



NEWS RELEASE

Wayfair Rolls Out Proprietary Big Data Search Engine Marketing Platform in Europe

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BOSTON--(BUSINESS WIRE)-- Wayfair (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the roll-out of its proprietary search engine marketing platform in Europe. Known as Athena, the platform was built in-house by Wayfair's engineering, data science, and marketing teams and has been the backbone of the online retailer's search engine marketing success in the U.S. and a driver of significant revenue growth for the business.

"With the development and deployment of Athena in the U.S., Wayfair has dramatically improved its ability to reach customers across a long tail of search terms, bring those customers to the products they are searching for, and, as a result, drive greater revenue and profitability," noted Ed Macri, Chief Product & Marketing Officer, Wayfair. "We are adapting the platform for Europe and look forward to achieving similar success as we continue to expand our business in the U.K. and Germany."

With a massive, ever-changing catalog of more than 7 million products, Wayfair required a customized approach to most effectively connect with its customers through search. Athena builds on Wayfair's big data expertise, leveraging automation and machine learning to increase return on ad spend, streamline workflows, and improve overall marketing campaign performance.

"Our 7+ million home products and the Athena search marketing platform are a powerful combination optimized to meet the performance metrics that matter to our business," added Macri. "We are able to easily build and manage marketing campaigns across brands and markets. We look forward to seeing Athena's impact on our business in Europe."

[About Wayfair](#)

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points. The Wayfair family of brands includes:

- Wayfair.com, an online destination for all things home
- Joss & Main, where beautiful furniture and finds meet irresistible savings
- AllModern, a go-to online source for modern design
- DwellStudio, a design house for fashion-forward modern furnishings
- Birch Lane, a collection of classic furnishings and timeless home décor

Wayfair is headquartered in Boston, Massachusetts, with additional locations in New York, Utah, Kentucky, Ireland, U.K. and Germany.

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