



NEWS RELEASE

# Inspirational Idea Boards on Wayfair.com Drive 31 Percent of Mobile App Revenue for Online Retailer

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Shoppers Earmarked More than \$3.8 Billion Worth of Furniture and Décor on Wayfair Idea Boards in January as they Planned Home Re-Decorating Projects for 2016

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today shared data on the increasing popularity of its **Idea Boards** feature on Wayfair.com. The online tool that enables customers to save and organize their favorite furniture and décor products in one convenient location recently surpassed 4 million users across desktop, mobile app and mobile web platforms. In January, Wayfair.com customers earmarked more than \$3.8 billion of products to Idea Boards to create wish lists and plan future re-decorating purchases. Mobile app users, in particular, are actively engaged with the feature with 31 percent of app revenue originating from items saved on Idea Boards.

"When shopping for furniture and décor, customers are often in discovery mode, looking for ideas, inspiration and lots of options," noted Steve Oblak, Senior Vice President and General Manager, Wayfair.com. "Wayfair's Idea Boards make it quick and easy for shoppers to tag favorite products and organize them in a way that fits their unique needs, whether by room, product, color or style, and even share their discoveries with friends and family to help with the decision-making process."

Coupled with Wayfair's unparalleled selection of more than 7 million items across all styles and price points, Idea Boards offer an ideal platform for planning home purchases. Wayfair shoppers are saving hundreds of thousands of products to their Idea Boards each week and, on average, shoppers save four to five items to their Idea Boards in a single visit.

The most popular products on Idea Boards include sofas and sectionals, comforters, bedding and accent chairs. Shoppers are contemplating a variety of patterns such as chevron and quatrefoil and perusing bold patterns and

colors in curtains and area rugs. Tufted upholstery is another favorite among Wayfair Idea Board users.

To add a product or photo to an Idea Board, shoppers can simply click the heart at the top right section of the image or by click on the “Save to Idea Boards” button on the product details page. For even more inspiration, visit Wayfair **Idea Boards**.

## 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 generated \$2.25 billion in net revenues for full year 2015. The company employed 3,809 people as of December 31, 2015 and is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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