



NEWS RELEASE

Wayfair Unveils Proprietary Display Advertising Platform

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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 Magellan, its proprietary display advertising platform. Magellan was built in-house by Wayfair's engineering, data science, and marketing teams to dramatically enhance the efficiency of display advertising campaigns through deeper insights into target audiences and real-time optimization.

"With Magellan, Wayfair has end-to-end management of display advertising campaigns which will allow us to focus solely on the audiences for which our content is truly relevant to drive incremental value from this channel," noted Ed Macri, chief product and marketing officer, Wayfair. "Display is one of many consumer touch points with Wayfair.com and is part of a holistic strategy to create a seamless and exceptional experience for customers no matter where they access our brand."

Wayfair required a comprehensive approach to most effectively connect with highly valued target audiences. Magellan lays the foundation for a display advertising engine that is incredibly efficient with enhanced bidding models that allow the flexibility to continually enhance targeting capabilities over time. This targeting also benefits the customers of **Wayfair Media Solutions** who are able to extend the reach of their advertising programs via Magellan. In addition, Magellan delivers highly relevant product recommendations across Wayfair.com and within advertisements, ensuring a unified experience and enhanced personalization due to more immediate insights across channels.

"Building in-house technologies and fostering a highly collaborative environment across departments allows us to eliminate unnecessary silos and deliver on our commitment to always put our customers first," added Macri. "With Magellan, we can create an even more consistent brand experience for our customers whether through advertisements, the site, email, social or notifications."

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 and \$747.3 million in net revenues for first quarter 2016. The company employed 4,604 people as of March 31, 2016 and is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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