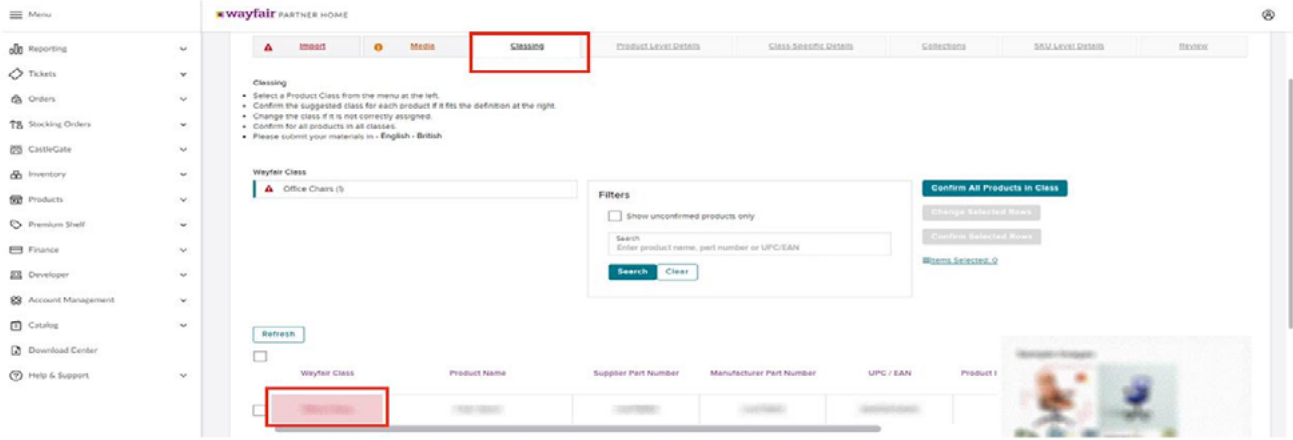
1 Result Found

Select All

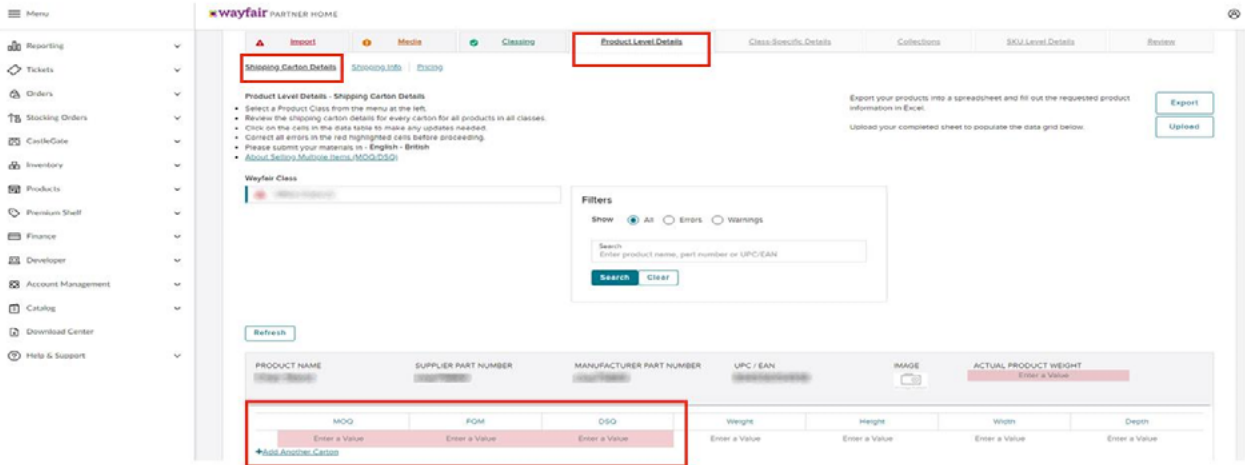
Delete Selected

0 images of 0 selected

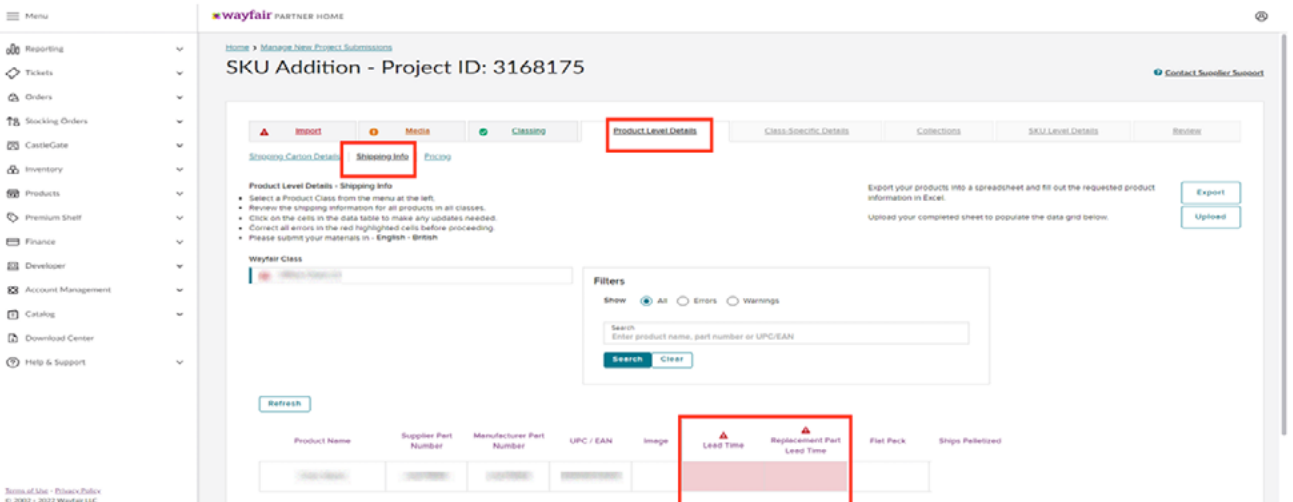
Ekran 27: Classing bölümünde ürüne ait sınıflandırma “Wayfair class” alanından seçilir.



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



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



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

wayfair PARTNER HOME

Menu

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

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

Screening, Carton Details Screening Info Pricing

Pricing

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

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

Filters

Errors Warnings Required Attributes

Search

Enter product name, part number, or tag value

Search Clear

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 Review

Collections

- Priority 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.

Wayfair Class: Office Chair (1)

Filters: Show All Errors Warnings

Search: Search product name or part number

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 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.

Wayfair Class: Office Chair (1)

Filters: Show All Errors Warnings

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

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

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

Features 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 standardized 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

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 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

Import Media Classing Product Level Details Class-Specific Details Collections SKU Level Details **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 Wayfair for processing.
- Please submit your materials in - English - British.

Wayfair Class

Filters

Additional Comments/Note

Search Enter product name, part number or UPC/EAN

Search Clear

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

Review Clone

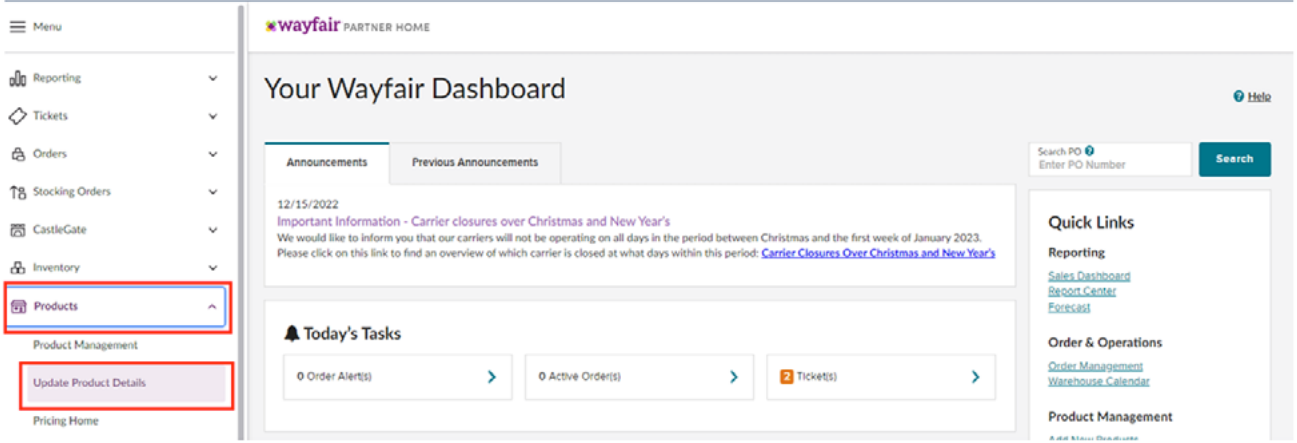
1 Result(s) Found

Previous Page 1 of 1 150 rows Next

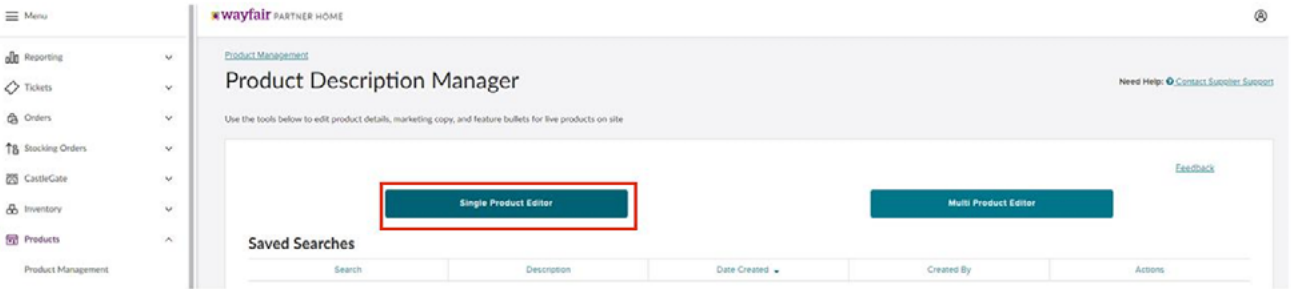
Submit Project

7. Listenen Ürünlerin Kontrolü ve Düzenlenme

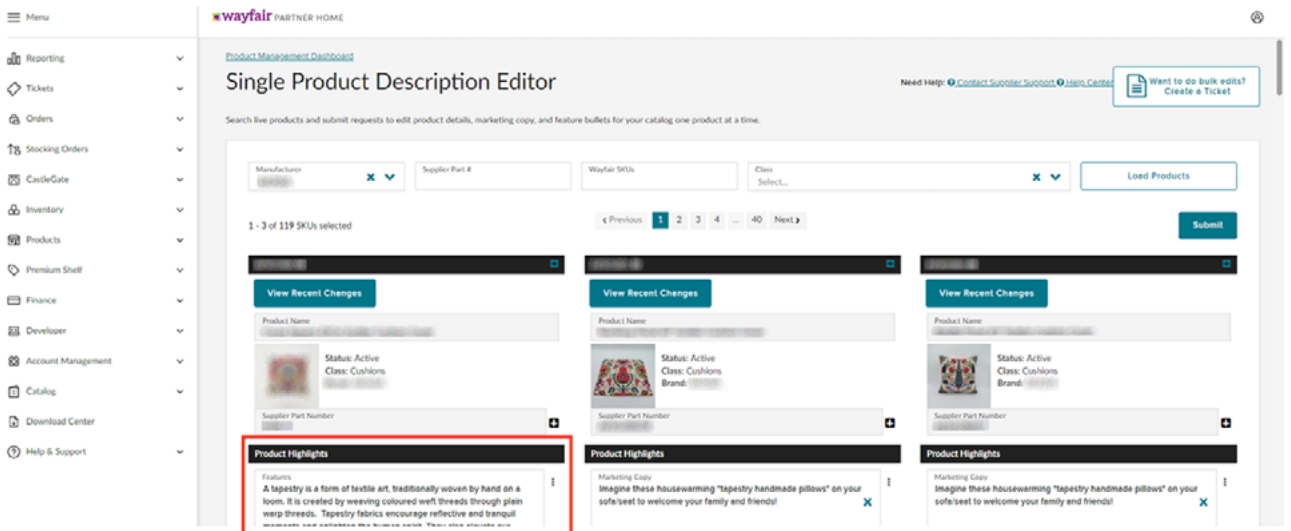
Ekran 36: Wayfair ana sayfasında sol menü de yer alan **“Products > Update Product Details”** başlığından ilerlenir.



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

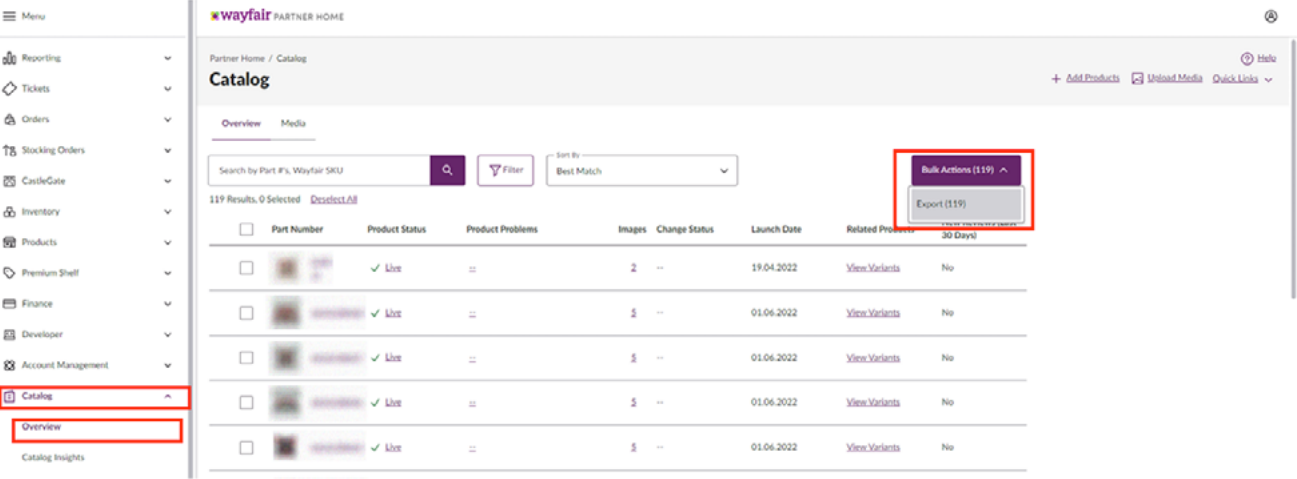


Ekran 38: Açılan sayfada tüm ürünler tekil olarak listelenmektedir. **“Product Highlights”** ve **“Product Details”** alanlarından düzenlemeler yapılabilmektedir.

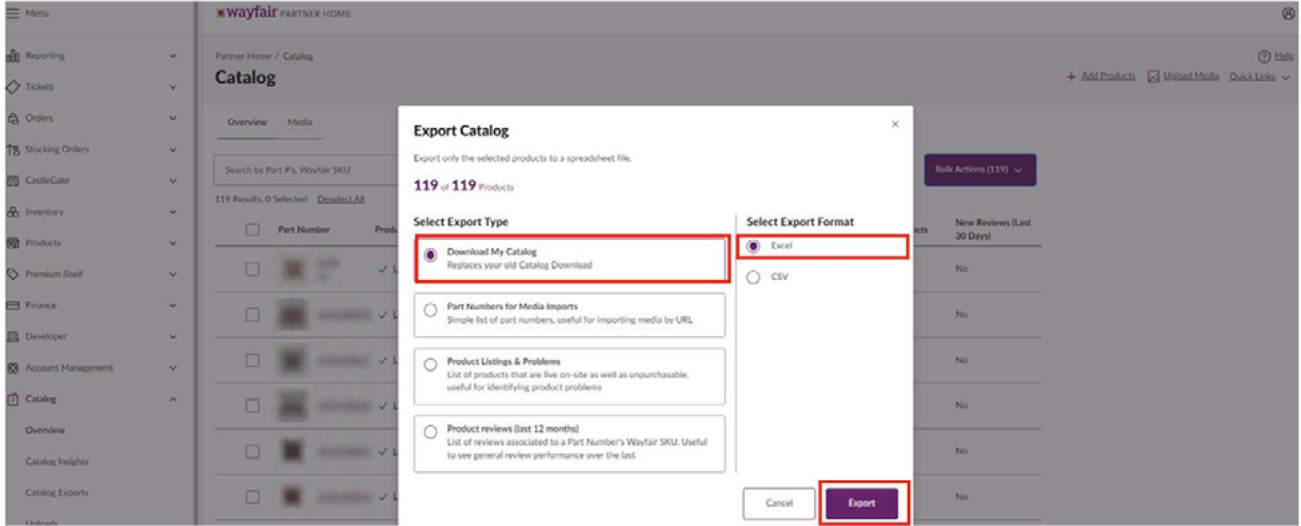


8. Toplu Ürün Listesi İndirme

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.

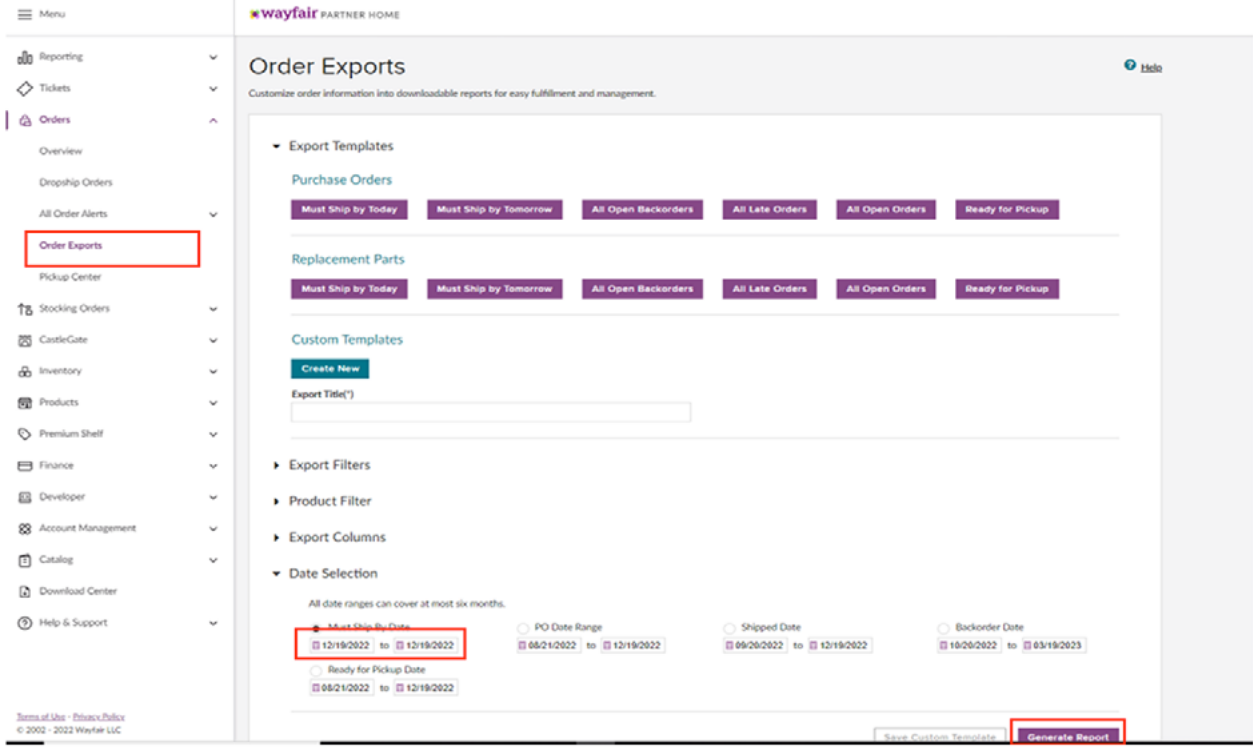


Ekran 41: İndirilen rapor da SKU ile KTÜN alanları kontrol edilebilmektedir.

Supplier Part Number	Manufacturer Part Number	Product Name	Manufacturer Name	Variant Name	SKUs	Display SKUs	UPC	Relate
					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.

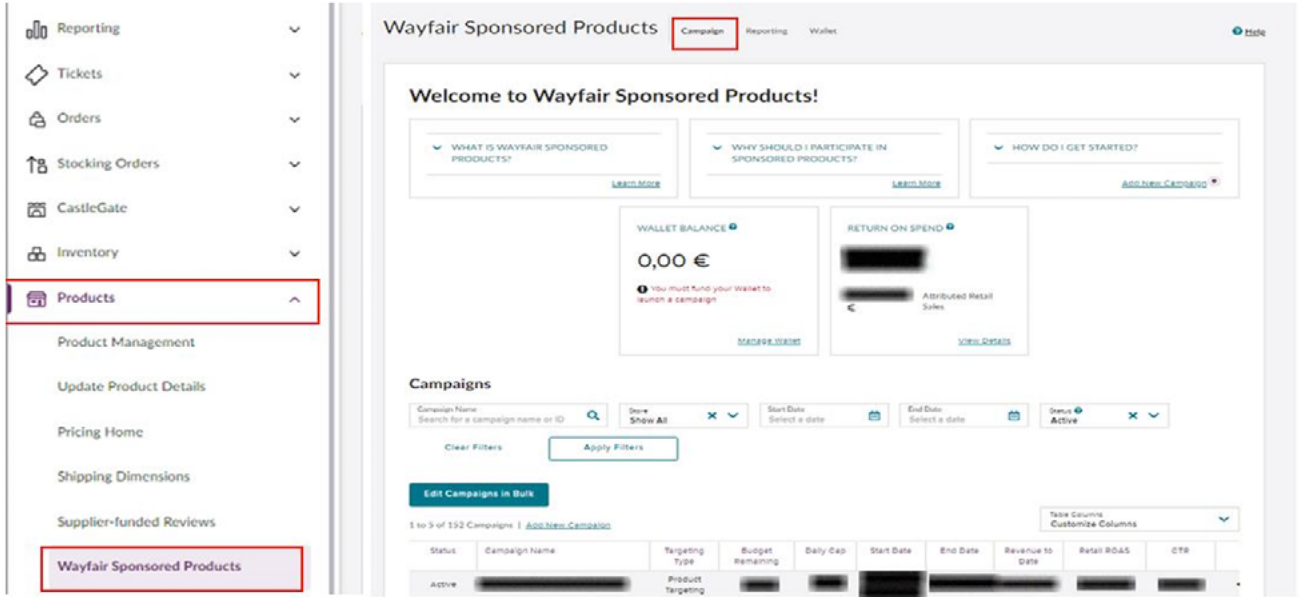


Ekran 43: İlgili rapor da gerekli görülmesi halinde incelenmek üzere tüm sipariş detayları görüntülenebilmektedir.

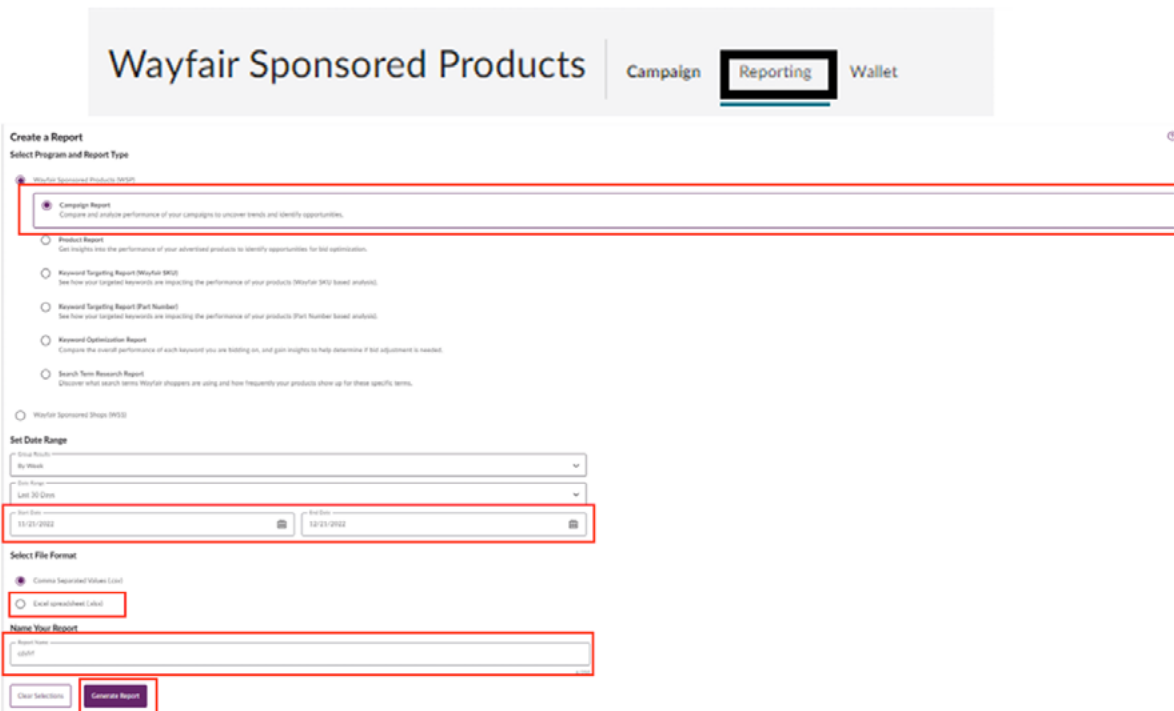
Warehouse Name	Store Name	PO Number	PO Date	Must Ship By	Backorder Date	Order Status	Item Number	Item Name	Quantity	Wholesale Price	Ship Method	Carrier Name
Wayfair	UK42457991	11/15/2022	11/29/2022			Shipped	==GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK430857259	11/07/2022	11/21/2022			Shipped	==GNTVW44A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK430553746	11/05/2022	11/18/2022			Shipped	==GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK429089622	10/28/2022	11/11/2022			Shipped	==GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK428560452	10/26/2022	11/09/2022			Cancelled	==GEGLYWA	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK428115931	10/24/2022	11/07/2022			Cancelled	==GKLPURWA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK427912403	10/23/2022	11/04/2022			Cancelled	==GNTVW44A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK427089461	10/17/2022	10/31/2022			Cancelled	==GNTVW44A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	DK427019640	10/16/2022	10/28/2022			Cancelled	==GKLPURWA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK426599548	10/15/2022	10/27/2022		11/09/2022	Cancelled	==GDEINSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	DK426314836	10/11/2022	10/25/2022			Cancelled	==GKLPURWA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK425869587	10/06/2022	10/20/2022			Cancelled	==GKLPURWA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK424752296	10/02/2022	10/14/2022			Cancelled	==GKLPURWA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK418790465	08/23/2022	09/07/2022			Cancelled	==GKLPURWA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK418570817	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	==GKLPURWA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK415702973	08/02/2022	08/16/2022			Cancelled	==GDEINSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK414972254	07/28/2022	08/11/2022			Cancelled	==GNTVW44A1	Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK414650043	07/26/2022	08/09/2022		08/23/2022	Cancelled	==GKLPURWA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK414847804	07/24/2022	08/05/2022			Cancelled	==GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK413663953	07/19/2022	08/02/2022		08/29/2022	Cancelled	==GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK413520204	07/16/2022	07/29/2022		08/15/2022	Shipped	==GKLPURWA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK412680243	07/12/2022	07/26/2022		08/15/2022	Shipped	==GDEINSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK412254237	07/09/2022	07/22/2022		08/15/2022	Shipped	==GDEINSTA1	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK409614919	06/22/2022	07/06/2022			Cancelled	==GKLPURWA1	Adjustable Height Cat and Dog Elevated Feeder	1	33	Small Parcel	
Wayfair	UK408701332	06/16/2022	06/30/2022			Shipped	==GHKUX6A	Dog Elevated Feeder	1	30	Small Parcel	
Wayfair	UK407124371	06/06/2022	06/20/2022			Cancelled	==GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	123	Small Parcel	
Wayfair	UK405877315	05/30/2022	06/15/2022			Cancelled	==GEGLYWA	Dog Elevated Feeder	1	1214	Small Parcel	
Wayfair	UK404183615	05/20/2022	06/07/2022			Cancelled	==GLMNR24A	Height Adjustable 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	UK400663583	04/28/2022	05/13/2022			Cancelled	==GLMNR24A	Height Adjustable Cat and Dog Elevated Feeder	1	23	Small Parcel	
Wayfair	UK399088599	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	UK397999204	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.

Formül: =DÜŞEYARA(K2:KTÜN;2:YANLIŞ)

campaign_id	campaign_name	campaign_stat	campaign_is_a	campaign_dail	campaign_lifet	sku	KTÜN	product_name	clicks	impressions	spend_EUR
1											
2		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		=DÜŞEYARA(K2:KTÜN;2:YANLIŞ)		11	546	2,25
3		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				5	236	0,17
4		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				22	15	1,15
5		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				33	253	0,56
6		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				44	695	0,87
7		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				47	125	1,99
8		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				51	122	2,19
9		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				82	143	4,50
10		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				6	110	3,98
11		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				12	12	0,20
12		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				19	64	0,52
13		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				52	123	1,98
14		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				36	253	1,85
15		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				47	695	2,66
16		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				95	125	0,20
17		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				82	15	0,52
18		igf ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B				76	65	1,98

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

campaign_id	campaign_name	campaign_stat	campaign_is_a	campaign_dail	campaign_lifet	sku	KTÜN	product_name	clicks	impressions	spend_EUR	attributed_retail_sales_window_view
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		11	546	2,25	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		5	236	0,17	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		22	15	1,15	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		33	253	0,56	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		44	695	0,87	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		47	125	1,99	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		51	122	2,19	3,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		82	143	4,50	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		6	110	3,98	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		12	12	0,20	5,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		19	64	0,52	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		52	123	1,98	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		36	253	1,85	2,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		47	695	2,66	3,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		95	125	0,20	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		82	15	0,52	1,00
		ACTIVE	TRUE	NO DAILY CAP	NO LIFETIME B		865		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 interface. On the left, the 'Products' menu item is highlighted. The main content area is titled 'Wayfair Sponsored Products' and has a 'Wallet' tab selected. The 'Wallet' section shows a balance of 0,00 € and a 'Manage Wallet' button. The 'Campaigns' section is visible at the bottom with search and filter options.

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

The screenshot shows the 'Advertising Wallet' interface. At the top, there's a 'WALLET BALANCE' section with a balance of 0,00 € and a recommended funding of 5,000.00 €. Below this is a 'Make a Payment' section with fields for Payment Type, Payment Amount, and a 'Submit Payment' button. To the right, there's a 'Credit Cards On File: 1' section with a 'Manage' button, and a 'Set Up Automatic Payments' section with fields for Supper Balance, Payment Amount, and Payment Method. The 'Account Detail' section features a table with columns for Transaction Detail, Amount, Initiator, Date, Status, and Actions. A 'Filter: Last 7 days' dropdown and a 'Download' button are located above the table. Below the table, a message states 'No items found'. At the bottom, there's an 'Invoices' section with a 'Download Monthly Invoice' button highlighted by a red box.

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

Account Detail

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.

Invoice Number	Type	Invoice Date	Currency	Invoice Total	Payment Received	Balance Due	Actions
15000000000000000000	CastleGate Fulfillment	1/10/2023	EUR	8.834.00 €	0.00 €	8.834.00 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	12/12/2022	EUR	7.266.61 €	0.00 €	7.266.61 €	CSV PDF
15000000000000000000	Media Wallet Fund	1/14/2022	EUR	5.000.00 €	5.000.00 €	0.00 €	PDF
15000000000000000000	CastleGate Fulfillment	1/17/2022	EUR	2.209.87 €	0.00 €	2.209.87 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	10/12/2022	EUR	7.571.94 €	0.00 €	7.571.94 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	9/13/2022	EUR	4.402.40 €	4.402.40 €	0.00 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	8/12/2022	EUR	6.494.72 €	6.494.72 €	0.00 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	7/18/2022	EUR	2.943.63 €	2.943.63 €	0.00 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	7/14/2022	EUR	5.541.97 €	5.541.97 €	0.00 €	CSV PDF
15000000000000000000	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.

Invoice Number	Type	Invoice Date	Currency	Invoice Total	Payment Received	Balance Due	Actions
15000000000000000000	CastleGate Fulfillment	1/10/2023	EUR	8.834.00 €	0.00 €	8.834.00 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	12/12/2022	EUR	7.266.61 €	0.00 €	7.266.61 €	CSV PDF
15000000000000000000	Media Wallet Fund	1/14/2022	EUR	5.000.00 €	5.000.00 €	0.00 €	PDF
15000000000000000000	CastleGate Fulfillment	1/17/2022	EUR	2.209.87 €	0.00 €	2.209.87 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	10/12/2022	EUR	7.571.94 €	0.00 €	7.571.94 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	9/13/2022	EUR	4.402.40 €	4.402.40 €	0.00 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	8/12/2022	EUR	6.494.72 €	6.494.72 €	0.00 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	7/18/2022	EUR	2.943.63 €	2.943.63 €	0.00 €	CSV PDF
15000000000000000000	CastleGate Fulfillment	7/14/2022	EUR	5.541.97 €	5.541.97 €	0.00 €	CSV PDF
15000000000000000000	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.co	Total Due 7.266,61 € Due 11-01-2023
DETAILS		
INVOICE #:		
FORMS:		
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.

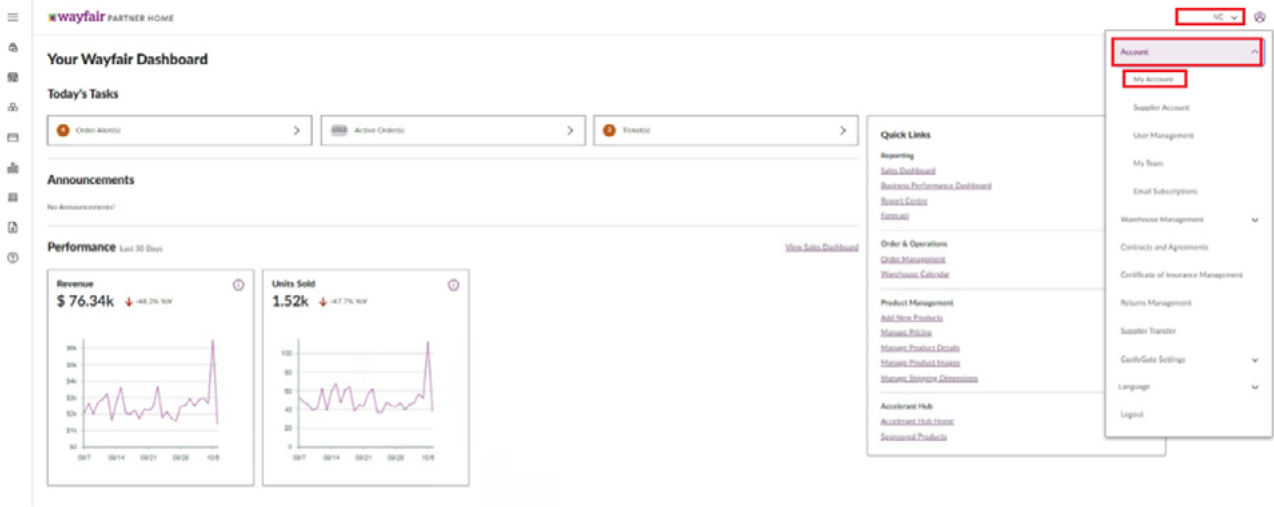
Komisyon giderleri ekranlarına dair yönlendirmeler bir firmanın destek başvurusunda bulunması halinde eklenecektir.

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.

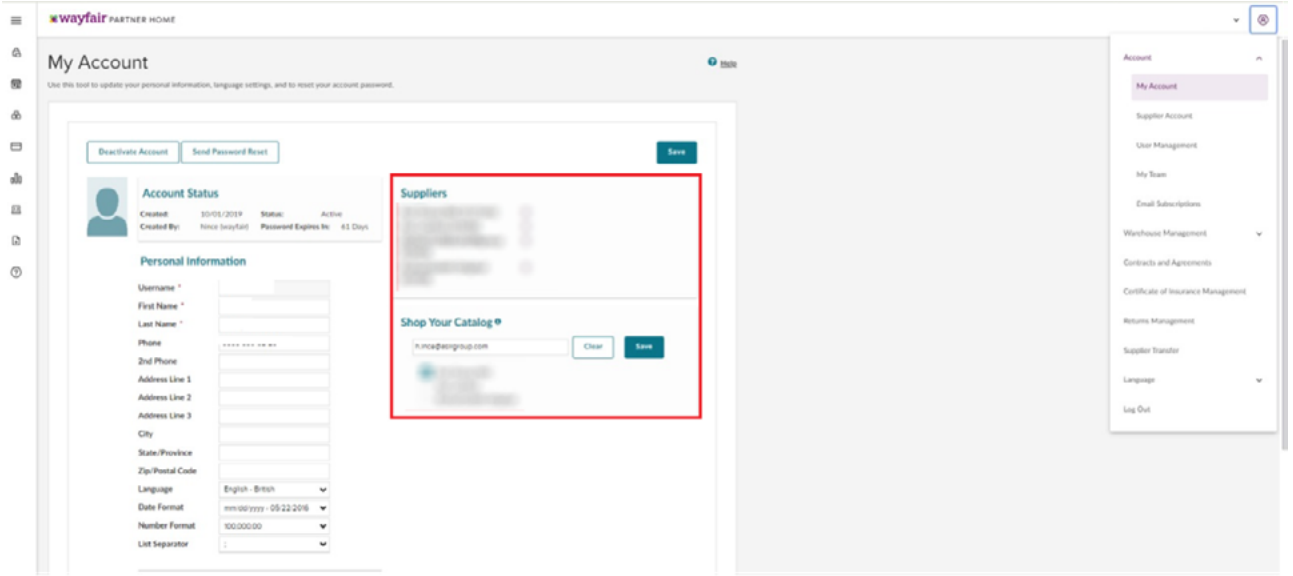
12.1. Firma Tüzel Kişilik Bilgileri Kontrolü

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



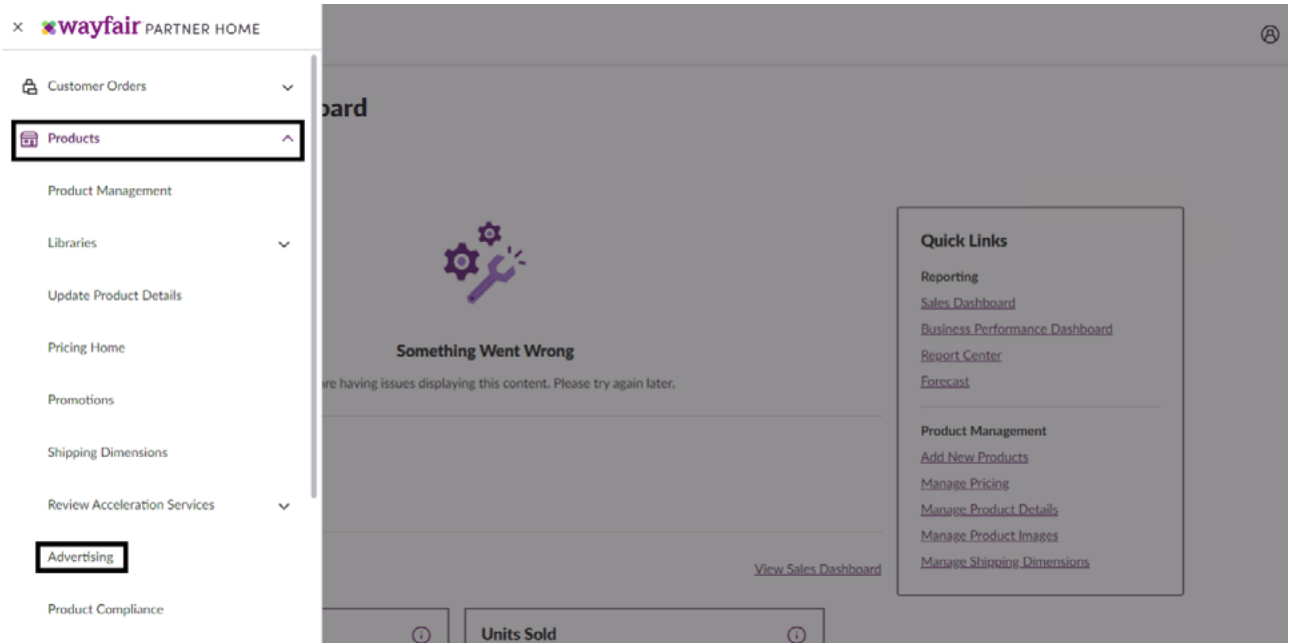
The screenshot displays the Wayfair Partner Home dashboard. The top navigation bar includes the Wayfair logo and a user profile icon. The main content area is divided into several sections: "Your Wayfair Dashboard", "Today's Tasks" (with buttons for "Order Alerts", "Active Orders", and "Tickets"), "Announcements", and "Performance" (Last 30 Days). The Performance section contains two line charts: "Revenue" (\$76.34k, -48.2% YoY) and "Units Sold" (1.52k, -47.7% YoY). On the right side, there is a "Quick Links" section with categories like Reporting, Order & Operations, Product Management, and Account Hub. A dropdown menu is open, showing the "Account" section with "My Account" highlighted. Other options in the dropdown include Supplier Account, User Management, My Team, Email Subscriptions, Warehouse Management, Contracts and Agreements, Certificate of Insurance Management, Returns Management, Supplier Transfer, Gift/Gate Settings, Language, and Logout.

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

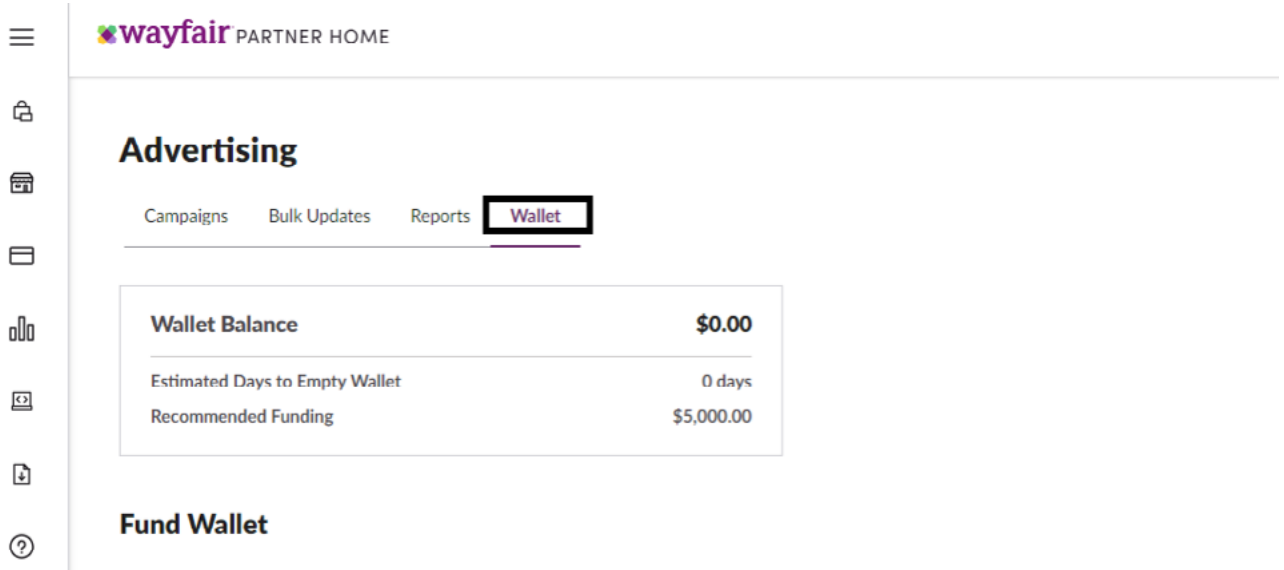


12.2. Ödeme Bilgileri Kontrolü

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.

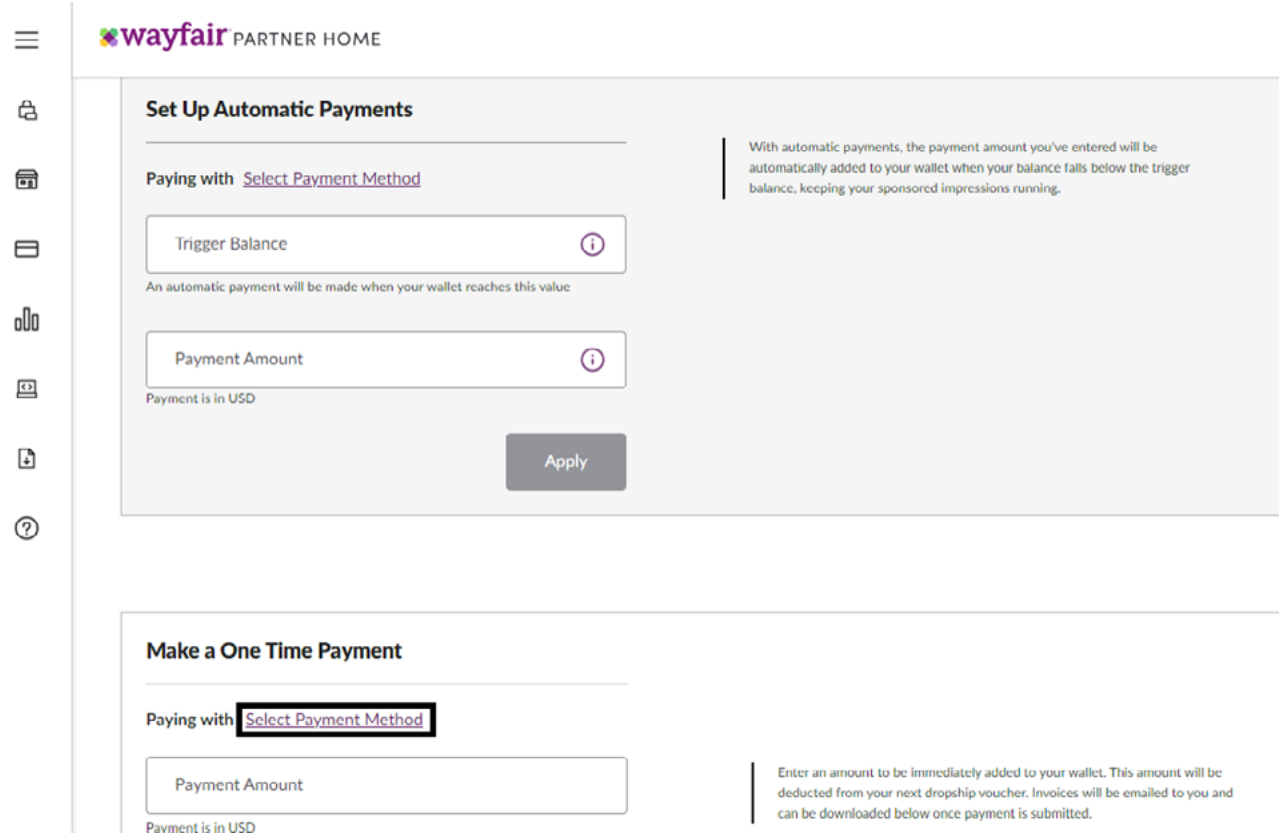


The screenshot shows the Wayfair Partner Home dashboard. The top navigation bar includes the Wayfair logo and 'PARTNER HOME'. The main content area is titled 'Advertising' and has four tabs: 'Campaigns', 'Bulk Updates', 'Reports', and 'Wallet'. The 'Wallet' tab is selected and highlighted with a red box. Below the tabs, there is a table with the following data:

Wallet Balance	\$0.00
Estimated Days to Empty Wallet	0 days
Recommended Funding	\$5,000.00

Below the table, there is a section titled 'Fund Wallet'.

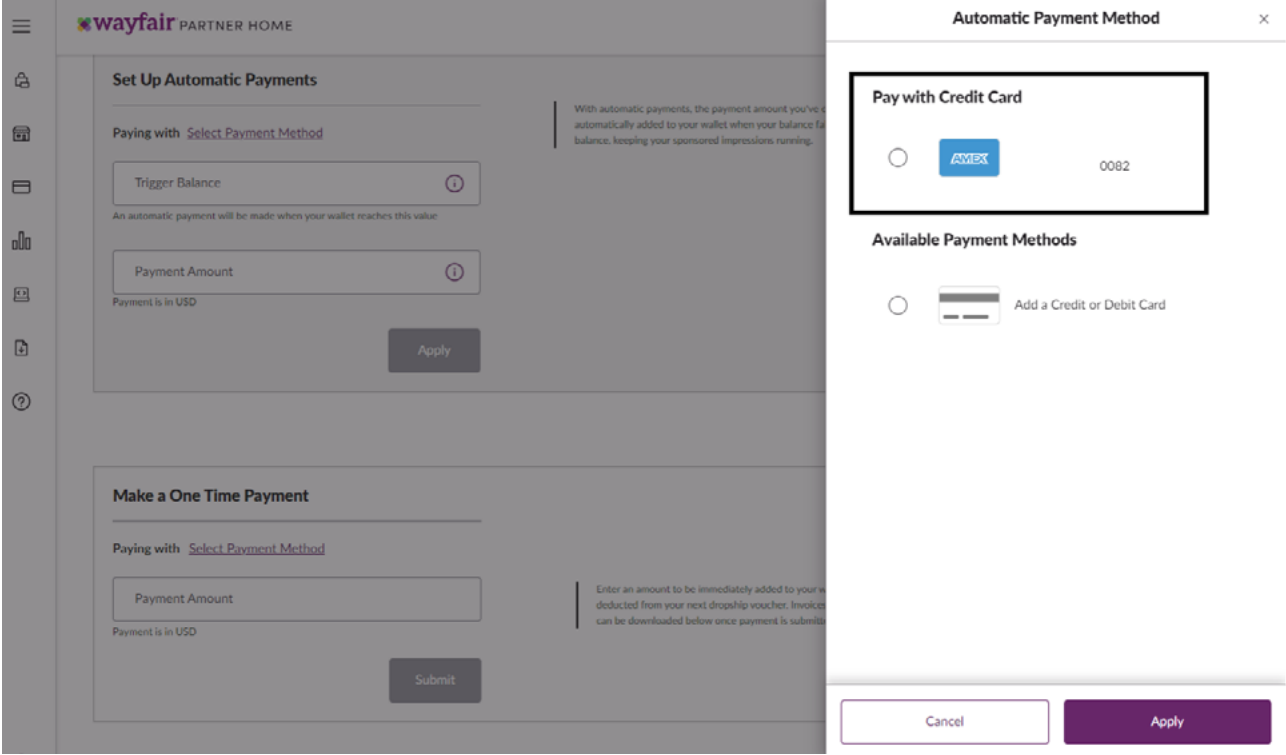
Ekran 59: Ödeme sayfasında harcamanın yapıldığı kredi kartı bilgisini görüntülemek için işaretli **“Select Payment Method”** sekmesi tıklanır.



The screenshot shows the Wayfair Partner Home dashboard. The top navigation bar includes the Wayfair logo and 'PARTNER HOME'. The main content area is titled 'Set Up Automatic Payments'. It features a section for 'Paying with [Select Payment Method](#)'. Below this, there are two input fields: 'Trigger Balance' and 'Payment Amount'. The 'Trigger Balance' field has a red box around it. Below the 'Payment Amount' field, there is a note: 'Payment is in USD'. To the right of the input fields, there is a text box explaining: '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.' Below the input fields, there is an 'Apply' button.

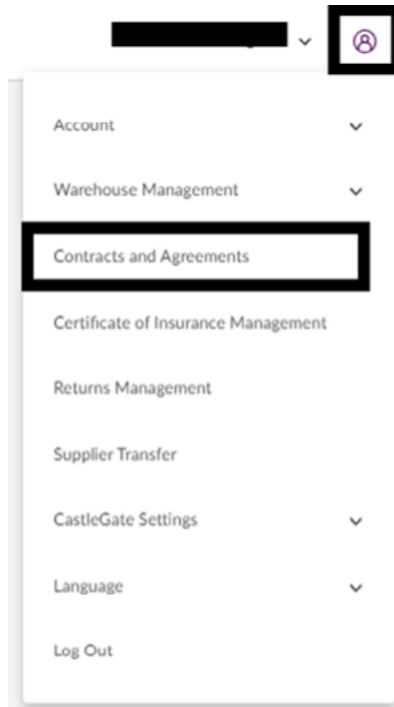
Below the 'Set Up Automatic Payments' section, there is another section titled 'Make a One Time Payment'. It features a section for 'Paying with [Select Payment Method](#)'. Below this, there is an input field for 'Payment Amount'. Below the input field, there is a note: 'Payment is in USD'. To the right of the input field, there is a text box explaining: '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.



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.



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:

Document Type:

Doc. Version:

Contract:

Between:

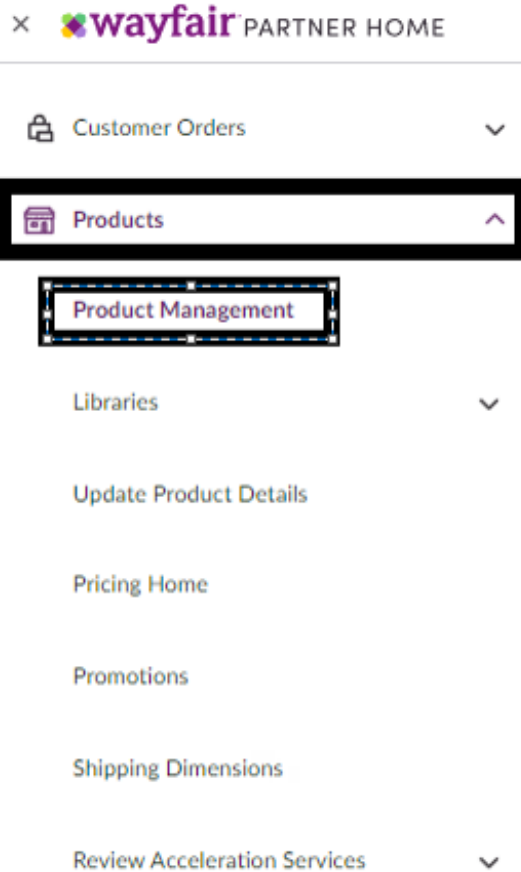
And:

Show entries Search:

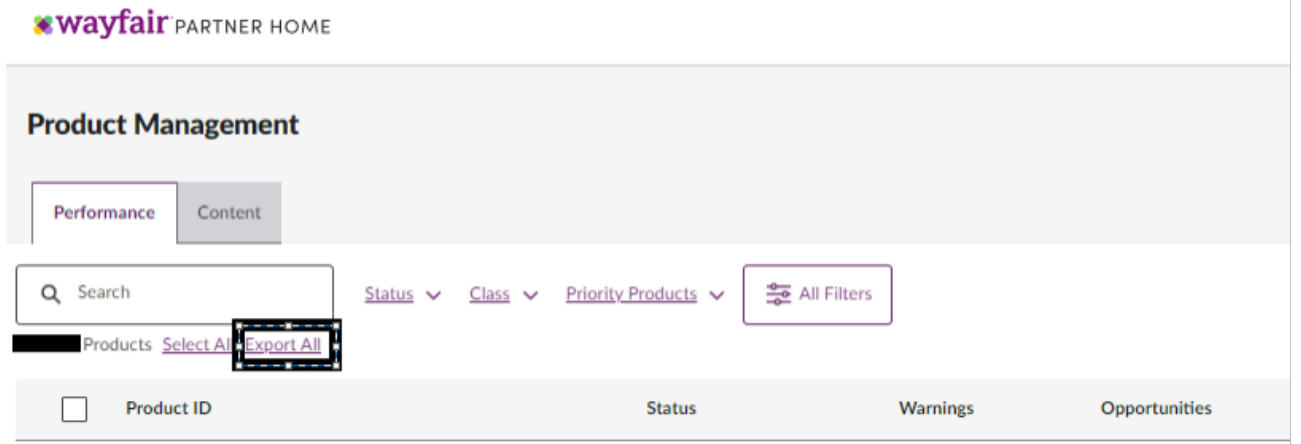
Action	Doc Name	Doc Type	Version	Created By	Status	Signers	Date Created	Date Completed	Age (days)	Valid Through
<input type="button" value="View"/>	[REDACTED]	[REDACTED]	1.1	[REDACTED]	Complete	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	N/A
<input type="button" value="View"/>	[REDACTED]	[REDACTED]	1.1	[REDACTED]	Complete	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	N/A
<input type="button" value="View"/>	[REDACTED]	[REDACTED]	N/A	[REDACTED]	Complete	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	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

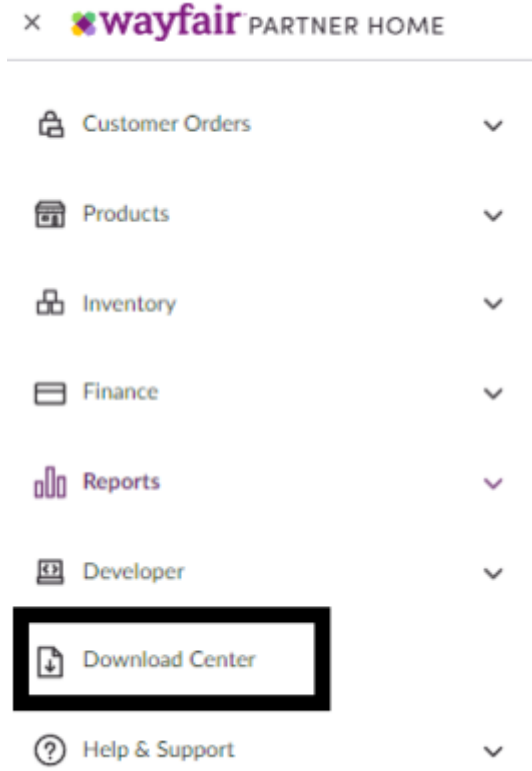
Choose Data Format

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

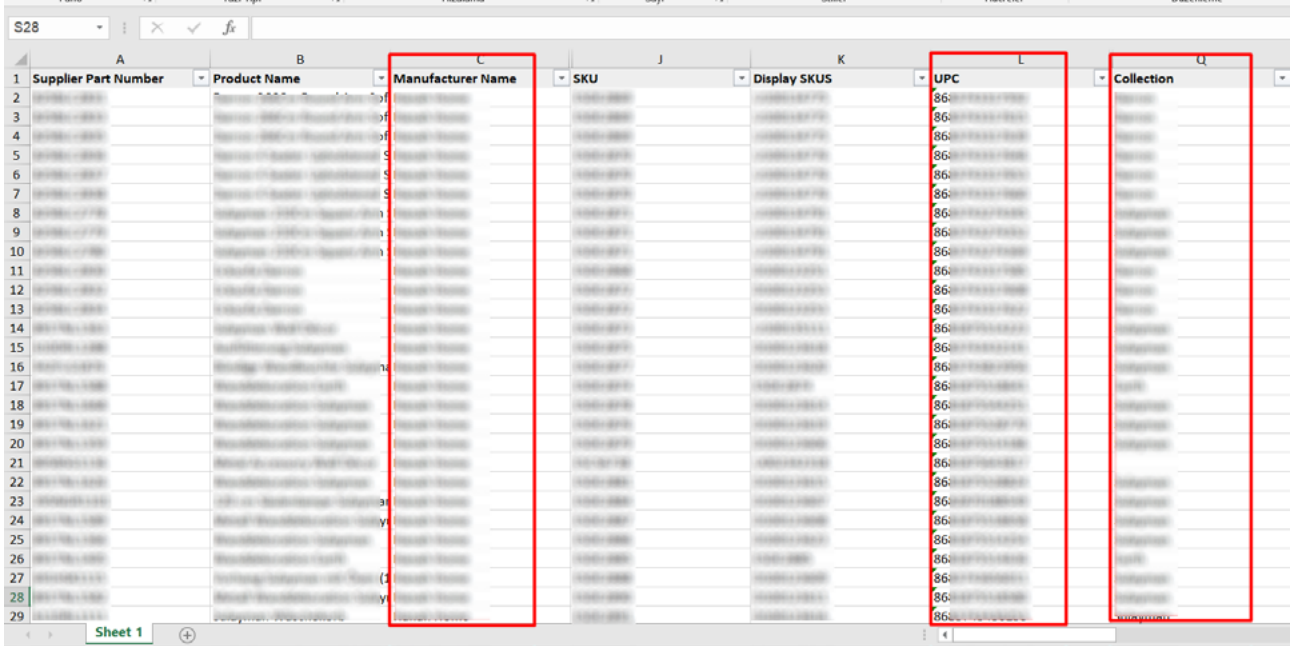
Download Center

Review your requested reports and files. Downloads will be available until 20 days after they are created.

Tool: All User: Me Created Date: Last 20 Days Status: All Apply

File Name	Tool	User	Last Created ↓	Status	Download
[REDACTED]	Pricing Home	Wayfair Employee	09/05/2024 14:47	Complete	[Download Icon]
[REDACTED]	Pricing Home	Wayfair Employee	09/05/2024 14:47	Complete	[Download Icon]
[REDACTED]	Order Exports	Wayfair Employee	09/04/2024 10:00	Complete	[Download Icon]
[REDACTED]	Order Exports	Wayfair Employee	09/03/2024 09:48	Complete	[Download Icon]
export_96449e7a-422b-4526-8305-4b1c760537a3_supplier_catalog.xlsx	Product Management	[REDACTED]	09/02/2024 17:36	Complete	[Download Icon]

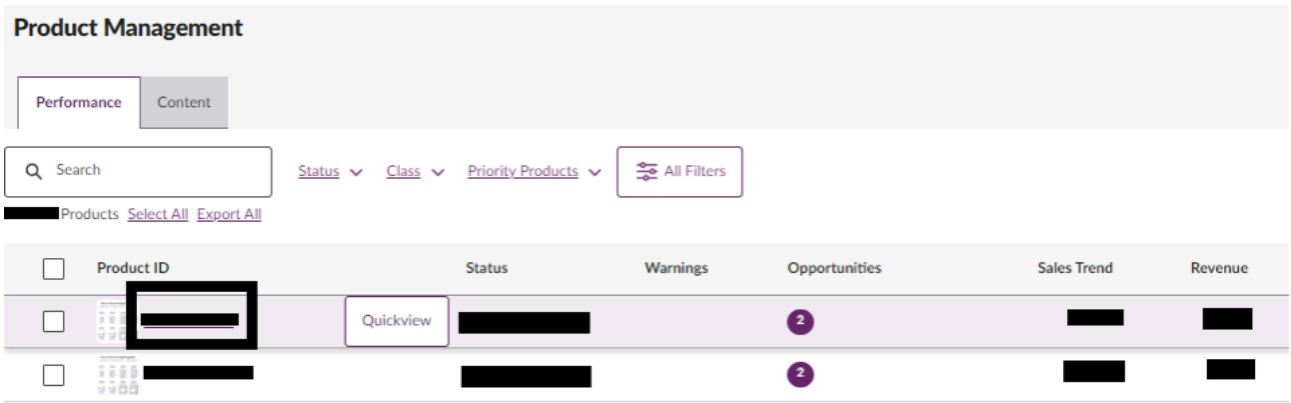
Ekran 68: İndirilen dosyada ürün, üretici ve koleksiyon başlıkları her ürün için görüntülenir.



1	Supplier Part Number	Product Name	Manufacturer Name	SKU	Display SKUS	UPC	Collection
2						86:	
3						86:	
4						86:	
5						86:	
6						86:	
7						86:	
8						86:	
9						86:	
10						86:	
11						86:	
12						86:	
13						86:	
14						86:	
15						86:	
16						86:	
17						86:	
18						86:	
19						86:	
20						86:	
21						86:	
22						86:	
23						86:	
24						86:	
25						86:	
26						86:	
27						86:	
28						86:	
29						86:	

12.5. Tekil Ürün Kontrolü

Ekran 69: Partner Home ana sayfasında sol üst kısımda bulunan menüden **"Product"** başlığı altındaki **"Product management"** ifadesi tıklanır.



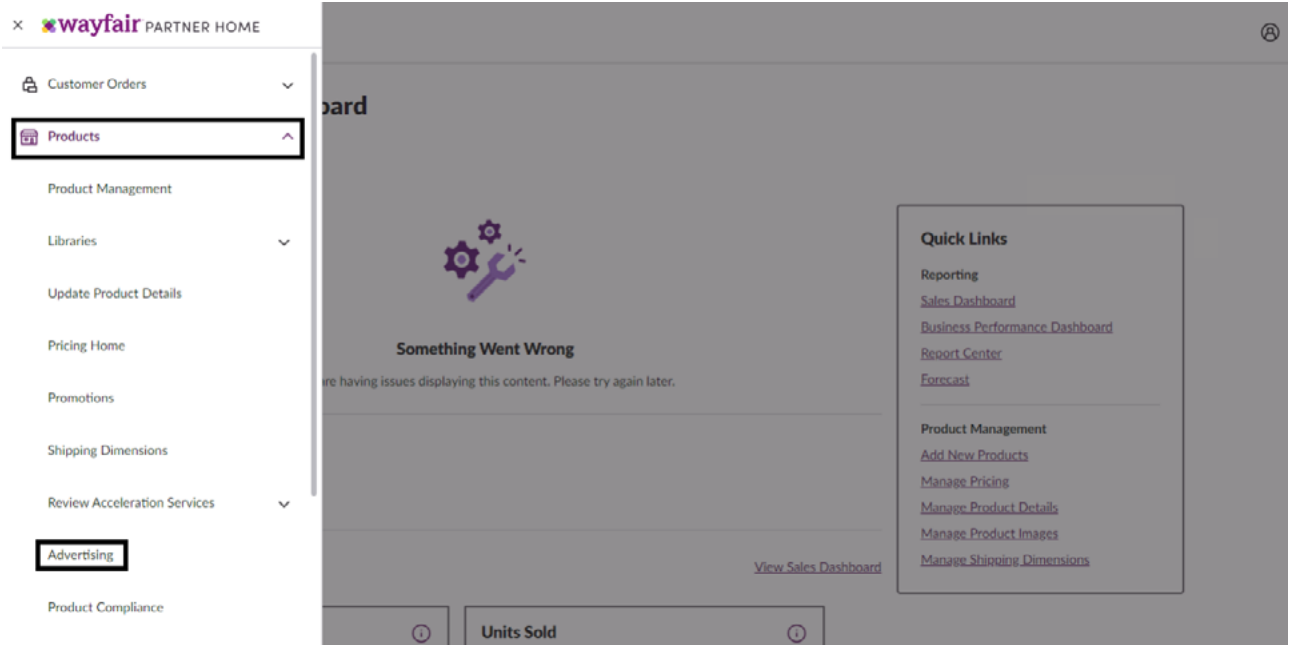
Product ID	Status	Warnings	Opportunities	Sales Trend	Revenue
			2		
			2		

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

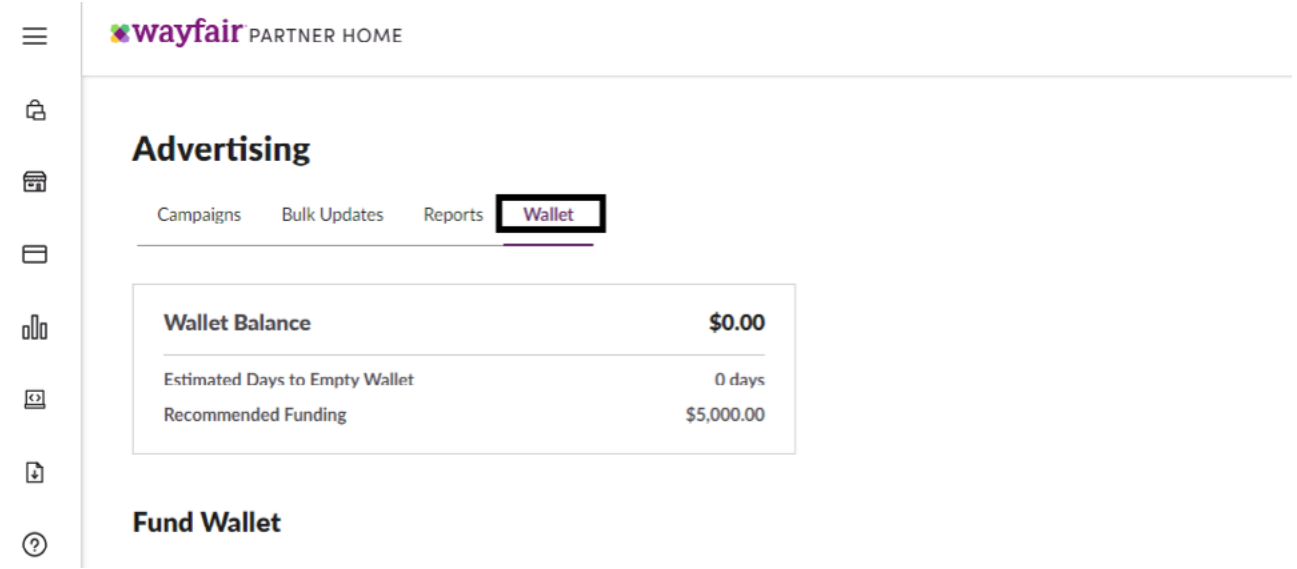


12.6. Reklam Harcamaları Ödeme Belgesi Kontrolü

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

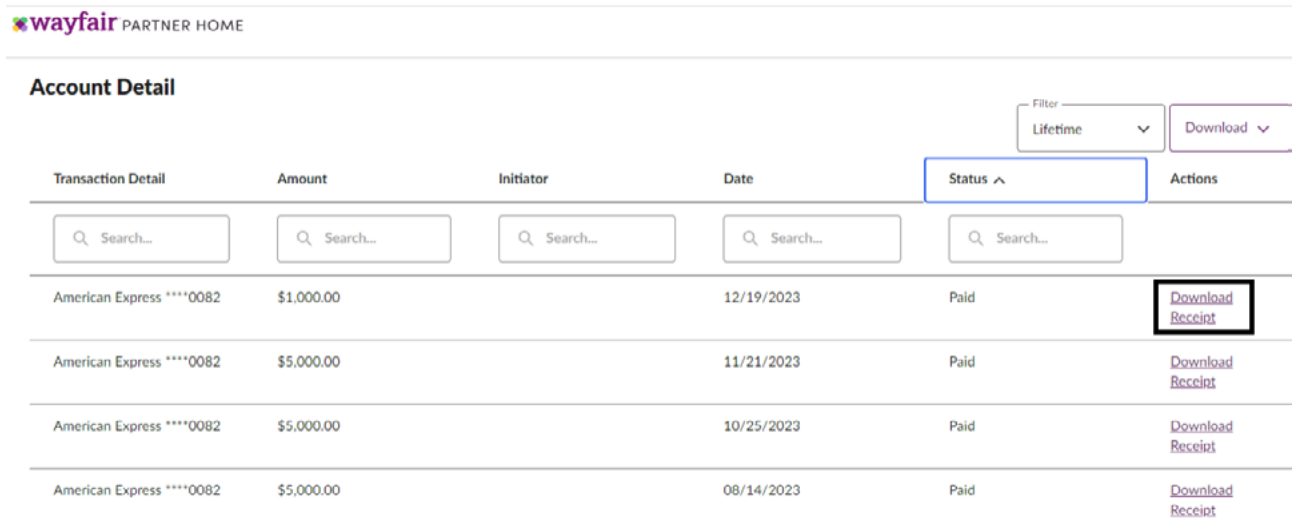


Ekran 72: Erişilen reklamlar sayfasında işaretli **“Wallet”** sekmesi tıklanır.



The screenshot shows the Wayfair Partner Home dashboard. The top navigation bar includes the Wayfair logo and 'PARTNER HOME'. The main content area is titled 'Advertising' and has four tabs: 'Campaigns', 'Bulk Updates', 'Reports', and 'Wallet'. The 'Wallet' tab is selected and highlighted with a red box. Below the tabs, there is a summary card for the 'Wallet Balance' showing '\$0.00', 'Estimated Days to Empty Wallet' showing '0 days', and 'Recommended Funding' showing '\$5,000.00'. Below this card, there is a section titled '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 screenshot shows the Wayfair Partner Home dashboard. The top navigation bar includes the Wayfair logo and 'PARTNER HOME'. The main content area is titled 'Account Detail'. There is a filter dropdown set to 'Lifetime' and a 'Download' button. Below this, there is a table with columns: 'Transaction Detail', 'Amount', 'Initiator', 'Date', 'Status', and 'Actions'. The table contains four rows of transactions, all with a status of 'Paid'. The 'Download Receipt' link in the 'Actions' column of the first row is highlighted with a red box.

Transaction Detail	Amount	Initiator	Date	Status	Actions
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 işaretili alanda reklam masrafı kalemi görüntülenir.



From: Wayfair Advertisement Solutions Advertisement Wallet Fund
Wayfair **Order #**
4 Copley Place, Floor 7 Payment ID:
Boston MA, 02126 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.

