Wish Marketplace Integration App Guide

by CedCommerce Products Documentation

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1. Overview

Founded in 2011, **Wish.com is the most trusted marketplace** for sellers willing to expand their reach to more than300 million(https://en.wikipedia.org/wiki/Wish_(platform))
customers across the globe.

With gross value ranging between 3.5 to 5 billion dollars, Wish is a mobile-based e-commerce platform based in San Francisco, California. It holds a significant presence in Europe, North America, China, and Brazil.

Role of Shopify-Wish Integration app:

To automate the selling process on Wish.com, CedCommerce, the Official Development Partner of Wish marketplace, offers an integration app enabling Shopify sellers to connect their stores with Wish.com and move the products from their Shopify-based store to Wish and also manage orders received from Wish.com.

The **Wish Shopify integration app(https://apps.shopify.com/wish-marketplace-integration)**
developed by Cedcommerce is meant to help sellers in integrating their Shopify store with Wish Marketplace. The app establishes a seamless synchronization of products, orders, pricing, and returns between the store and marketplace.

The unmatched features offered through the **Wish-Shopify Integration app** ensure merchants automated selling experience on Wish.com. Merchants can easily install the app from the Shopify App Store and sync their Shopify store with Wish.com in just a few clicks.

The key features of the Wish-Shopify Integration App

Real-time Synchronization
For a seamless selling experience, the Wish-Shopify Integration App facilitates real-time syncing. It means when you are selling on wish.com as well as on your Shopify store, the updates related to inventory or orders will be in real-time. The app will reflect the same results on both platforms.

Simplified Listing
The integration app simplifies your task of listing products on the Wish marketplace, making it quick and easy. Not just this, whether it is product attribute mapping, setting price and shipping templates, or managing returns, everything is easily handled on the Wish Seller panel and without much hassle.

Order Management
The centralized order management feature of this app enables sellers to manage orders from one single admin place. It eliminates the need of going back and forth for order acknowledgment or cancellation between the Shopify store and Wish Seller Panel. The order is automatically created in your store as soon as placed on Wish.com.

One-click Bulk Upload
Get all the products uploaded on the Wish marketplace in one go. Also, the feature saves your precious time for other essential tasks.

Threshold Inventory
The feature allows you to set a limit for your products. Whenever the product’s inventory is equal or less than that threshold limit, sellers will instantly receive a notification on their admin panel, and buyers won’t be able to purchase the products, saving merchants from going out of stock and affecting their seller performance.

ProductBoost Compatibility
The Wish Shopify Integration app is compatible with Wish’s ProductBoost Campaign. That means sellers can

easily create a campaign by selecting the desired budget. This feature is essential for all sellers seeking ways to boost their sales at double-pace.

Tickets & Infraction
The feature allows sellers to sync and track tickets generated for problems or issues on Wish.com. Furthermore, sellers can also keep a check on the infractions imposed on their products on the Wish marketplace.

Custom Pricing
The custom pricing feature of the Wish integration app ensures sellers to set prices for their products on Wish.com according to their preferences. In other words, the feature allows you to increase or decrease the cost of your products anytime.

Multiple Warehouse Management
The integration app is compatible with Express warehouse managing, i.e., sellers can easily manage multiple express warehouses from one admin panel. It eliminates the need for tracking each warehouse individually.

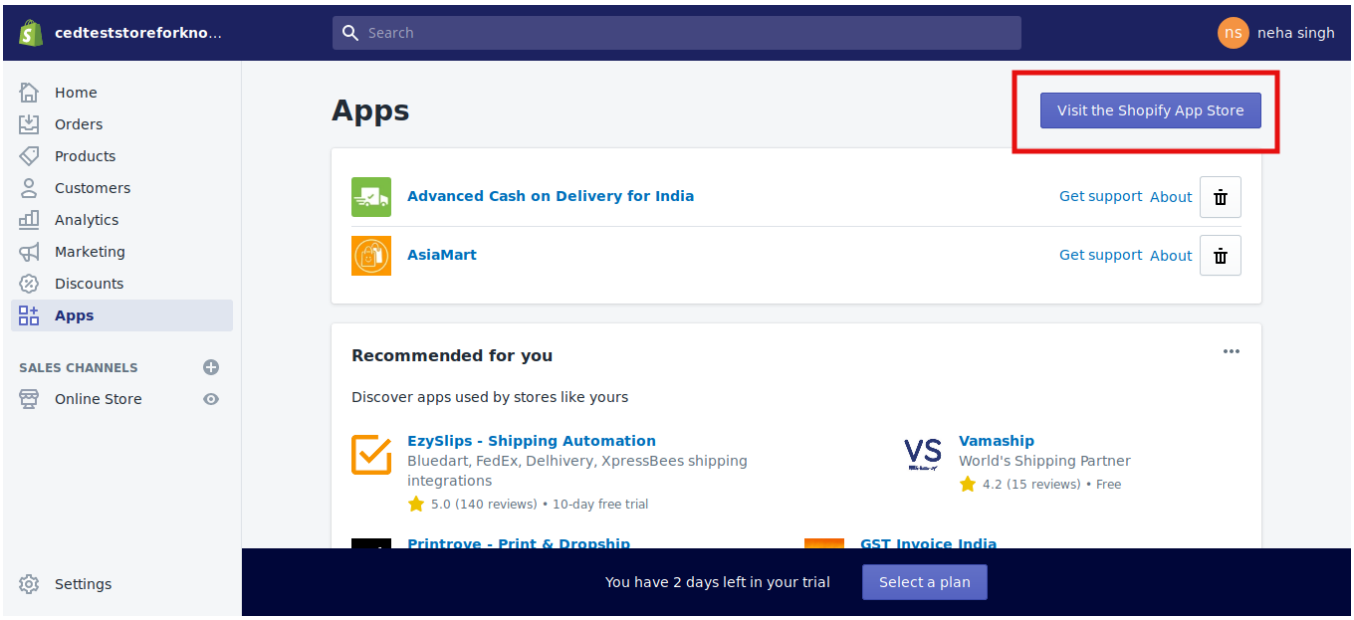
2. How To Install Wish Marketplace Integration App?

This section covers the process of Installation of Wish Marketplace Integration App on the Shopify store.

Steps To Install Wish Marketplace Integration App:

1) First Login to your Shopify Store.

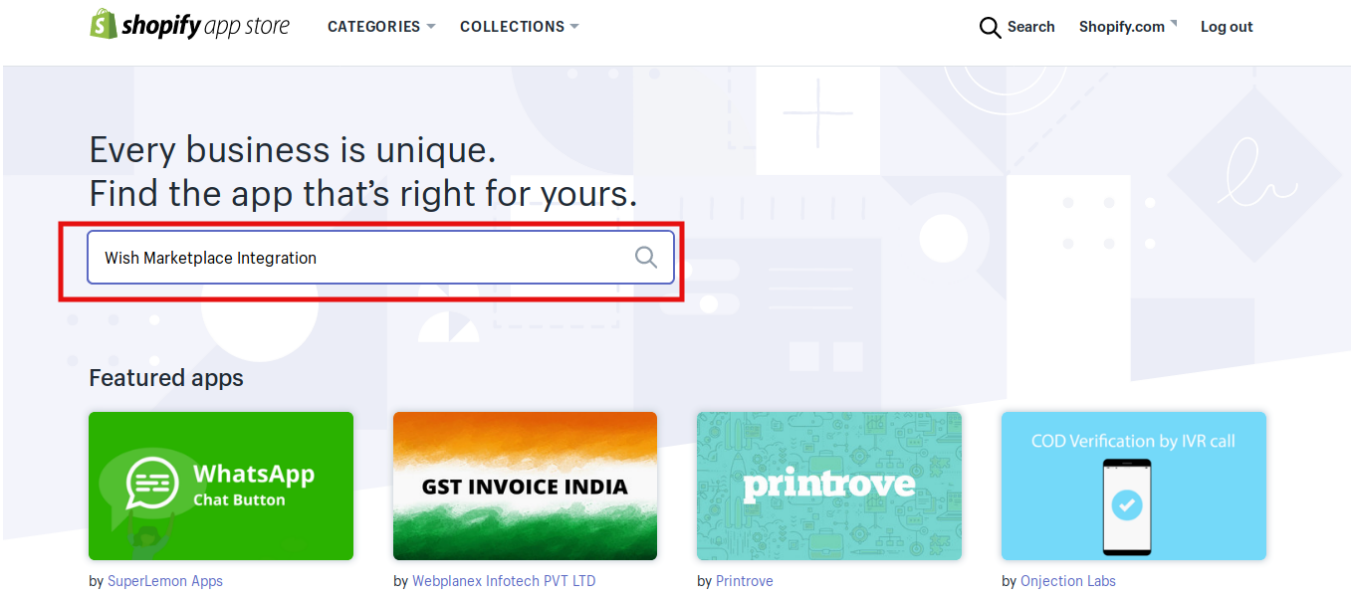
2) Then on the Shopify store panel, from the left side menu click on **Apps** option as shown in the image below:



Visit Shopify app store

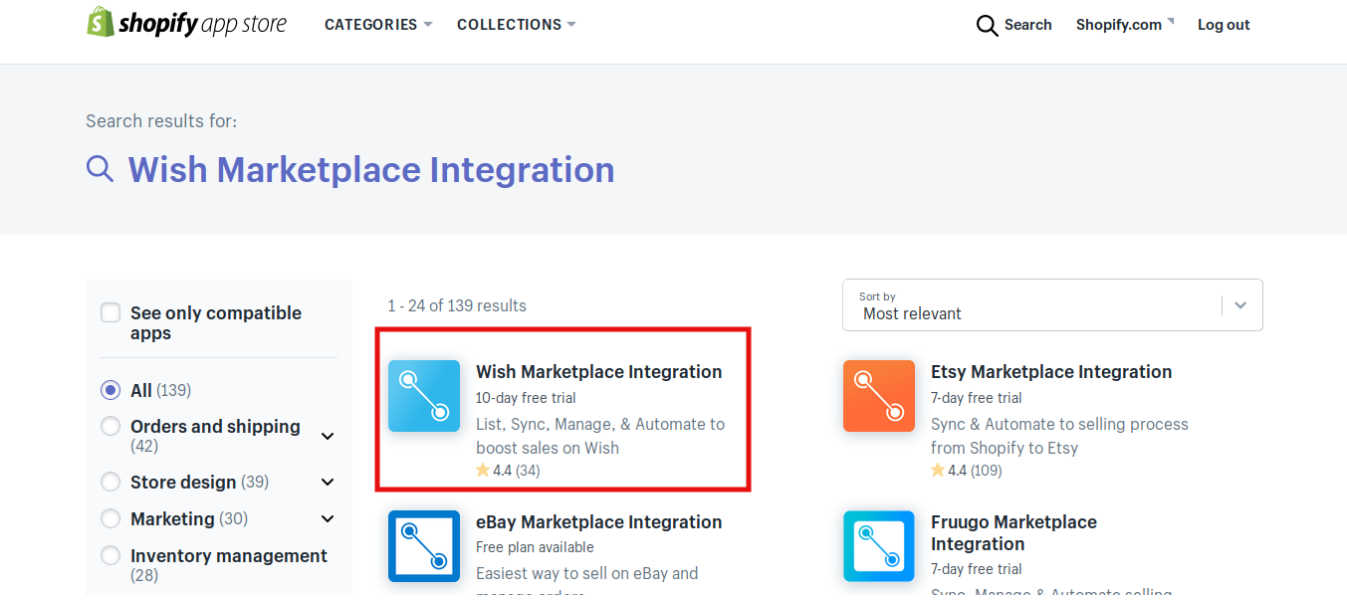
Once you click on **Apps,** the page that appears is as shown in the image above and you need to click on **Visit the Shopify App Store** button.

3) After that, you'll be redirected to the Shopify App Store. In the search bar, type **Wish Marketplace Integration,** click on the search button or press enter.



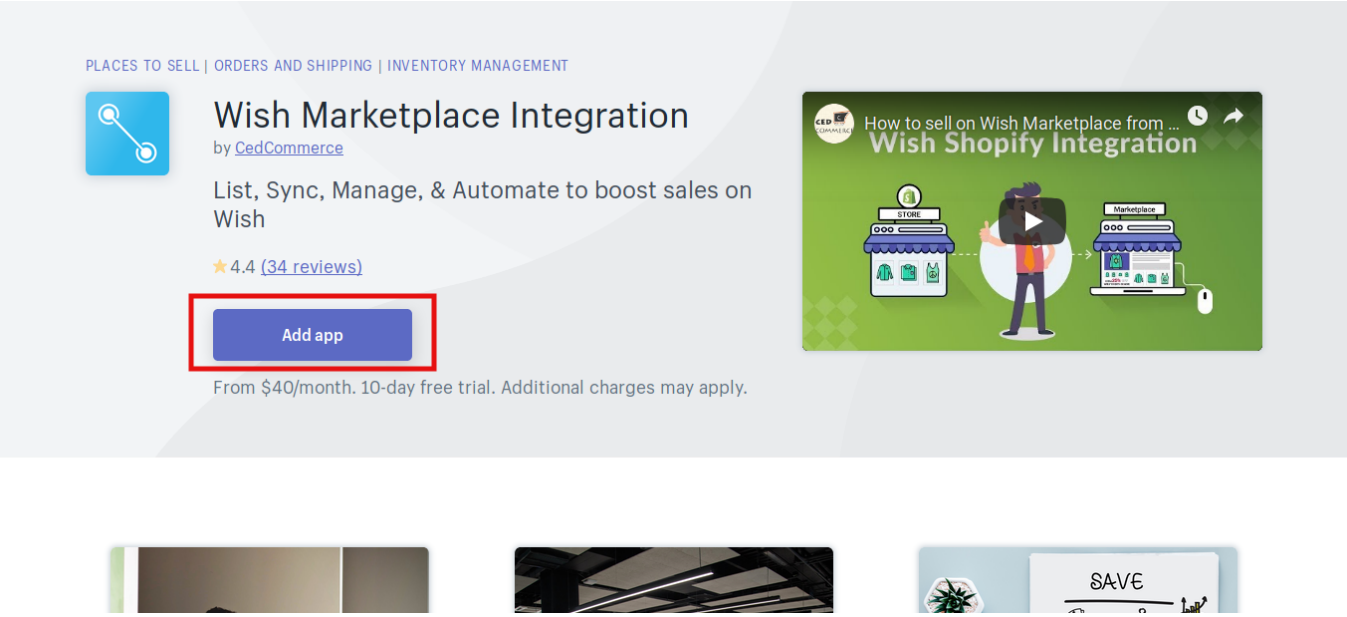
Wish Marketplace Integration

The page that appears is as shown in the following image. Click on Wish Marketplace Integration App.



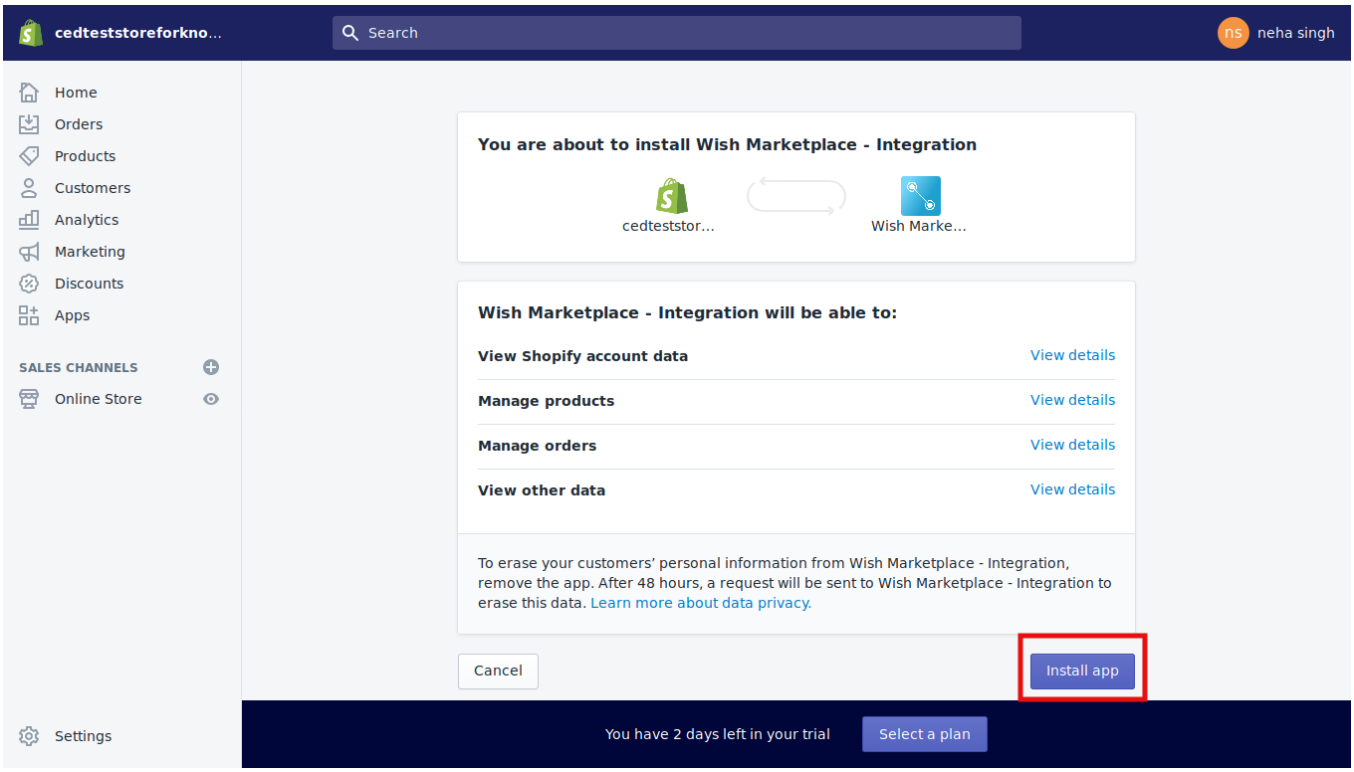
Wish Marketplace Integration.

4) Here is the page of Wish Marketplace Integration app. You can read the functionality of app from here. Click on **Add app** button.



Add Wish Marketplace Integration to your Shopify store.

5) Click the **Install app** button.



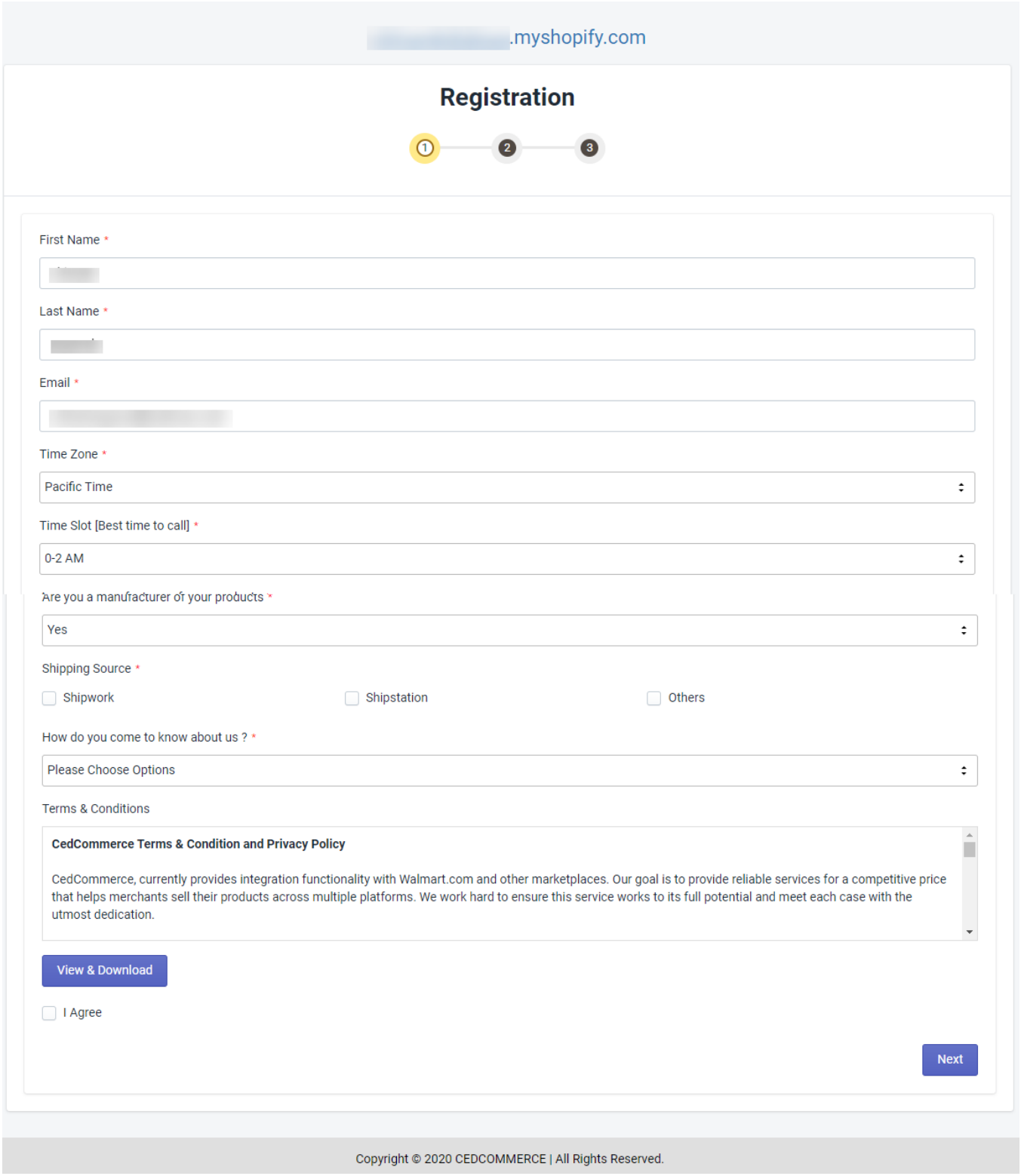
Install App

The Wish Marketplace Integration App will be installed at your Shopify store. Now you need to complete the configuration steps to connect the app with Wish Marketplace.

3. Registration and Configuration Setup

The section covers registration and configuration steps for integrating your Shopify store with the Wish marketplace. And, the steps are as follows-

Step 1:
Once the app is installed in the Shopify store, you are redirected to the Registration page. The page that appears is shown in the following image:

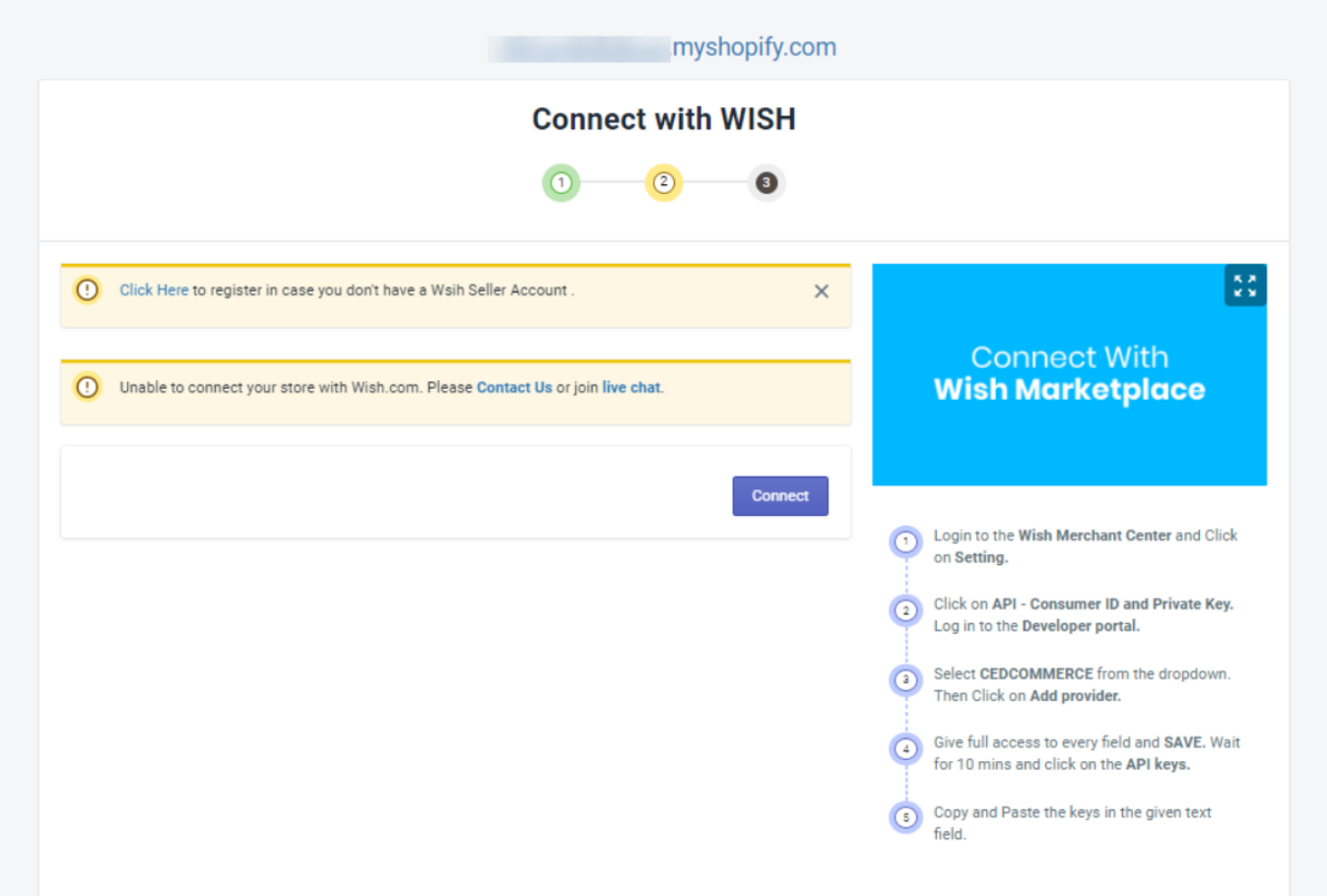


This is the first step of the Wish app Configuration. You need to fill up the general details on the Registration Page.

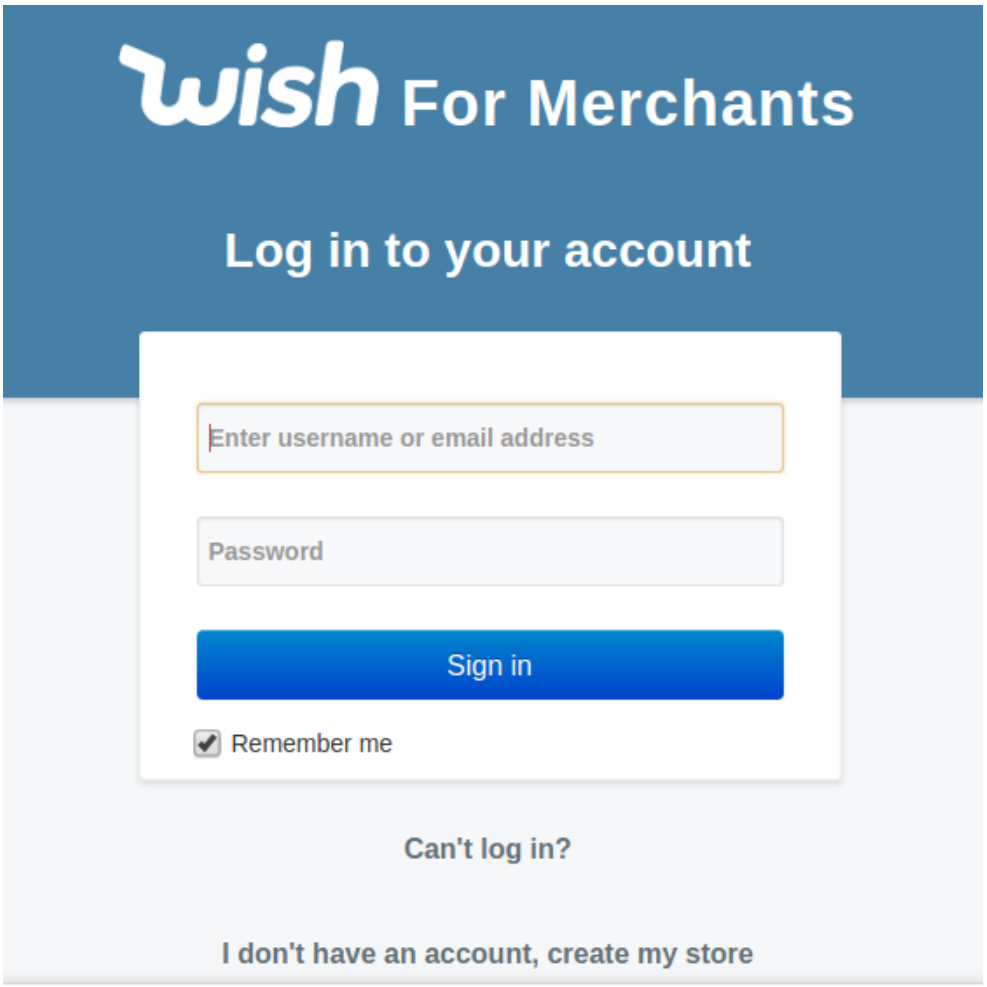
NOTE: You need to verify your contact number by entering the OTP you'll receive once you enter your contact details. This is required for safety purpose so that we can find genuine sellers.

After filling up the required field, accept the Agreement by checking the box, and click on Next.

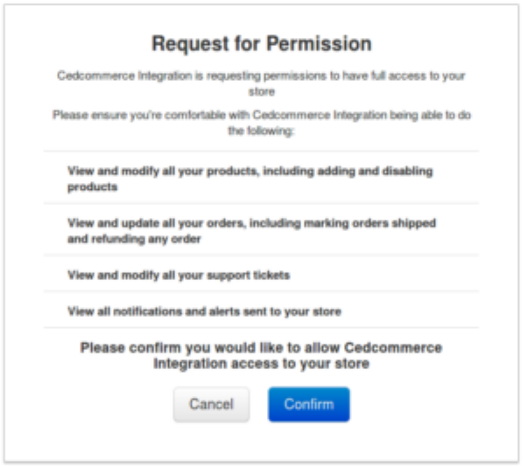
Step 2:
After Completing Step 1: Registration, the next step is Wish API Authentication, as shown in the following figure:



Click on **Connect**. You will be redirected to the Wish Merchant Support Sign-In page, wherein you need to enter your login details as shown in the image below:



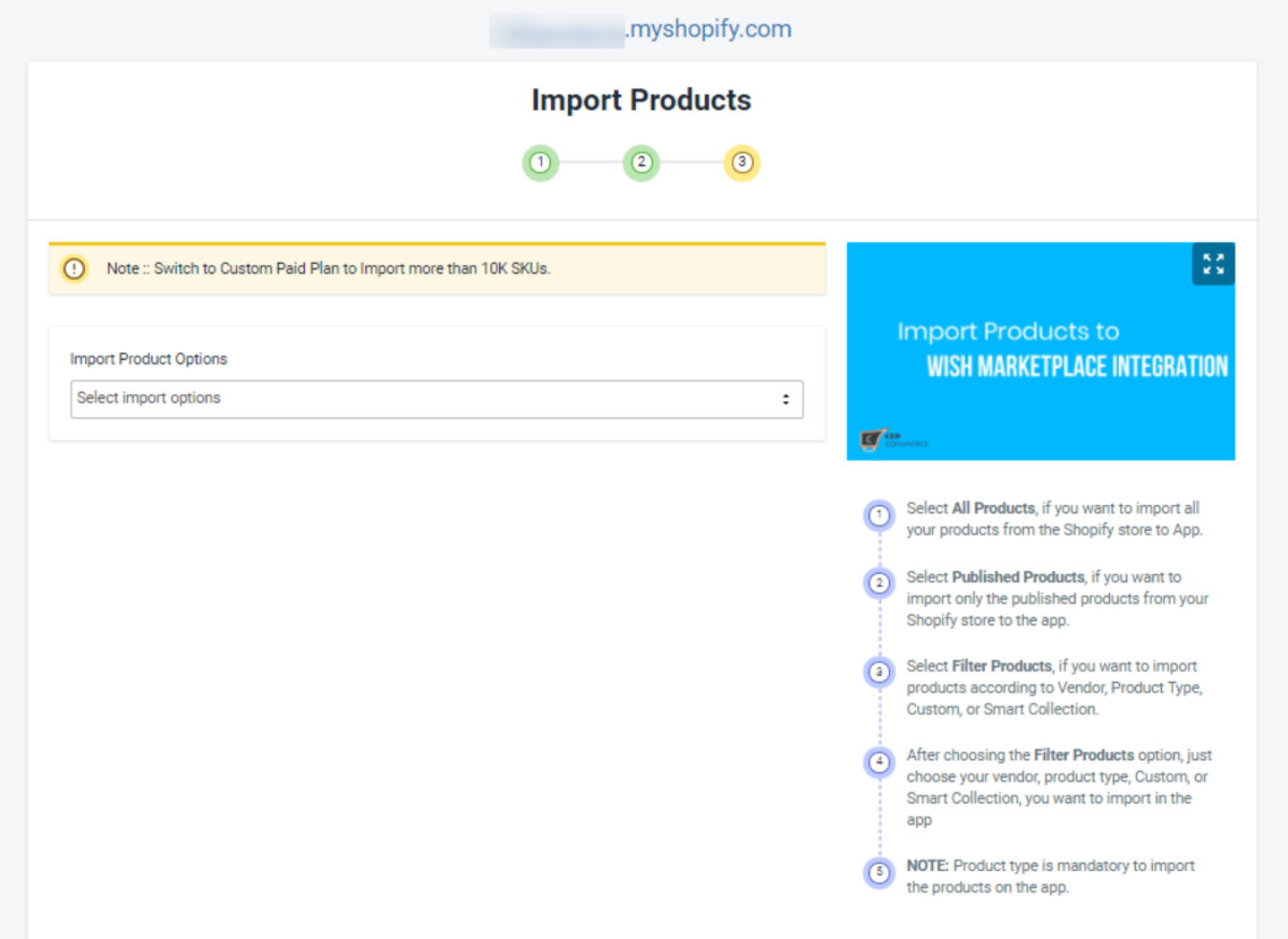
After that, you will find a confirmation pop-up window will appear, as shown in the image below:



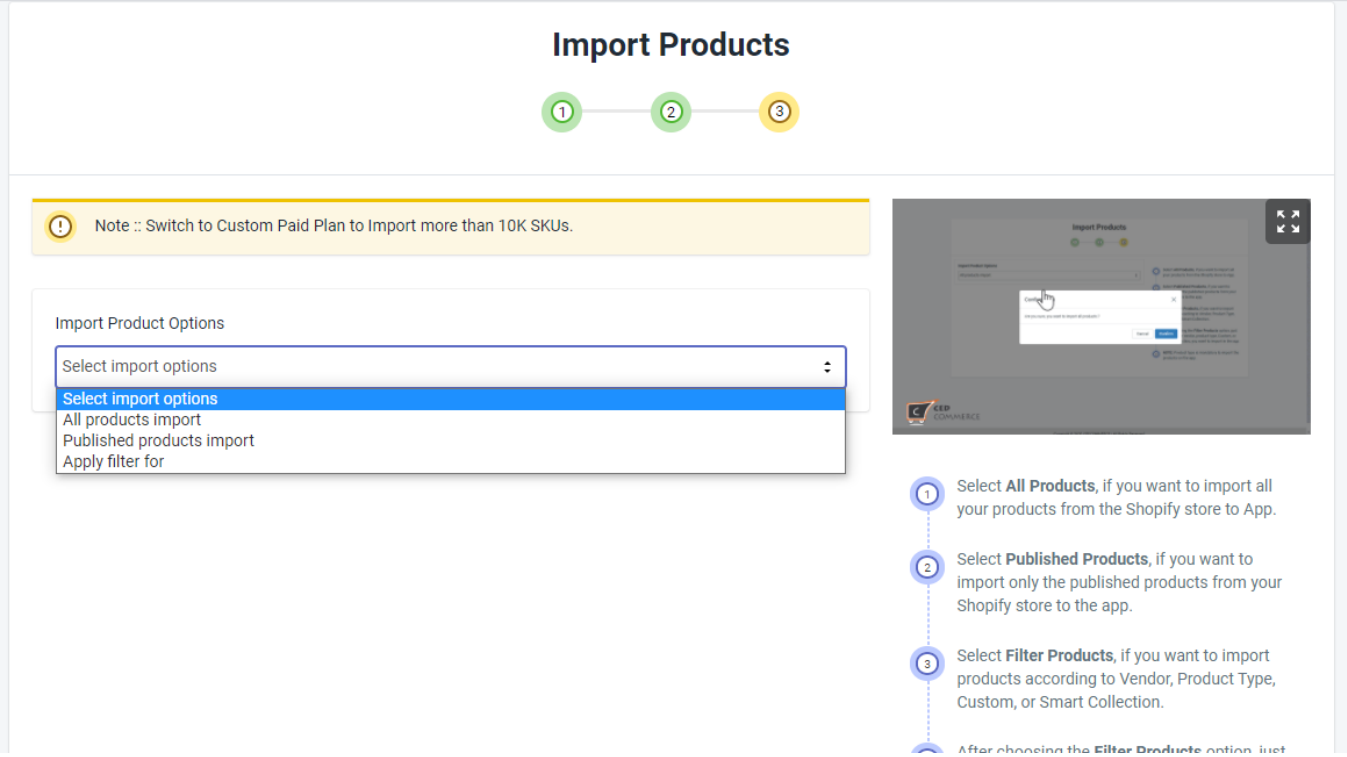
Click on the **Confirm** button. This completes the Step-2 of the Wish configuration.

Step 3:
After the API authentication step, it's time to Import Products, which is the third and last step of the configuration process. The import products page appears as shown in the following image: Note: you need to perform 2 steps:

- **Import:** That means you are transferring the products from Shopify to the App
- **Upload:** That means you are transferring the products from App to Wish by your own choice

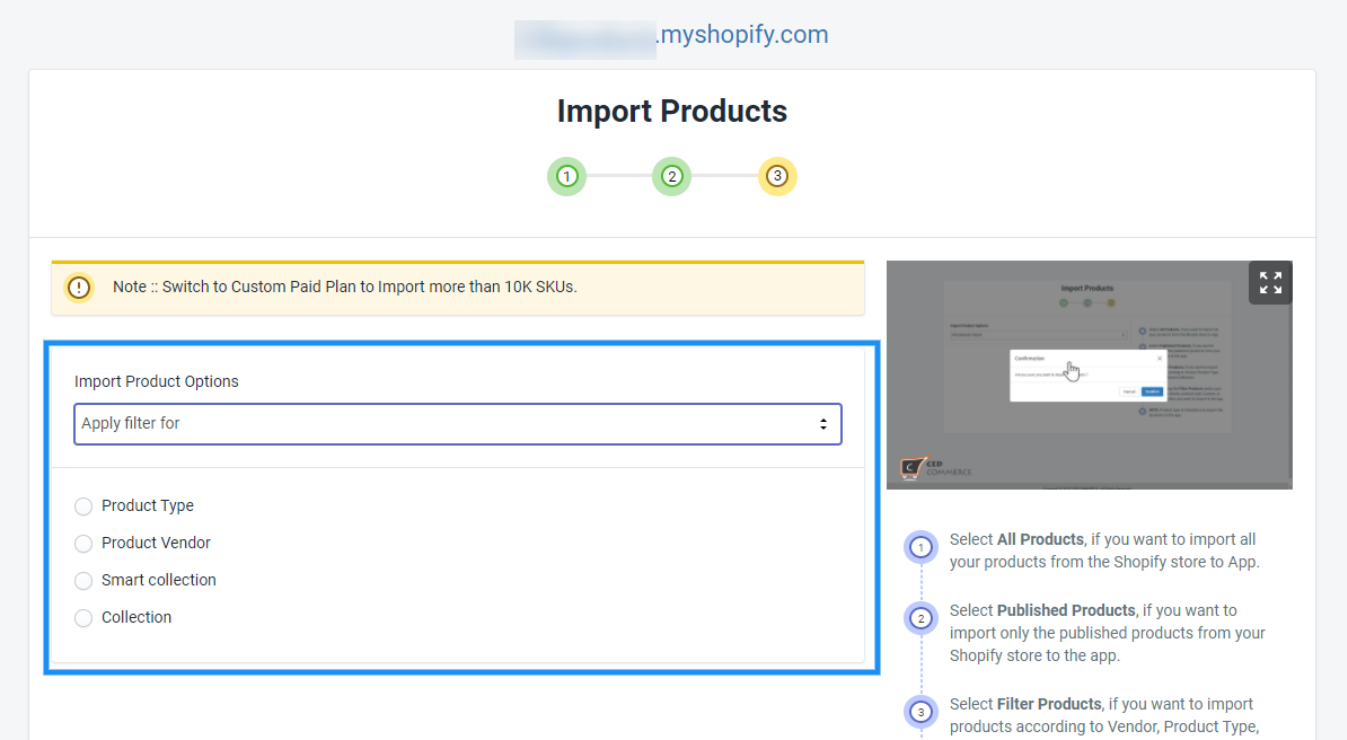


How to import products?
To start with the import procedure, you need to select one of three options from the drop-down menu, as shown by the arrow in the above image.



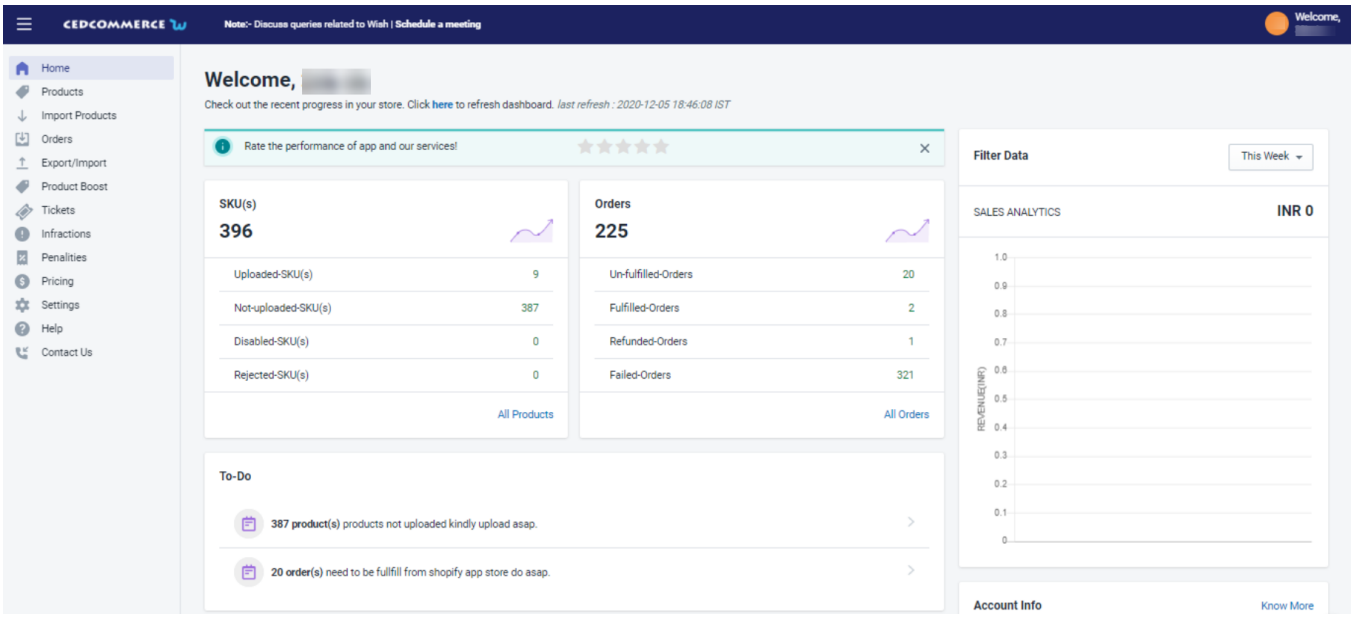
This feature allows you to import products in 3 ways:

- **All Products:** If you want to import all the existing products from Shopify to the app.
- **Published Products:** When you want to import only the published products available on your Shopify store to the app, then you select this option. All published means the products live at Shopify stores and not hidden by the admin.
  NOTE: In the case of Published Products, when you further need to select Import ‘All Store Products’, it means only the visible products are imported.
- **Apply Filter for:** This feature lets you filter out your products according to the vendor, Product Type, Smart collection, or collection. The filter products screen appears as shown in the following image:



Once you choose your desired and fill in all necessary details, all you need is to click the **Start Import** button, your Shopify products will starting importing from your store to the app.

Once you are done with the importing process, you need to click on **Next** and you will be redirected to the Admin Panel (dashboard) of the Wish Marketplace Integration App which will look like as shown below:



And when you reach the Dashboard of the app, you complete the Wish App Configuration process.

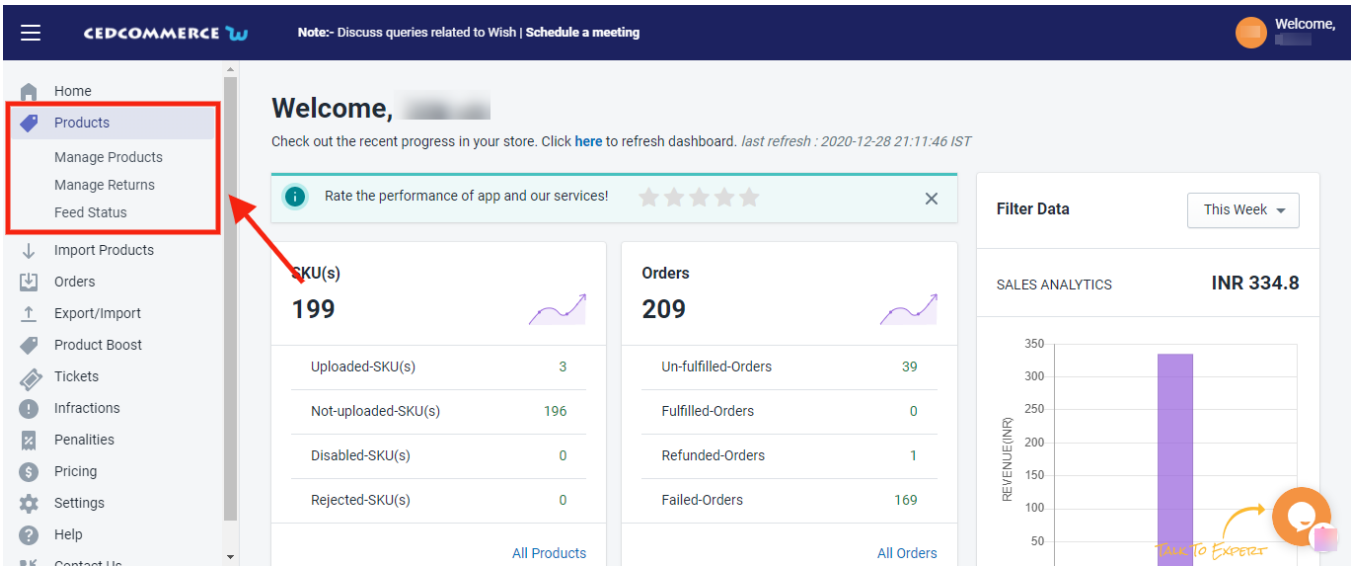
4. Product Section

The product section deals with all product-related tasks on Wish. You will be able to manage Shopify products

that you have imported to the app. You can view the Product Details (Title, SKU, product price, etc), Bulk Actions (that can be performed on mass actions), Product Status (enabled/Disabled/not uploaded), and select & perform (to perform actions on chosen products).

From here, sellers can check the following-

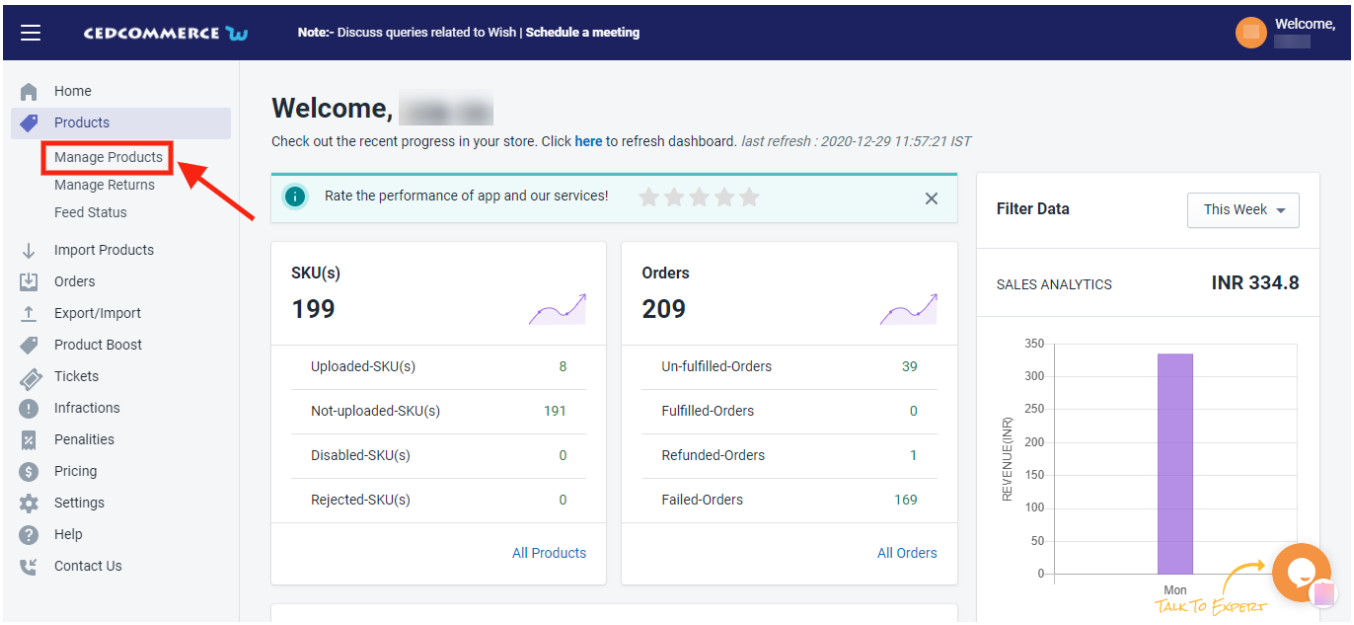
- **Manage products**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=manage-product-9)
  – Allows you to manage Shopify products, edit them, and upload them on Wish.com. The sub-section also allows you to make necessary modifications.
- **Shipping Template**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=shipping-temp)
  – It helps you create shipping templates having their own transit periods and charges.
- **Manage Returns**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=manage-returns-2)
  – The section lists all products returned to the Wish marketplace.
- **Not-in App Products(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=not-in-app-products)**
  – The feature lets you map/link any wish product with your Shopify product.
- **Feed Status**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=feed-status-2)
  – You can check your feed details and their status here.



4.1. Manage Product

The Manage Product section helps you to manage all the products. Each product in this section is listed with product details like product IDs, images, titles, prices, no. of inventories, and so on.

Under Products Tab, you will see the Manage Product option.

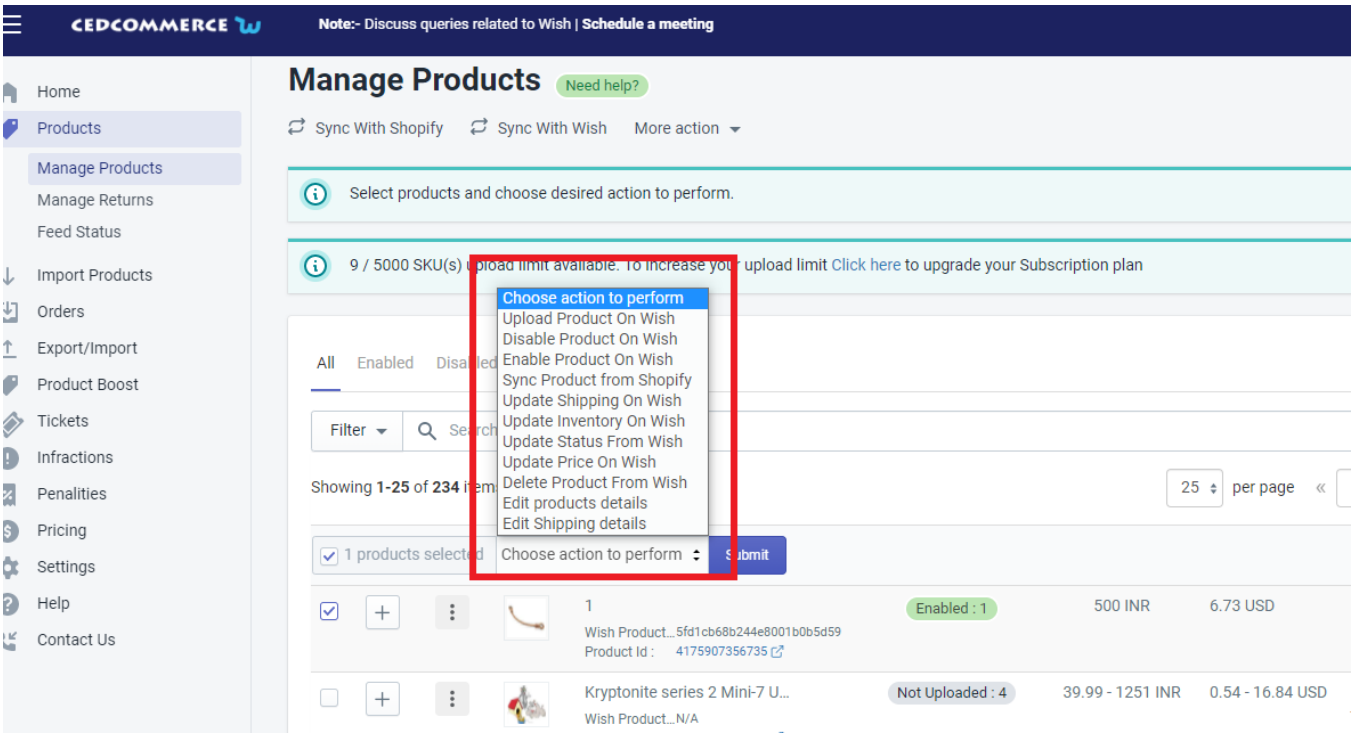


The main function of the **Manage Product** section is to let select your desired product and perform the following actions-

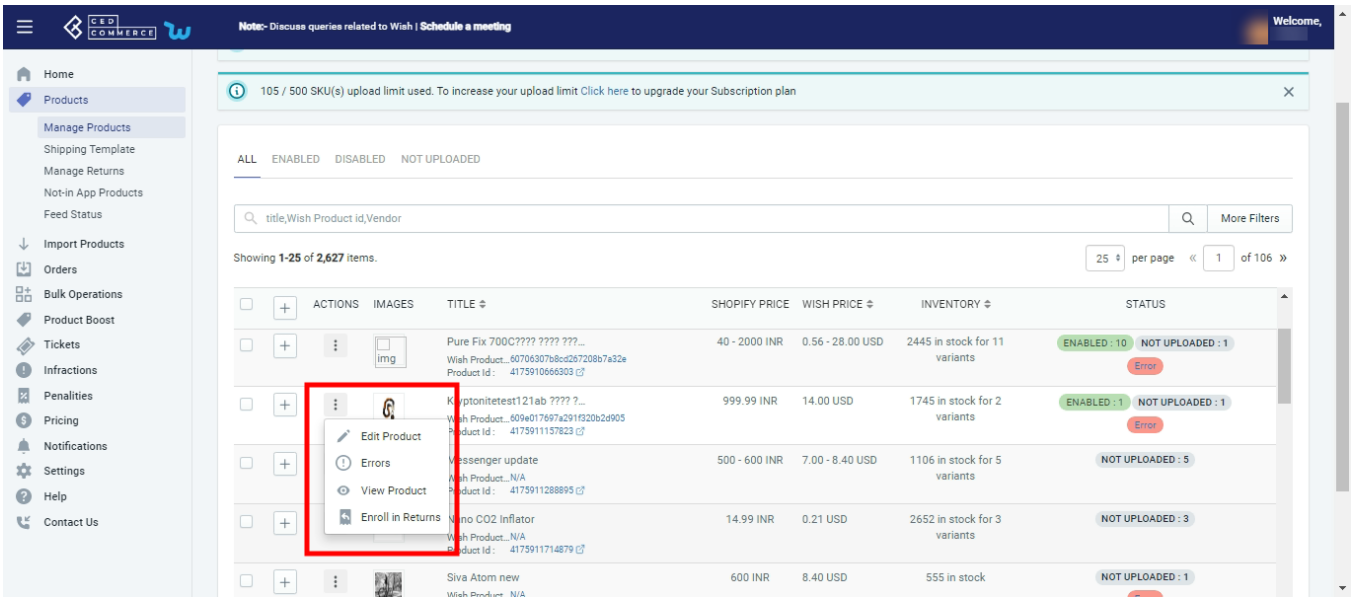
- **Upload product on Wish**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=upload-products-on-wish)
  -allows you to upload the selected product(s) on Wish
- **Disable product on Wish**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=disable-product-on-wish)
  – the selected product(s) is enabled on Wish.com and you can disable that product with this action.
- **Enable product on Wish**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=enable-product-on-wish-2)
  – the selected product(s) is disabled on Wish.com and you can enable that particular product with this action.
- **Sync product from Shopify**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=sync-product-from-shopify)
  – you can sync the selected product(s) information from Shopify
- **Update shipping on Wish**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=update-shipping-on-wish-2)
  – it means you can update the shipping status of that product(s) on Wish.
- **Update inventory on Wish**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=update-inventory-on-wish-2)
  – It means you can update the inventory of the selected product(s) on Wish, i.e., increase or decrease the inventory count of that product.
- **Update status from Wish**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=update-status-from-wish-2)
  – It means you can update the status of the selected product(s) from Wish.com.
- **Update price on**

Wish(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=update-price-on-wish-2)
– It means you can update the price of the selected product(s) on the Wish marketplace.

- **Delete product from Wish**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=delete-product-from-wish-2)
  – it means the product is uploaded on Wish.com and the action allows you to delete the selected product from the Wish marketplace.
- **Edit product details**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=edit-product-details-2)
  – it means you can edit the details like choosing the brand, inventory, height, weight, and so on of the selected product.



Besides the “**Choose Action to perform**” dropdown menu, you can even “**Edit**” or “**View**” details of a single product by clicking on the “**Three Dots**” icon adjacent to each product image.

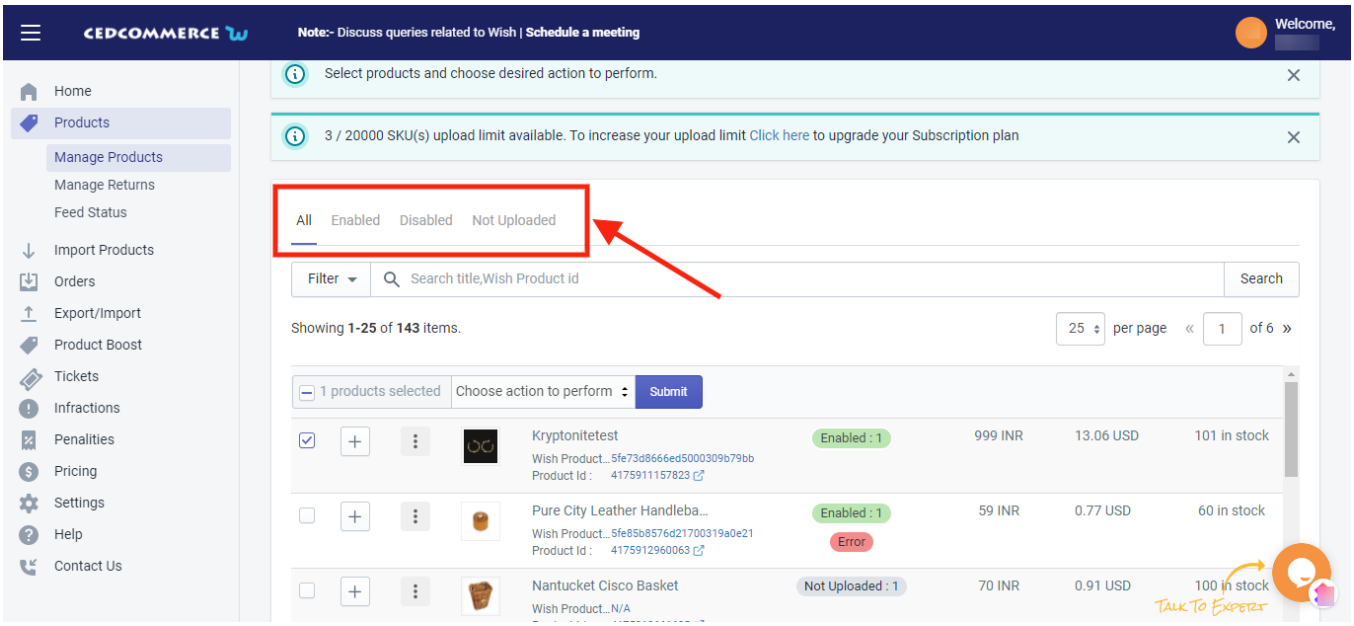


On clicking the “**Three dots**” icon, you will get two options-

- **Edit Product**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=edit-product-3)
  : It enables you to edit the details of the selected product.
- **Error:** If any error is found in the product, this option shows up. By clicking on ‘error,’ you will see a list of ‘wish errors’ along with SKU, error type, and time of the error. You can correct these errors and can retry uploading your product.
- **View Product**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=view-product-3)
  : It enables you to view the complete details of the selected product.
- **Enroll in Return**: This option is available only on enabled items and lets you enroll a product for return if the product is defective or any other issue is found.

Other performing actions for selected products, you can even check the number of products with the following options-

- **Enabled** – View the list of products that are uploaded on Wish.com and marked enabled
- **Disabled** – View the list of Shopify products that are marked disabled on Wish.com
- **Not uploaded** – view the list of Shopify products that are marked “Not uploaded”



Sellers can also perform the following tasks here:

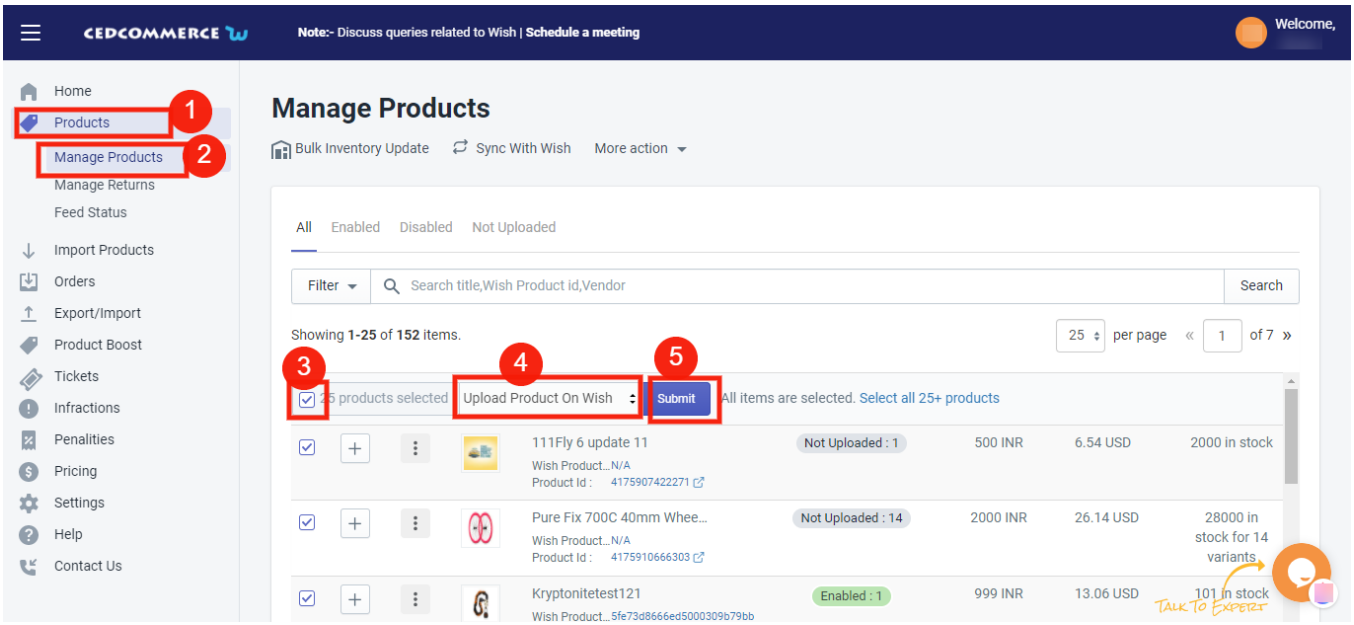
- **Filter Products(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=manage-product-filter-options)**
  : Filter products on the basis of Shopify product, product type, review status, price, weight, and inventory.
- **Sync With Shopify:** Synchronize the recent updates related to your Shopify store products to the App.
- **Sync with Wish:** When you will click on the “Sync With Wish” option, the product status on the Wish marketplace is reflected on the app.
- **Bulk Inventory update:** You will find this option under the “More Actions(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=manage-product-more-actions)
  ” button. The feature enables you to sync inventory on Wish.com in bulk.
- **Product CSV from Wish:** you will find this option under the “More Actions(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=manage-product-more-actions)
  ” button and it is meant to export product CSV from Wish and import the updated CSV.

4.1.1. Upload Products on Wish

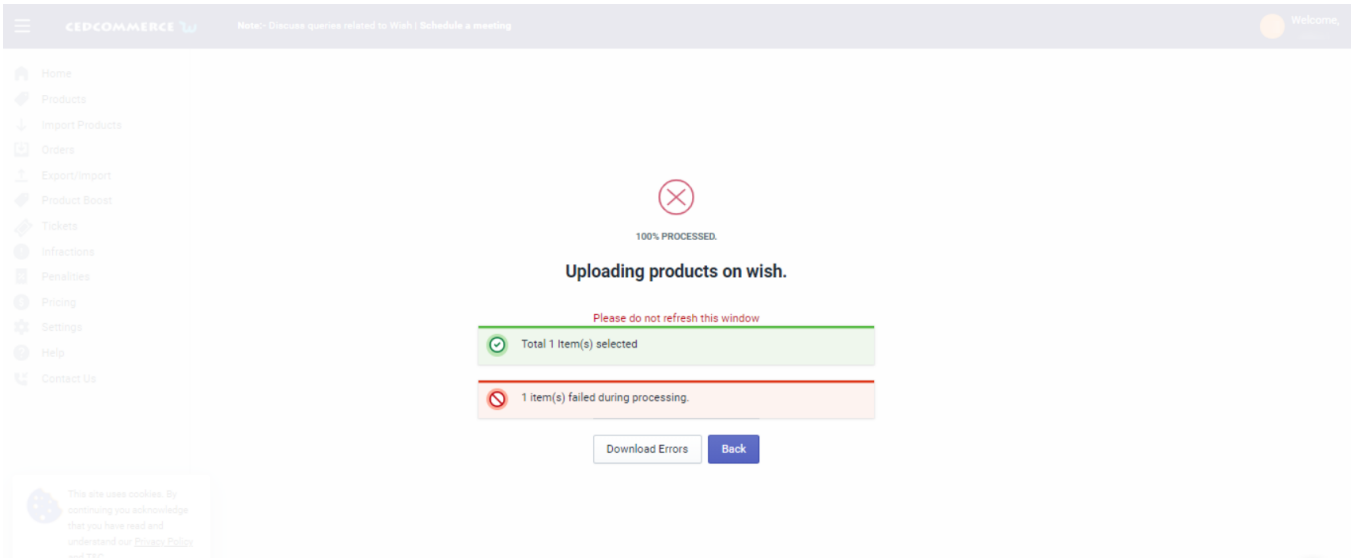
The option helps you to upload selected products on Wish.

How to upload product on Wish?

- Select the products which you want to upload on Wish
- Click on “**Choose Action to perform**”
- Choose the “**Upload product on wish**” option from the dropdown.
- And click on the **Submit** button.



On clicking the “Submit” button, the selected product(s) starts uploading, and a confirmation page appears as shown in the image below:-



You will find that the products whose information is correctly inserted will be successfully uploaded. In contrast, the products with certain incorrect information will fail to upload during the processing, and the number will be displayed on your screen.

Note: You can check and rectify the errors in Product(s) by downloading the errors by clicking on the “Download errors” button via CSV.

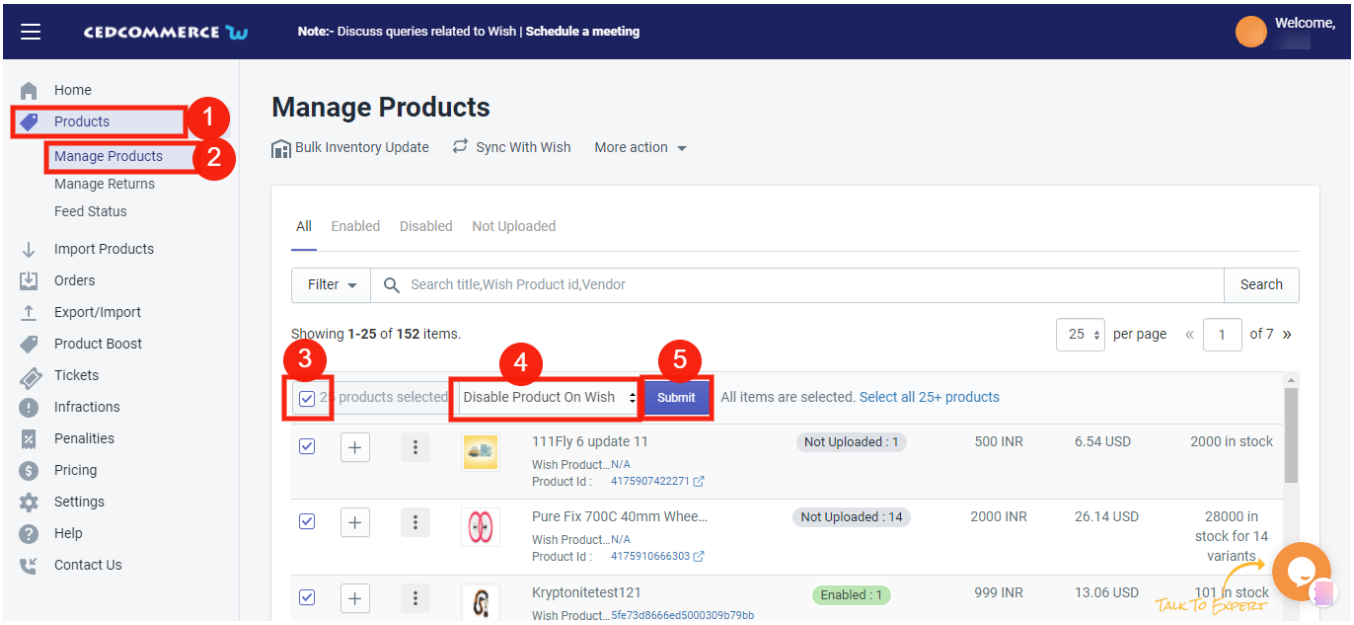
After successfully uploading all the selected product(s) on Wish, you will reach this page and go back to the Manage Product section; you need to click on the “Back” button.

4.1.2. Disable Product on Wish

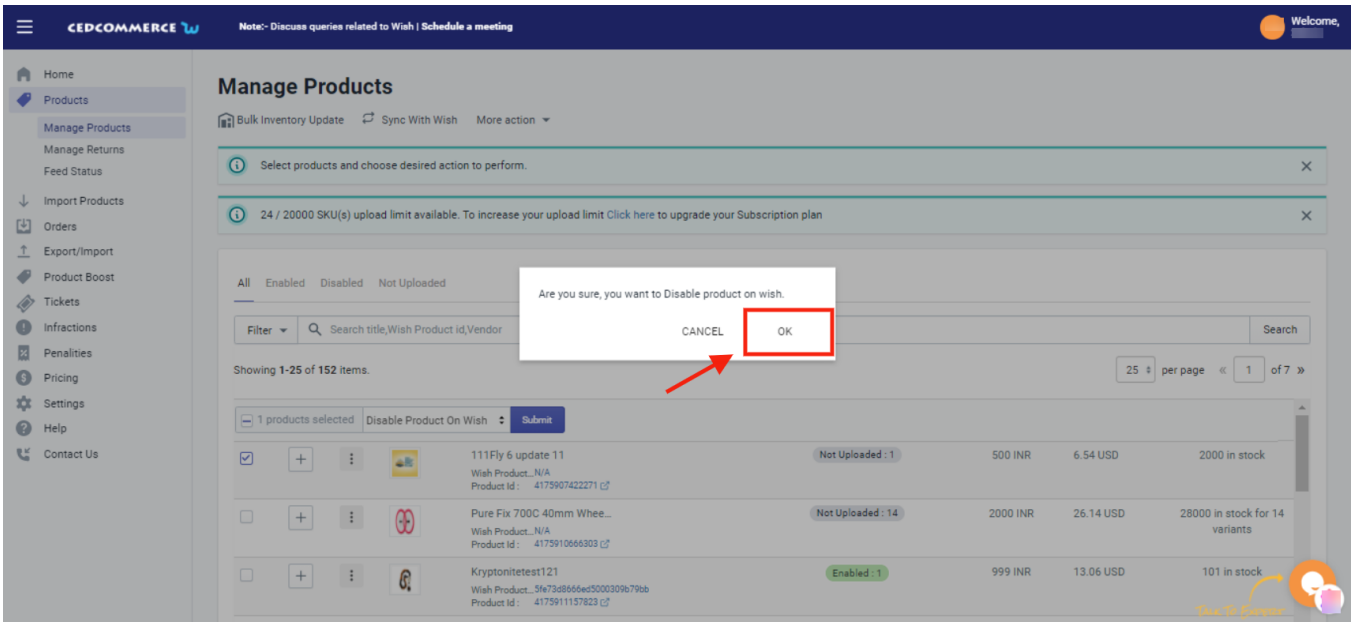
If you want to disable any product(s) from Wish.com temporarily due to certain reasons like no inventory available, then you need to choose this option.

How to disable products on Wish.com?

- You can either select a product or select all option to choose all products whichever way you want
- Click on "**Choose Actions to perform**"
- Choose the "**Disable product on Wish**" option from the dropdown
- And click on the **Submit** button.



As soon as you select this option and click on the "Submit" button, the pop-up window appears as shown in the following image:



TIP TO REMEMBER: You are not removing any product(s) from Wish.com, instead, you are limiting its visibility to

your buyers on Wish, by disabling it temporarily. Your product(s) will be visible in the Delete selection on Wish Panel.

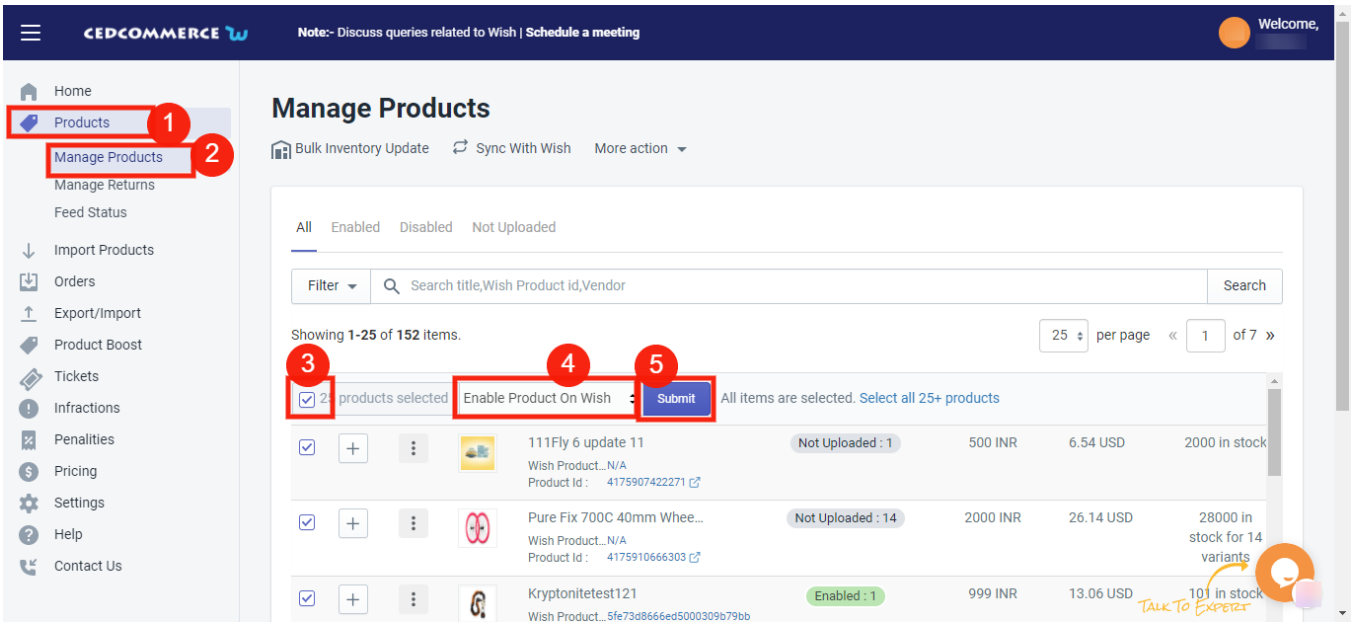
Click on the **OK** button to proceed with the selected action.

4.1.3. Enable Product on Wish

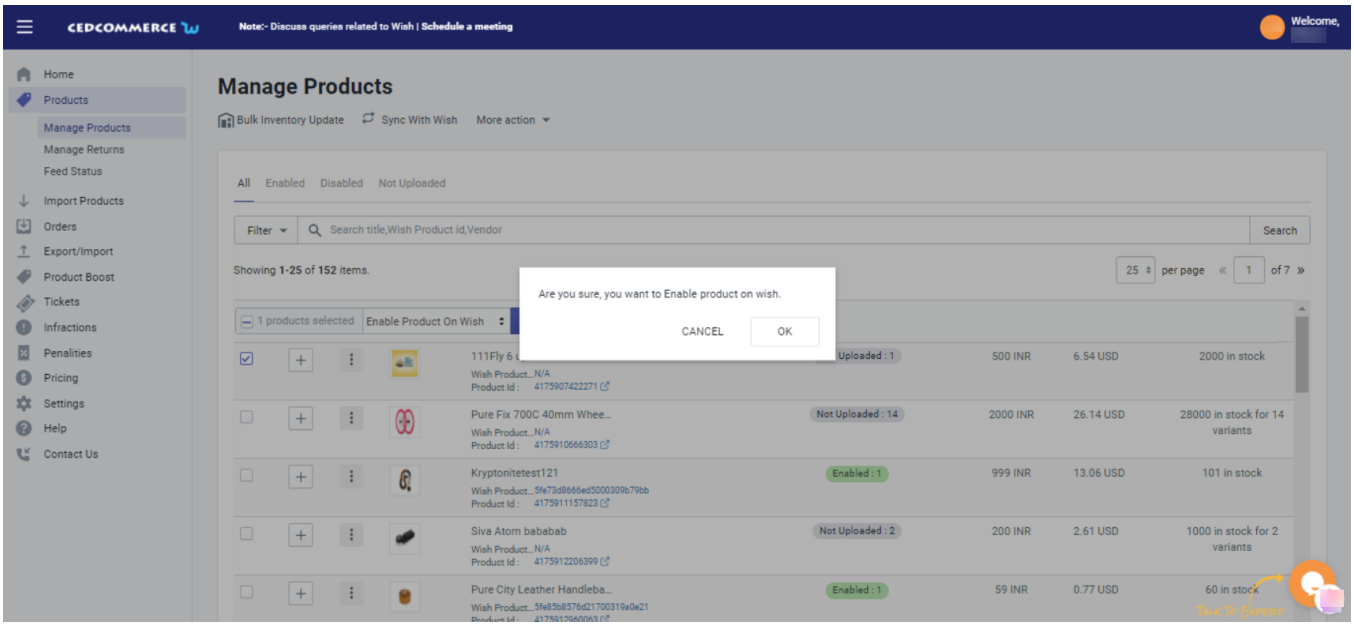
If you want to enable the products that were temporarily disabled on Wish.com, you must choose this option.

How to Enable products on Wish.com?

- You can either select a product or select all option to choose all products whichever way you want
- Click on "**Choose Action to perform**"
- Choose the "**Enable product on Wish**" option from the dropdown
- And click on the **Submit** button.



On clicking the "**Submit**" button, a confirmation page appears as shown in the image below:-



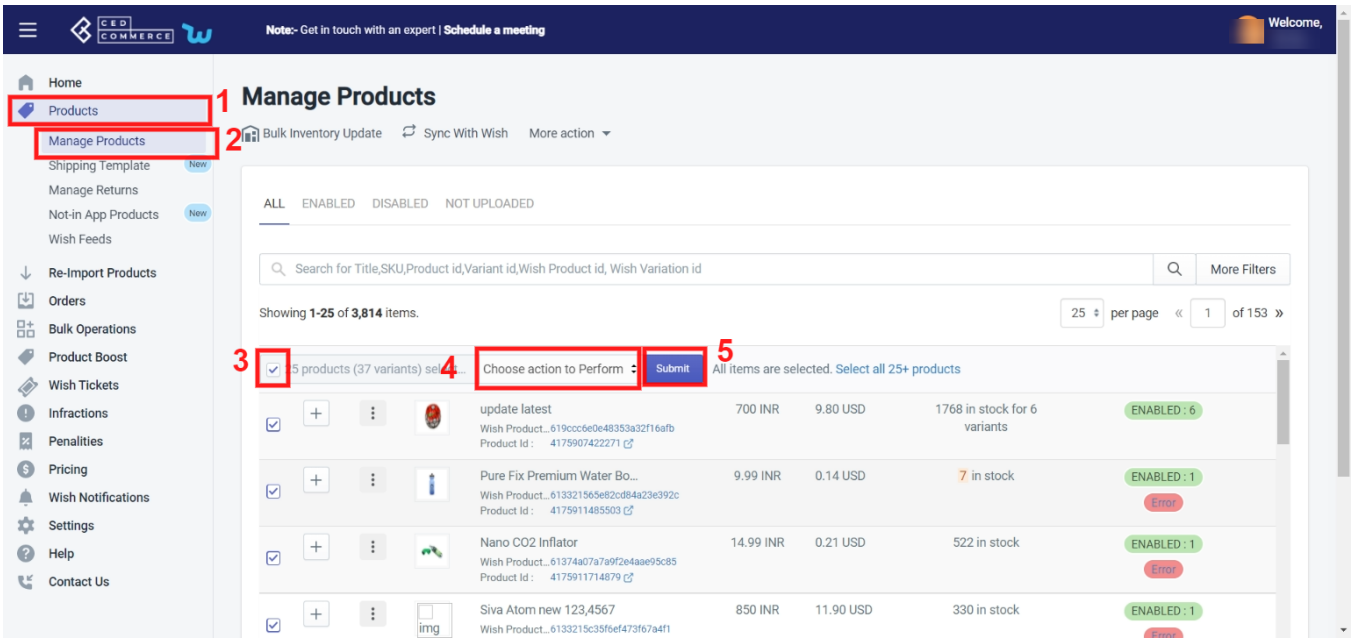
You need to click on “**OK**” to confirm your action, and once you confirm, all the temporarily disabled product(s) on Wish.com will be enabled on Wish.com and will be visible to buyers.

4.1.4. Sync Product from Shopify

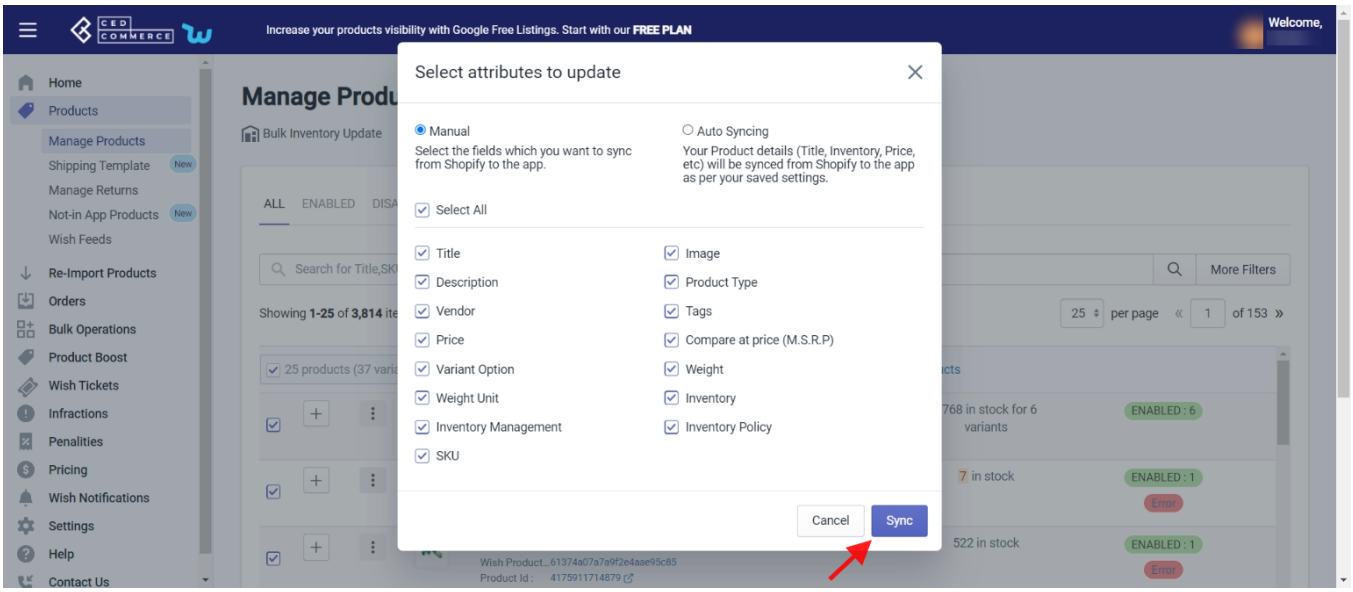
This option enables users to immediately sync the selected product(s) or bulk products with the Shopify store. You can sync Shopify products with the app in just a few clicks. It helps in managing products and reduces repetitive work by ensuring that product attributes are synced in real-time. It can either be done manually or automatically through the **‘Setting section’(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=settings-10)**
.

How to Sync product(s) from Shopify?

- Select the products which you want to upload on Wish or select all for bulk operation.
- Click on “**Choose Action to perform**”
- Choose the “**Sync product from Shopify**” option from the dropdown.
- And click on the **Submit** button.



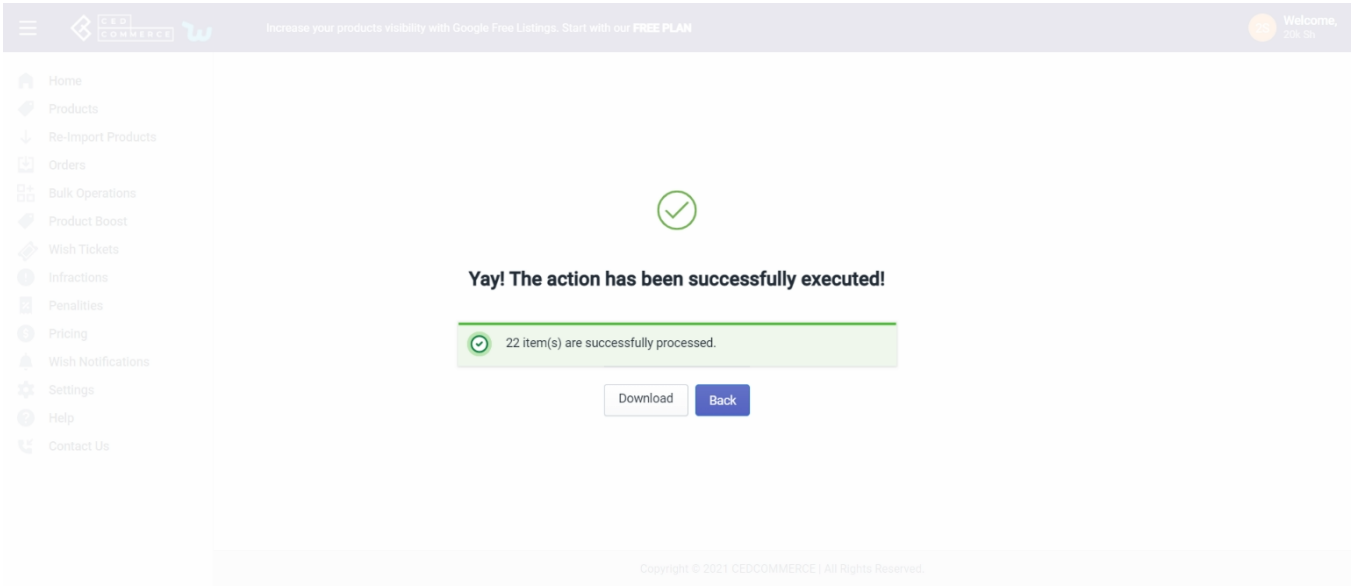
On clicking the “**Submit**” button, a pop-up window with multiple fields will appear as shown in the figure:



- Either choose the “**Manual**” option and select your desired fields or “**Select all**”; or opt for the “**Auto syncing**” option to choose the areas and confirm your action by clicking the “**Sync**” button.
- **Manual:** Manual syncing enables merchants to sync their Shopify product with Wish Product in no time. Or if auto synching is disabled, sellers can sync manually.
  By choosing the manual setting, you can add or remove any attribute that you want to sync with the Shopify store. For this you don’t need to go to the ‘setting’ section, rather you can do it right from here. Select attributes that you want to sync and it’s done in no time.
  The manual syncing option is provided so sellers could sync products instantly without having to change any global setting. The manual setting works only for the selected products.
- **Auto syncing:** When you select this, you don’t have to do anything manually, and your product attributes will be synced automatically which you have selected in the product settings. This is managed from the “setting section”. If auto-sync is enabled on the “Setting” section, the synchronization takes place automatically. To make an edit in auto-sync, head to the “Setting section”.(https://docs.cedcommerce.com

/shopify/wish-marketplace-integration-app-guide/?section=settings-10)

- And that’s all, the selected product(s) will start syncing with Shopify.



NOTE: If Auto syncing is not enabled in the “Setting” section, and you choose Auto synching here. The settings will be updated automatically.

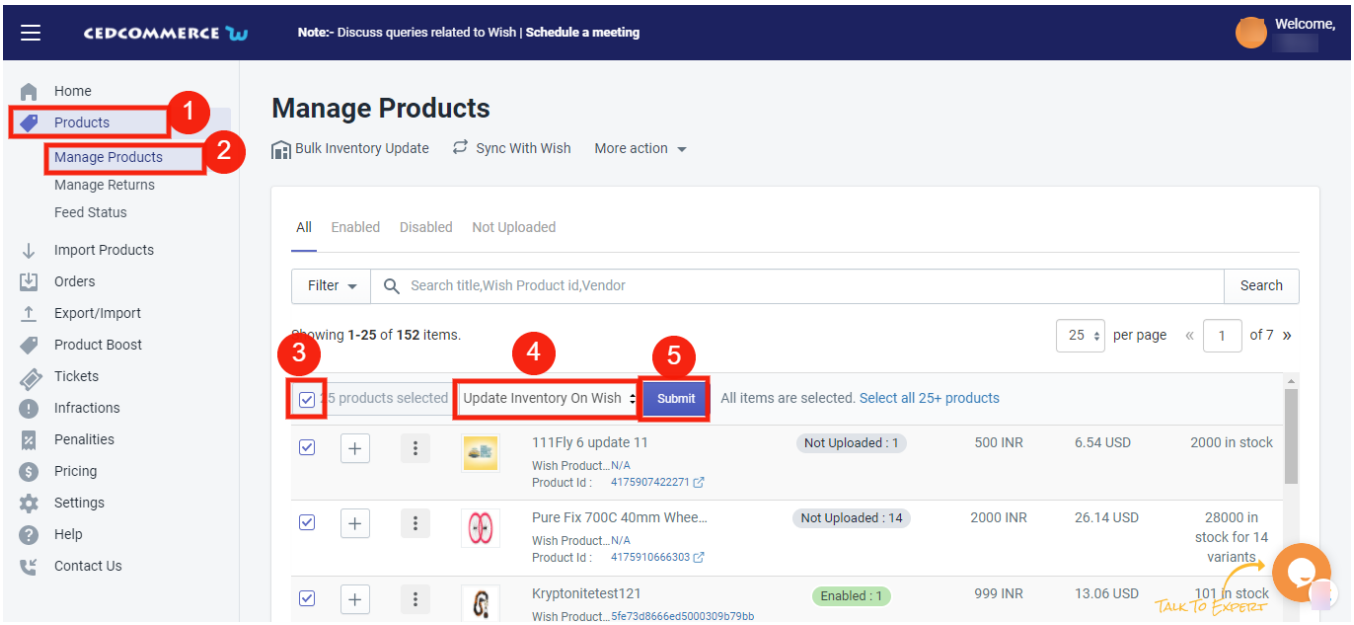
NOTE: Following options like “sync product from Shopify, update inventory on Wish, update status from Wish, and update price on Wish are auto-synced and can be managed from the settings section. By enabling auto-sync, attributes like inventory, price, title, etc are automatically synced with the Shopify store.No manual efforts are needed to do so.

4.1.5. Update Inventory on Wish

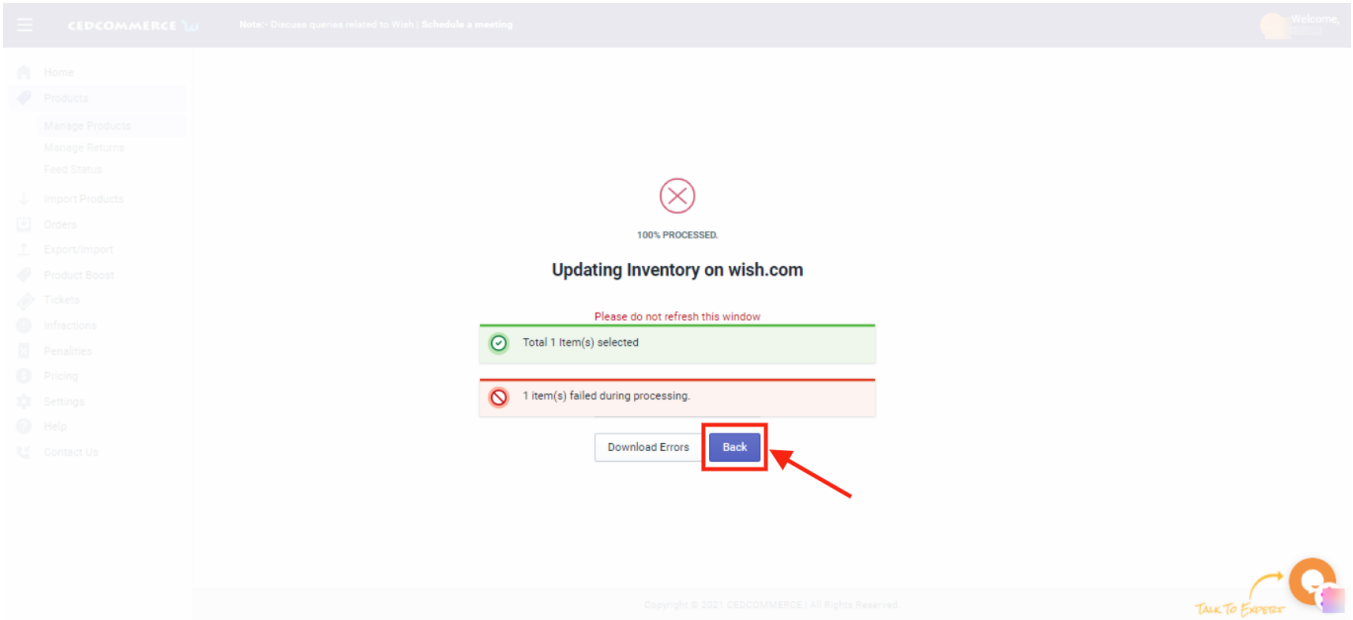
If you want to update the inventory of any product on Wish, you need to choose this action.

How to update inventory on Wish.com?

- You can either select a product or select all option to choose all products whichever way you want
- Click on “**Choose Action to perform**”
- Choose the “**Update inventory on Wish**” option from the dropdown.
- And click on the **Submit** button.



Once the status is updated; you will get confirmation, and the page will appear as follows-



You will find that the products whose information is correctly inserted will be successfully updated. The products with certain incorrect information the inventory will fail to update during the processing, and the number will be displayed on your screen.

Note: You can check and rectify the errors in Product(s) by downloading the errors by clicking on the “Download errors” button via CSV.

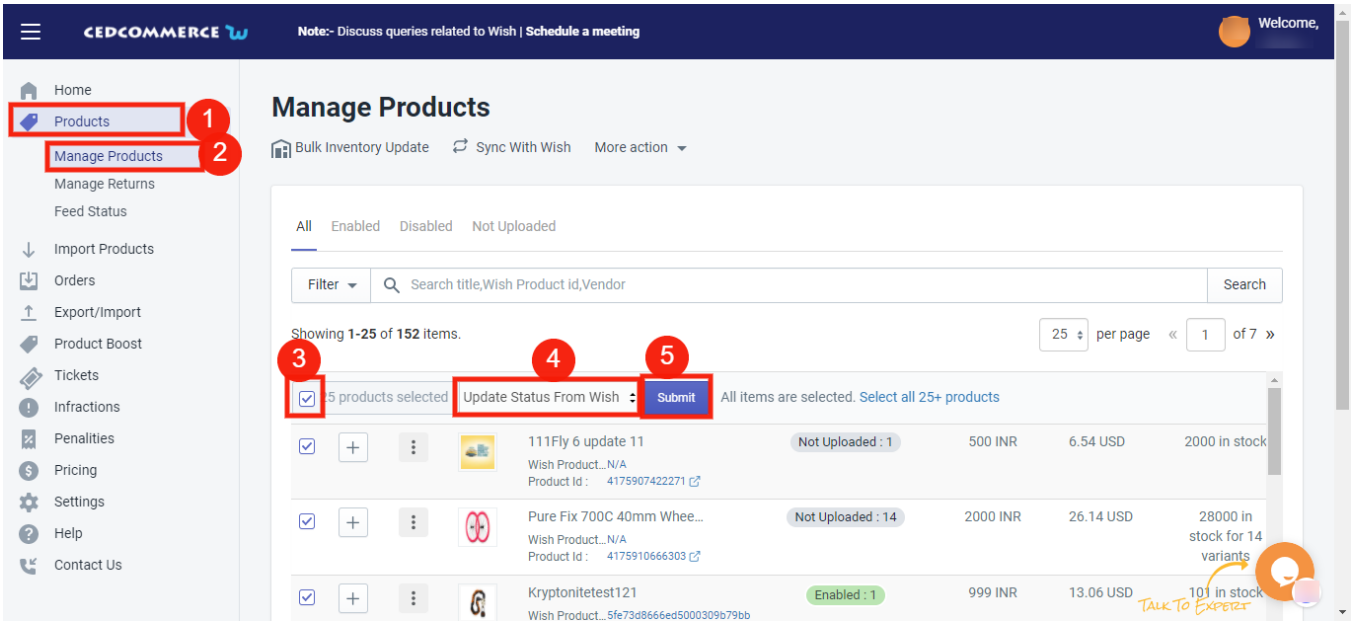
After successfully inventory update of all the selected product(s) on Wish, you will reach this page and go back to the Manage Product section; you need to click on the “**Back**” button.

4.1.6. Update Status from Wish

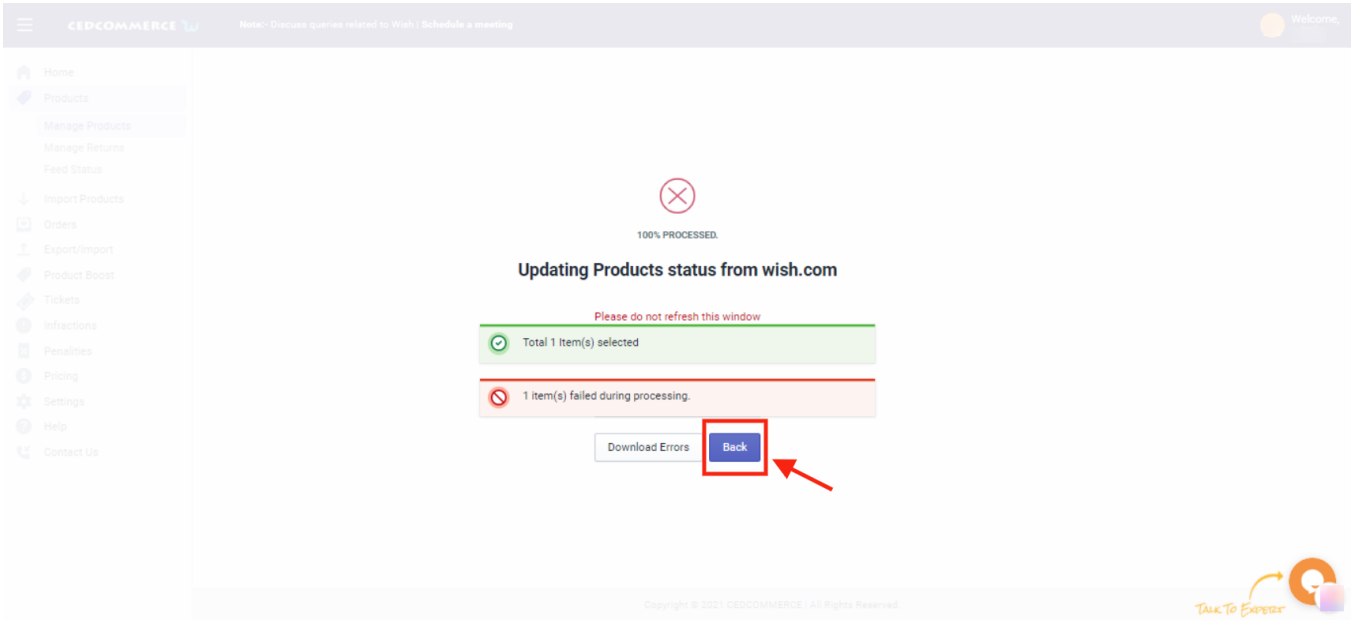
If you want to update any product's status from Wish, you need to choose this action.

How to Update status on Wish.com?

- You can either select a product or select all option to choose all products whichever way you want
- Click on "Choose Action to perform"
- Choose the "Update status on wish" option from the dropdown.
- And click on the Submit button.



On clicking the "Submit" button, the status of the selected product(s) will start updating, and a confirmation page appears as shown in the image below:-



You will find that the products whose information has correctly inserted those products status will be successfully updated. In contrast, the products' quality with certain incorrect information will fail to update during the

processing, and the number will be displayed on your screen.

Note: You can check and rectify the errors in Product(s) by downloading the errors by clicking on the “Download errors” button via CSV.

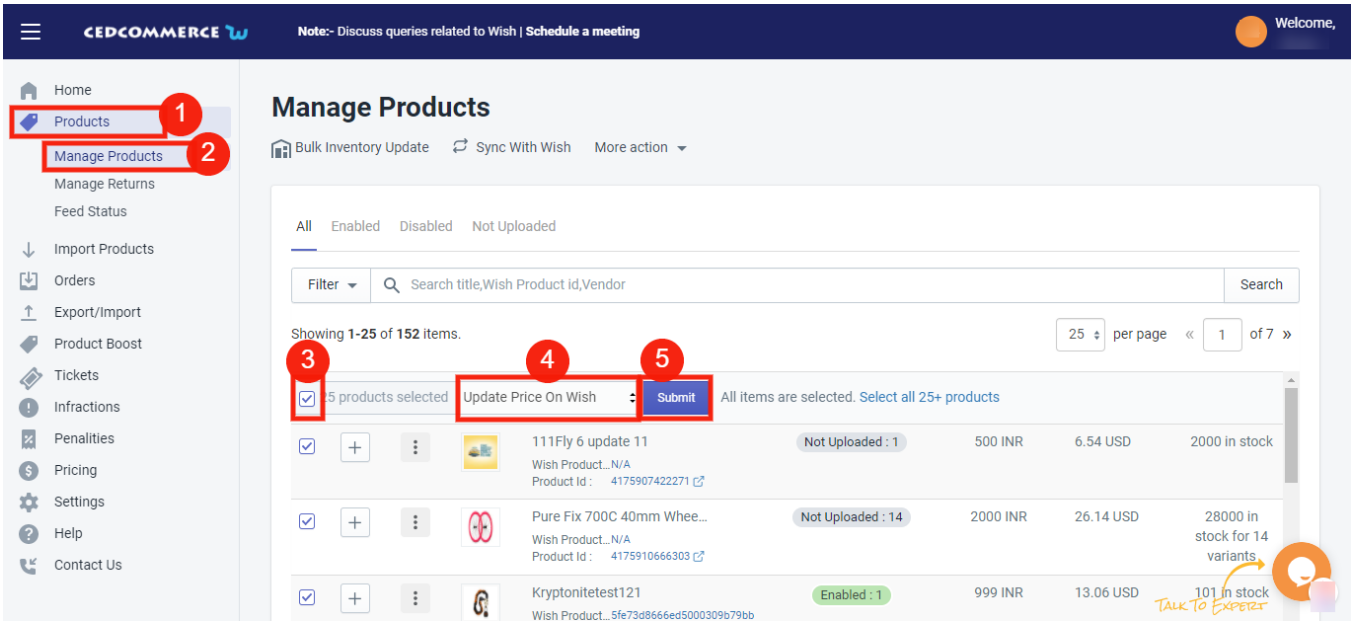
After successfully updating the status of all the selected product(s) on Wish, you will reach this page and go back to the Manage Product section; you need to click on the “**Back**” button.

4.1.7. Update Price on Wish

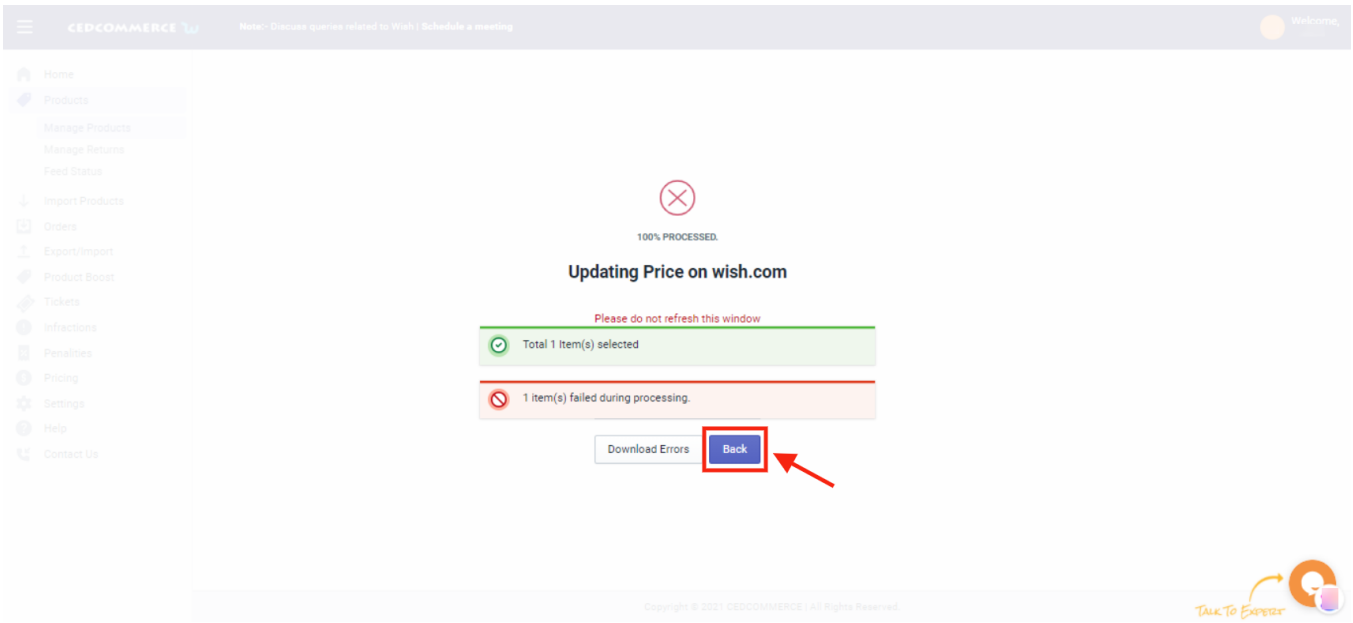
The option allows the user to update the product price from Shopify to Wish. So, if you want to update the price of any product on Wish, then you need to choose this action.

How to update price on Wish.com?

- You can either select a product or select all option to choose all products whichever way you want
- Click on “**Choose Action to perform**”
- Choose the “**Update Price on Wish**” option from the dropdown
- And click on the **Submit** button.



On clicking the “Submit” button, the price of the selected product(s) will start updating and a confirmation page appears as shown in the image below:-



You will find that the products whose information is correctly inserted their price will be successfully updated, while the products with certain incorrect information will fail to update during the processing and the number will be displayed on your screen.

Note: You can check and rectify the errors in Product(s) by downloading the errors by clicking on the “Download errors” button via CSV.

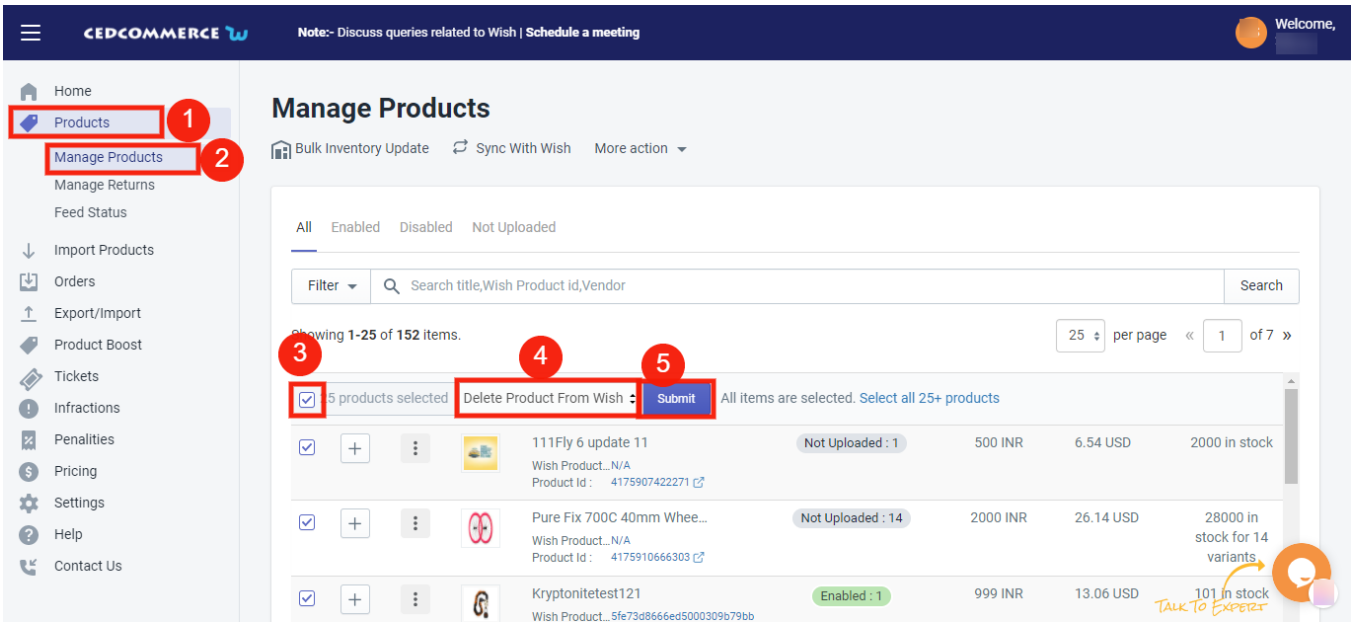
After successfully updating the price of all the selected product(s) on Wish, you will reach this page, and go back to the Manage Product section, you need to click on the “**Back**” button.

4.1.8. Delete Product from Wish

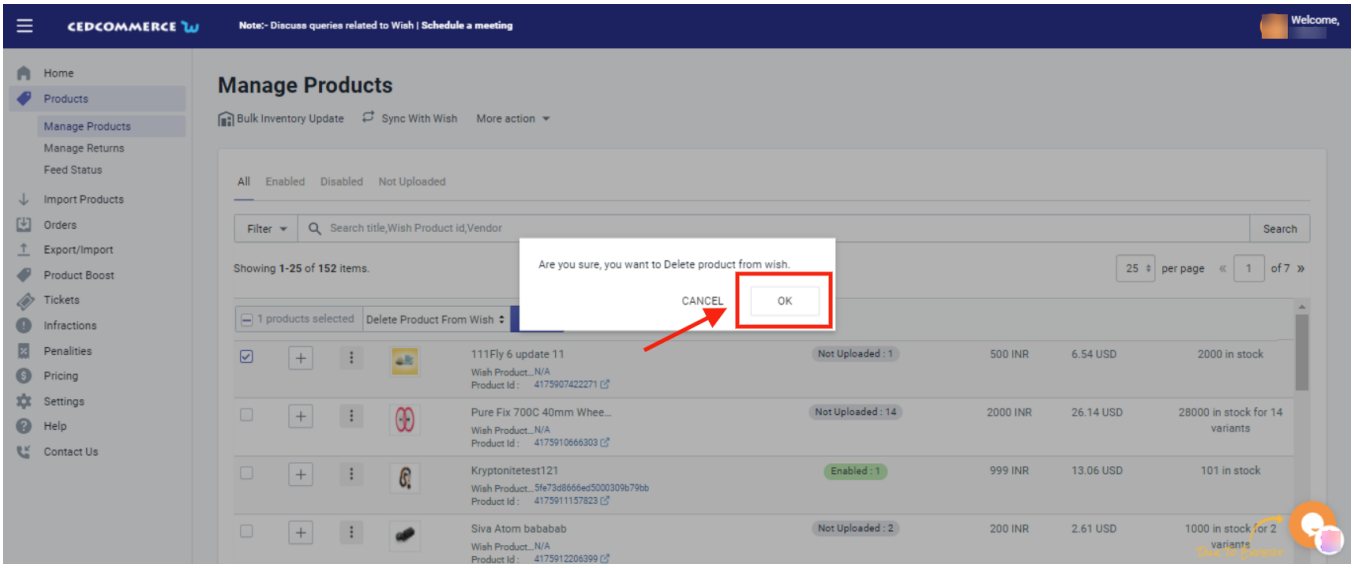
If you want to delete any product(s) uploaded on Wish.com, you must choose this option. By deleting the product, you will not permanently remove the Wish product; instead, you are just making the selected product(s) invisible from buyers.

How to Delete products from Wish.com?

- You can either select a product or select all option to choose all products whichever way you want
- Click on “**Choose Action to perform**”
- Choose the “**Delete product from Wish**” option from the dropdown
- And click on the **Submit** button.



As soon as you select this option and click on the “Submit” button, the pop-up window appears as shown in the following image:



TIP TO REMEMBER: You are not removing any product(s) from Wish.com. Instead, you are limiting its visibility to your buyers on Wish by disabling it temporarily. Your product(s) will be visible in the Delete selection on Wish Panel.

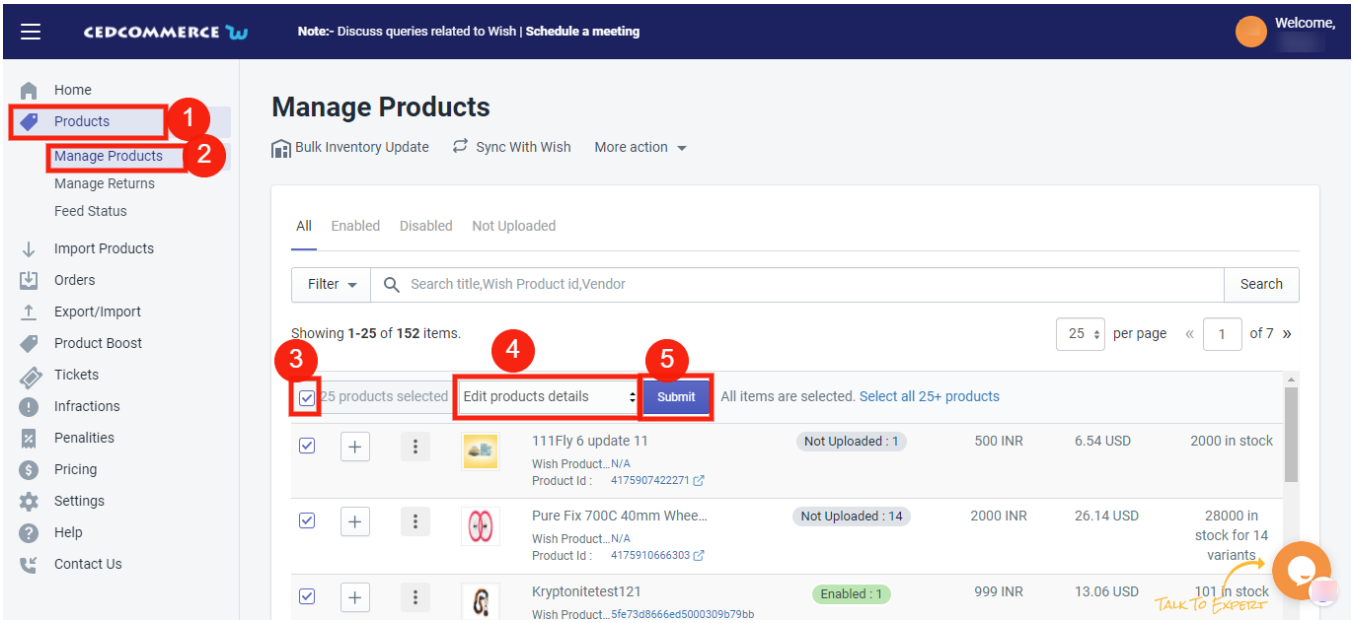
Click on the **OK** button to proceed with the selected action.

4.1.9. Edit product details

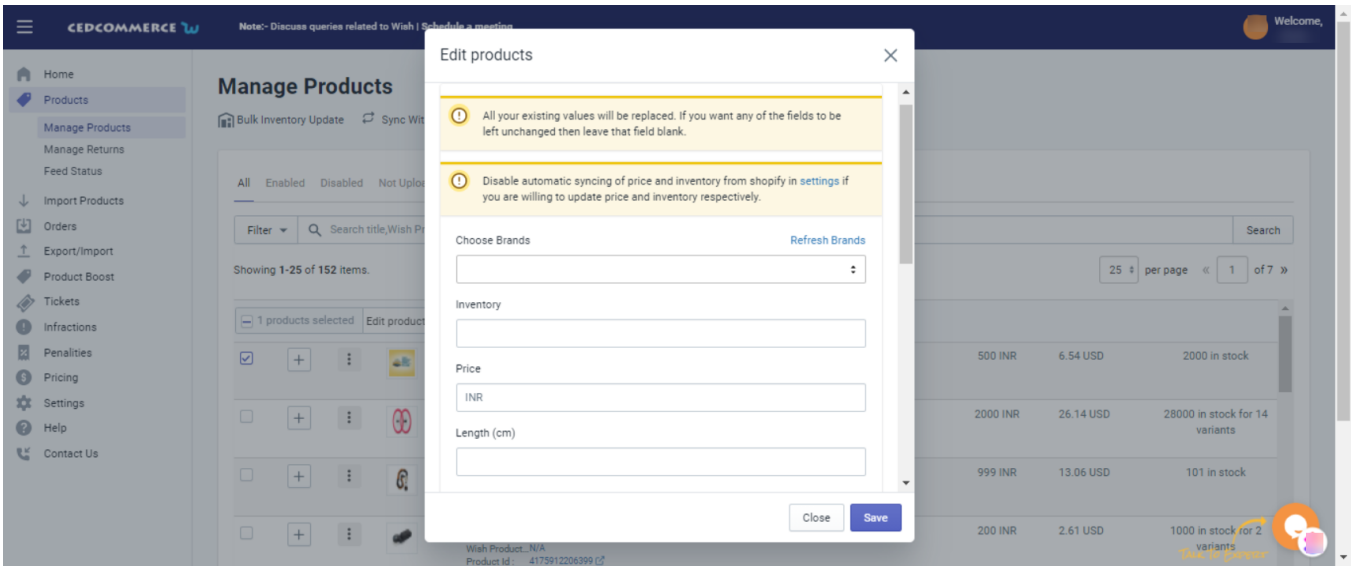
If you want to edit the product details on Wish.com, then you must choose this option.

How to Edit product details on Wish?

- You can either select a product or select all option to choose all products whichever way you want
- Click on “**Choose Action to perform**”
- Choose the “**Edit product details**” option from the dropdown.
- And click on the **Submit** button.



As soon as you select this option and click on the “Submit” button, the pop-up window appears as shown in the following image:

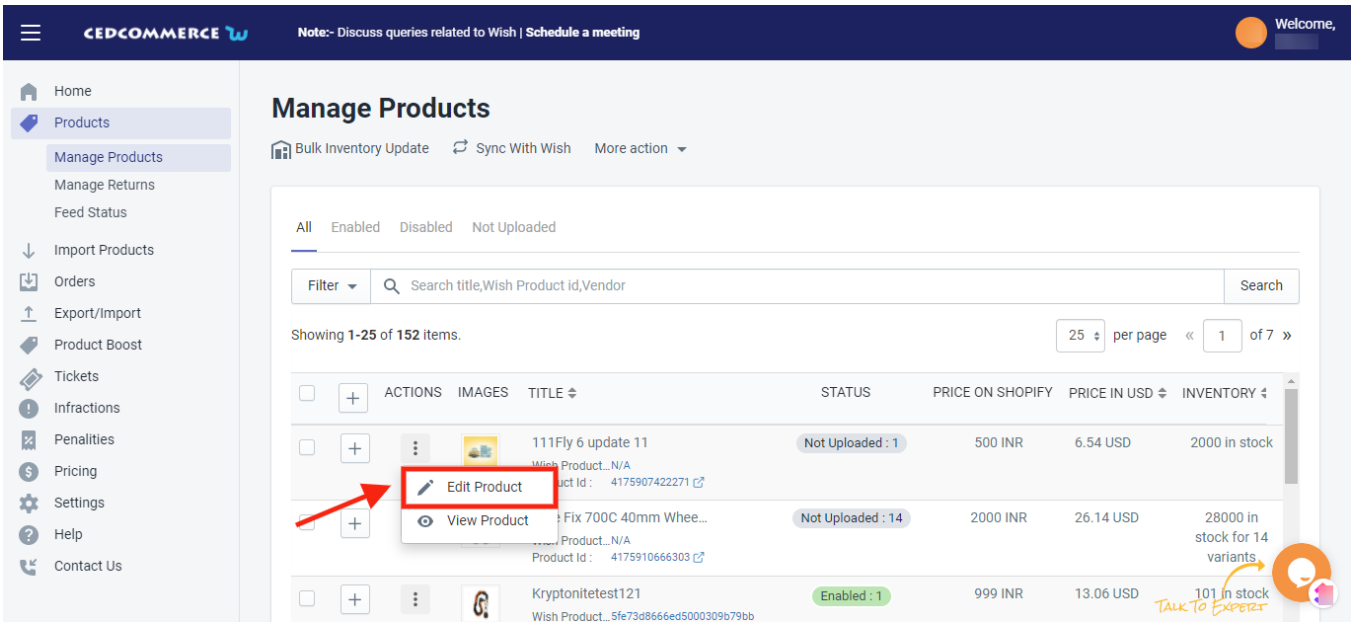


You need to fill in the details in the given sections and then click on the “**Save**” button to save the details you’ve provided for the product(s).

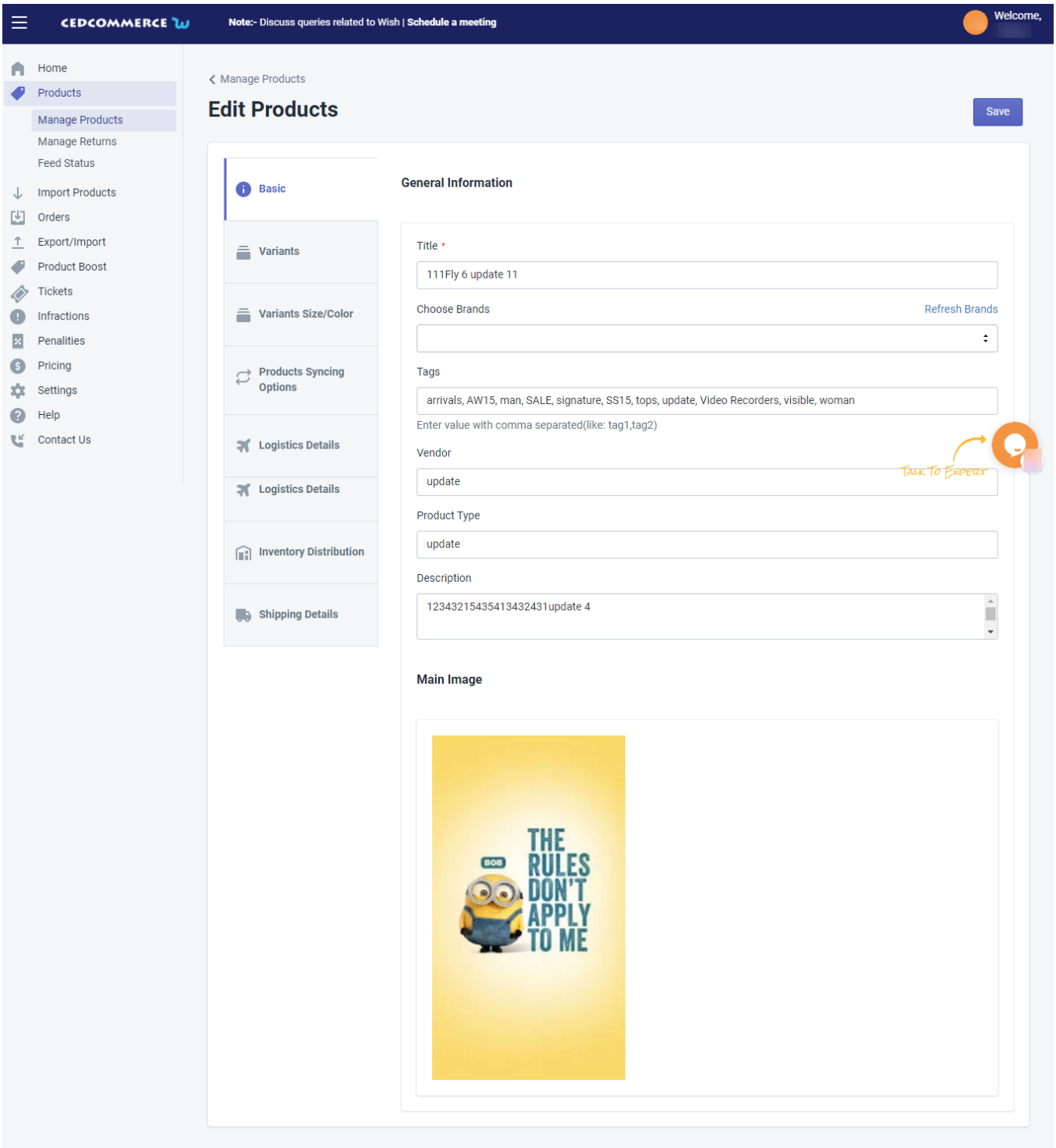
4.1.10. Edit Product

The “**Edit Product**” allows you to edit even the minute detail of a single product. That means, if you wish to edit the basic information, variant, inventory, logistic details, shipping details, or product syncing option of any

particular product, then you can use this option.



On clicking the “**Edit Product**” option from the “**Three Dot**” icon, you will see the following image –



Here, you will be given the following sub-section to edit-

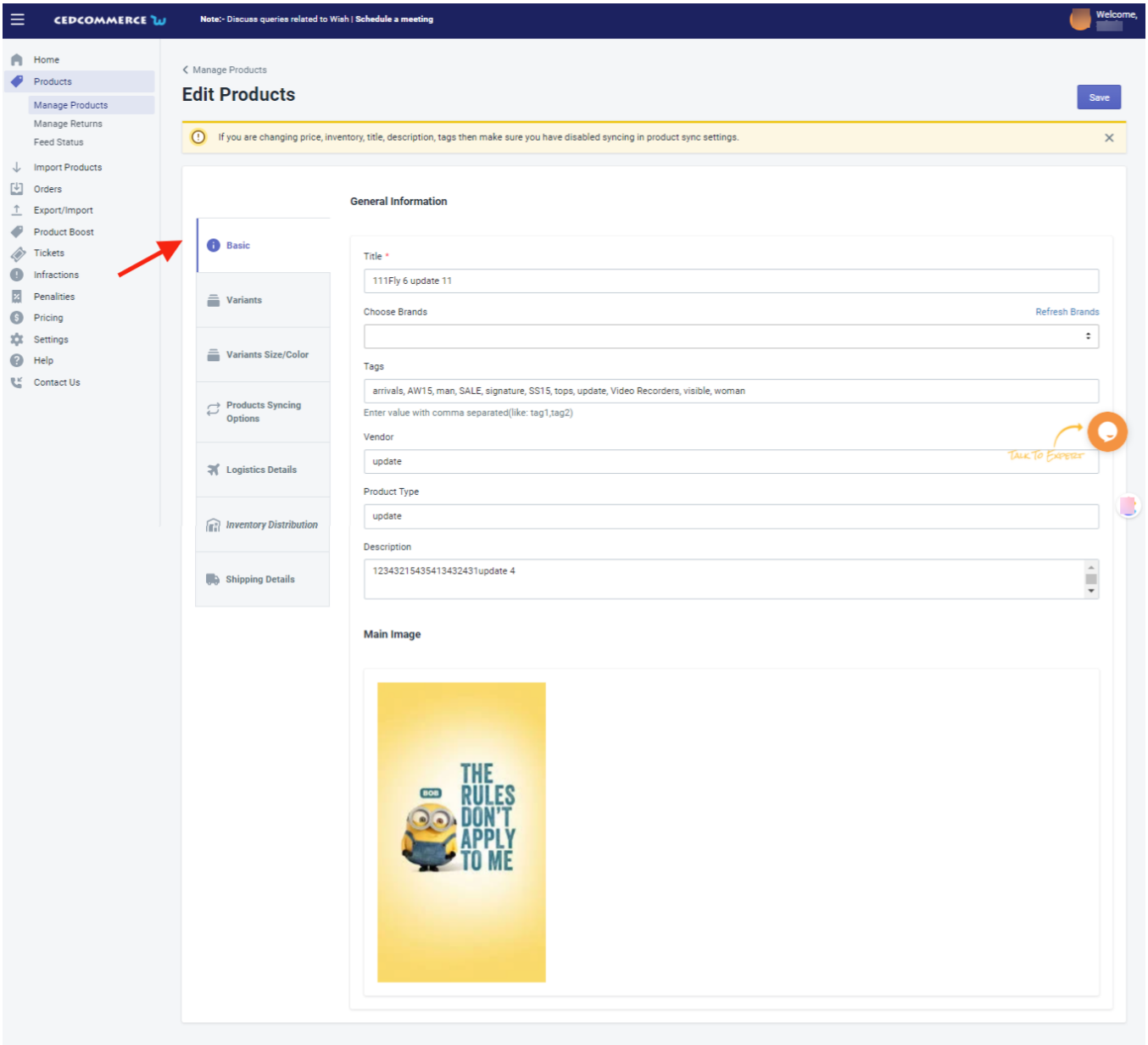
- Basic
- Variants
- Variants size/color
- Product Syncing options
- Logistic details
- Inventory distribution
- Shipping details

Let’s look at each Sub-section individually-

Basic-

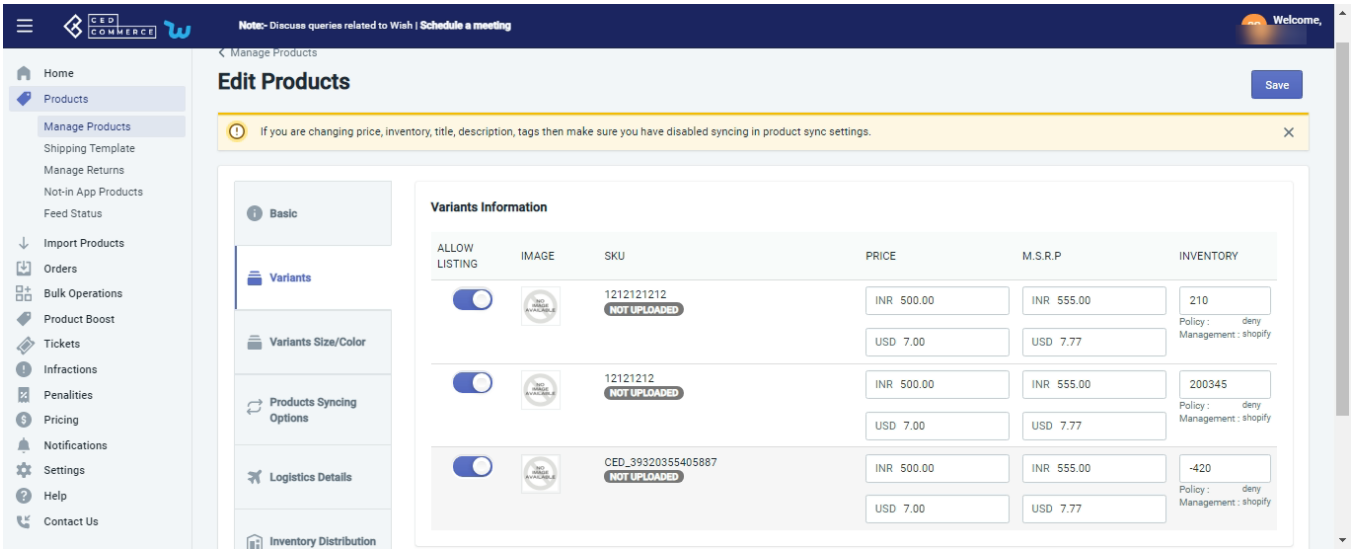
The sub-section is meant to edit the general information of a particular product. You are allowed to edit –

- **Title**: the title of the product
- **Choose brands**: you can choose your preferred brand of the selected product from here.
- **Tags**: you can enter the most used tags for the selected product over here.
- **Vendor**: you can update the vendor name of the selected product over here.
- **Product type**: you can enter the product type over here
- **Description**: you can add or edit the description of the selected product from here
- **Main image**: you can update or change the main image of the selected product from here.



Variants

With this subsection, you can make changes in price, M.S.R.P, and inventory. Along with that, you can also enable or disable its listing on wish.com.



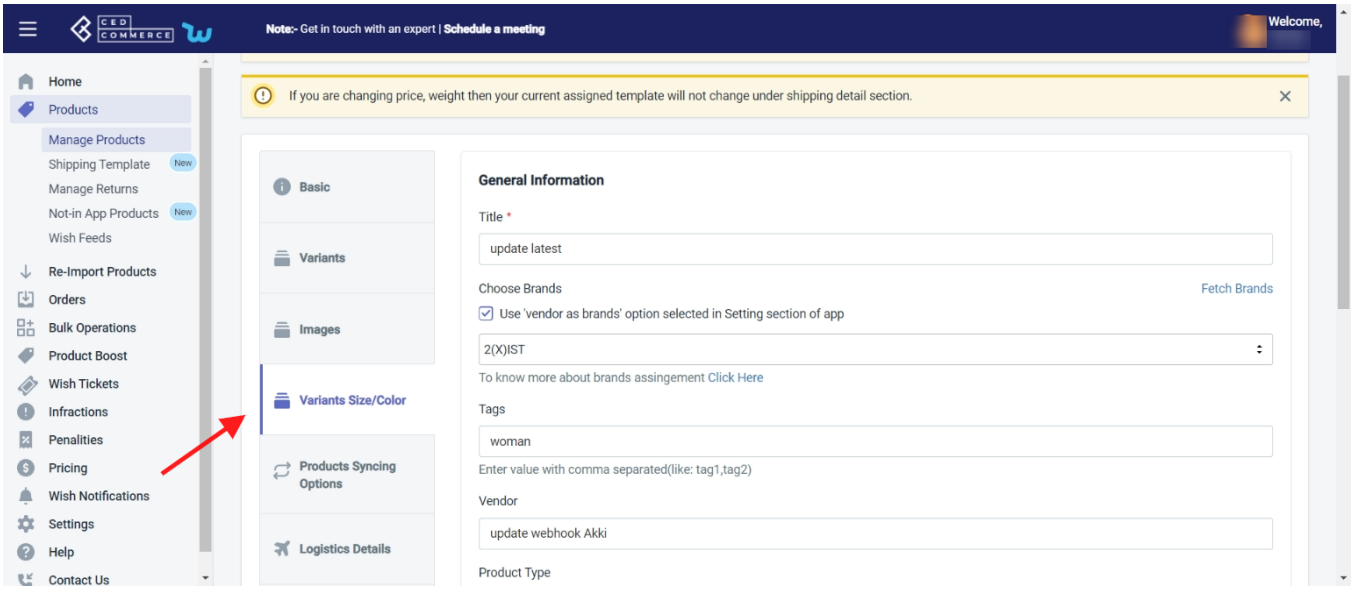
Note: MSRP must always be higher than the base price.

Variants Size/Colors

The sub-section allows you to edit the size and colors of the selected product.

Tick the checkbox at the top that says **'Use option attributes same as Shopify'** if you want to offer the same variant as Shopify store to the Wish marketplace.

Uncheck the box if you want to edit the variants of the product, i.e., size and colour. Once you uncheck this field, you can manually add any size, colour, or any other attribute name. From here you can map attributes of that particular item, i.e., you can link Shopify attributes with Wish attributes.



Note: If you don't have any size or colour in your Shopify store, but want to offer variants in the Wish store you

can edit the field manually without making any changes in Shopify. This update will work between the App and Wish Marketplace.

Navigate to ‘Bulk Operations section(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=product-update-16)
’ if you want to perform this edit in bulk.

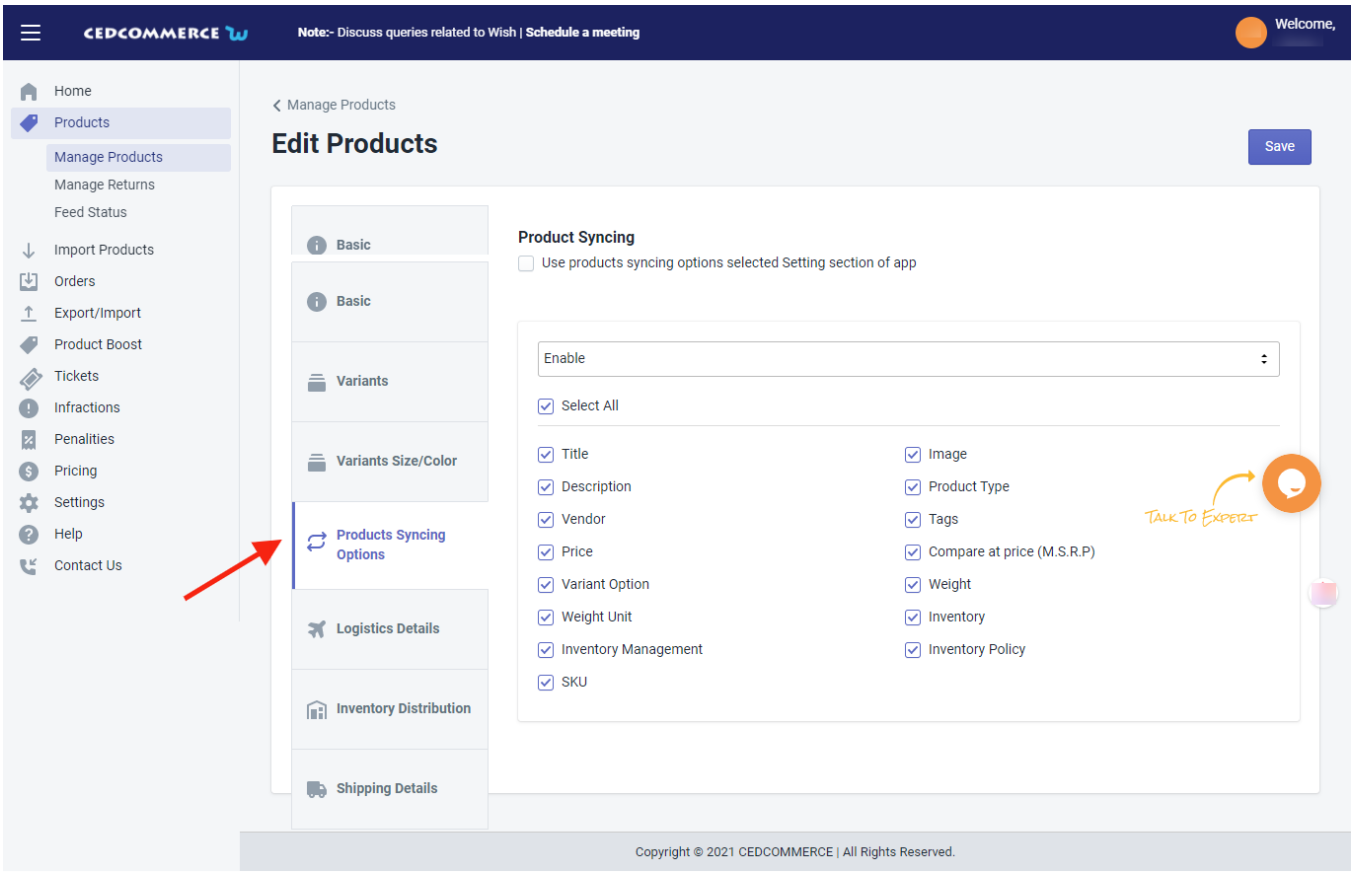
Here, you can even, checkout your saved attribute mapping setting by clicking on the “**Setting Section**” hyperlink text.

When does it show an error?

Wish shows an error when the Size or colour attribute is not available on Shopify and you are trying to upload the product on Wish.
Note: Wish accepts only 2 attributes, i.e., size and colour.
So sometimes, when the size or colour attribute is not available on Shopify, and the product is being listed on Wish. Wish shows error. In that case, you can manually edit these fields and update the listing of products on Wish.com.

Product Syncing Options

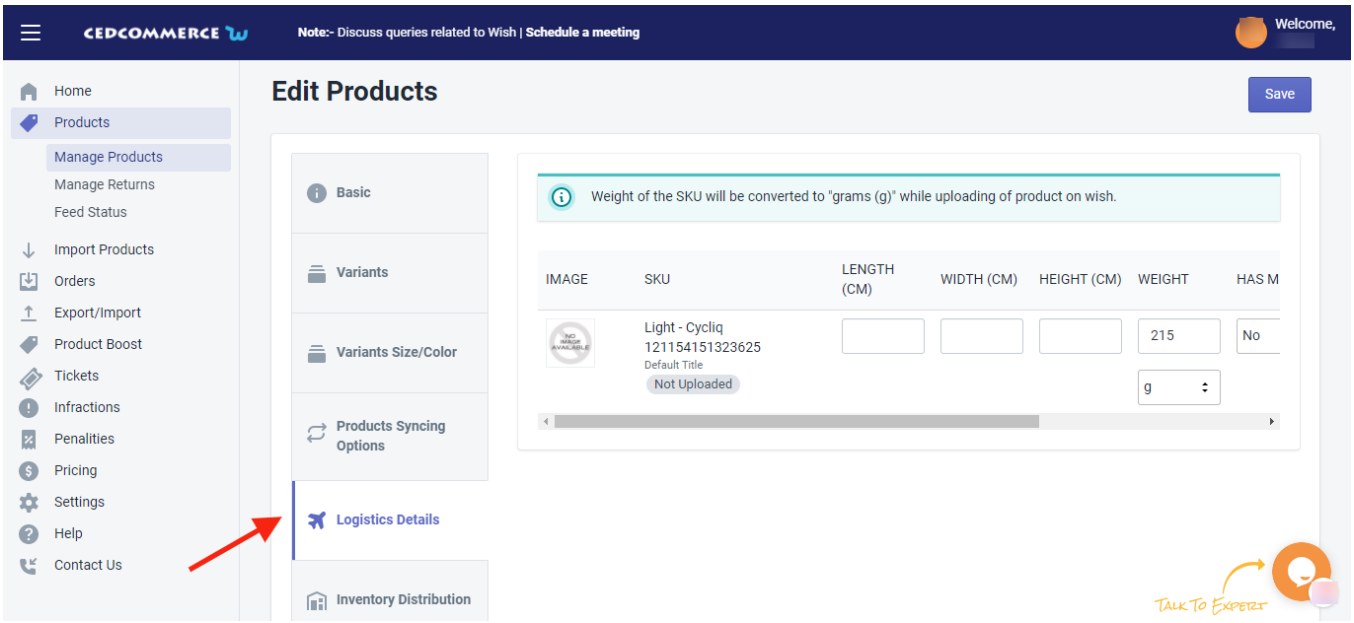
The **Product Syncing Options** enable you to edit the details of the selected product such as title, description, image, vendor, price, SKU, product type, weight, weight unit, and so on. The sub-section provides you two options – either you can opt for “**Use products syncing options selected Setting section of app**” which means whatever setting you’ve opted for product information in the settings section, you can opt for it. Or, you can individually select the desired option.



Logistics Details

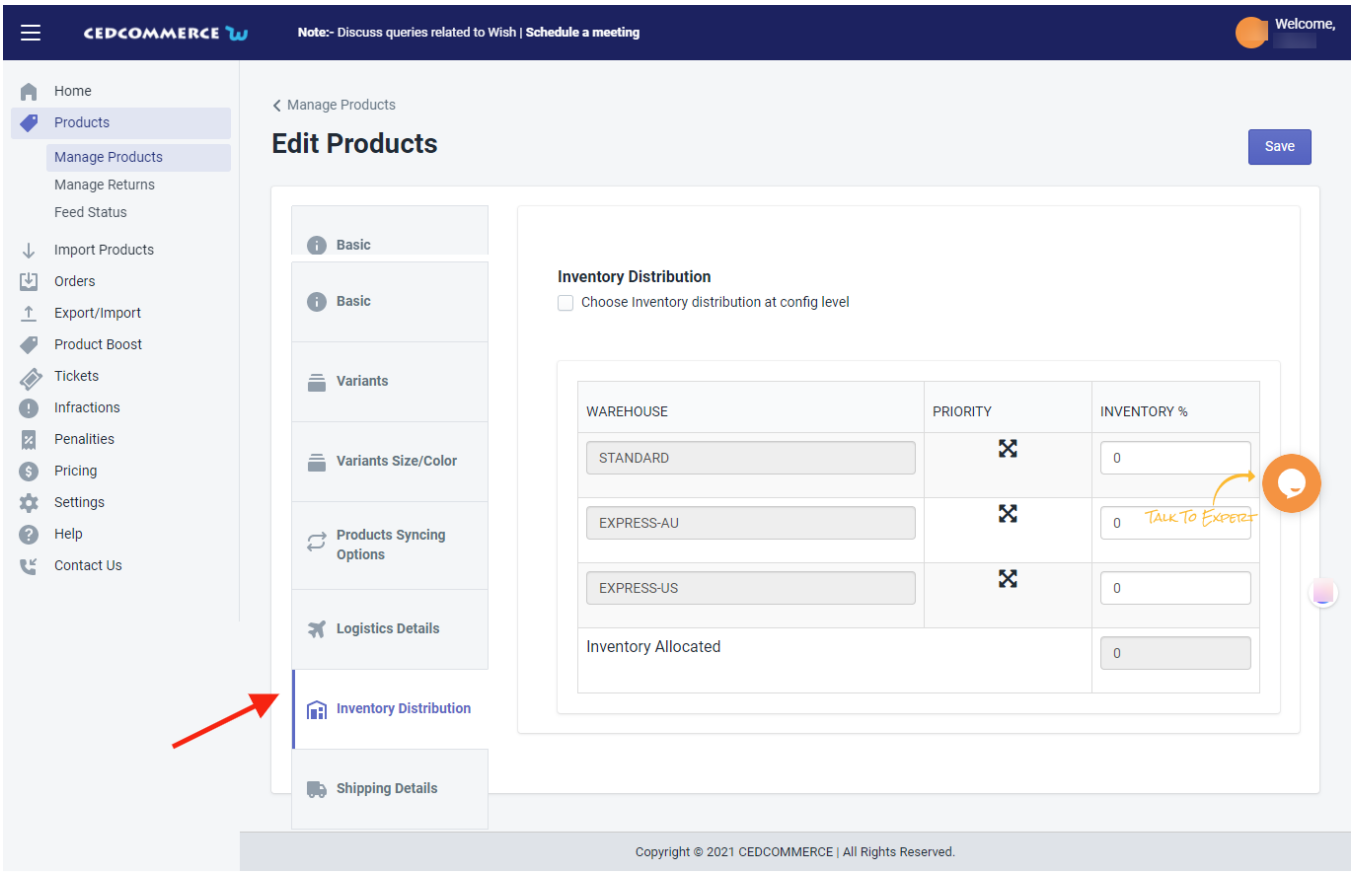
The sub-section allows you to edit detailed information of the selected product such as length, width, height, and weight. Also, you can edit the details like does the product has metal, powder, liquid, and battery. The option in this sub-section looks like in the following image.

Note: The weight of the SKU will be converted to “grams (g)” while uploading the product on wish.



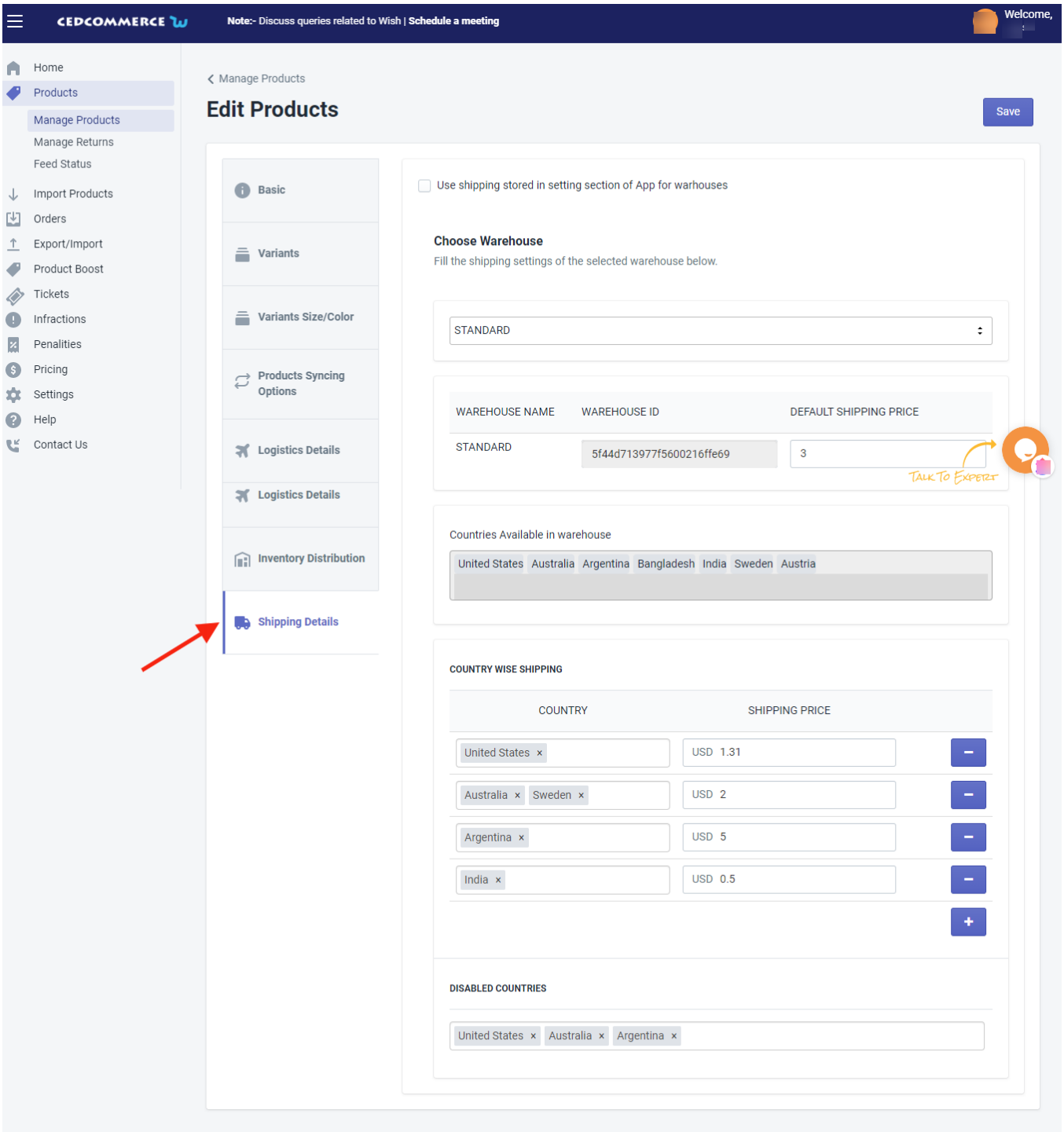
Inventory Distribuition

The sub-section allows you to edit the inventory distribution of the selected product. It provides you two options – either you can opt for inventory distribution set at configuration level; or you can individually update the inventory distribution by providing details of Warehouse, priority, inventory %, and inventory allocated.



Shipping Details

The sub-section allows you to edit the shipping formation of the selected product. The section provides you two options as you can either opt for the shipping setting applied at the setting section of the app for the warehouse. Or, you can fill in the details individually.

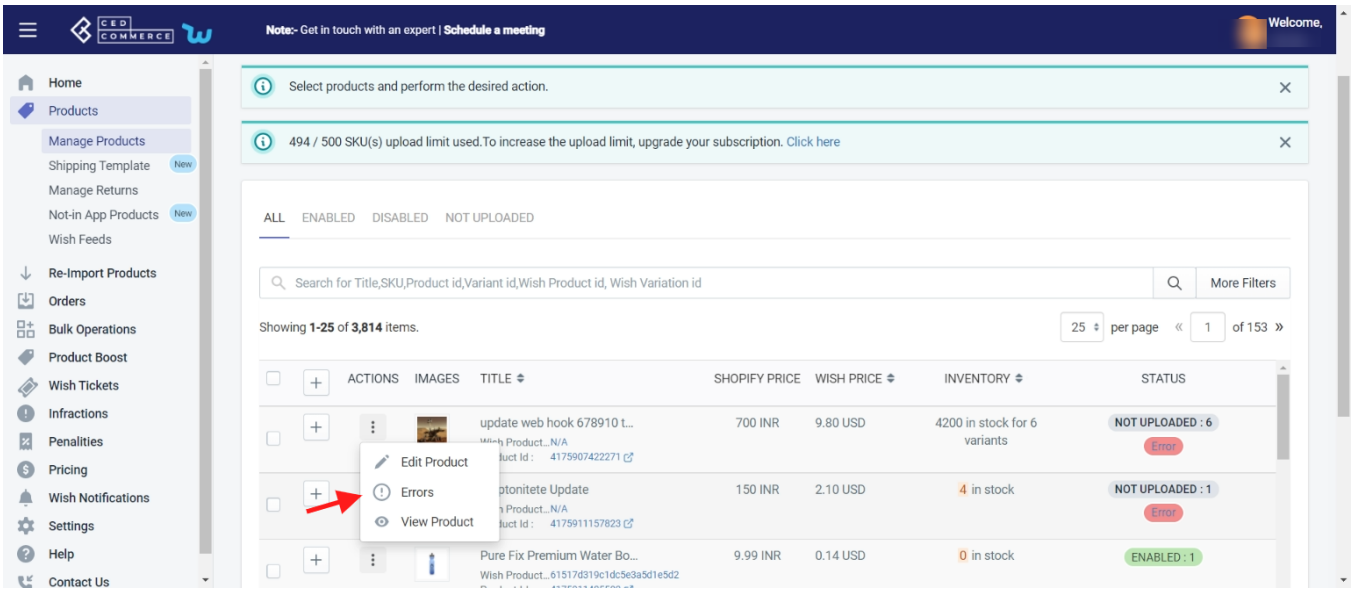


4.1.11. Error

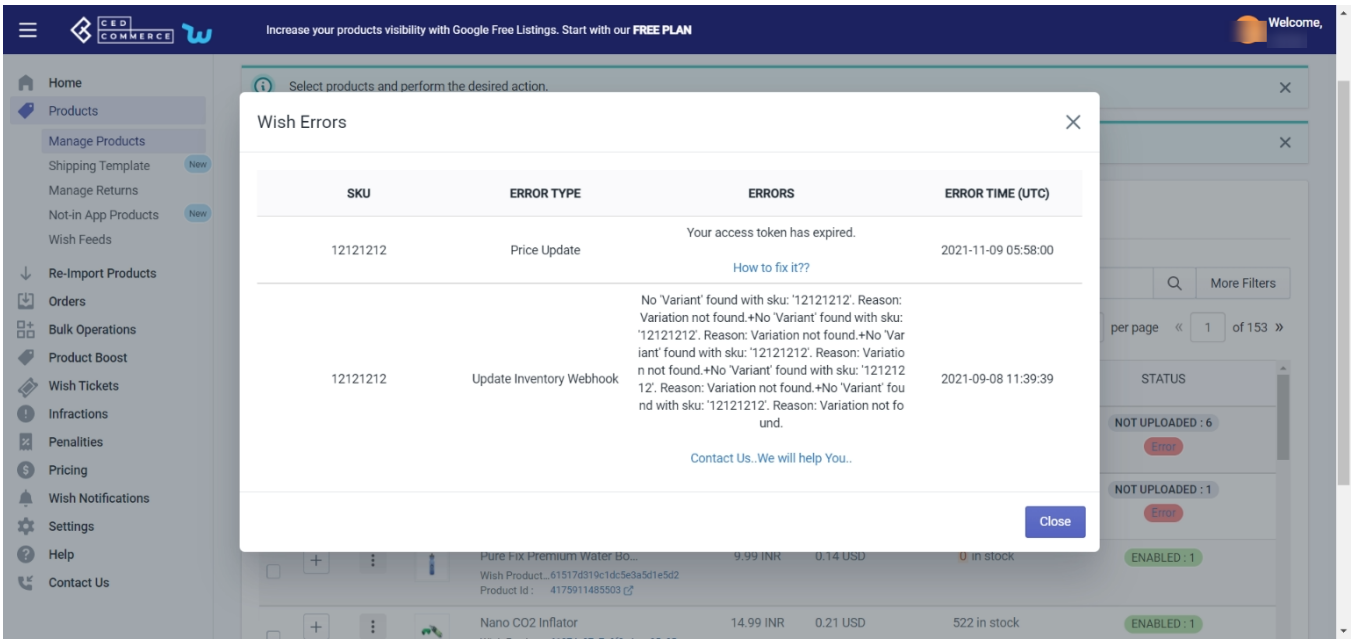
The error section provides you with in-depth details of the selected product. To view error(s) of any product, you need to-

- Select Desired Product
- Click on ‘Three-dot’
- Select ‘Errors’

- Or you can also view errors by clicking on the ‘Error’ under the status tab.



On Clicking on the Option, the following page appears



Here you can find

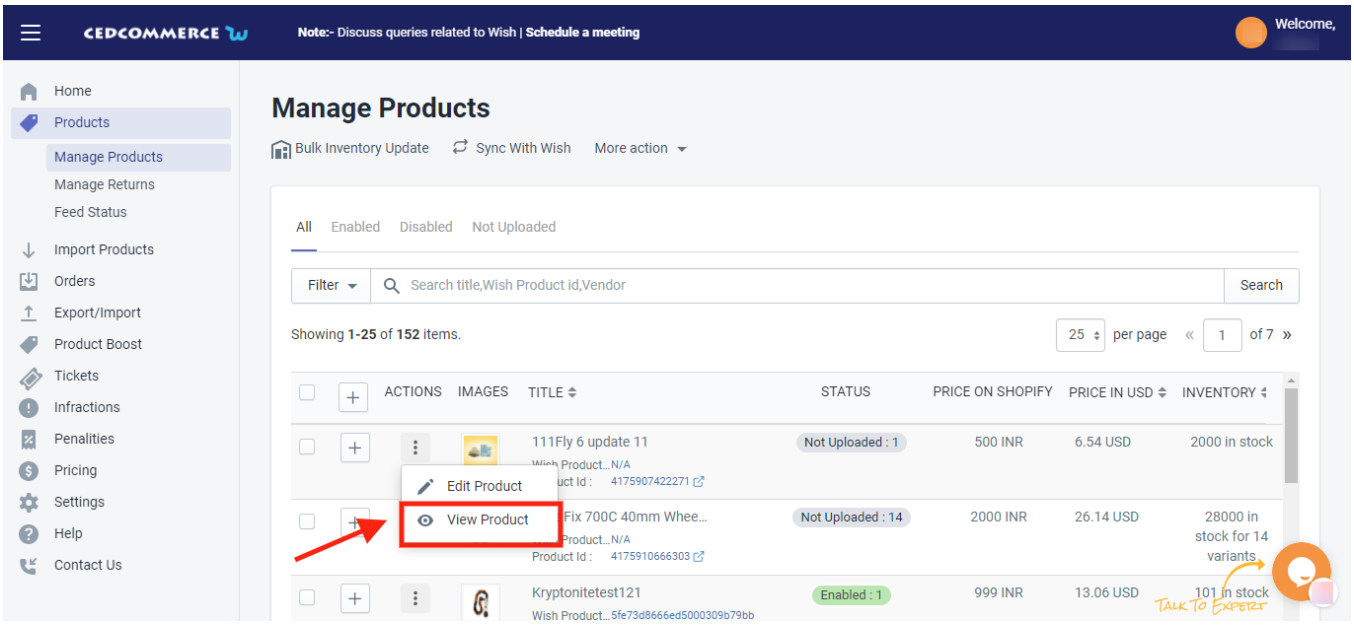
- Product SKU
- Type of error
- Errors(s)
- Error time

Under ‘errors’, you can easily see what errors are there in the product and how you can fix them. After clicking on “How to Fix it?”, you are redirected to the “Wish Integration knowledge base”, and you can find your solution here.
Or you may also contact an expert by clicking on “Contact Us”.

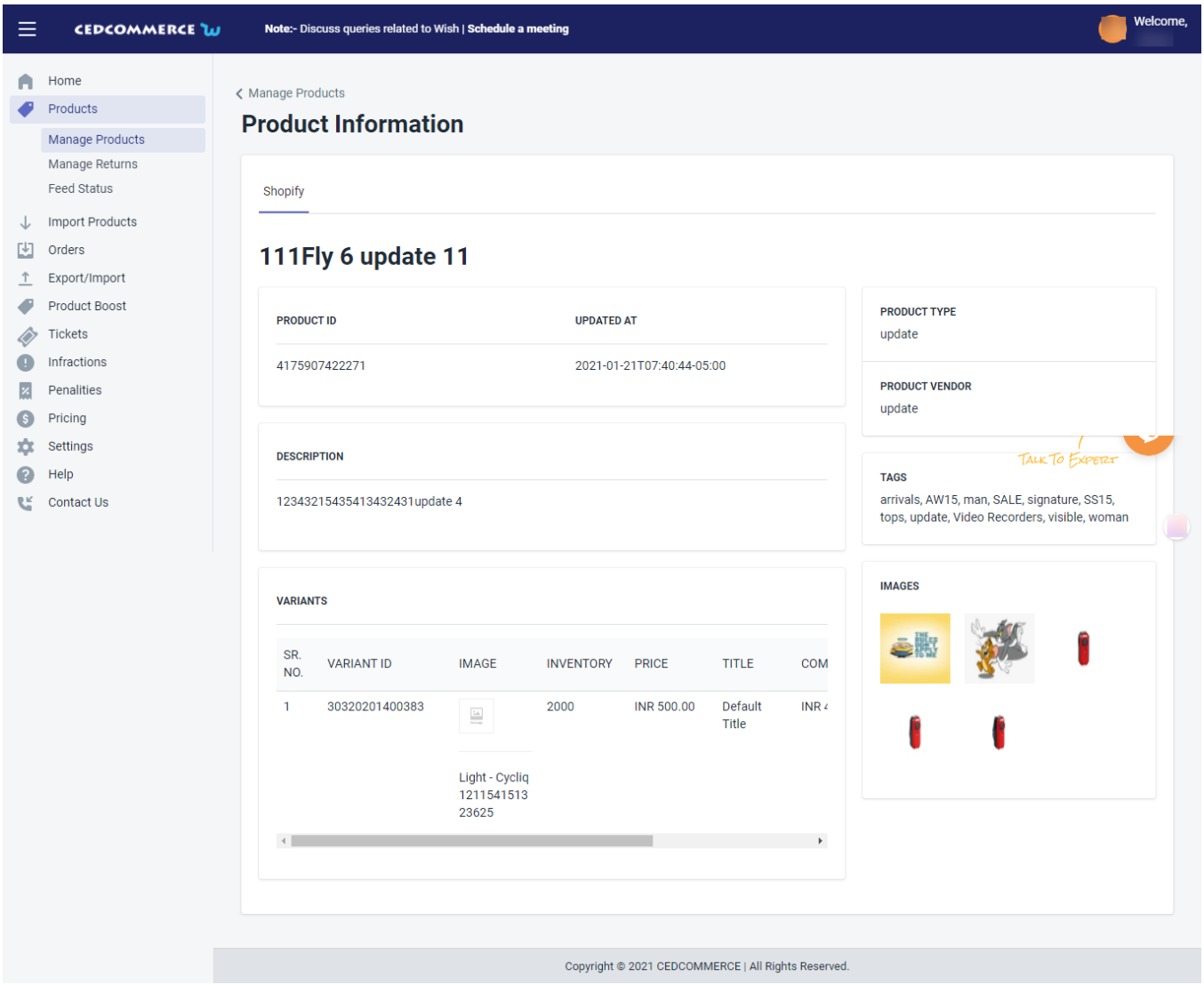
4.1.12. View Product

The **View Product** section provides you in-depth details of the selected product. To view details of any product, you need to-

- Select the desired product
- Click on the "**three-dot**" icon
- Select the "**View product**" option



On clicking the option, the **View Product** page looks as following-



In this section, you will find each and every detail of the product such as –

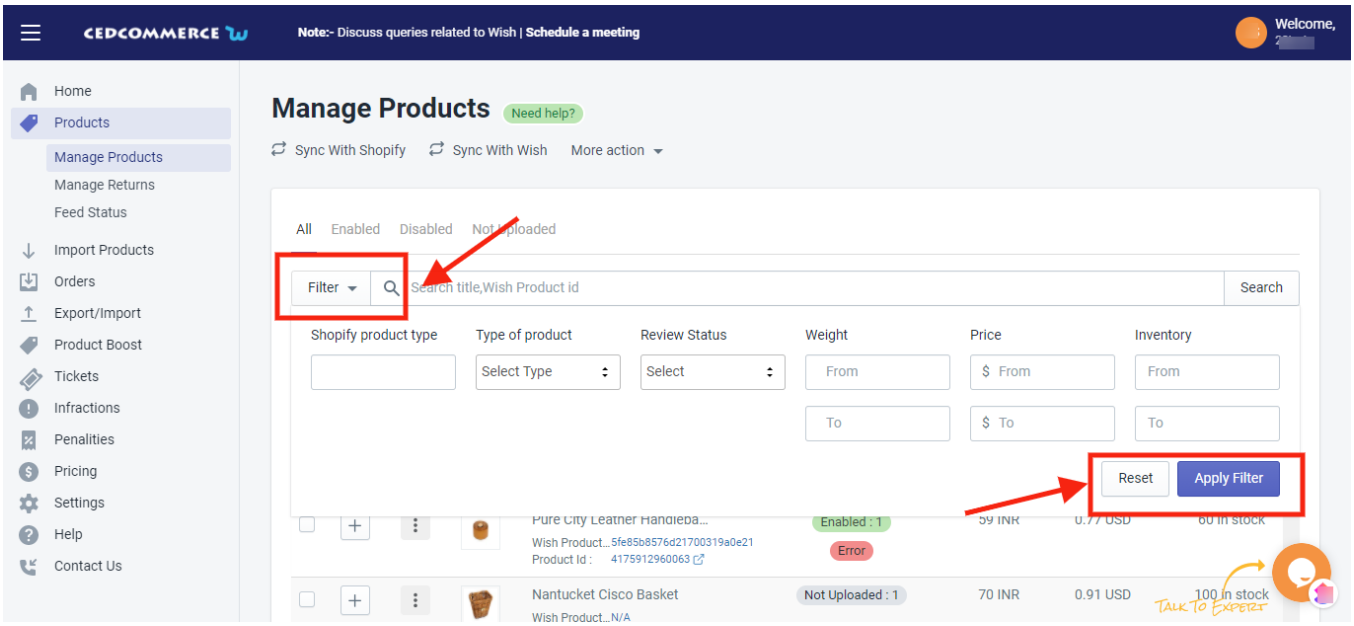
- Product ID: a unique ID of the selected product
- Updated at: the date on which the product was updated
- Product type
- Product vendor
- Description
- Tags
- Variants
- Images

4.1.13. Manage Product - Filter Options

Filter out your preferences to view the details of your desired products by clicking the “**Filter**” button. The Filter section shows the following options-

- **Shopify product type**– the option lets you select different types of products such as pumps, apparel, fixed-gear bicycle, and so on.
- **Vendor:** By this filter, you can list all your products based on their vendor.

- **Type of product**– Select the type of product i.e. whether you are looking for Simple or Variant products.
- **Review status** – Filter the status as per your wish and choose from – Approve/Rejected/Pending option.
- **Weight** – you can input the desired weight limit starting from the lowest weight limit to the highest weight limit.
- **Price** – Input your desired price range/limit in this section. Type in your preferred “Lowest price limit” to “Highest price limit”.
- **Inventory** – The option allows you to set the lowest to the highest number of product inventory.

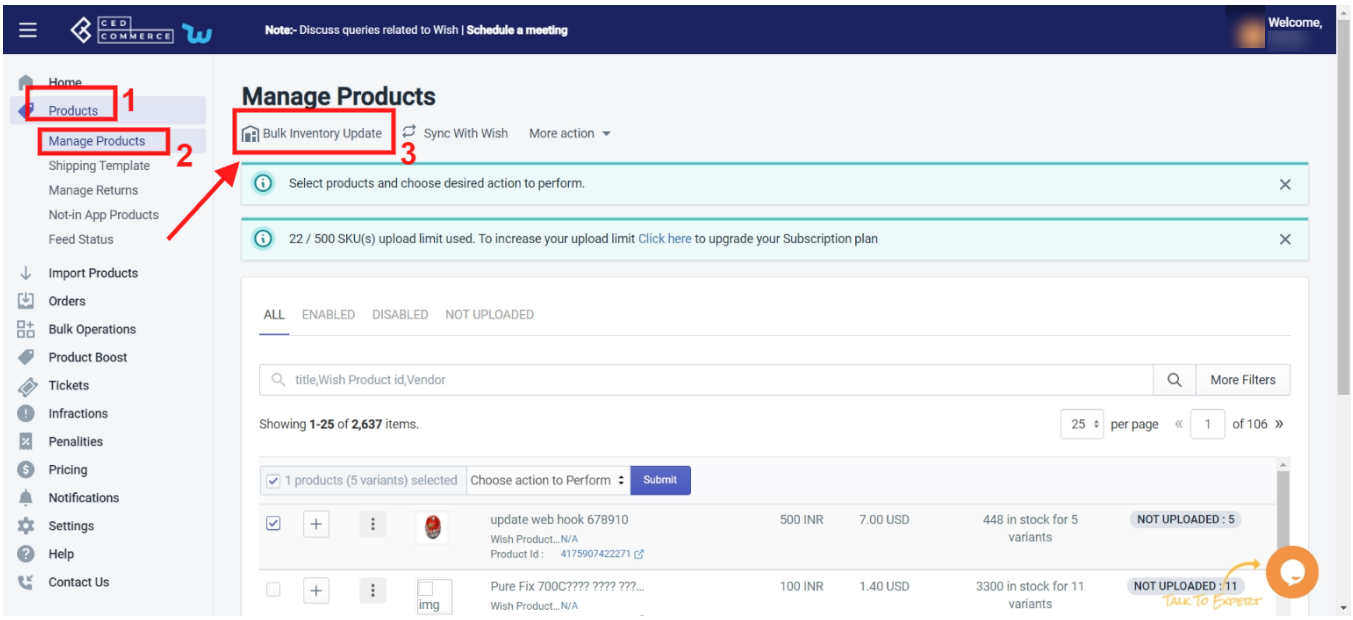


After filtering all your requirements in the given fields, simply click on “**Apply filter”** to view your desired product information.

4.1.14. Manage Product- Bulk Inventory Update

You can update inventory either manually or automatically. The option will redirect you to the Wish Feed Status page wherein you can check the status of the bulk inventory feeds that are pending.

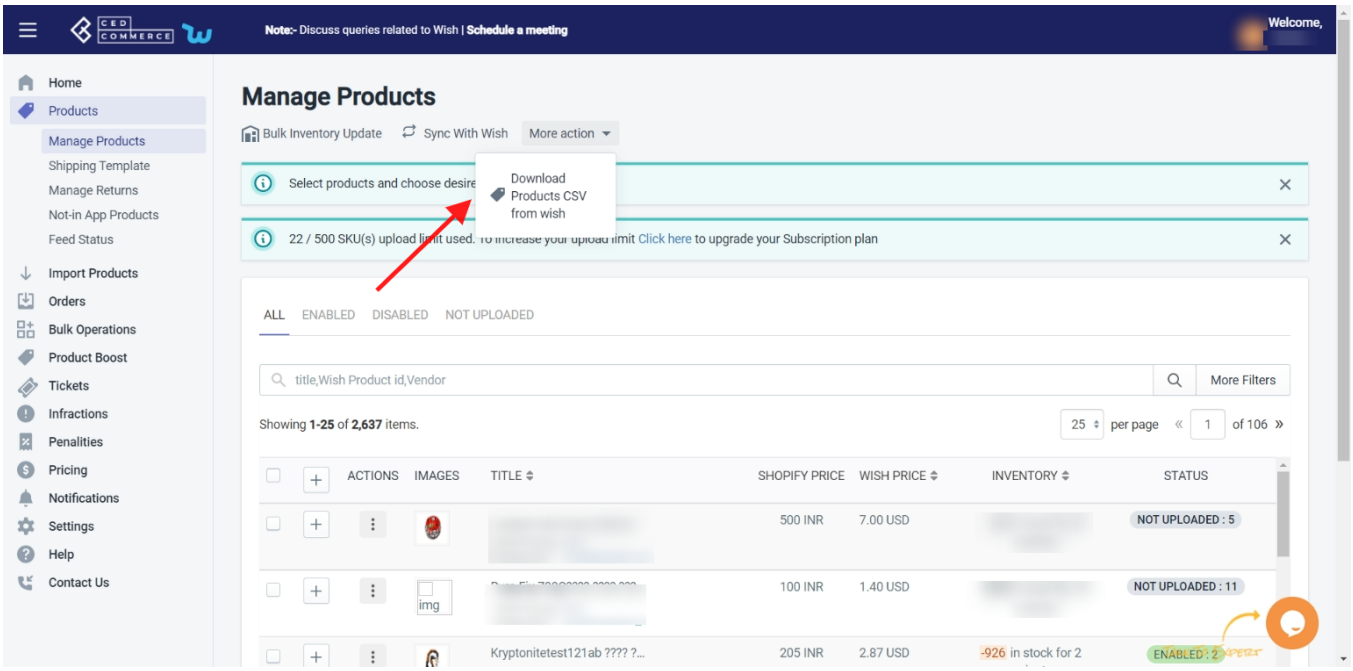
With the help of **‘Bulk Inventory Update’**, you can easily update inventory in bulk and keep track of these inventory through feed status.



4.1.15. Manage Product - More Actions

The app offers you the option to download product CSV with just a single click.

Download Product CSV from Wish– The option allows you to import the product CSV from Wish.com from here you can check which products are available in your Wish store

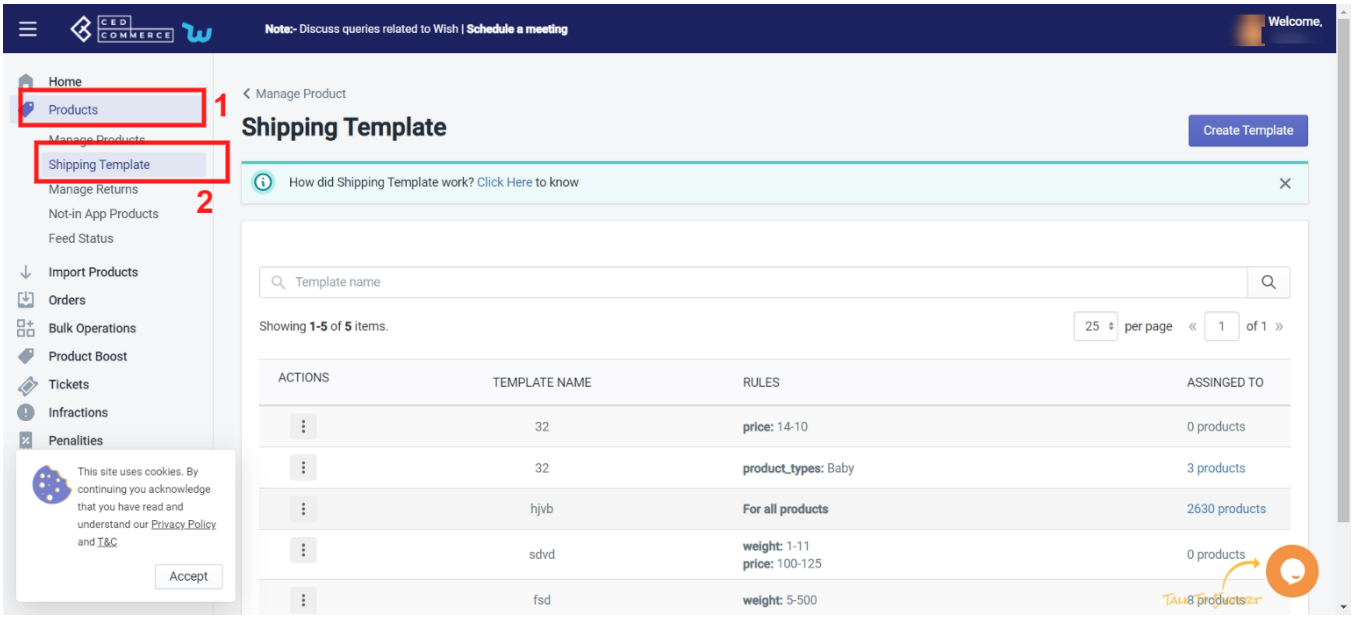


4.2. Shipping Template

'**Wish Marketplace Integration'** allows you to create and save custom shipping settings in a predefined format called a **'Shipping Template.**' The shipping options range from '**Standard**' to '**Express shipping,**' with each set having its own transit periods and charges. A seller can build and customize shipping charges and delivery region using the Shipping Template feature.

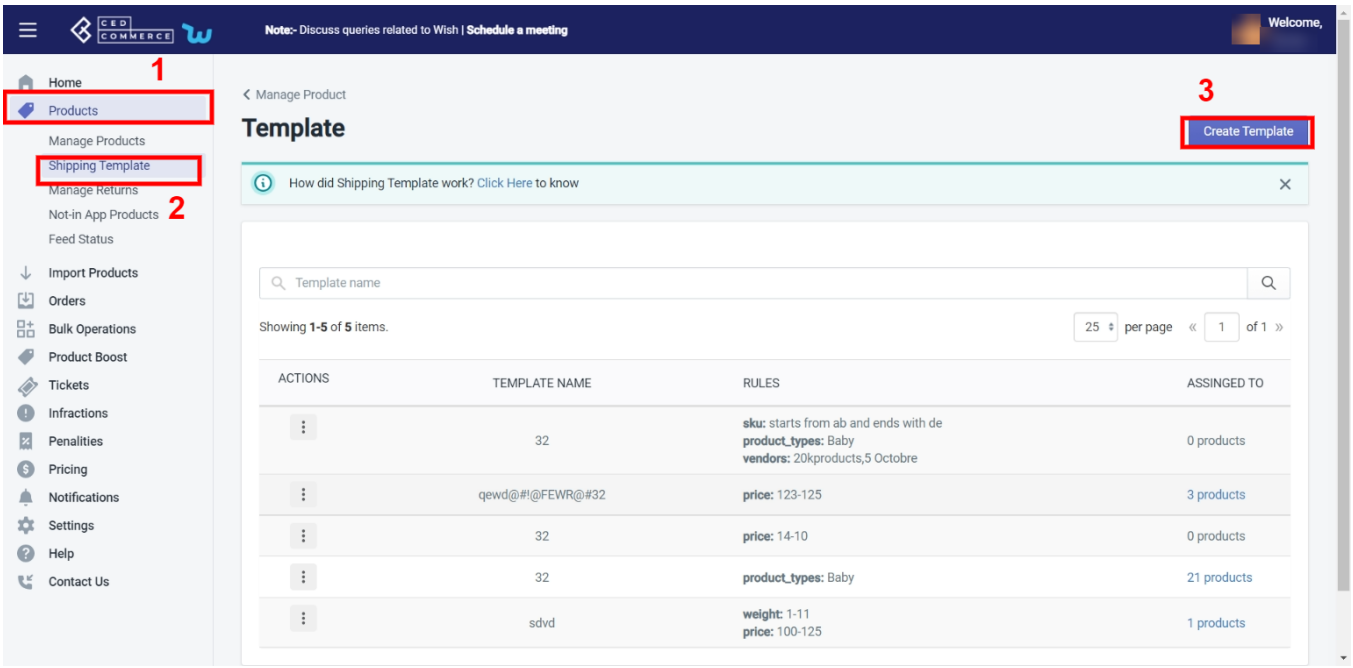
It is one of the new features provided by the integration app. This helps sellers by providing an option to create standard shipping templates for products having similar attributes.

It determines what you charge for standard shipping, where you ship to, what shipping options you will offer, and what would be the handling time for products. These can depend upon various possibilities such as Weight, Price, SKU, Product type, and Vendor option.



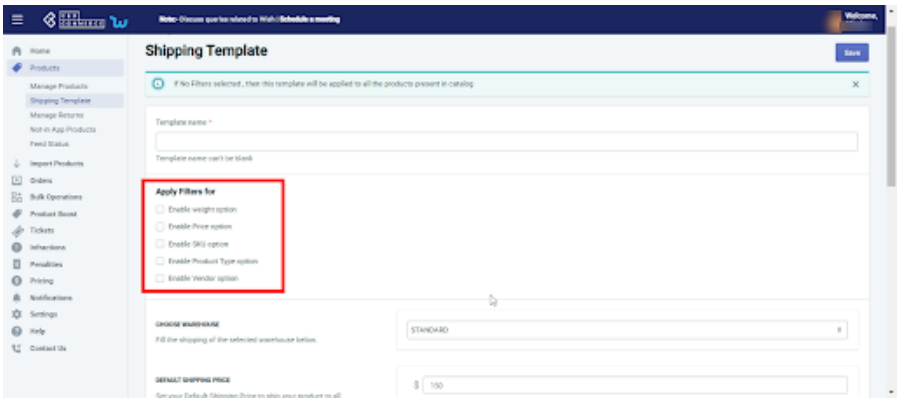
4.2.1. How to Create Shipping Template?

Under Products Tab, go to the Shipping Template option.



The shipping template section allows you to perform the following tasks:
Create Template: When you click on the 'Create Template' tab, the next screen appears. You can create your template by following these simple steps.
Step 1: Template Name- Create a template name at your convenience.

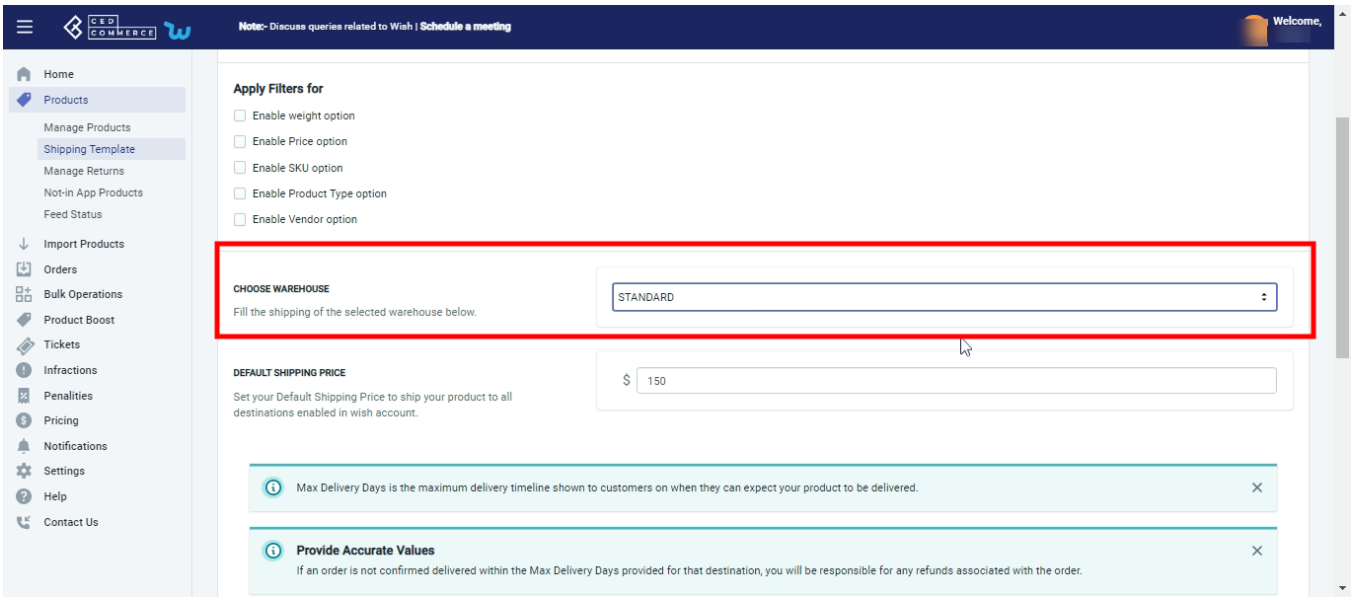
Step 2: Apply filters for- Choose from the various filters available.



- **Enable Weight option:** You can decide the shipping costs based on the product's weight. All products within a set weight range will be charged the same shipping fee.
- **Enable Price option** – You may quickly list products based on their prices, and you can charge the same shipping fee for all products that fall within the chosen price range.
- **Enable SKU option**– Seller can differentiate products based on the product's SKU and set similar shipping prices for desired SKU products.
- **Enable Product Type option**– With this filter, you can list products based on their product type and can fix a similar shipping charge for such product type. For example, you can set identical shipping prices on all jewelry or attire.
- **Enable Vendor option**– This option lets you filter products based on vendor. And you can set a similar shipping charge for all products from that vendor.

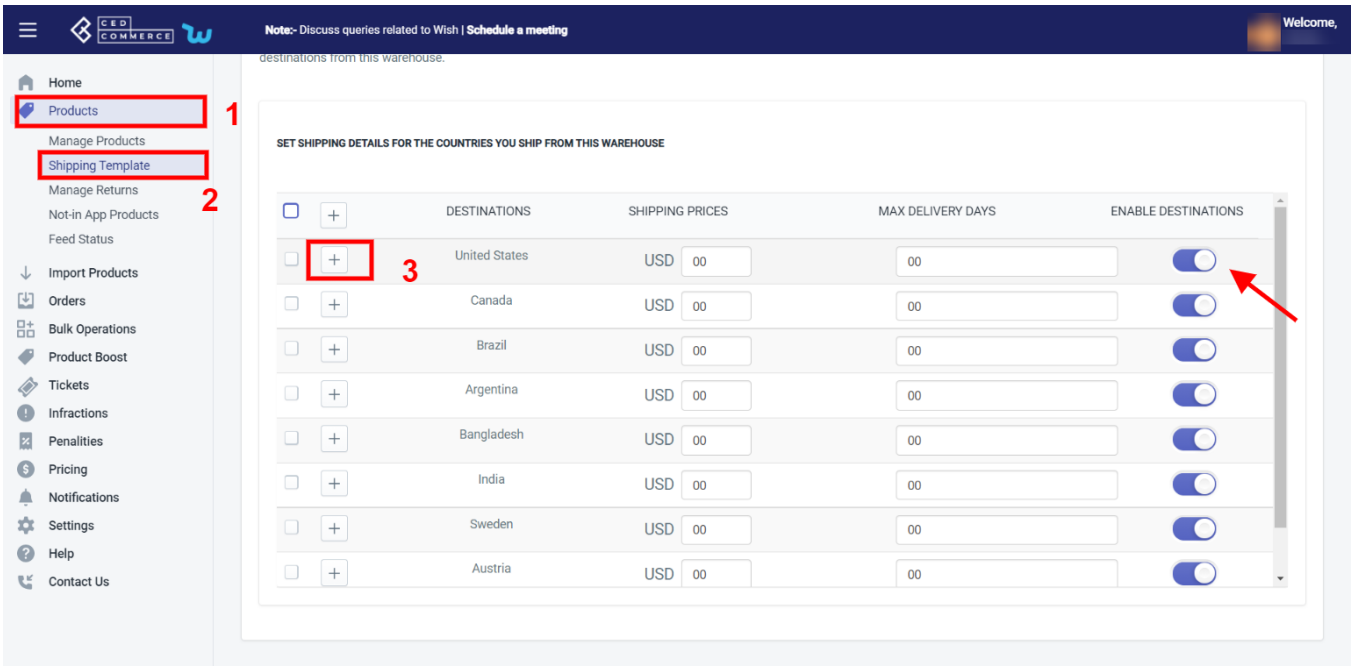
(Note: If you choose two filter options simultaneously, the second one will prevail)

Step 3: Choose Warehouse- After deciding the name and choosing the suitable filter, select a warehouse-type depending on the location of the warehouse. It could be ‘Standard or Express AU (For Australia) or Express US(For USA).

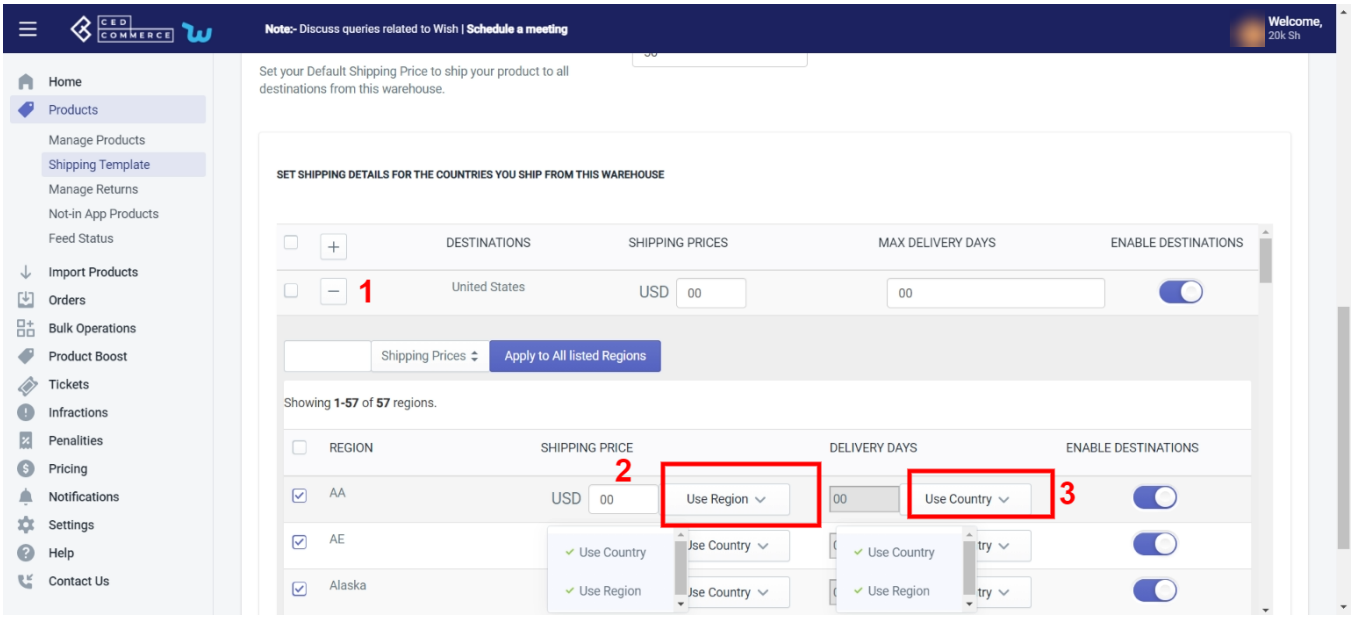


Step 4: Also, you can enable or disable any destination/country by clicking on the slide button. Shipping templates also lets you choose from different states of a country and you can enable or disable your shipping templates for that particular state. The countries that have states enabled are:
USA
Brazil
France
Australia
How to set the shipping price and maximum delivery days?

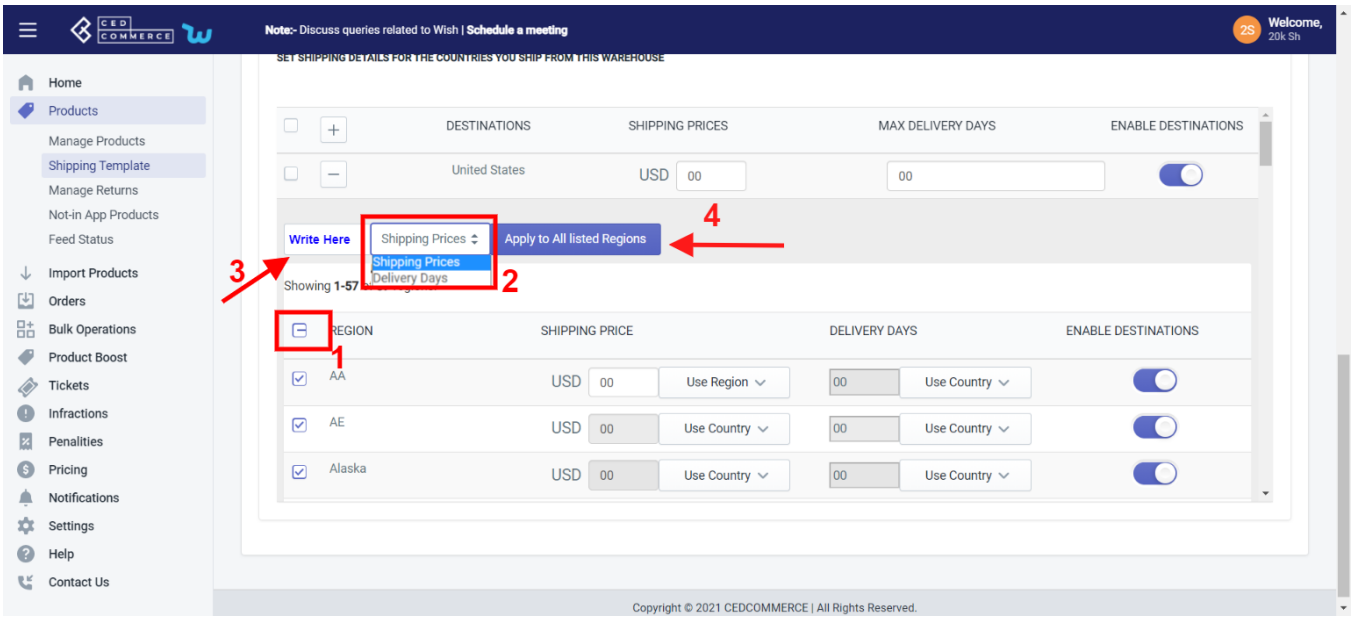
- Click on the ‘**+ icon**’, a list of all states in that country will be displayed. You can scroll through and find the names of all states.



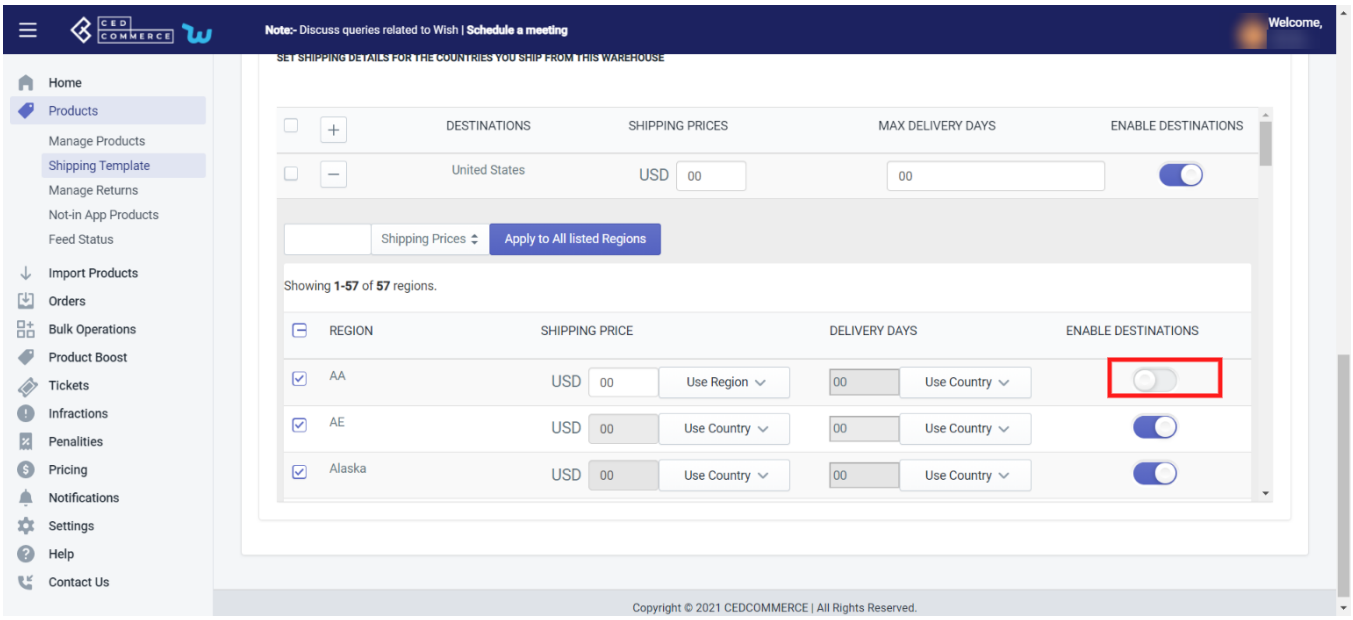
- Select '**Use Region**' from the drop-down menu and set the shipping price.
- Select **'Use Region**' from the drop-down menu and now set maximum delivery days. You set desired delivery days under which you can ship the product, and the same will be visible on **Wish.com.**



- Type/Write the Shipping price and maximum delivery days for that state or you can also perform the bulk operation by clicking on the drop-down menu and choosing between shipping Price and delivery days.
- Click **'Apply to all listed regions**'.



- You can disable a particular region of that country by clicking on the slide button and then the shipping template would not apply to that state.



Note: Whenever a country is already enabled from the merchant center of the Wish marketplace, It can't be modified or disabled from this **'Wish Marketplace Integration'**.

Step 5: Save the template by clicking on the '**Save Tab**' on the top right of the page, and now your template is ready.

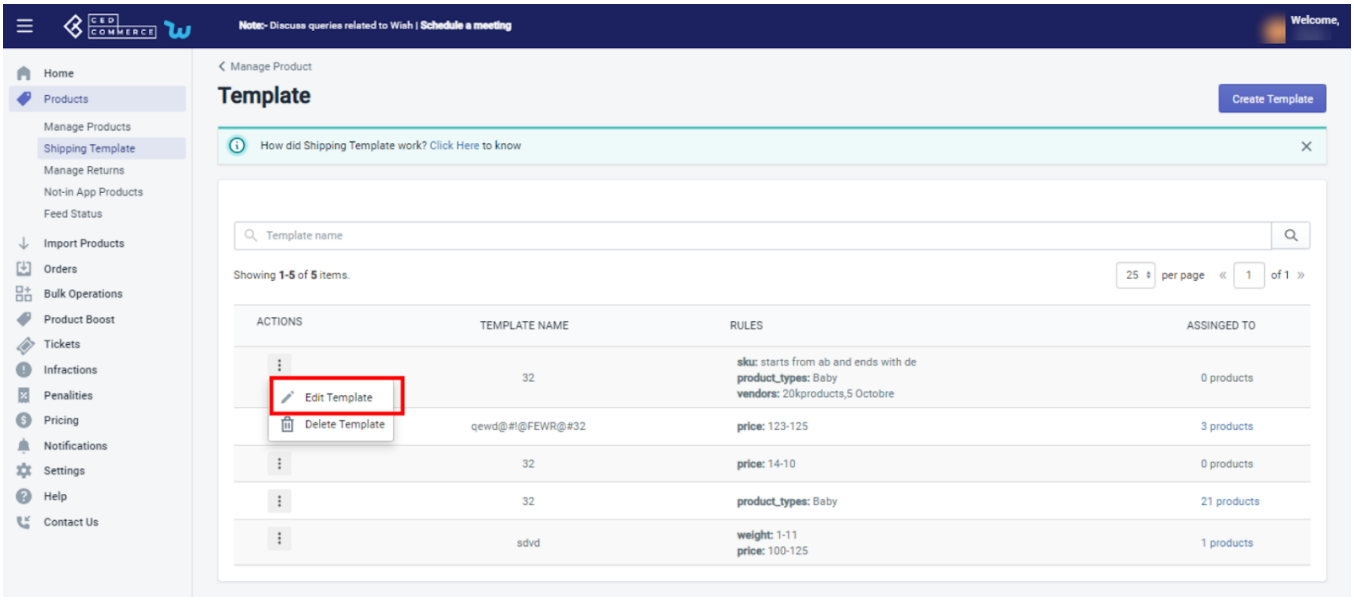
Note: You can set different shipping prices for different countries, and if no shipping price is set for any particular country, the 'default shipping price' shall prevail.

Default shipping price is a predefined price that applies for all products and countries if no other shipping price is set.

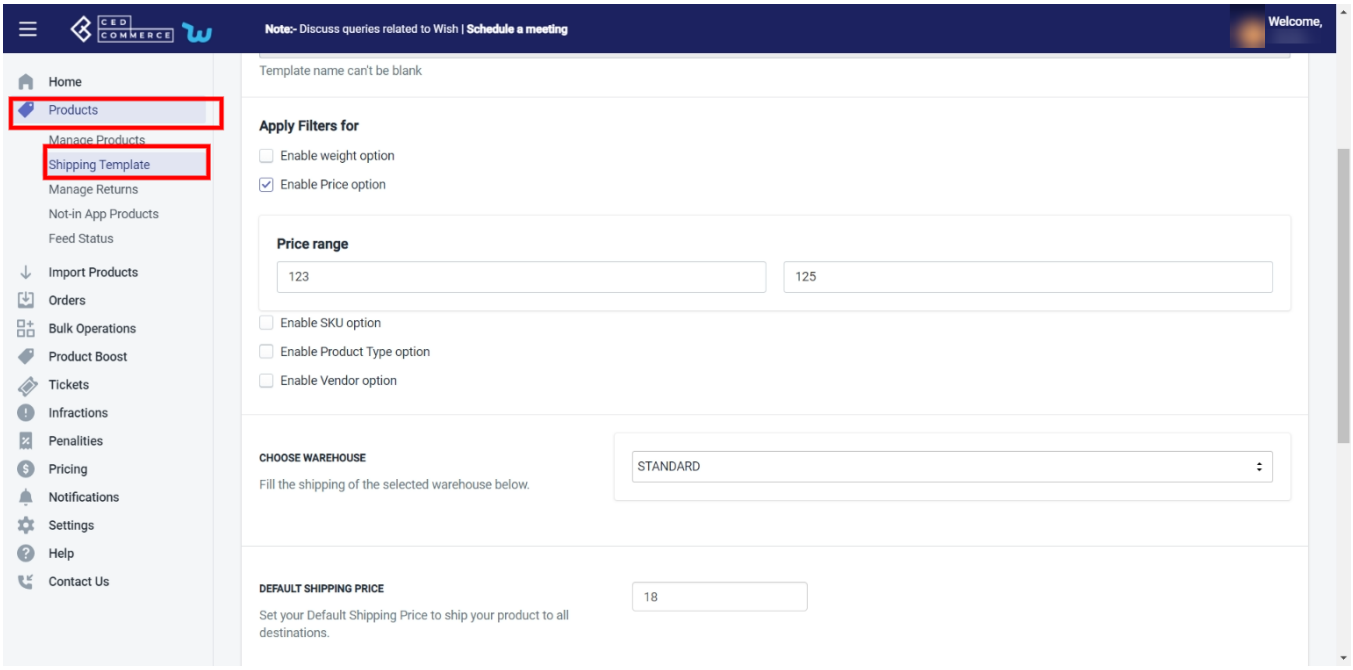
4.2.2. Edit/Delete Section

You can edit or delete any particular template by clicking on the '**Three Dots'** icon. It provides two options:
Edit Template: It offers you to view or make changes to existing templates.

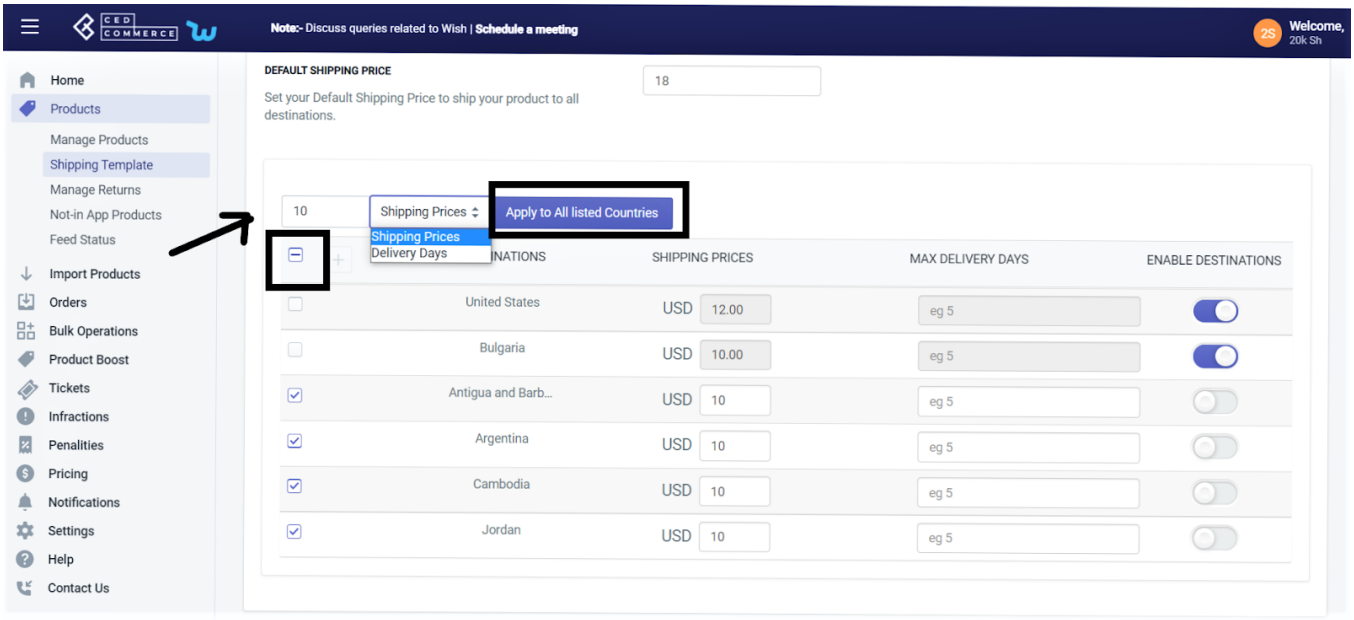
- Click on the '**Three-Dots**' icon beside the template name and choose the edit option. The following screen shall appear.



- You can change filters, warehouses, or even default shipping prices. Along with that, You can also make changes in custom shipping prices and delivery days and even add a new destination country.



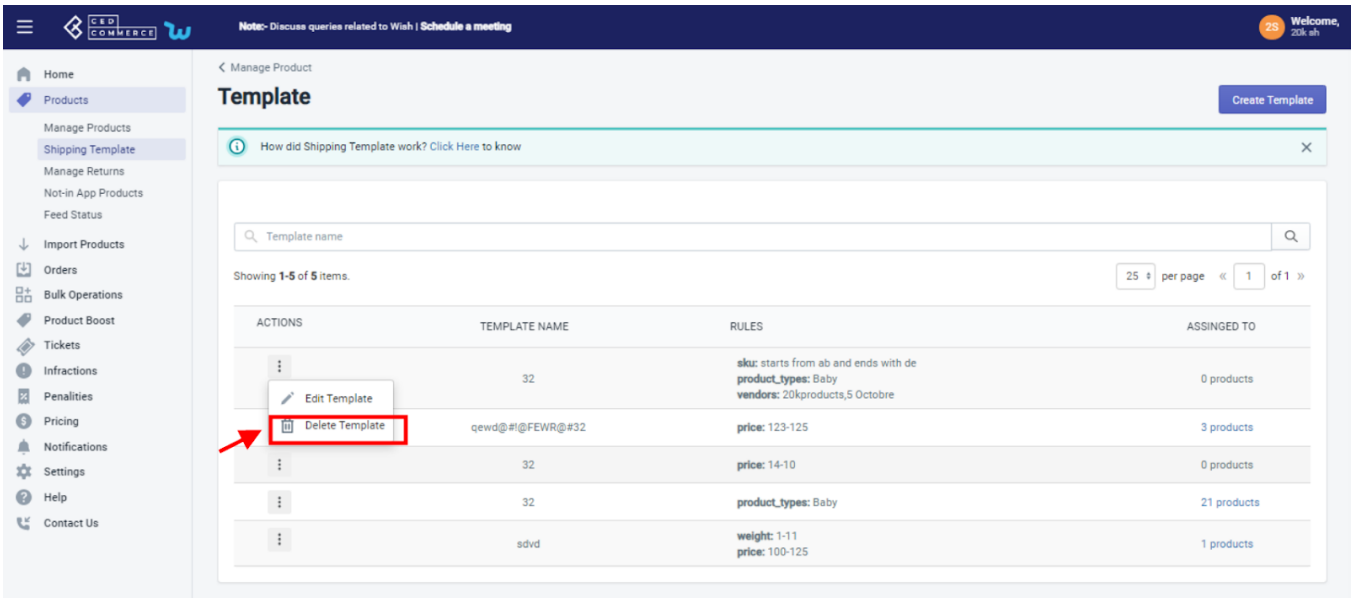
- Also, you can enable or disable any destination/country by clicking on the slide button.
- You can perform bulk action by clicking on the box and choosing between ‘Shipping price/ Max delivery days’, and then setting a price for all countries.



- Click on ‘**Apply to all countries**’.

Delete template: You can quickly delete any template that you think is unusable or too old with this option.

- Click on the ‘**Three-Dots’** icon beside the template name and choose the delete option.

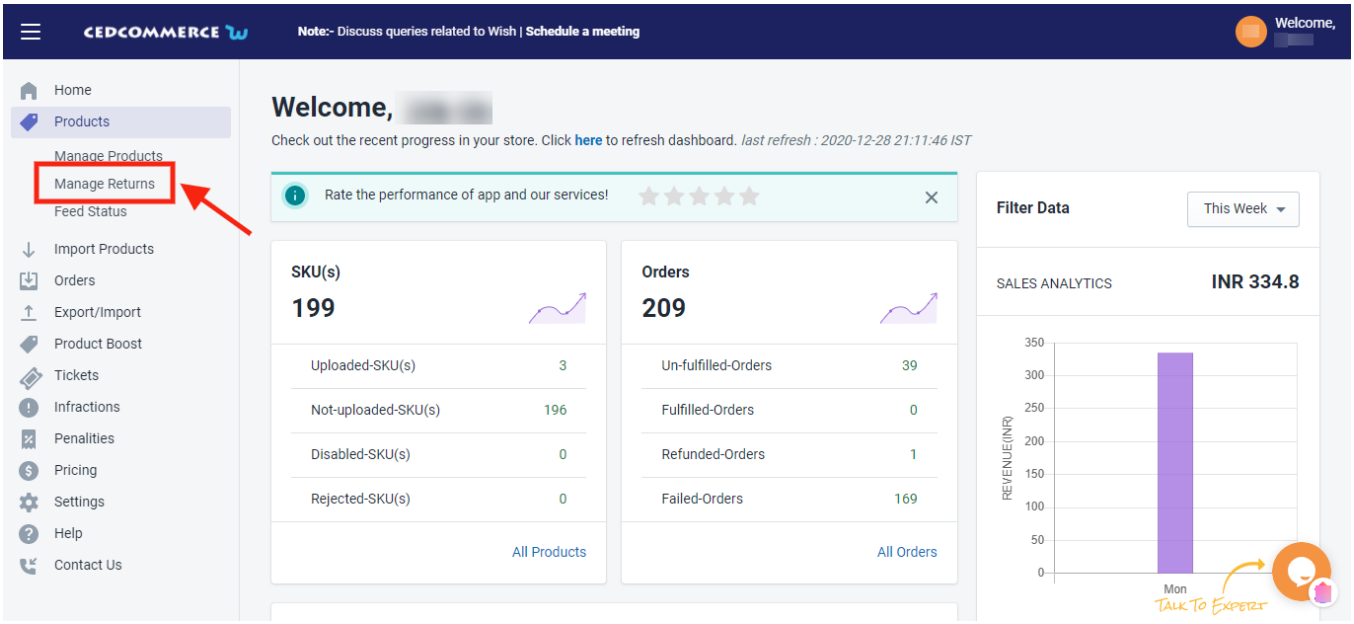


- A confirmation popup appears.
- By clicking on the ‘**Ok’** button, your template gets deleted.

(Note: Once you delete a template, you will lose all the details of the mapped product)

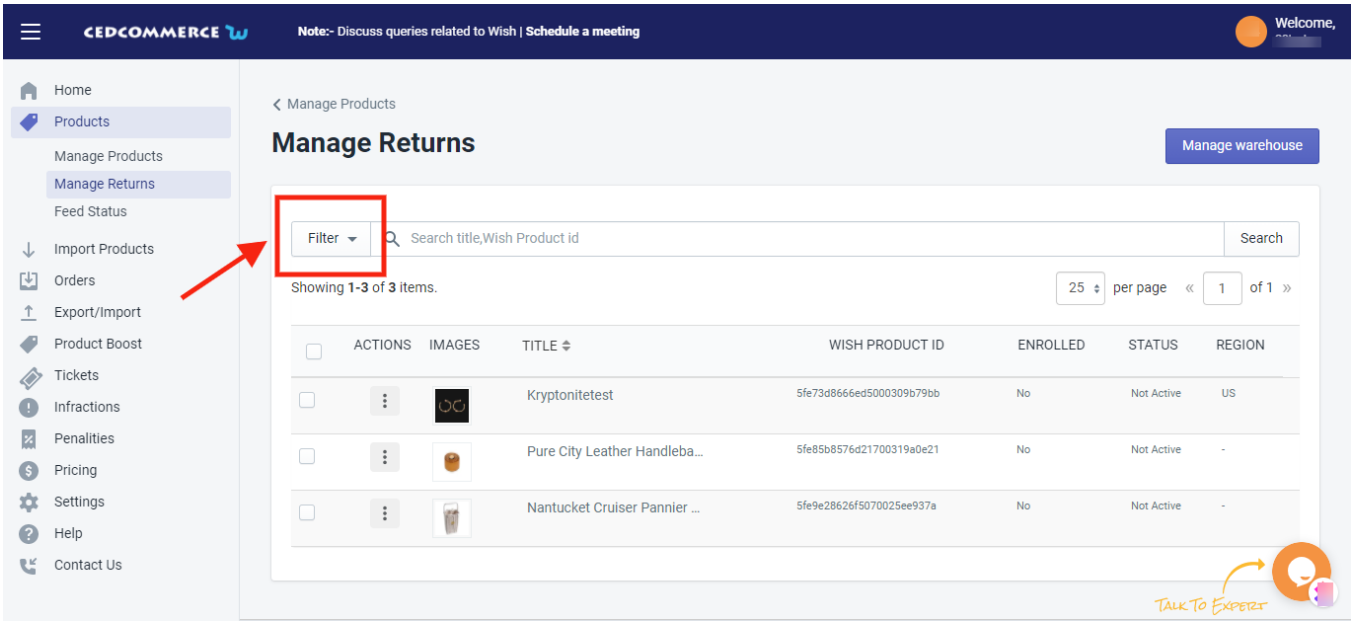
4.3. Manage Returns

The **Manage Returns** section displays the list of all the products returned to the marketplace. Each product returned is displayed with its image, title, Wish product ID, status, and so on.

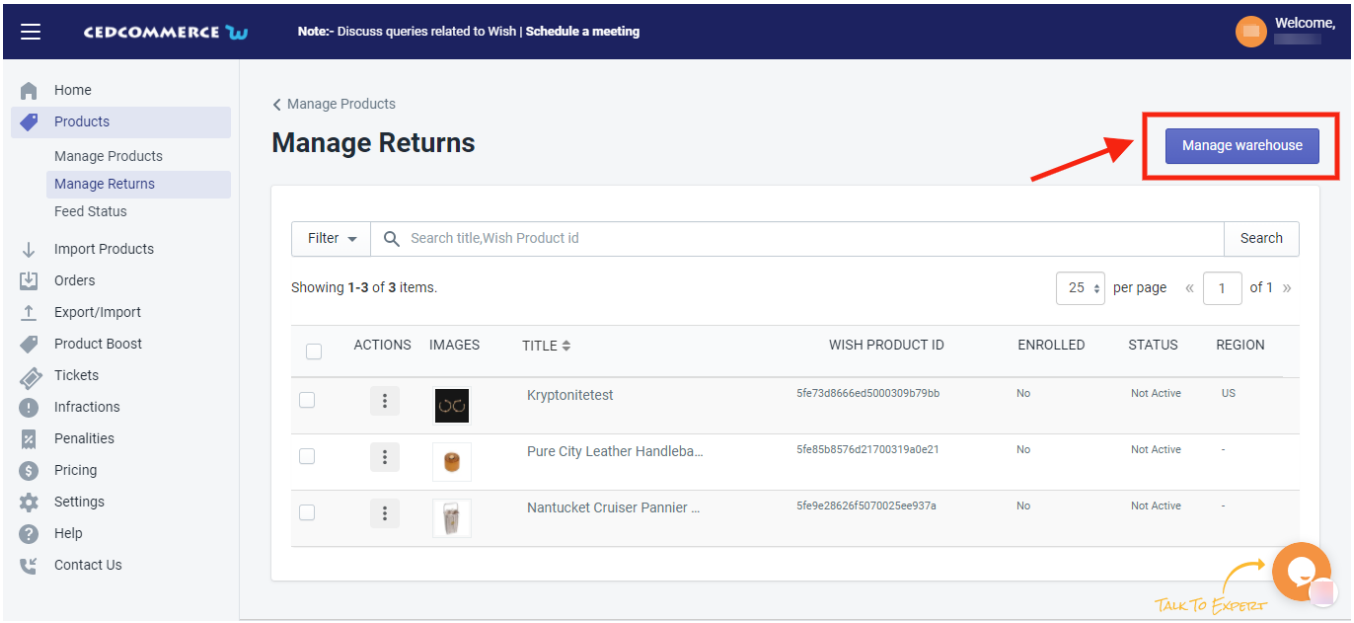


You can even filter to view returned products of your preference by clicking on the “Filter” button. The Filter tab displays the following options-

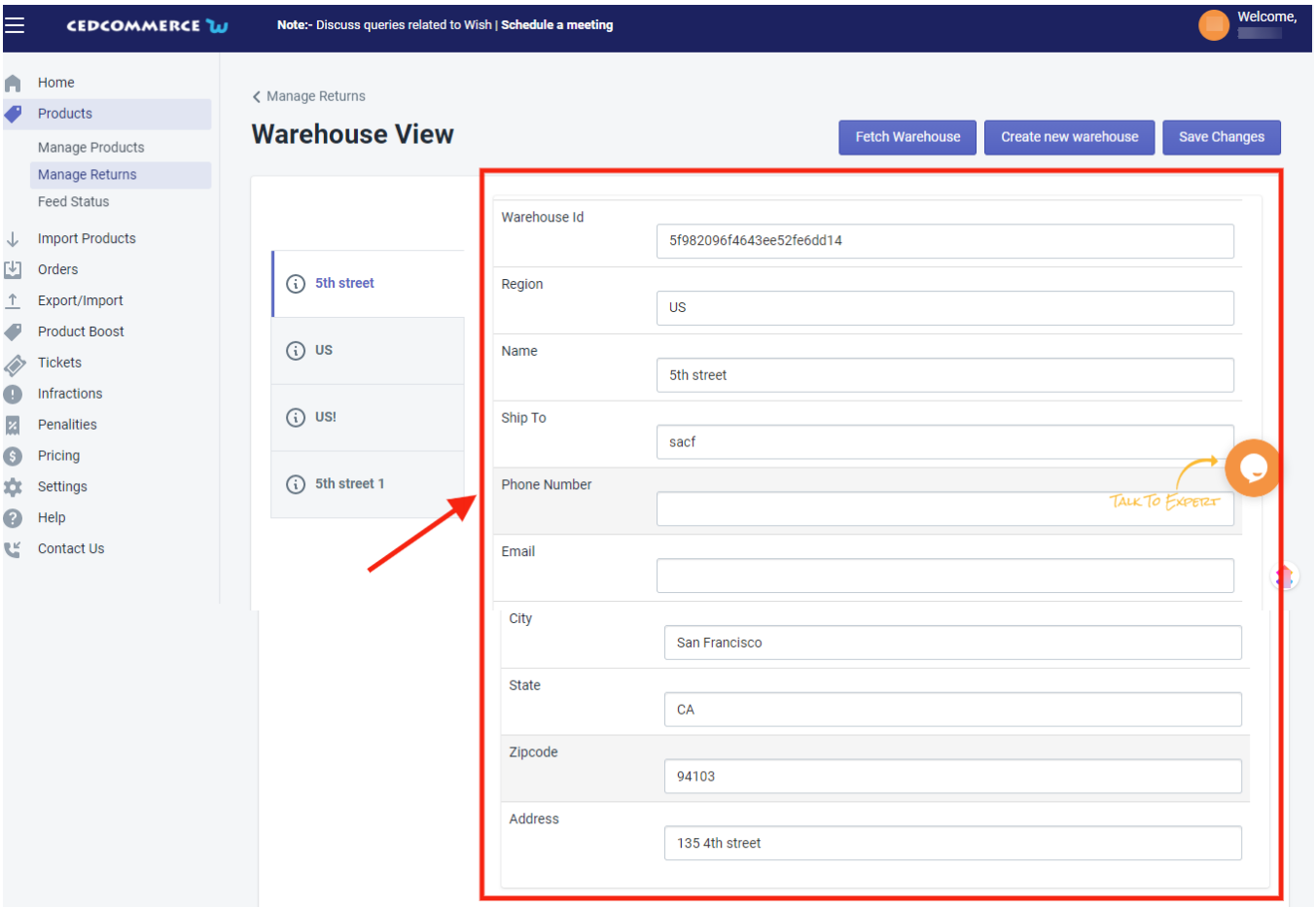
- **Shopify product type** – select the type of Shopify product that you wish to see. Pumps, fixed gear bicycle, tools, apparels, etc., are a few options found in this filter.
- **Type of product** – Choose from the option Simple/Variant
- **Review status** – Select your desired options from Approved/Pending/Rejected.
- **Price** – Set a price limit from lowest to the highest
- **Inventory** – Filter out the number of inventory, by setting your desired minimum and maximum limit.



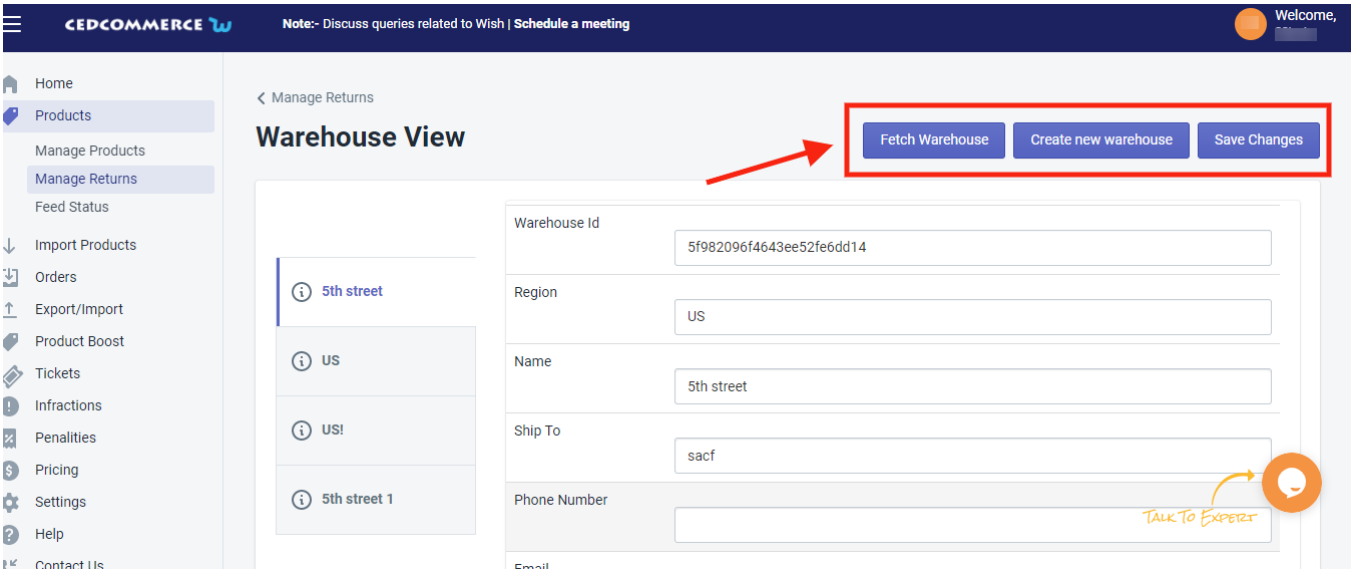
The “**Manage Warehouse**” button on the top-left corner of the section allows you to view the complete list of return warehouses available in your store.



When clicking on the “Manage Warehouses” button, you will be redirected to the **Warehouse view** page. Here you will find details like region, name, Warehouse ID, phone number, email, etc., of each Warehouse here. The page will look like the image given below:



You will also find “**Fetch Warehouse**” and “**Create new warehouse**”. The page will look like the image given below.

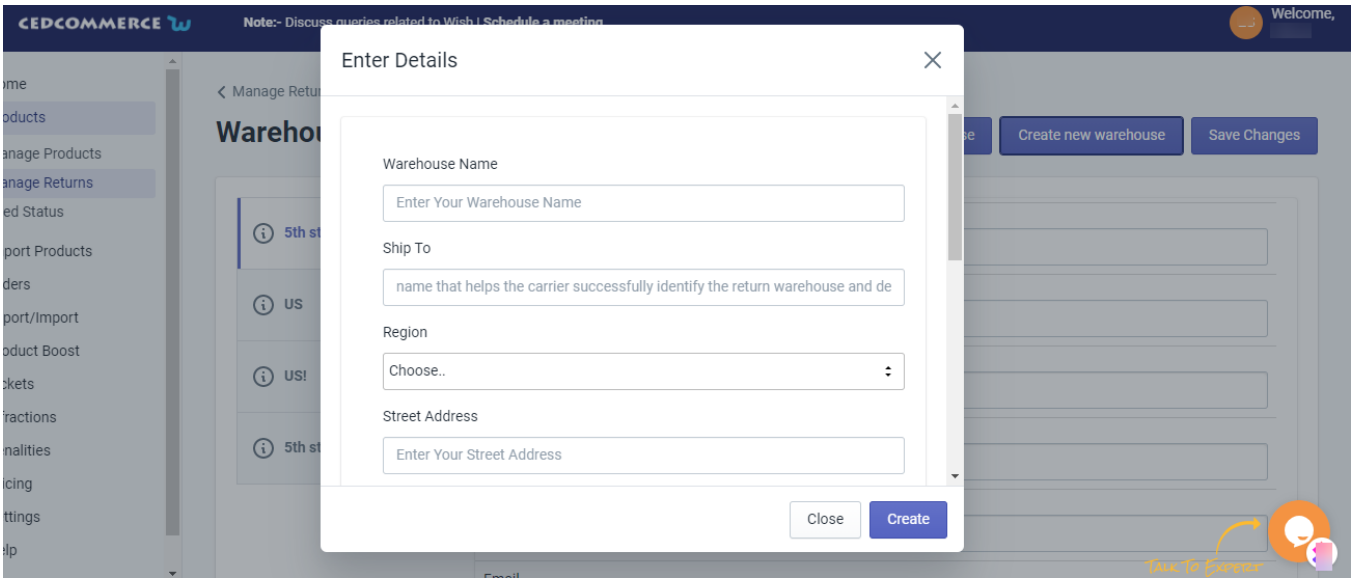


The **Fetch Warehouse** option displays the list of all recently created return warehouses on your store.

While the **Create new warehouse** option enables you to create a new warehouse in your store.

And lastly, the “**Save Changes**” option allows you to save all the recent changes made in the return Warehouse section.

To **Create New Warehouse**, you simply need to click on the given button, a pop-up page will appear on the screen as shown below:



To create a new warehouse, you need to enter the following details in this pop-page-

- **Warehouse name** -The name of the warehouse you wish to create
- **Ship to** – enter the name that helps carrier successfully identify the retain warehouse

- **Region** – choose the desired region for your warehouse
- **Street Address** – enter your new warehouse street address here
- **City** – enter the city name your new warehouse will be
- **Zipcode** – enter the zip code of your new warehouse locality
- **State** – enter the name of the state where your new warehouse is
- **Country** – the country your new warehouse is located
- **Email address** – enter your email address
- **Phone number** – enter your phone number here.

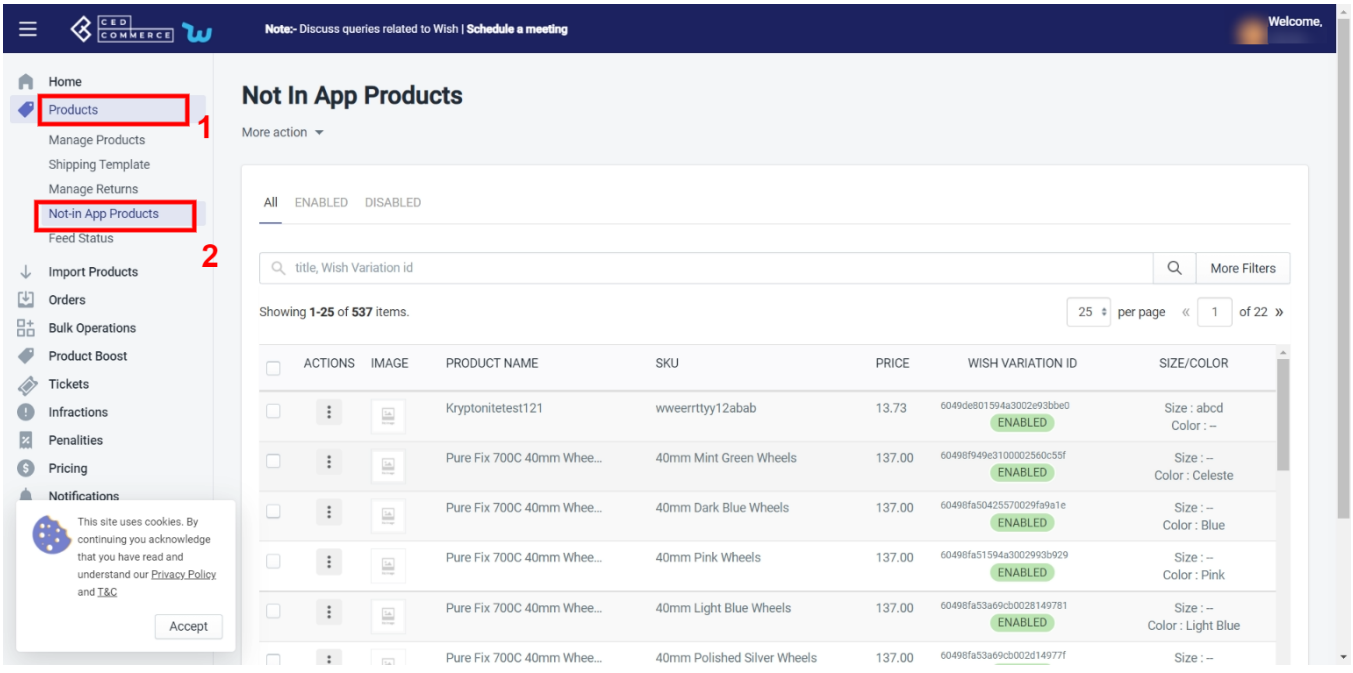
After filling in all the details, click on the "**Create**" button to save the details you've provided and create a new warehouse.

4.4. Not-in App products

'Wish Integration App' lets you handle all your products that are not in your Shopify store but are listed on the Wish marketplace. You can enable or disable its listing at any point in time with this dashboard.
The app lets you map/link any wish product with your Shopify product. When you map one Wish product with a Shopify product, any update done in Shopify would automatically reflect on wish.
Various products are not listed on Shopify stores because their SKU is different from the SKU on a Wish. You can manage, edit, enable or disable such product listing on Wish.

To map or edit a product, follow these steps:

- Click the '**Product'** menu.
- Click '**Not In-App Product**.'
- The '**Not in-app**' page appears as follows.



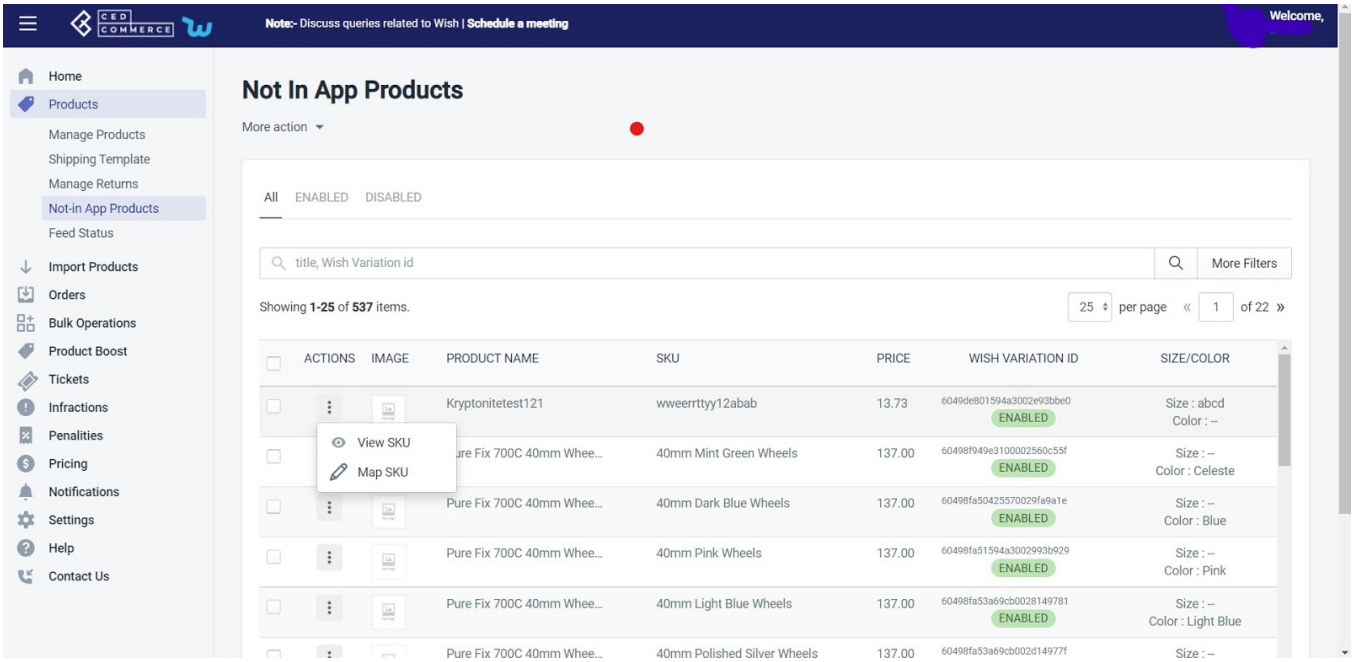
This section contains 3 fields/options:

All: You can see a list of all products, whether enabled or disabled, from wish.com. '**Wish Integration App'** helps you look at all the products your Shopify store doesn't have.
Enabled: This section shows a list of products that are promoted and visible on wish.com.

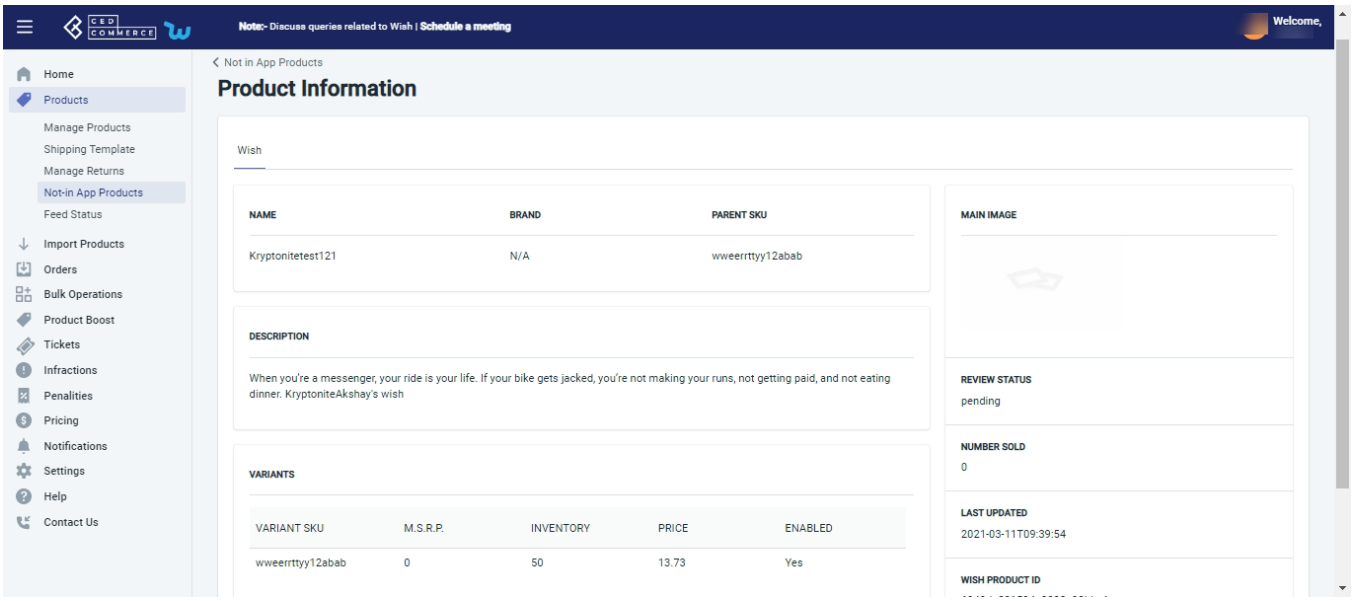
Disabled: By clicking on this, you get to see products that are disabled but available on wish.com.

You can also look for a particular product from the search bar by typing its **'Title'** or **'Wish variation id.'** You will need to find the Shopify product before mapping it with the Wish product.

- A list of all products appears. You can see details like image, product name, SKU, Price, wish variation id, size, and color.
- By clicking on the box beside the '**Action Tab,**' you may choose any product or select all products at once and perform bulk action.
- Under the tab '**Action,**' when you click on '**Three-dots**.' The following options will appear:



View Product: By clicking on the view product, you can see all the product details.' like seller name brand, parent SKU, description, variants, review status, wish product ID, etc.



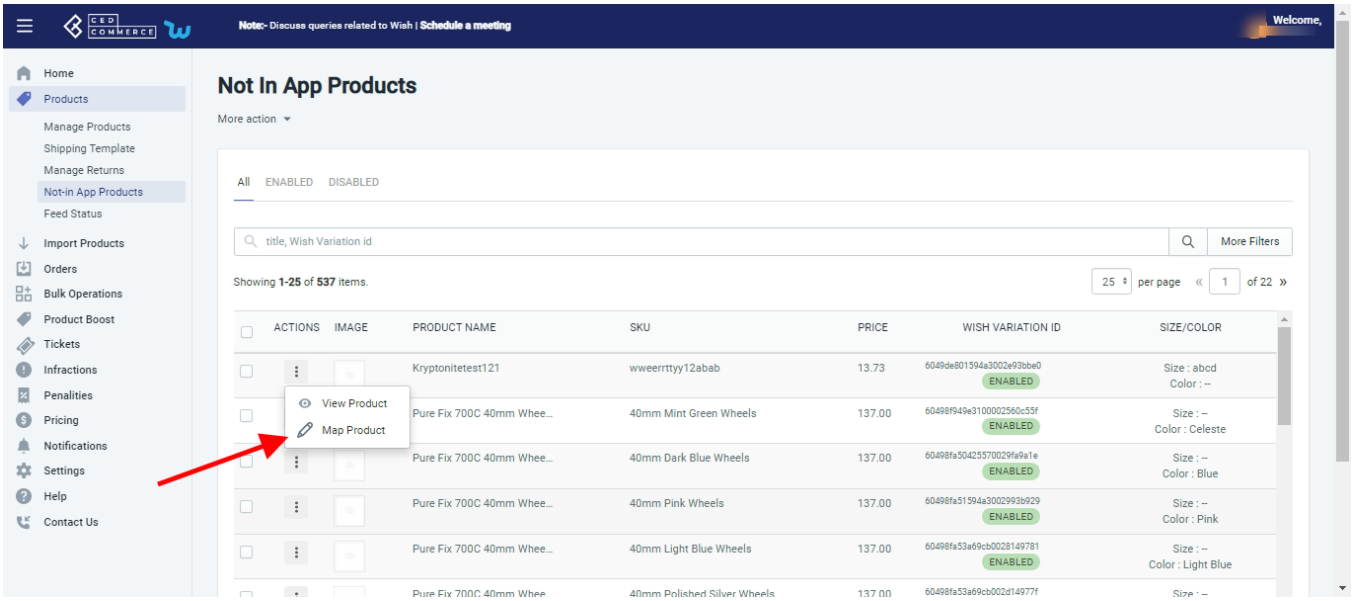
4.4.1. Map Product

Sometimes, sellers need to list a product on Wish manually. These products are then not available on the Shopify store, or they may have different product information on the Shopify store. So, sellers can map or link their wish product with existing Shopify products to help automate inventory and status of products on Wish.

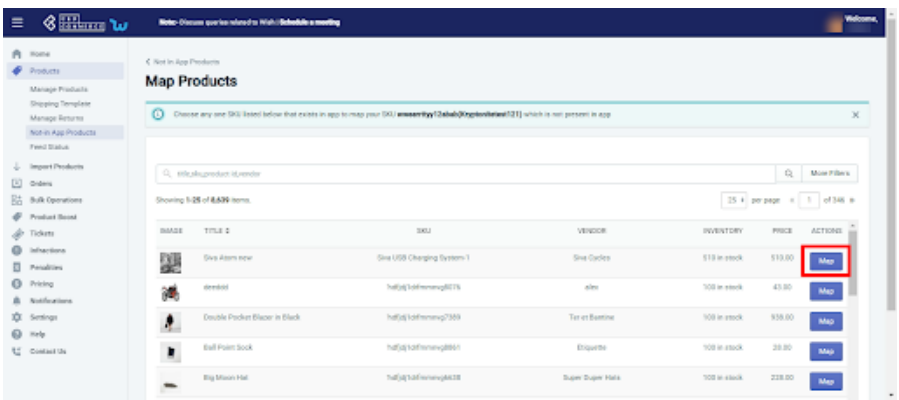
Note: The status of the product must be ' **Not Uploaded.**'

Steps to Map product

- Go to the '**Not in the App**' section.
- A list of all Wish products appears on the screen.
- You can search your desired product, which you want to map to a Shopify product.
- Under the action tab, Click on the '**Three-Dots'** icon.
- Choose '**Map Product.'**

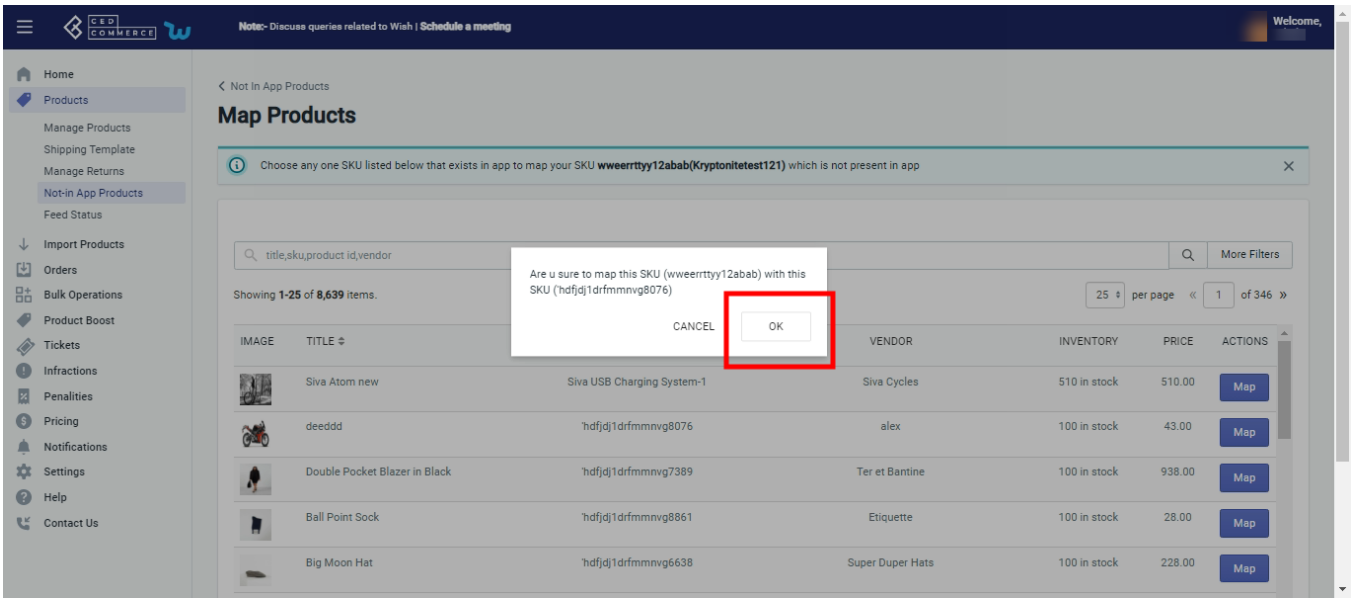


- A list of products from Shopify stores will appear. The seller can select and choose the product that you want to map with the Wish product. You can also search the product from the search bar by product name or product id.
- Search product and click on **'Map.**'



- A confirmation message will pop up, and the seller needs to confirm by clicking **'OK.**'

- You will get the confirmation message, and your product is now mapped.



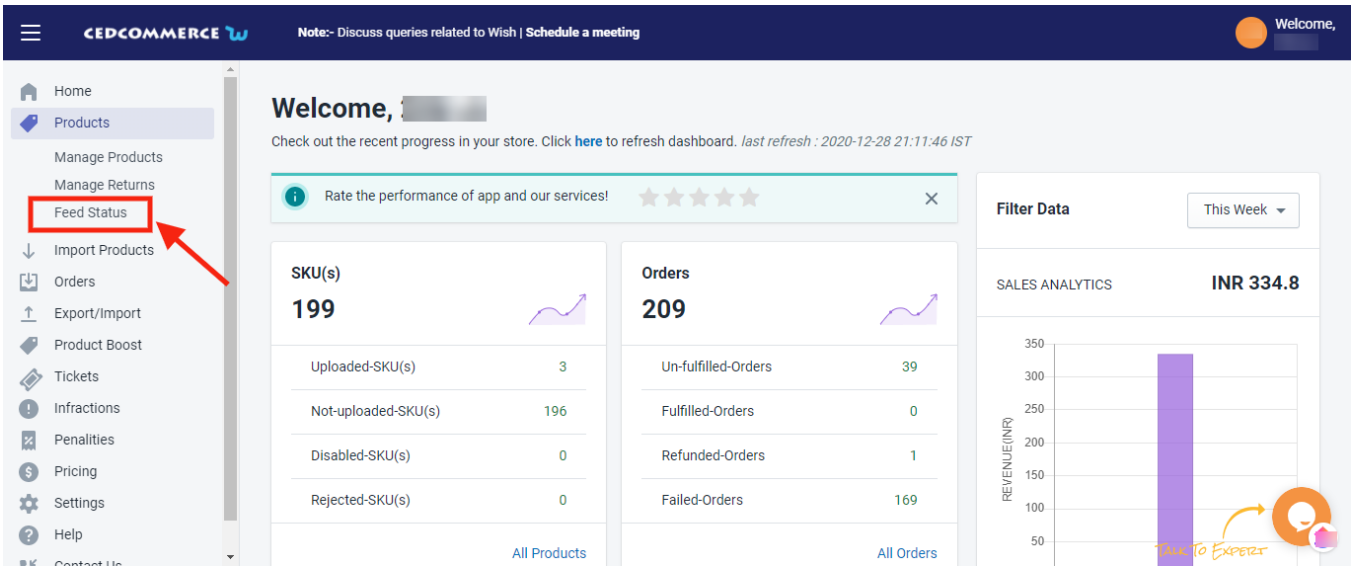
More Action: This tab appears on the top right of the page and helps you download the list and details of the product that is not in your Shopify store.

4.5. Feed Status

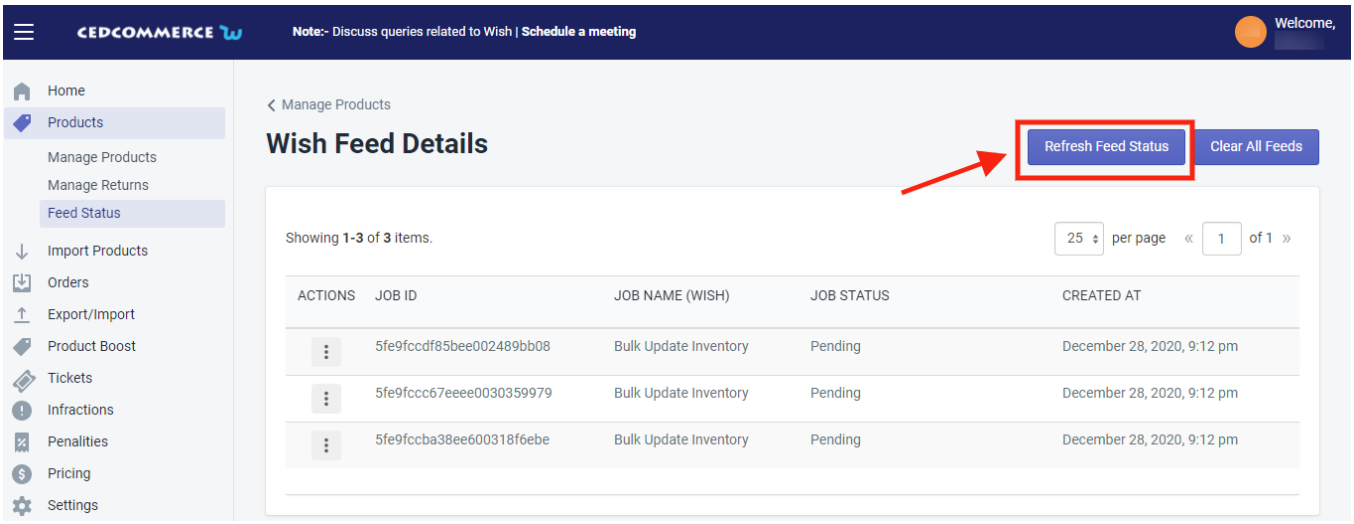
The section enables sellers to obtain the status of actions on each product. From product upload to product information update, whatever action performed on the app, gets reflected at Wish.com. Each product feed over here is listed with its ID, name, status (the date when it was created and the Action performed on that particular product. This section is applicable for Inventory and price updates in bulk via feed.

To view the item feed follow the below steps:

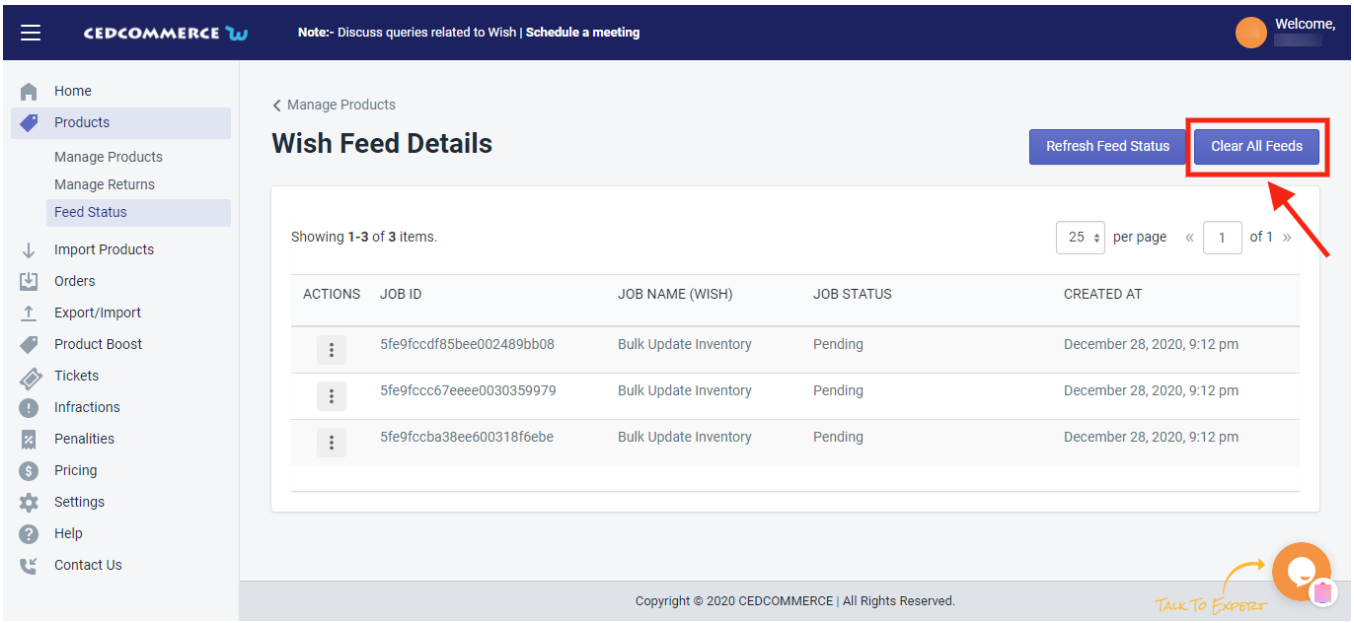
- Go to the **Wish Marketplace Integration App**.
- Click the **Feed status** menu.
- Click the **Item Feed**.



At any point, you can refresh the feed status and view the latest feeds by clicking on the “**Refresh Feed Status**” button.



Not just this, you can even clear all feed, not required to be reviewed anymore. All you need is to simply click on the “**Clear all feeds**” button.



To update the feed status of the selected feed, do the following steps:

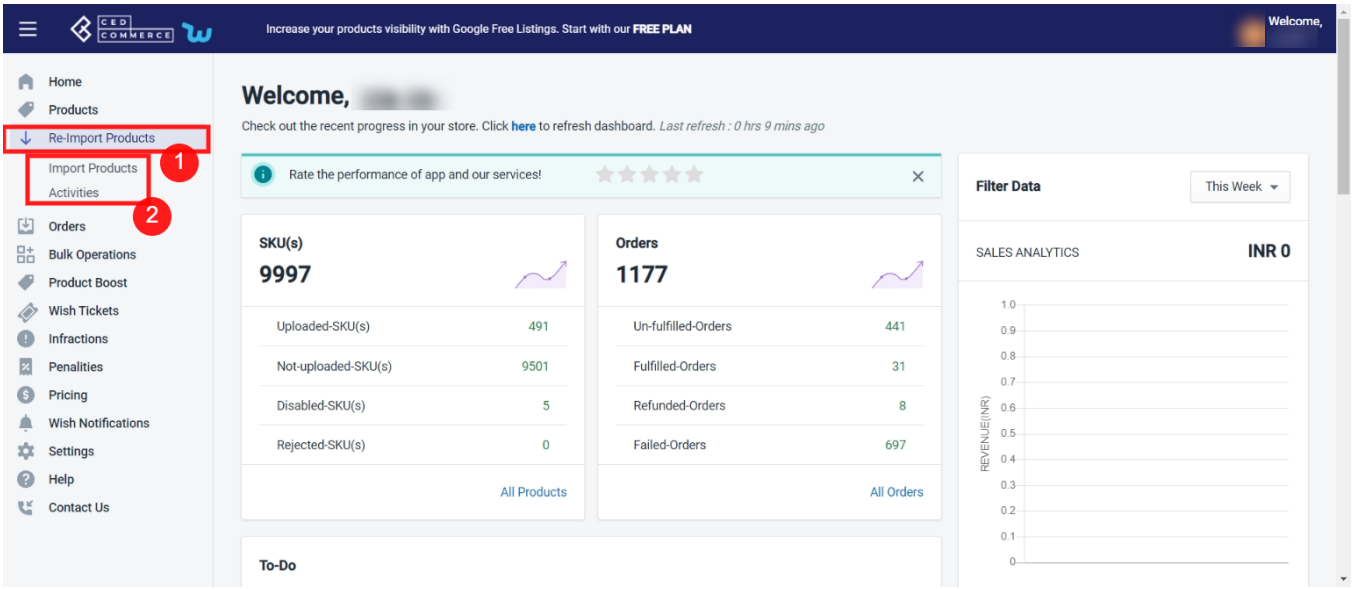
- Select the checkboxes associated with the required feeds.
- In the select bulk action list, select **Update FEED Status**, and then click on the **Submit** button.
- The store owner can view the product status in the feed after clicking on the **Eye(View)**.

5. Re-Import Products

Re Import section helps you import products from the Shopify store to Wish Marketplace Integration. So that it can be easily managed from a single platform without hustling and juggling between the Wish app and the Shopify store.

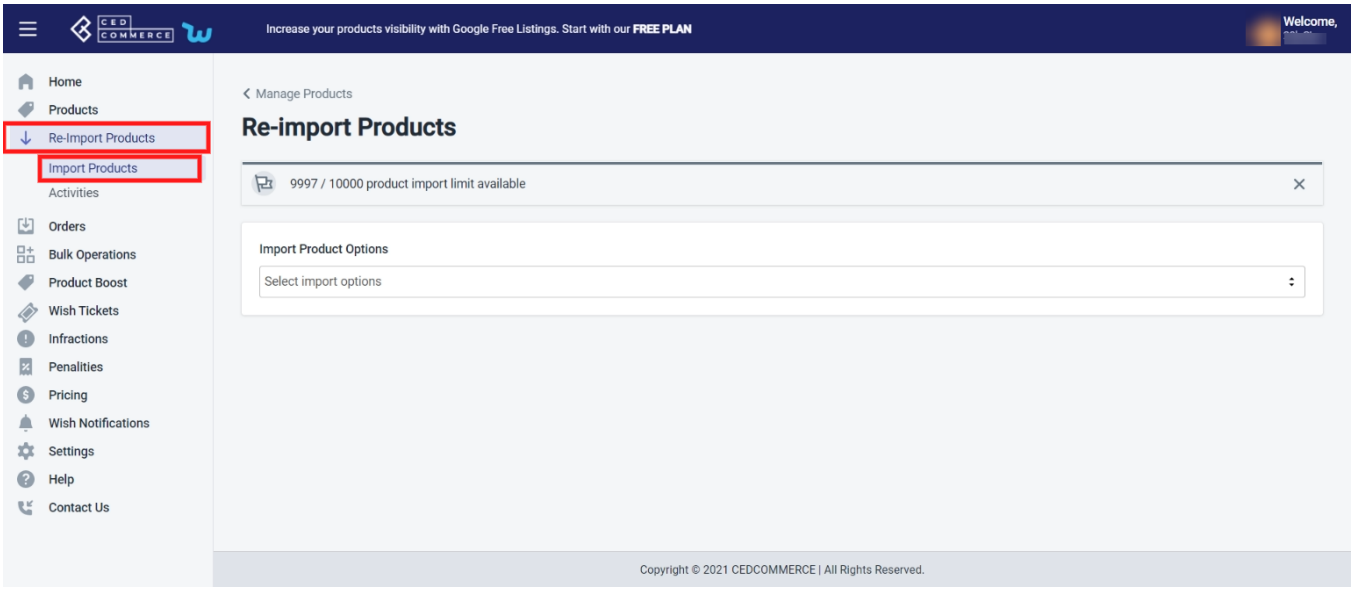
It has two section

- Import Product(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=import-product-2)
- Activities(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=activities-10)



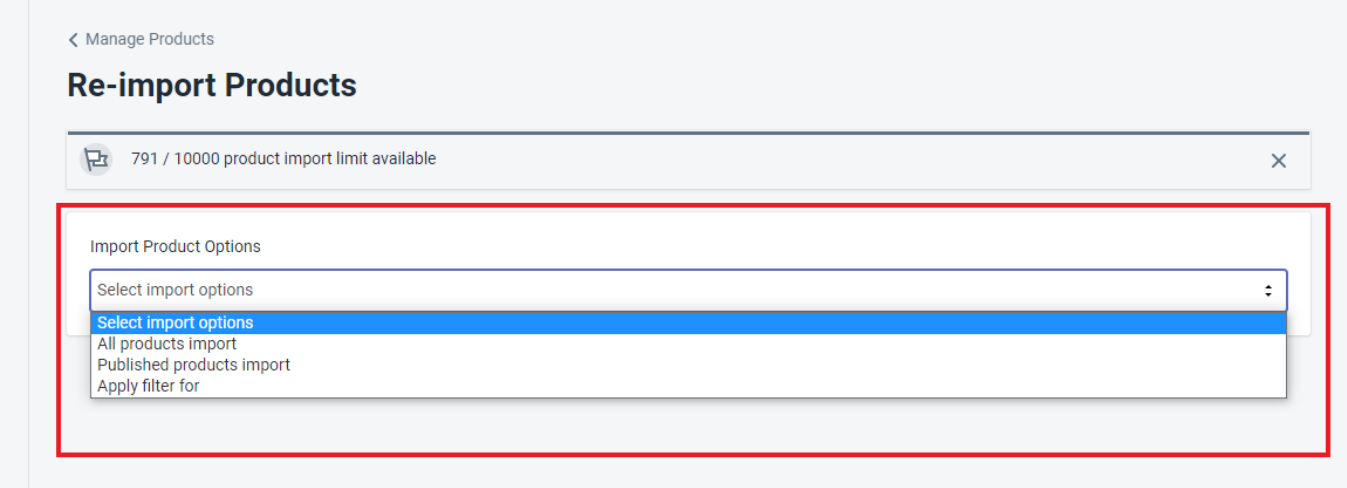
5.1. Import Product

The section is meant to import new products from your Shopify store. The “**Import Products**” section is used when you’ve added new products in the Shopify store and want to import them in the “Wish Marketplace Integration App“. The “Import Products” page appears as follows:



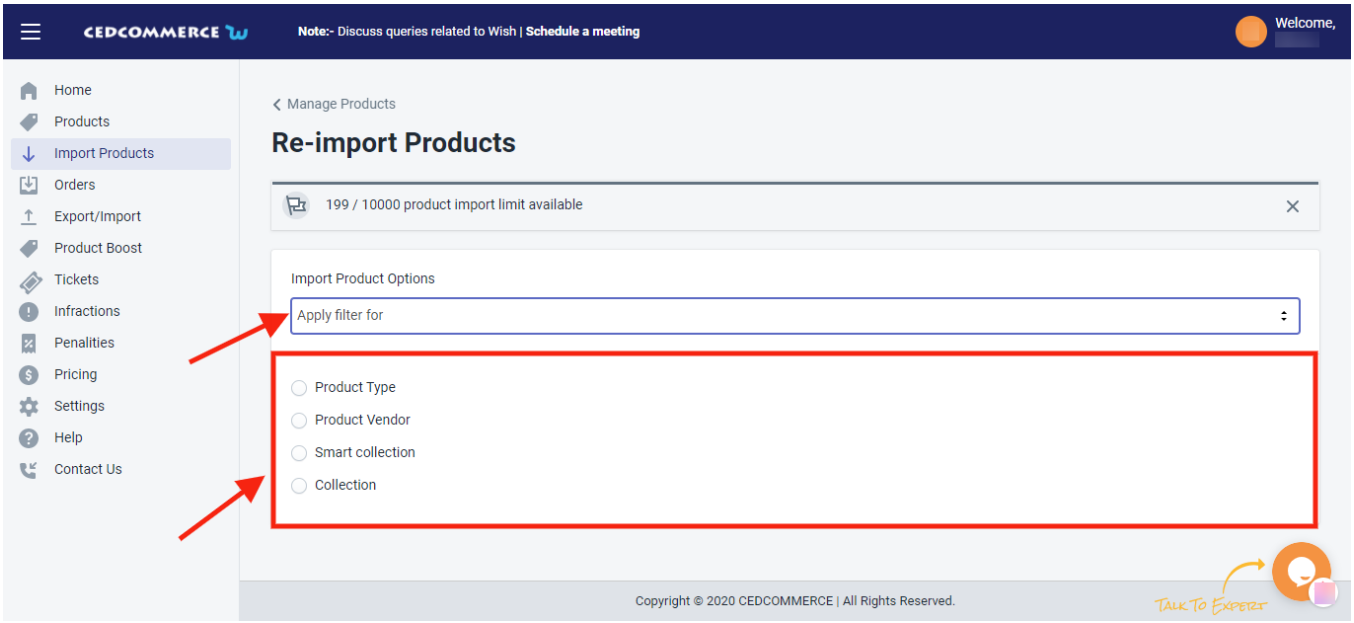
Sellers can select the products they want to import in the app and it consists of the following options:

- **All product import:** the store owners can import all the Shopify store products in the app
- **Published product import:** the store owners are allowed to import only those products which are available at the Shopify store front-end.
- **Apply filter for:** the option enables the store owners to import only those products which they want to upload from their Shopify store to the app.



When you choose "**Apply filter for**", you can choose from four different categories namely –

- **Product Type** – enables you to import products on the basis of "Product Type" assigned in your Shopify Store.
- **Product Vendor** – enables you to import the products on the basis of "Vendor" from your Shopify Store.
- **Smart Collection** – enables you to import the products on the basis of "Auto Collection" created in your Shopify Store.
- **Collection** – enables you to import the products on the basis of "Manual Collection" created in your Shopify Store.



For each category, you need to write your desired option and then click on “**Start Import**”

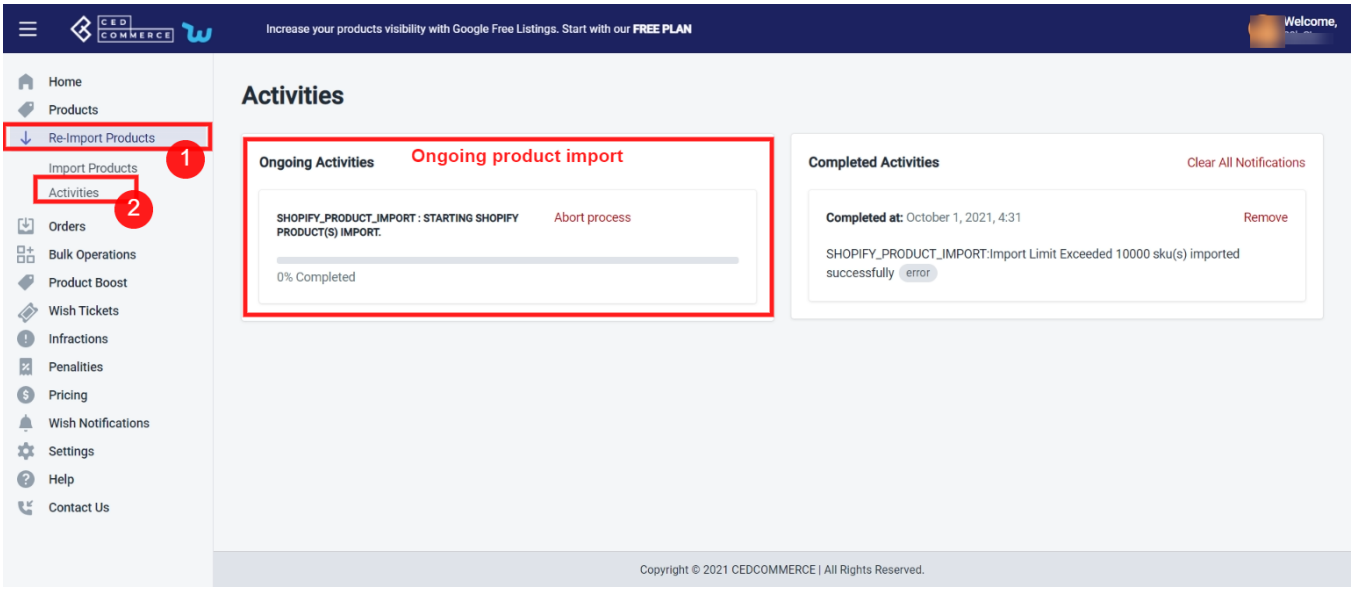
After clicking on ‘Start Import’, you get the following two options:

- **Instant Import:** By this, Import start taking place immediately and within a few minutes, all Shopify product will be imported on the ‘Wish Marketplace Integration app.
- **Backend Import:** This feature is made to save your time. And after clicking on Backend Import, product import starts and you can see that in the “Activities Section”. Along with that, you can also perform any other operation in the app. After completion of product Import, you will be notified via a popup message.

Note: You can also enable the automatic product to create from the setting section of the App and you can learn more about it here(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=settings-10)
.

5.2. Activities

It lists down all completed and ongoing imports of products. This all-new feature is introduced, where you can start importing the product and without disturbing the ongoing process, you can perform other actions as well.



6. Order Section

Whenever a new order is placed on the Wish marketplace, it is instantly fetched on the Wish-Shopify Integration app. The same order is generated for the merchants of the Shopify store to view the details and fulfill them in their native order processing system.

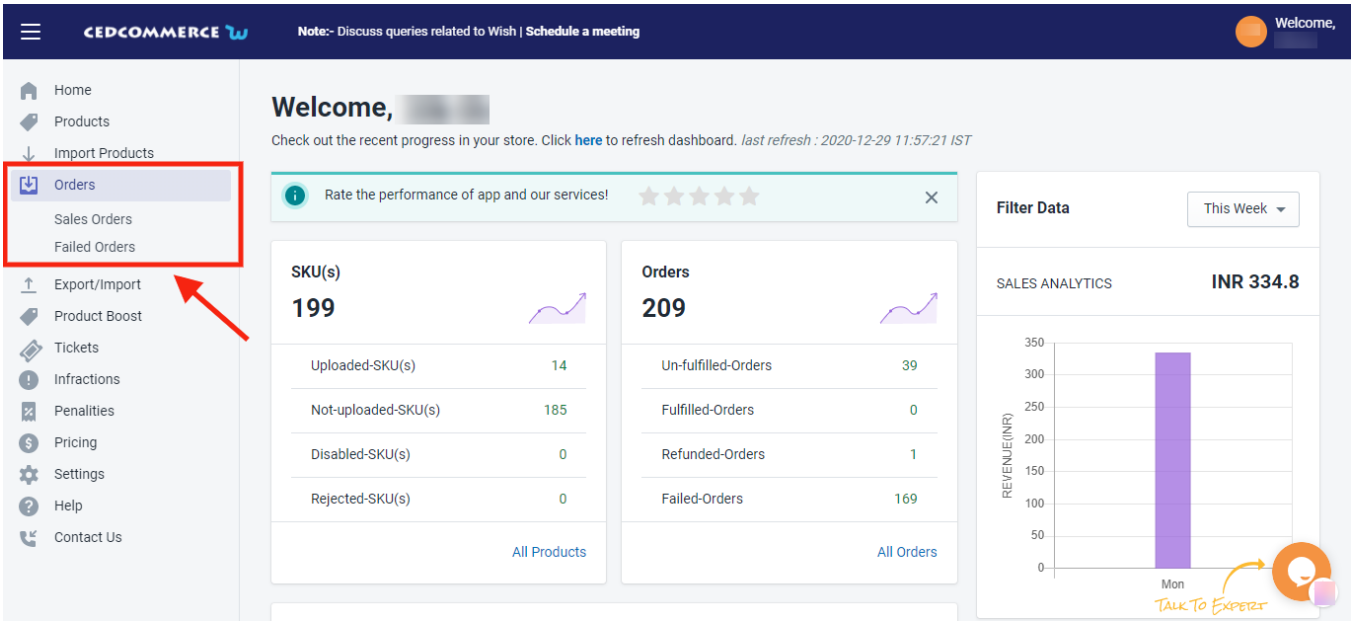
Note: Only the New/Unshipped state orders are imported into the Wish Marketplace Integration app.

Under this section, the admin can access the following two features-

- **Sales Order**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=wish-

shopify-integration-guide-3)
: under this tab, you will find all data regarding orders created on Wish.com.

- **Failed Order**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=wish-shopify-integration-guide-4)
: Under this tab, data – order number, reasons for the error, and their date – for all the failed order gets displayed.



6.1. Sales Order

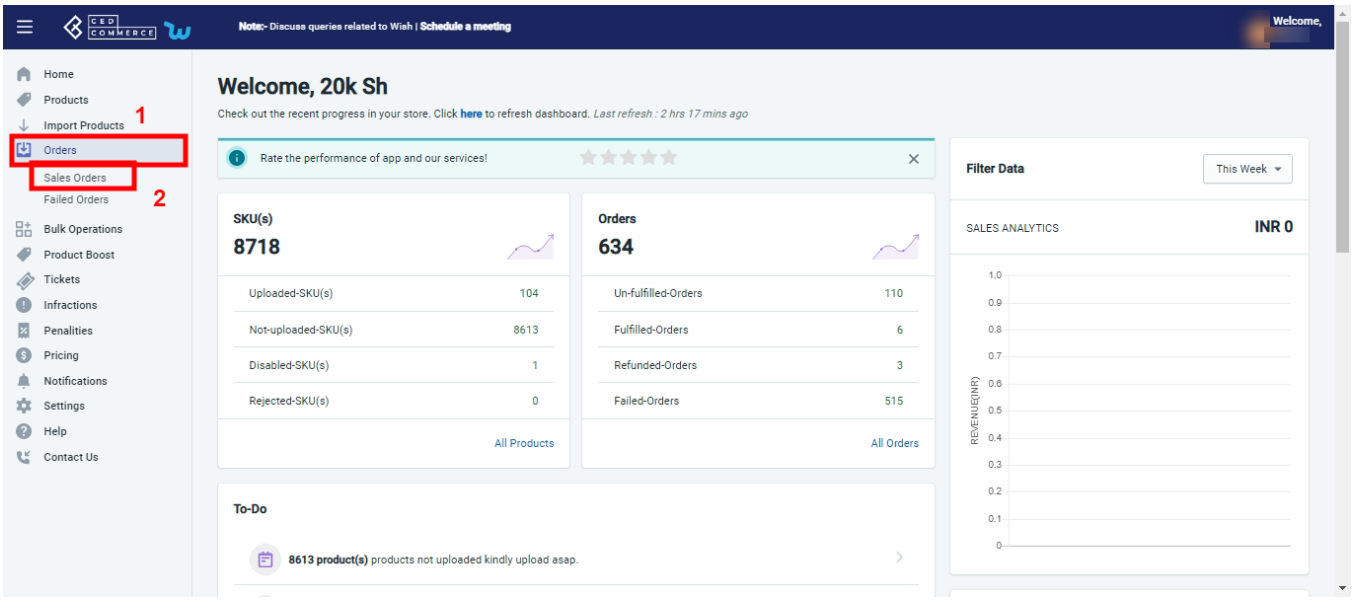
Managing and handling products require a lot of time and patience. Especially when there are a lot of updates coming in daily. The app's "**Sales Order**" page gives you access to modify and edit the status of products and synchronize it on the Wish Marketplace. It is one of the crucial sections of the **'Wish Marketplace Integration**' app. With this section, you can fetch, receive, and process orders from Wish Marketplace to your Shopify integration app.

All new orders created on Wish.com are instantly fetched by the '**Wish Marketplace Integration**' app in the dedicated panel. The app's robust order management system makes the same order on the Shopify store so that you can view the details and fulfill them through the app without taking the pain of visiting the marketplace and fulfilling orders from there and then again coming back to the Shopify store for updating stocks and orders.

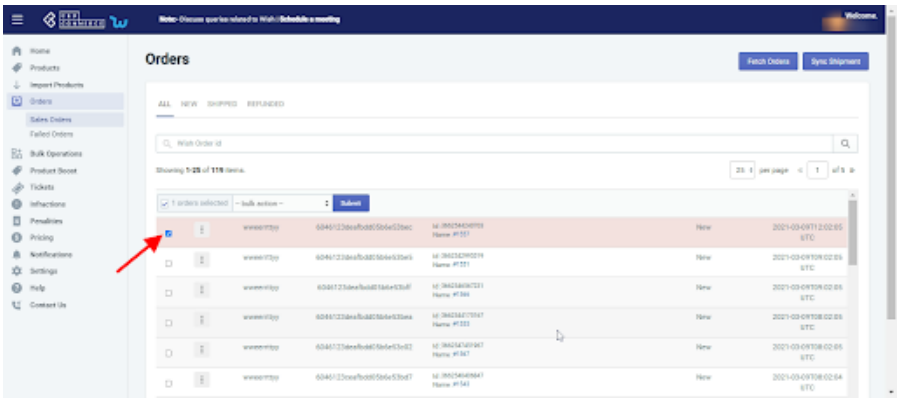
It lists each order with – Wish Order ID, Order SKU, Shopify Order Name, Shopify Order ID, Order Date, and then there is action.

Steps to perform bulk operations

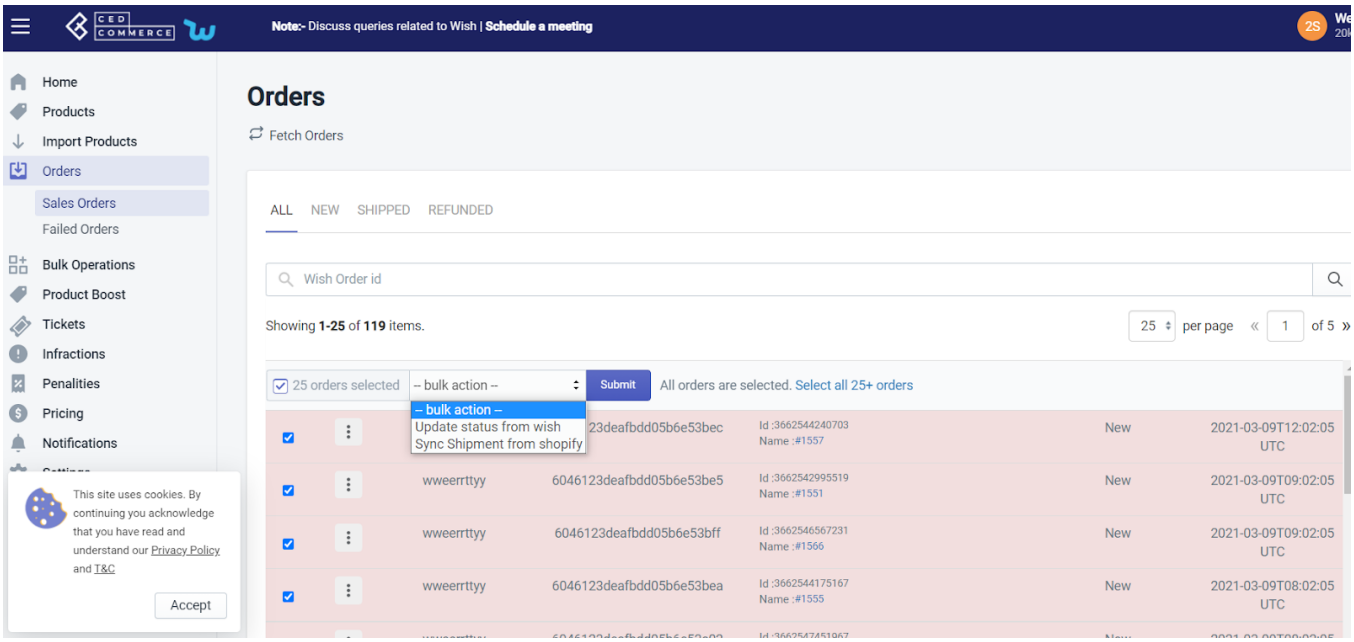
- Go to the **'Orders'** section.
- Choose **'Sales order.**'



- Select products you want to update or synchronize by clicking on the **‘Checkbox’** beside the product name.

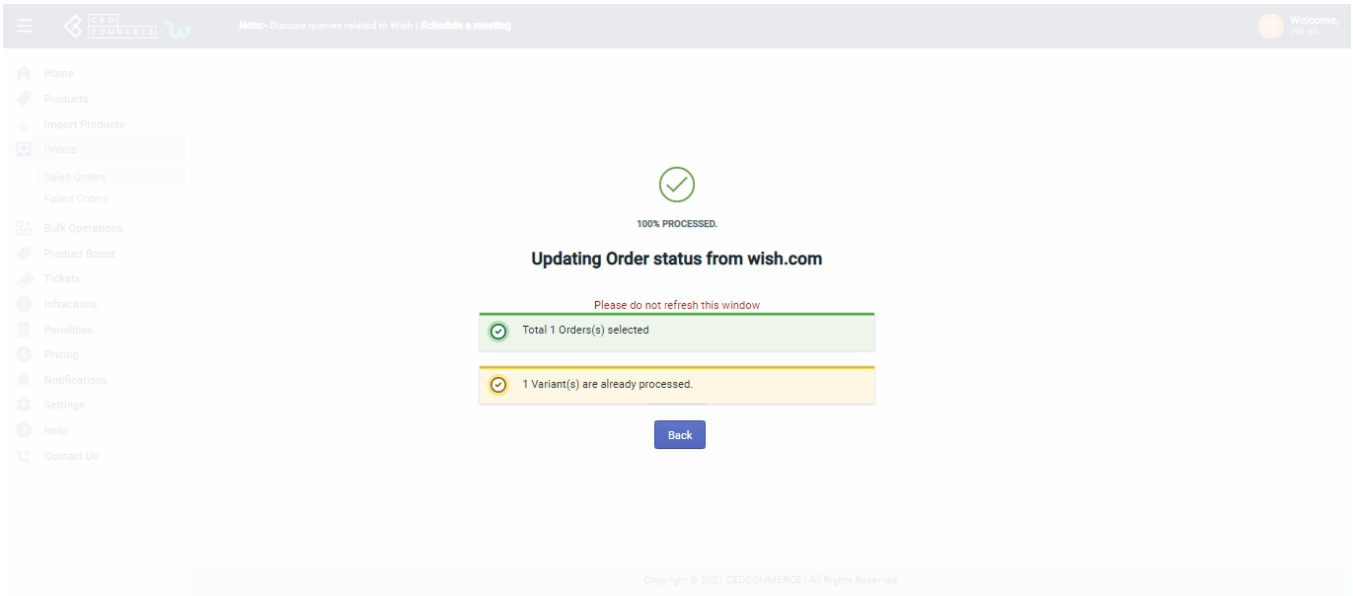


- You can also select all products together by clicking on the ‘**Checkbox**’ beside the ‘**Action’** tab.
- From the drop-down menu choose any of the following options.

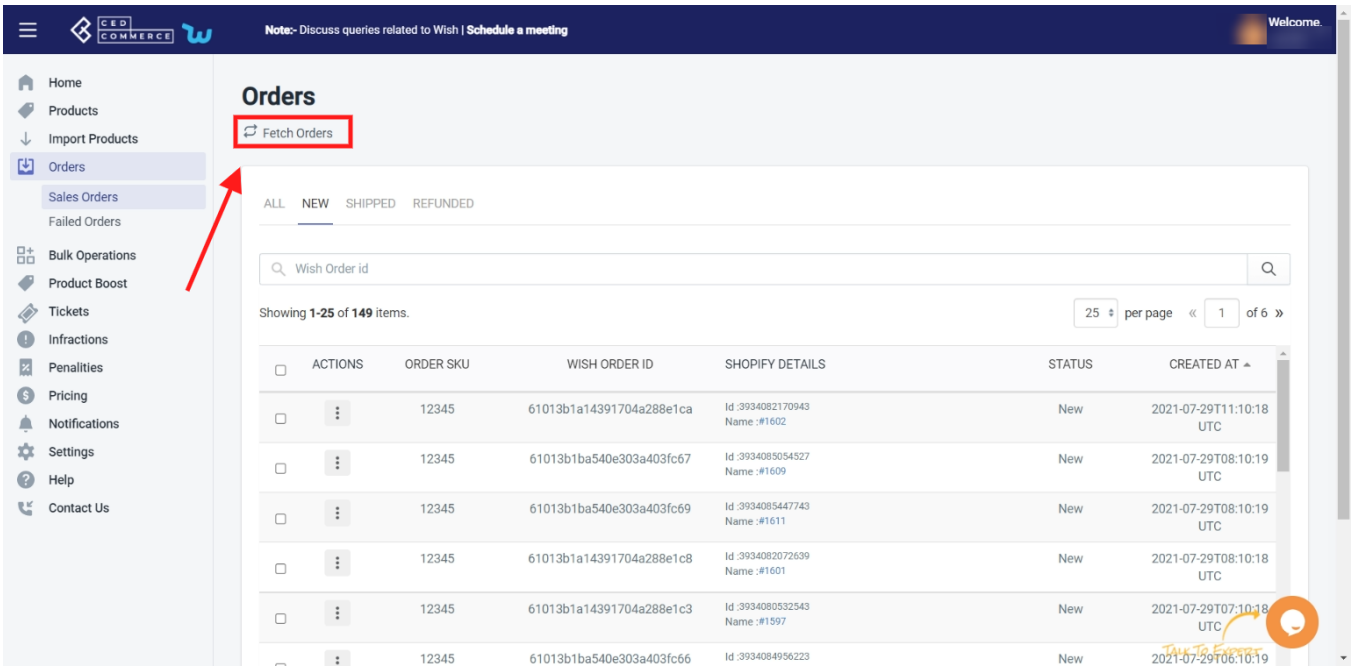


Update status from Wish: This option helps you to update the order status on the Wish Marketplace. Once the status has been updated on wish.com, a confirmation message displays on the screen.
Sync shipment from Shopify: When you click on '**Sync Shipment**,' you can easily update the Shipment information of orders on Wish.com. Once the shipment information is successfully updated, a success message will appear on your screen.

- Click **'Submit.'**
- A confirmation window appears displaying that your order(s) status is successfully updated on Wish.



Merchants can also fetch order details.



Fetch Order
When you click on the **Fetch Order** button, it means you will be able to fetch new orders from Wish.com to the Wish Integration app. The new orders if available are fetched from Wish.com and are listed on the page and a success message appears. If there are no new orders on Walmart, then the relevant message appears on the page.

You will also find three options adjacent to your Sales Order information:

1.

To View the Current Order Details.

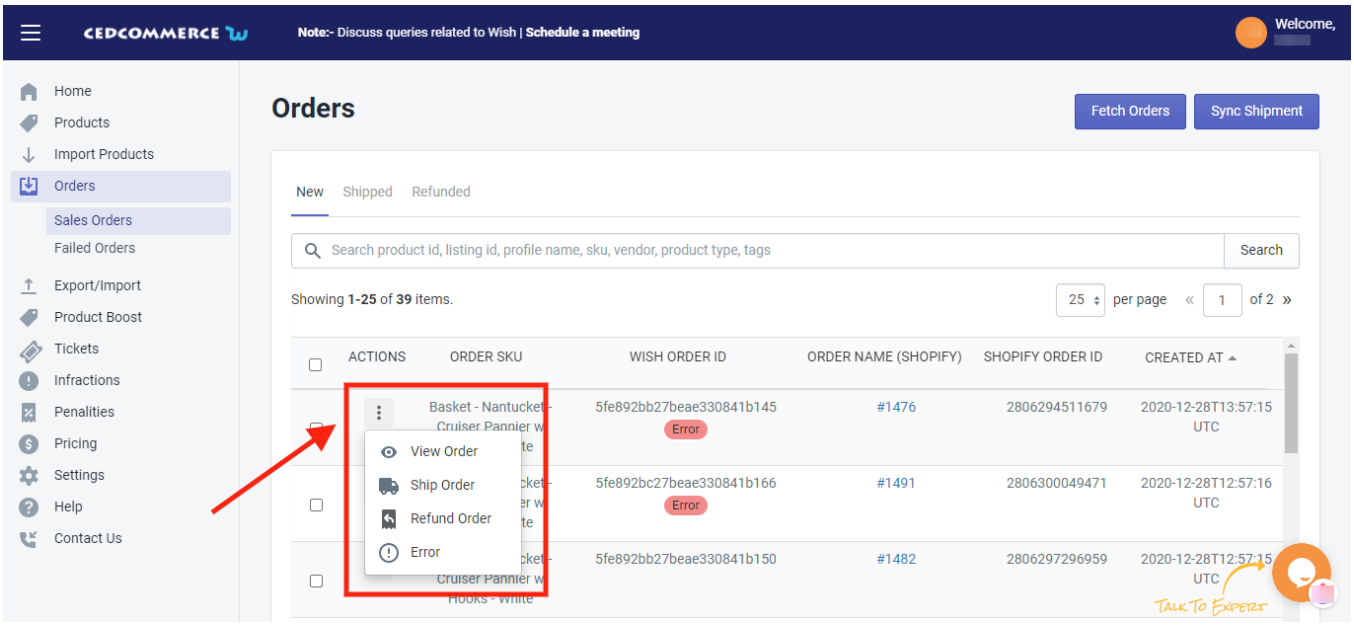
2.

To Ship the order manually.

3.

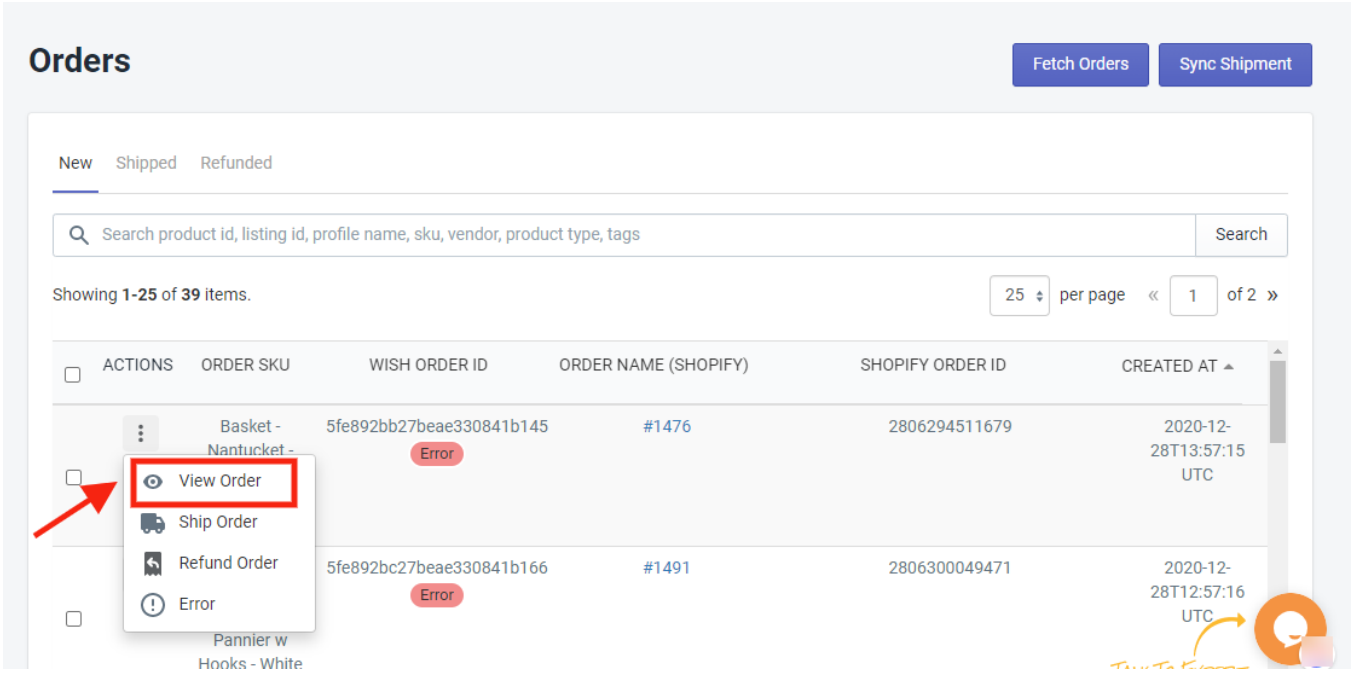
To Refund order.

4. To view Error orders

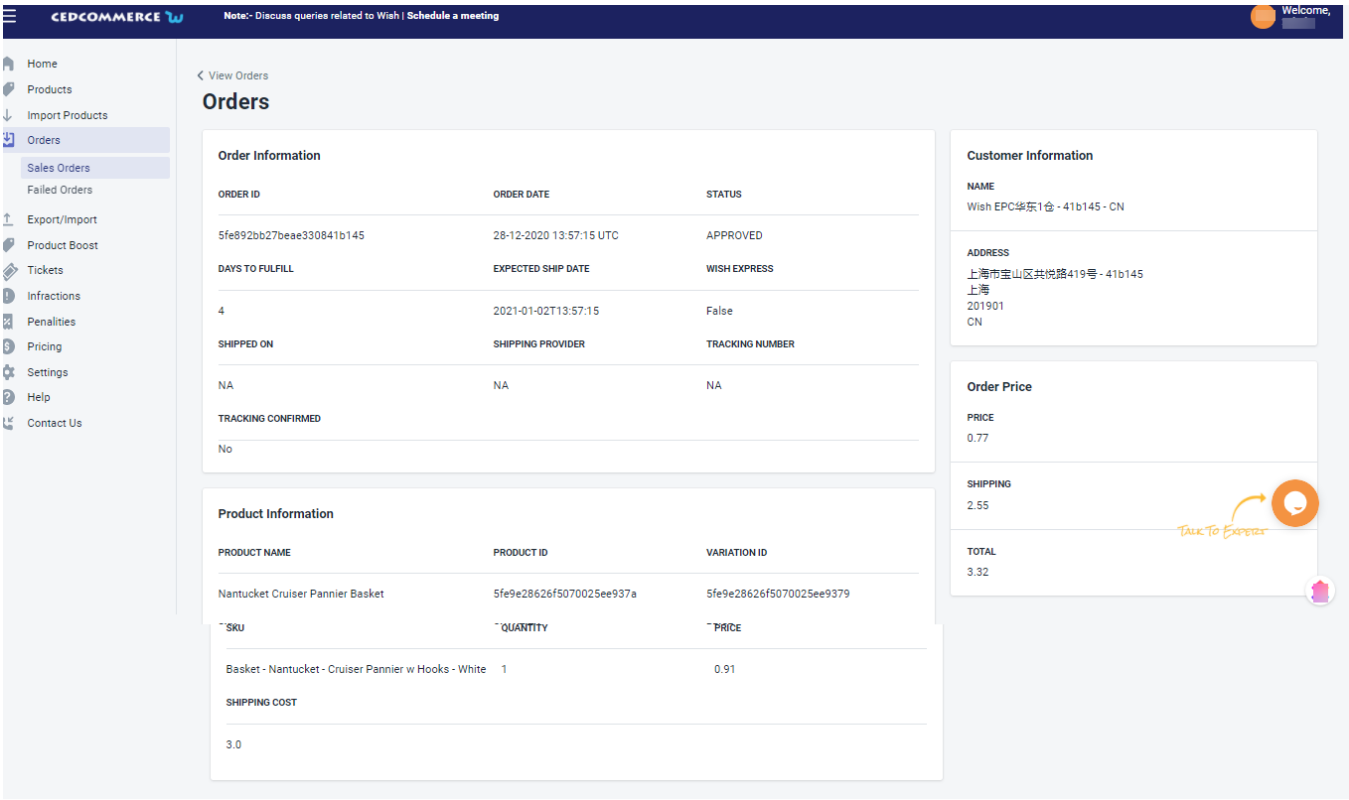


To **View the Current Order details**, do the following steps:

- Scroll down to the required sales order.
- In the respective row of the sales order, click the **View** icon.



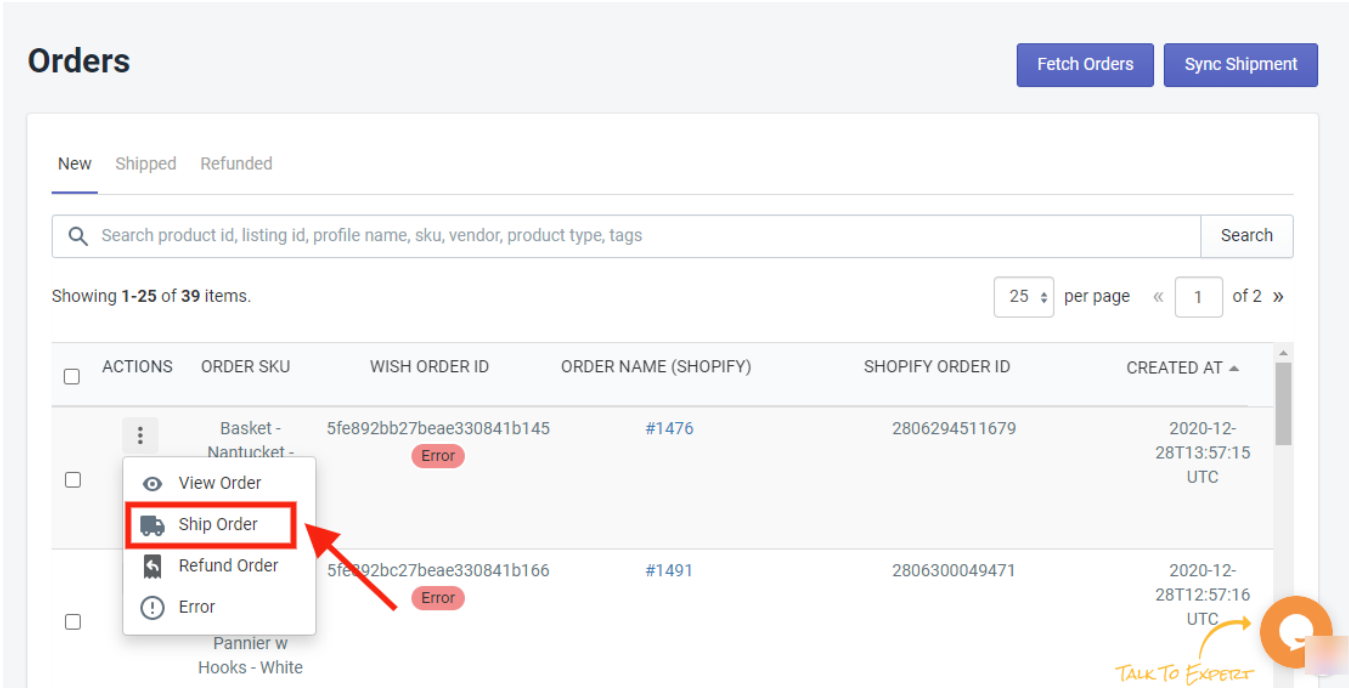
- The page appears as shown in the following figure:



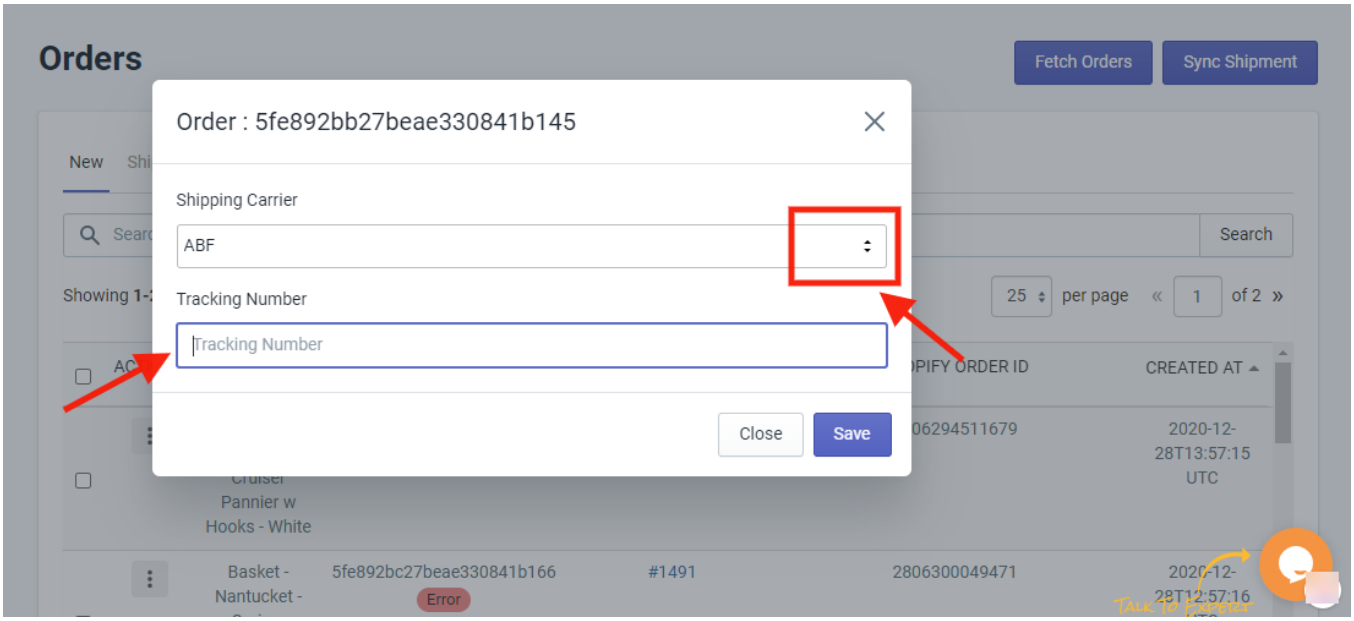
All the details of the current order appear on this page.

To track **Shipped orders** manually, you need to click on the

icon.

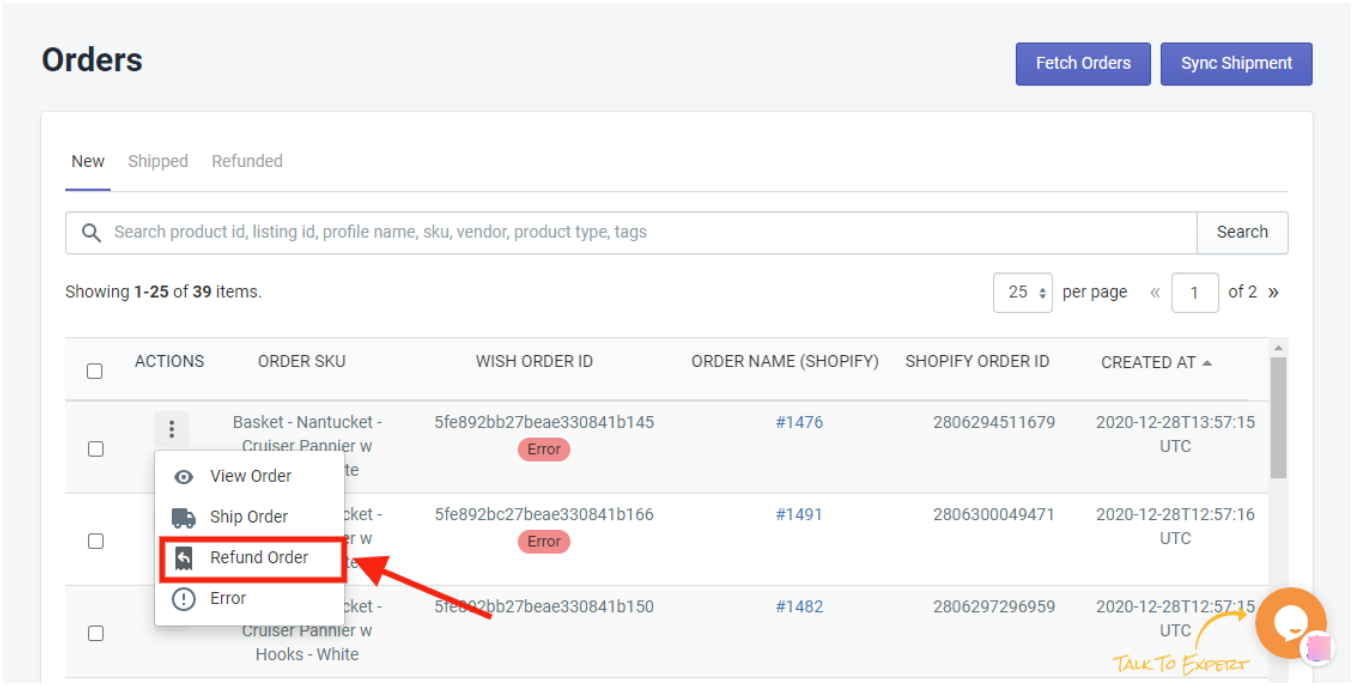


The page will appear as shown in the image below, you need to select the desired shipping carrier from the dropdown list and provide the tracking number of the selected order:

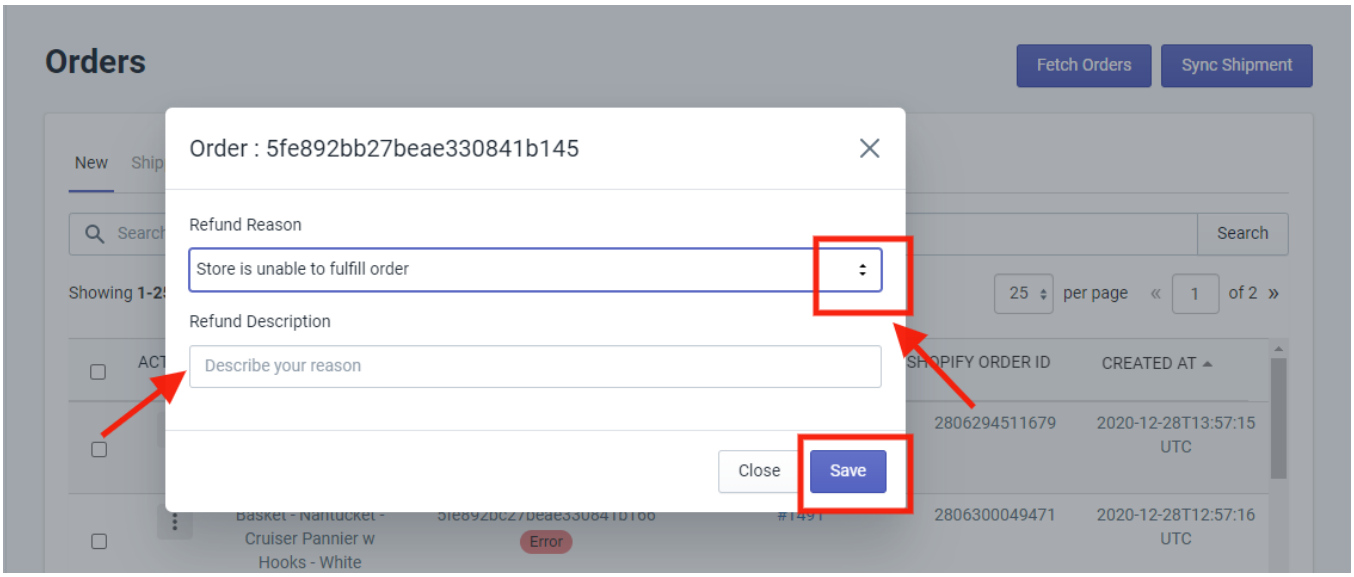


To view **Refund Order**, Click on the

icon, as shown below:



Once you click on the Refund icon, a pop window appears as shown below, you need to enter Refund reason and Refund Description and click on the “Save” button to proceed:

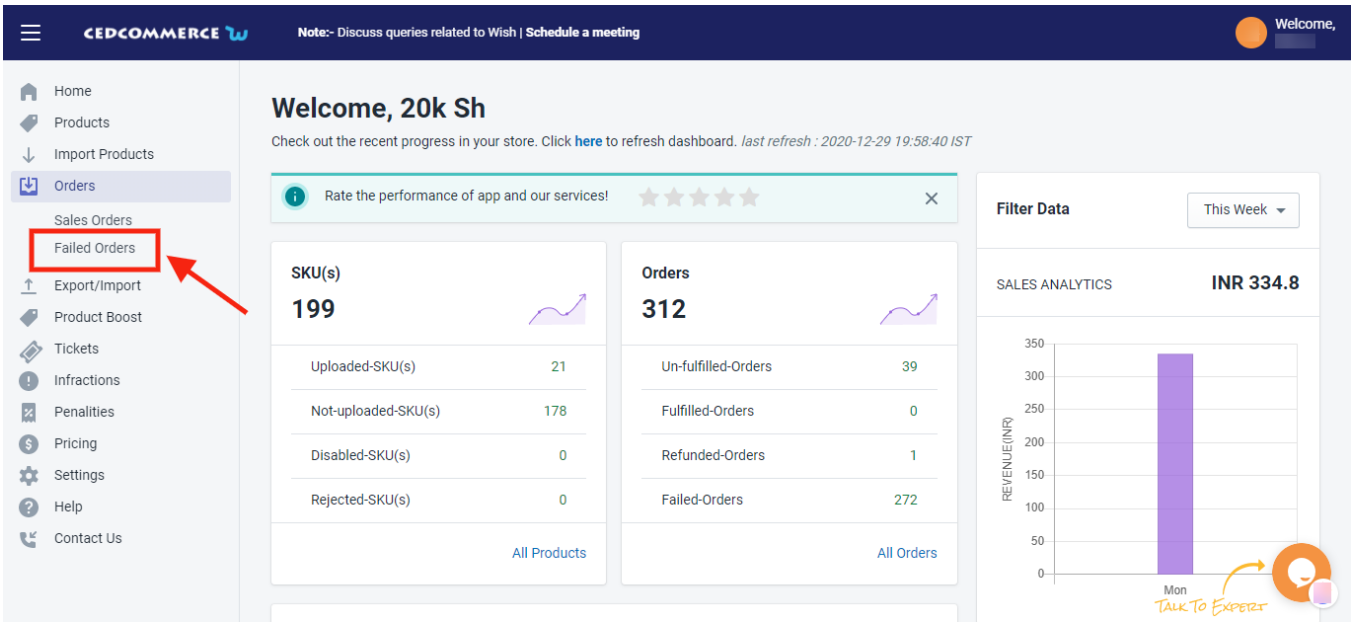


6.2. Failed Order

The Shopify store owner can view the list of failed Wish orders over here.

To manage the Failed orders

- Go to the **Wish Marketplace Integration App**.
- Click the **Order menu**.
- Click the **failed Order**.
- The **Wish Failed Order Details** page appears.



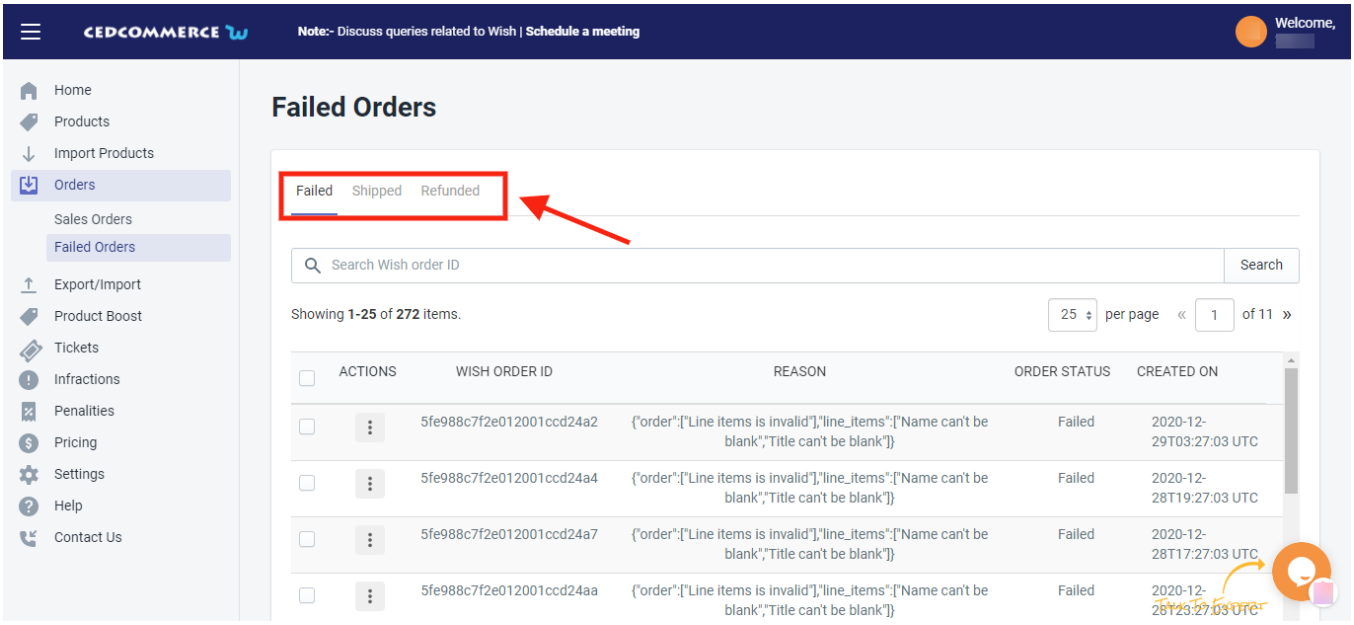
Orders are not imported from Wish and shown in the Failed Order section due to the following reasons:

- Whenever a seller receives an order for a particular product that is **Out of Stock** in the Shopify store.
- Or, when the **Product SKU** does not exist in the Shopify store or the product SKU is different on Wish and Shopify store in that case orders will not fetch.

Each failed order is listed with Wish Order ID, the reason why it was failed, order date, and actions.

It displayed the list of failed orders under the following tabs-

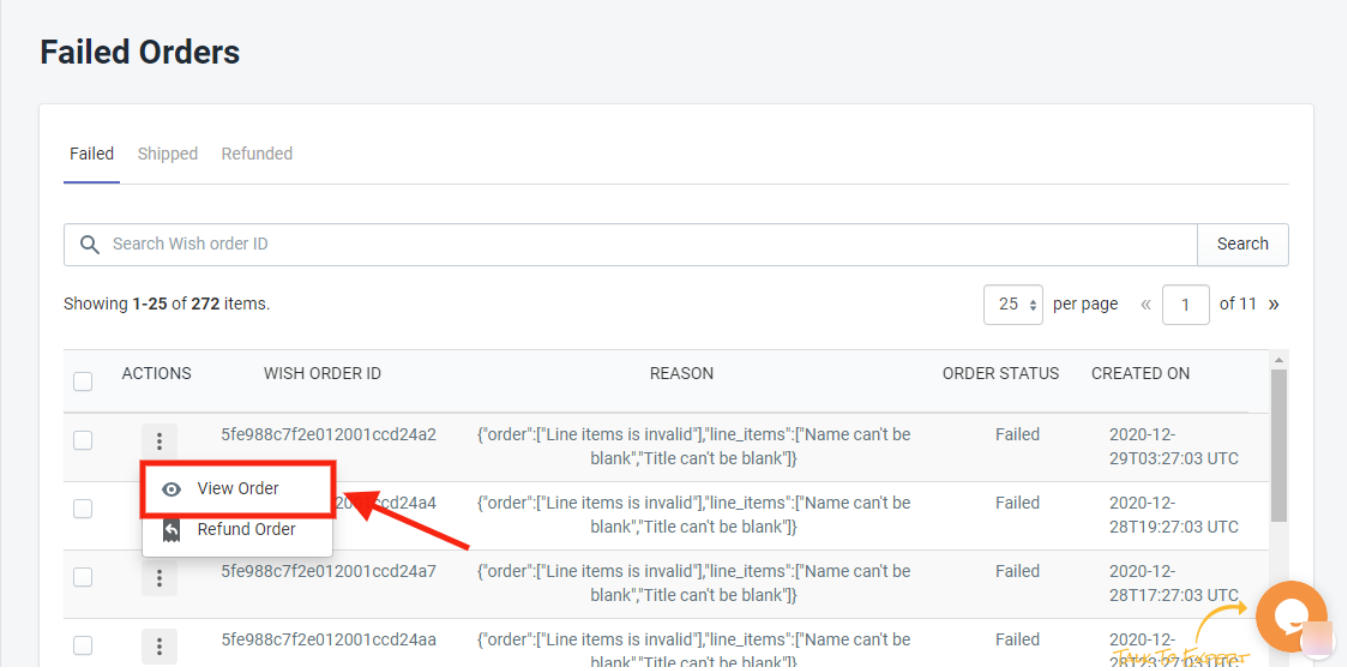
- **Failed** – displays the list of orders failed due to reasons like Out of stock, etc.,
- **Shipped** – displays the list of orders that were marked shipped directly from Wish but failed due to various reasons.
- **Refunded** – displays the list of orders that were marked refunded.



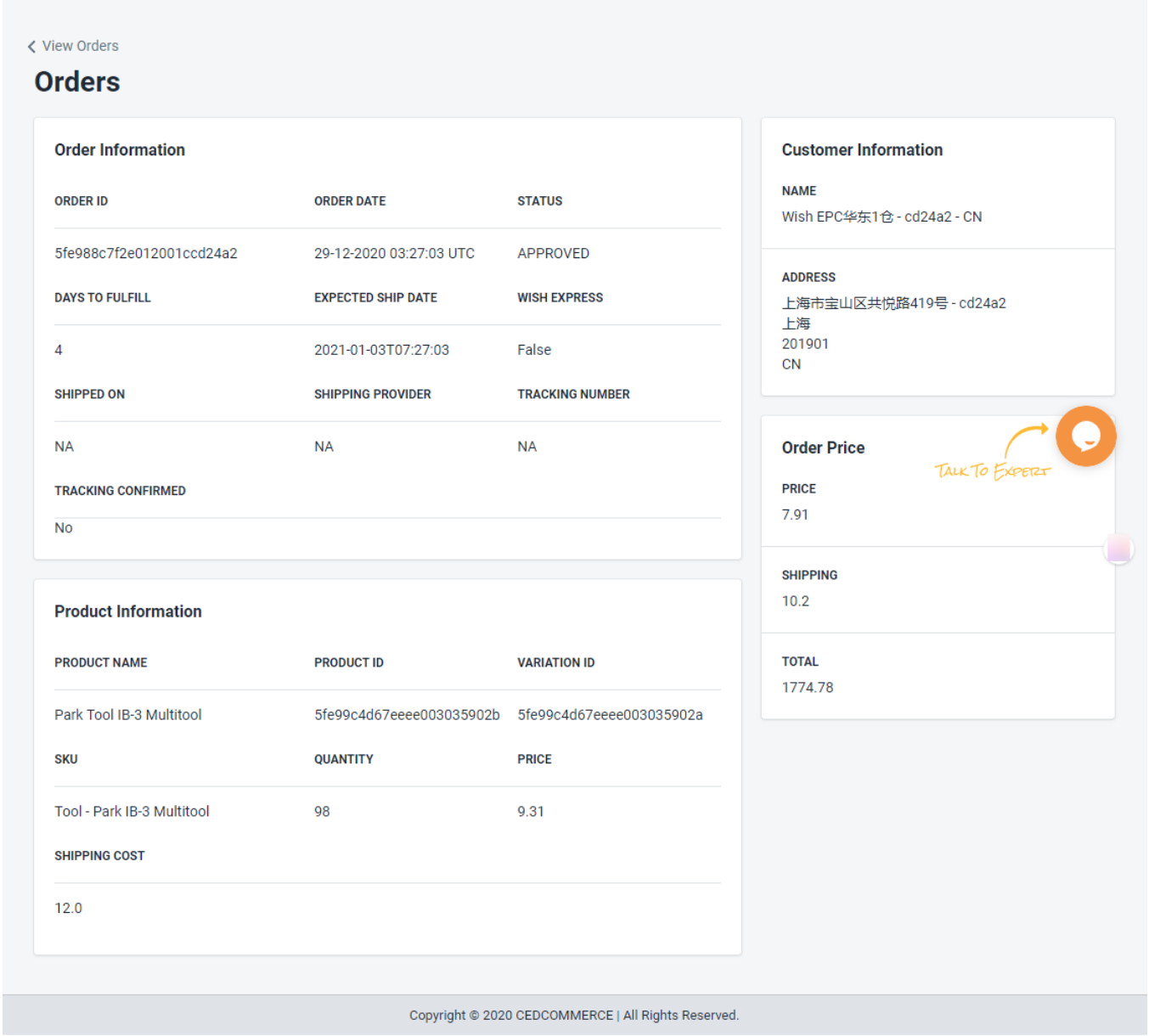
To view the Failed Order details, do the following steps:

- Scroll down to the required failed order.
- In the respective row of the failed order, click the **View**

  icon.



- The page appears as shown in the following figure:



All the details of the failed order will appear on this page.

To cancel the Failed Order on Wish, do the following steps:

- Scroll down to the required failed order.
- In the respective row of the failed order, click the **Cancel** icon.
- A confirmation dialog box appears.
- Click the **OK** button.
- The failed order is canceled.

6.3. Carrier Mapping

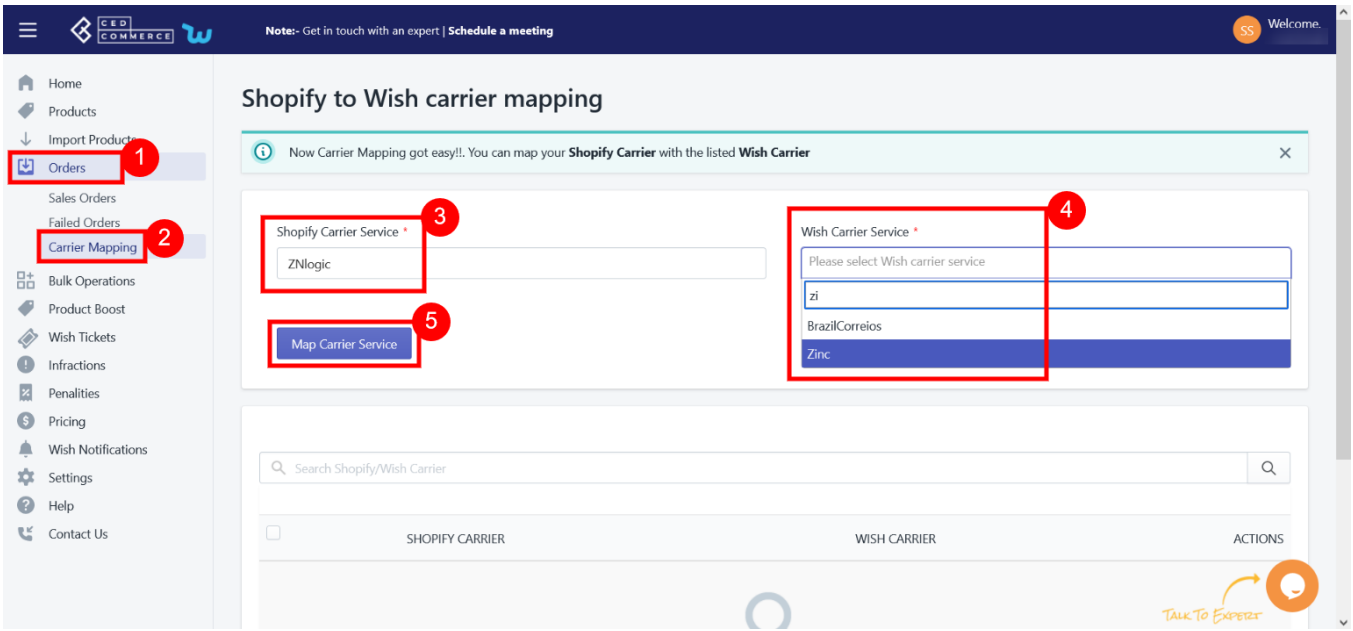
The Carrier mapping section helps you link your Shopify carrier with the Wish carrier. Wish accepts only limited shipping carriers and forbids any other carrier service. Most of the time the shipping carrier is available on both Shopify and Wish but has a different name. For example, ZNlogic (on Shopify) & Zinc (on Wish). Due to this,

sellers often face difficulty and get confused about choosing the apt carrier option. It also results in wrong tracking detail as Shopify carriers do not sync with Wish (Wish does not allow any other carrier).

In case you are using a different carrier in your Shopify store, you can easily map it with the available Wish Shipping carriers so that the shipment details can be updated on other platforms.

Steps to map(link) Shopify carrier with Wish carrier

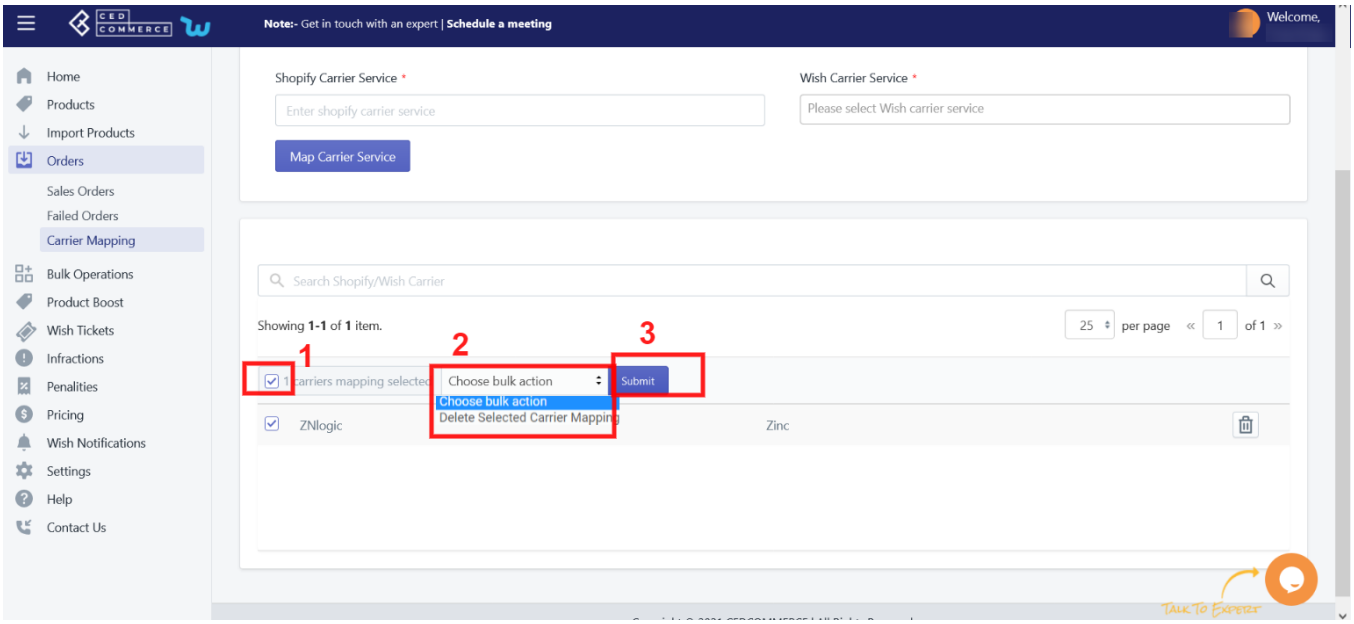
Step 1: Write the Shopify carrier name in the box.
Step 2: Now choose the Wish shipping carrier from the drop-down.
Step 3: Click ‘Map Carrier Service’.
Step 4: A confirmation popup appears and your Shopify carrier is now linked with Wish carrier service.



Note: Tracking number must be acceptable by Wish and with the same carrier name.

You can also perform bulk operations, and delete all shipping carriers at once.

To delete all/ some mapped carrier services, click on the ‘Check Box’ and choose ‘Delete Selected Carrier Mapping’ from the drop-down menu, then click ‘Submit’. After confirmation, the selected shipping carrier would be deleted.

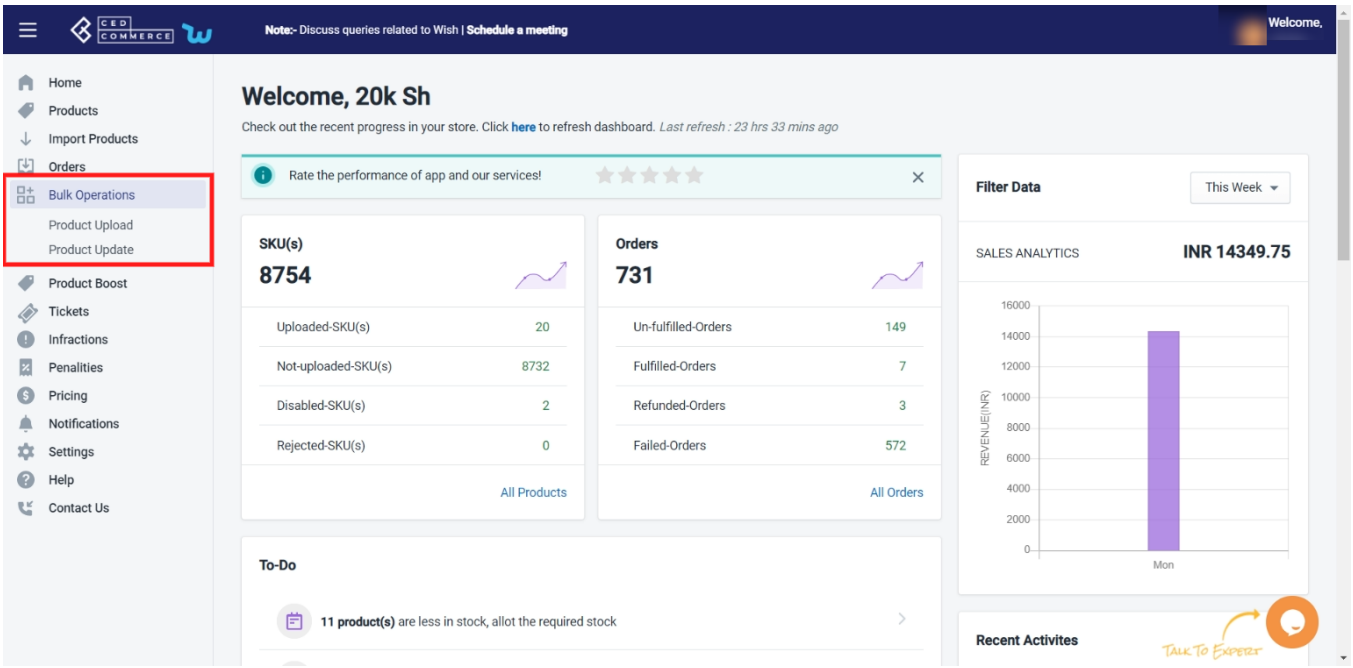


7. Bulk Operations

'Wish Marketplace Integration' allows you to perform multiple bulk operations in one go. Sellers can import products from Shopify stores through CSV and upload one or multiple products at a time. The app also lets you update and upload products by following some simple steps.

It has two sub-sections –

- Product Upload(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=product-upload-4)
- Product Update(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=product-update-16)



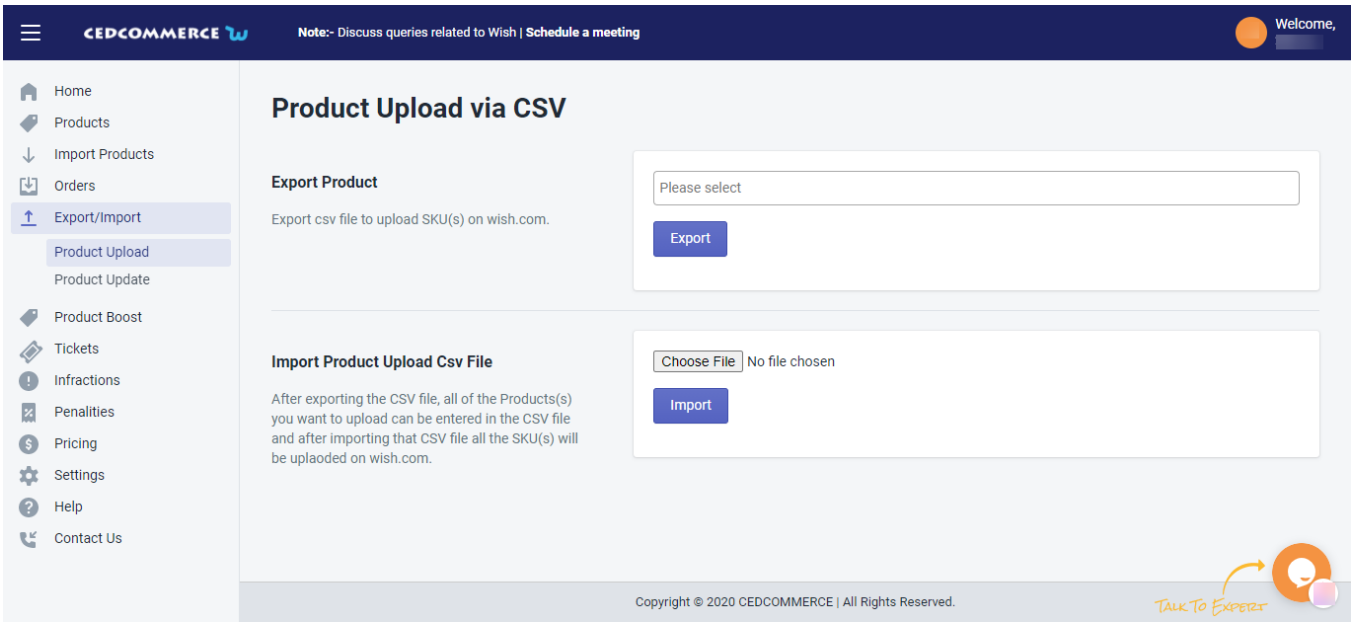
Note: If you want to add/edit size and colour attributes in your products. You can do so by adding it to your CSV file. Even if the product has no variant on Shopify and you want to add variant products on Wish, just add these variants in a CSV file and import the same.

7.1. Product Upload

Product Upload via CSV

The Product Upload section enables you to upload Shopify products on Wish.com via CSV file. Here you need to follow these two steps-

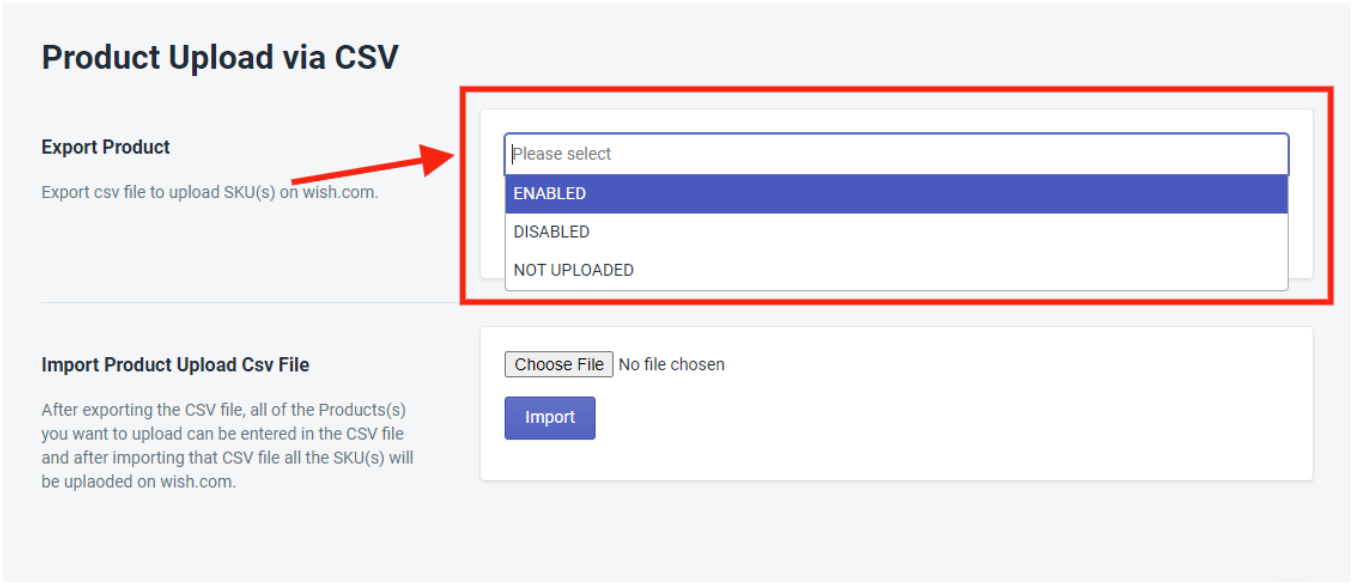
- Export product
- Import CSV product upload files.



Export Product

The section enables you to export the CSV files on Wish.com in order to upload product SKU(s) on your seller panel. To Export Product via CSV file, you need to select any or all of the given product status-

- **Enabled** – select the CSV file of enabled products
- **Disabled** – select the CSV file of disabled products
- **Not Uploaded** – select the CSV file of products that are not uploaded

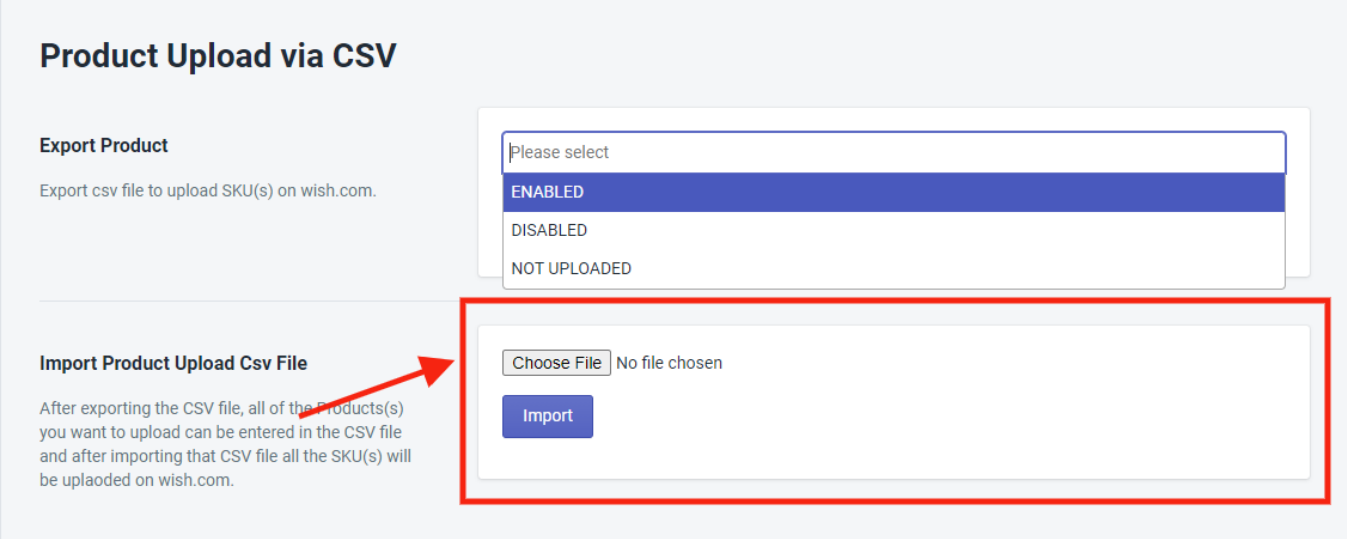


Import Product Upload CSV file

Once you've exported the CSV file, you can add the SKU(s) of all the products you wish to upload on Wish.com in the CSV file.

After that, all you need to do is to add the CSV file here, by clicking on the "Choose file" option as given in the

image below and click on “Import”. All the SKU(s) of newly uploaded products will automatically be uploaded on Wish.com.



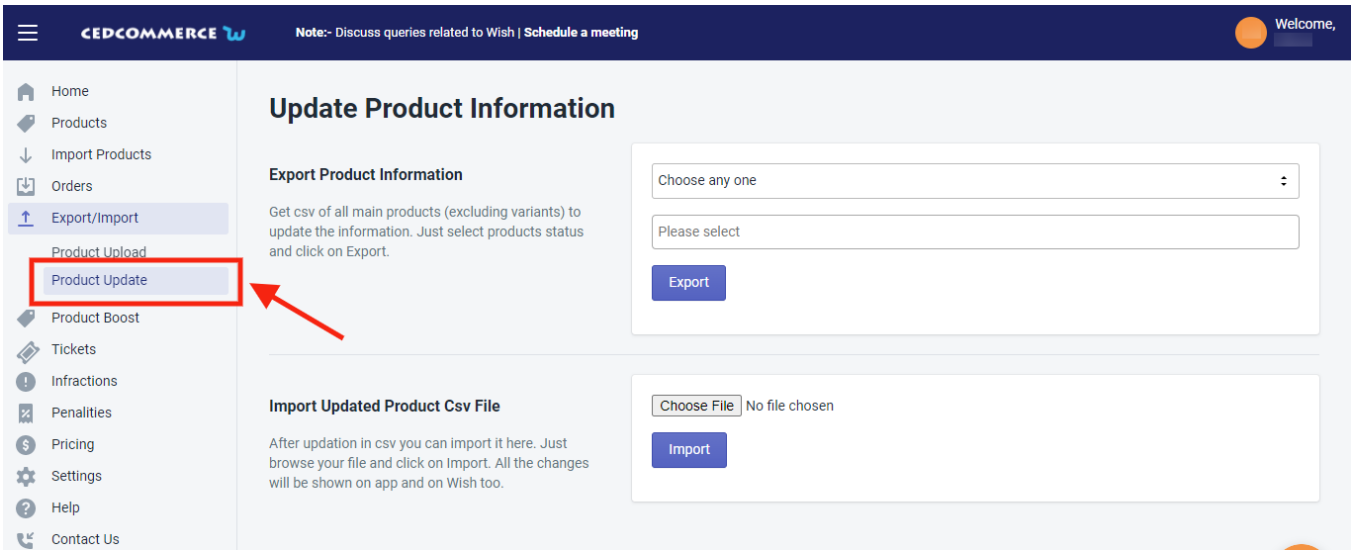
7.2. Product Update

The Product update section deals with the export/import of product information. That means, if you wish to update any product information which is to be displayed on Wish.com, this section helps you to do that in just a few clicks.

To update product information, all you need to do is:

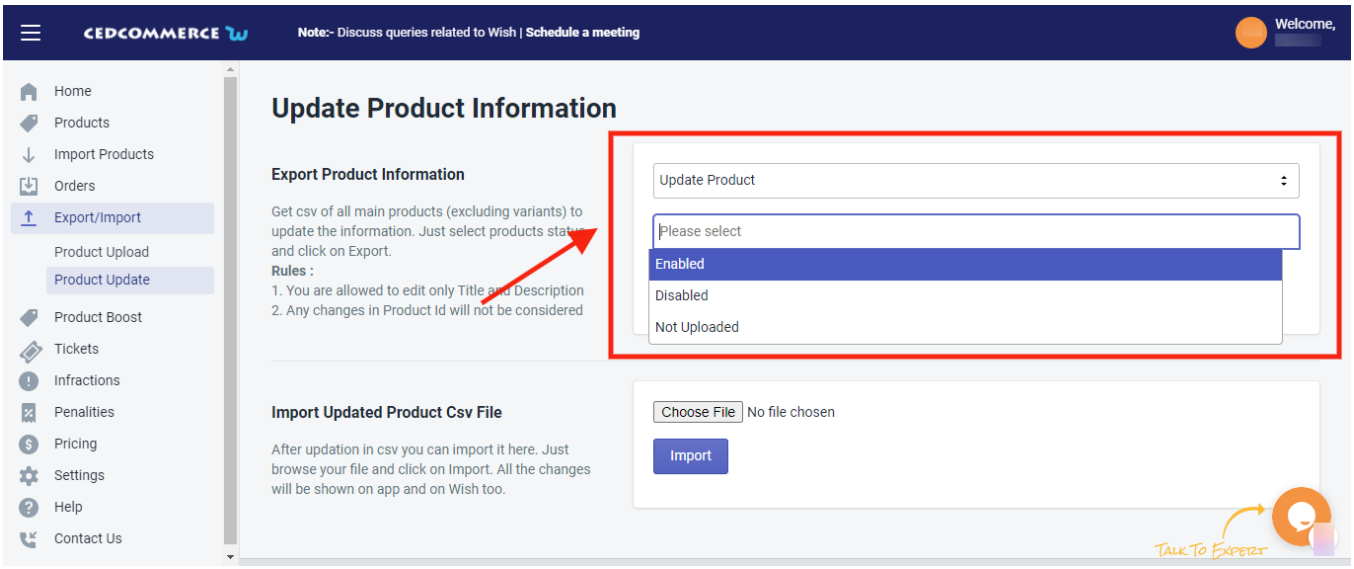
- Export product Information CSV
- Update the required information
- And then, import the updated CSV product information file

All the changes made in the CSV will be displayed on Wish.com.

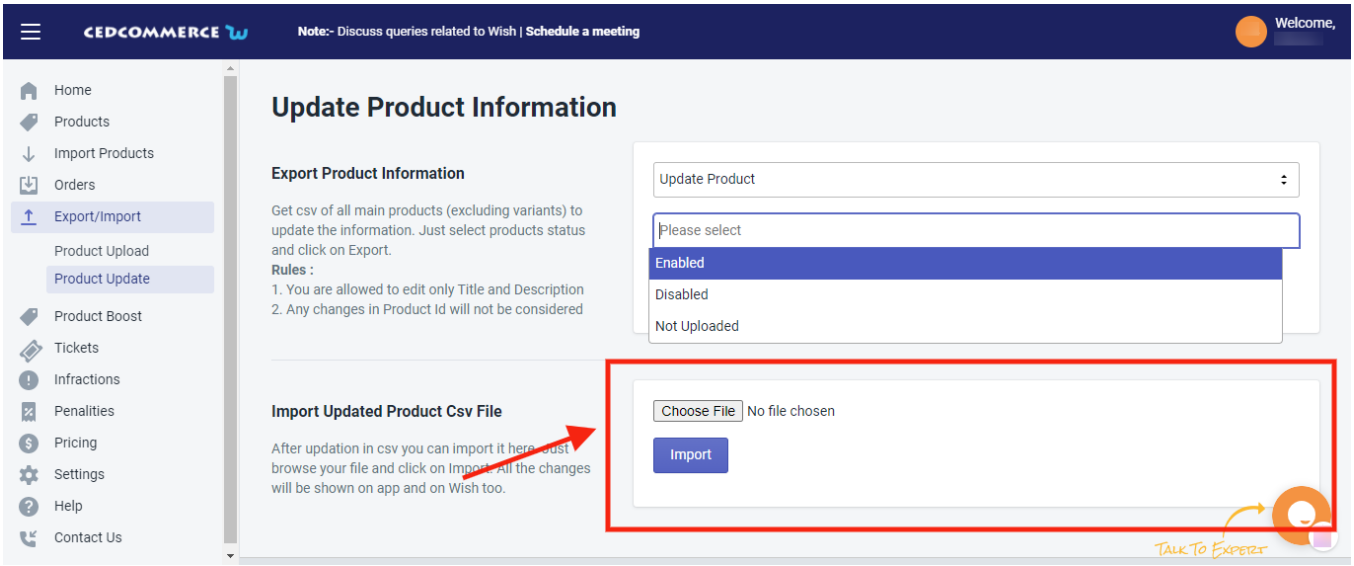


Export product information – You can export any product's info from here. All you need is to choose-

- Options- "Update Product" or "Update Variant"
- Choose – "Enabled", "Disabled" and "Not uploaded" options.
- And lastly, click "Export."



Import Updated Product CSV File – In this, you simply browse through the CSV files and select the desired one and click "Import."



8. Product Boost

The app is compatible with the Product Boost feature. It has a separate section to create ProductBoost campaigns and keep track of all the campaigns.

The ProductBoost feature helps you in promoting products across the marketplace. It is Wish's native advertising

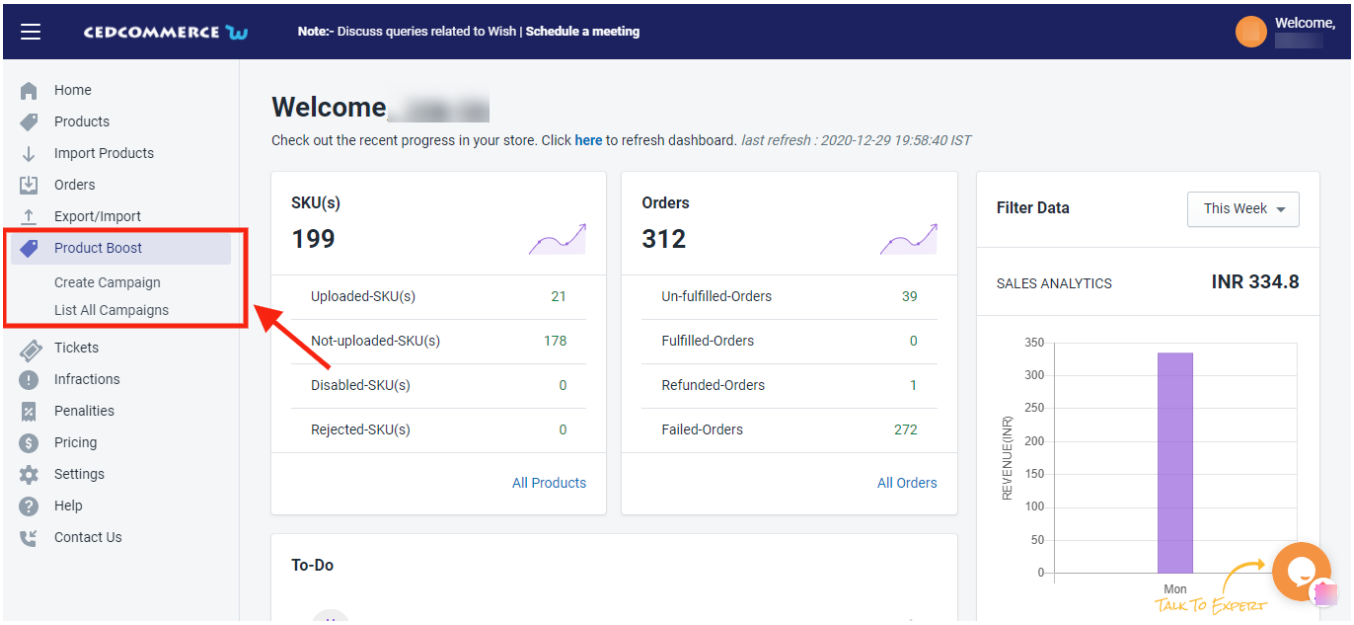
tool for merchants. It is meant to promote your best products. Combined with the state-of-the-art optimization algorithm of Wish, the ProductBoost feature increases the exposure of your products and get them in front of millions of customers who are most likely to buy them.

Role of ProductBoost-

- Boosted products earn higher rankings if they are relevant to Wish customers.
- ProductBoost means high quality and engaging listings, holding eligibility for more impressions throughout the campaign.
- It also optimizes the cost of impressions for your campaigns and promotes your products.

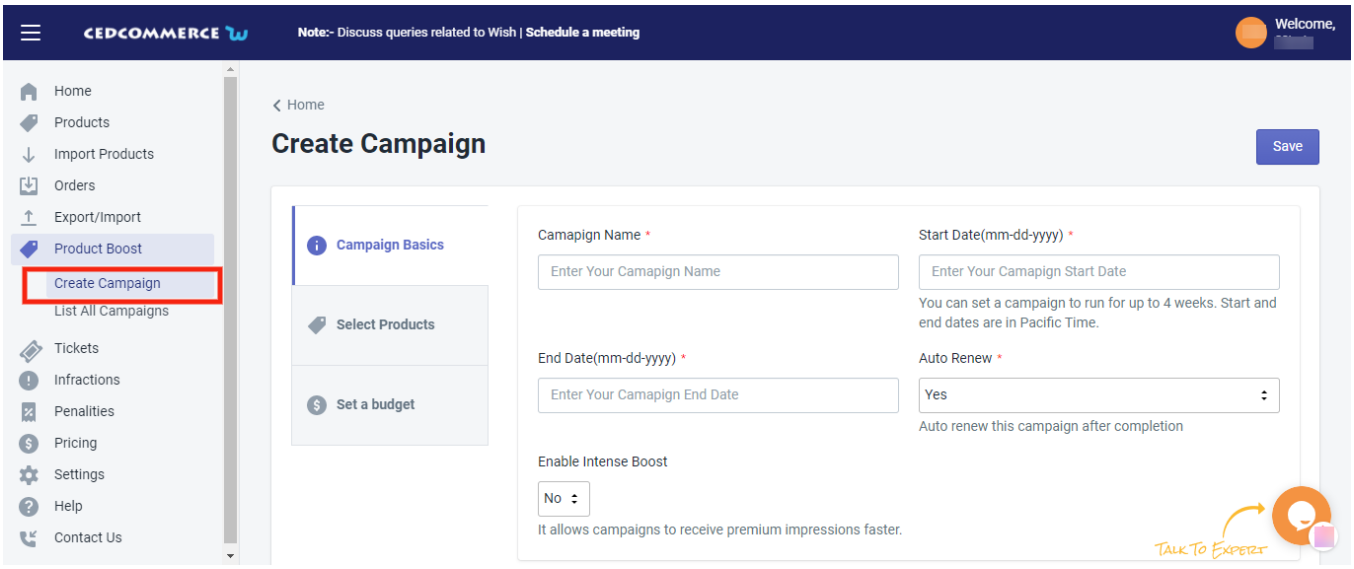
Sellers opted for ProductBoost can perform the following two tasks-

- **Create campaign**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=create-campaigns)
  – The tab enables you to create ProductBoost campaigns
- **List all campaigns**(https://docs.cedcommerce.com/shopify/wish-marketplace-integration-app-guide/?section=list-all-campaigns)
  – The tab list the complete list of campaigns over here.



8.1. Create Campaign

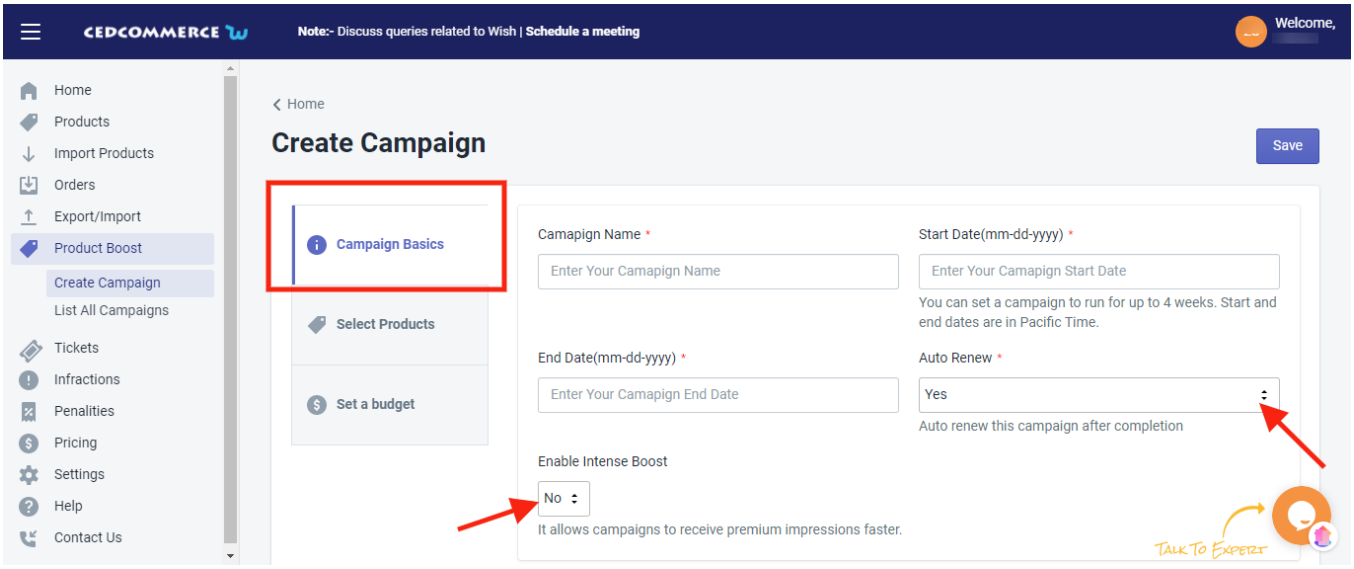
This subsection allows you to create a ProductBoost campaign by filling in basic campaign details, choosing products for promotion, and setting the desired budget.



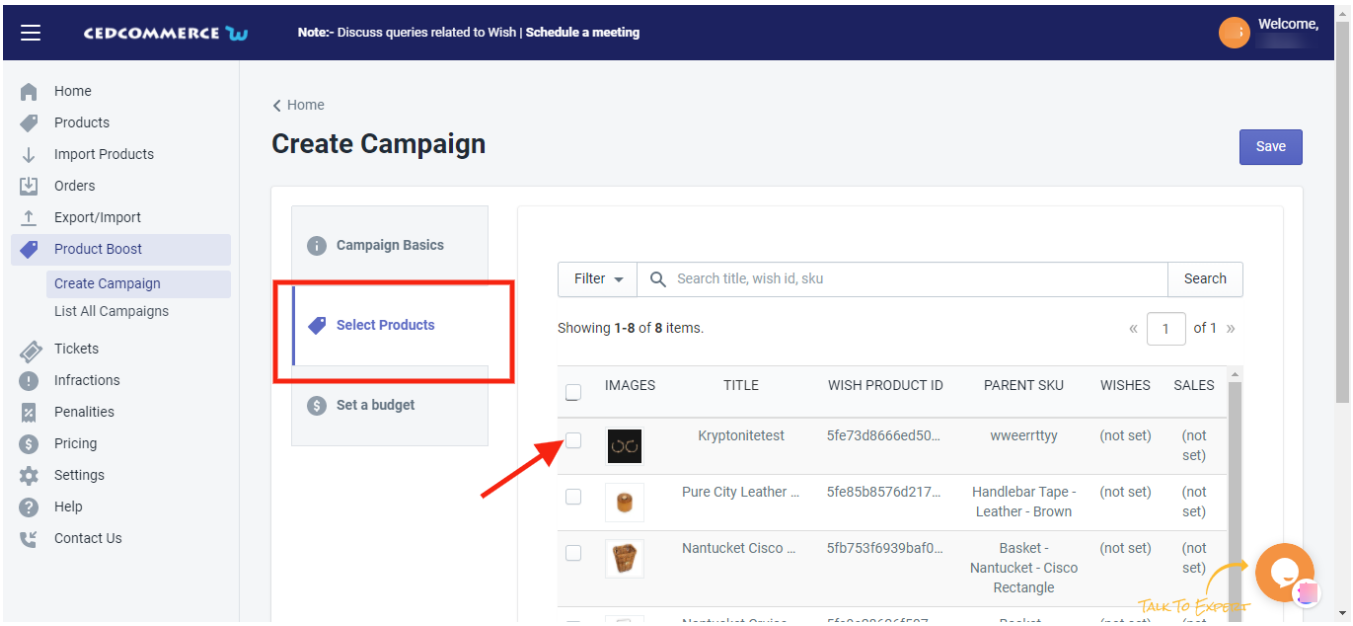
How to create a ProductBoost campaign?

To create a campaign for ProductBoost, sellers need to

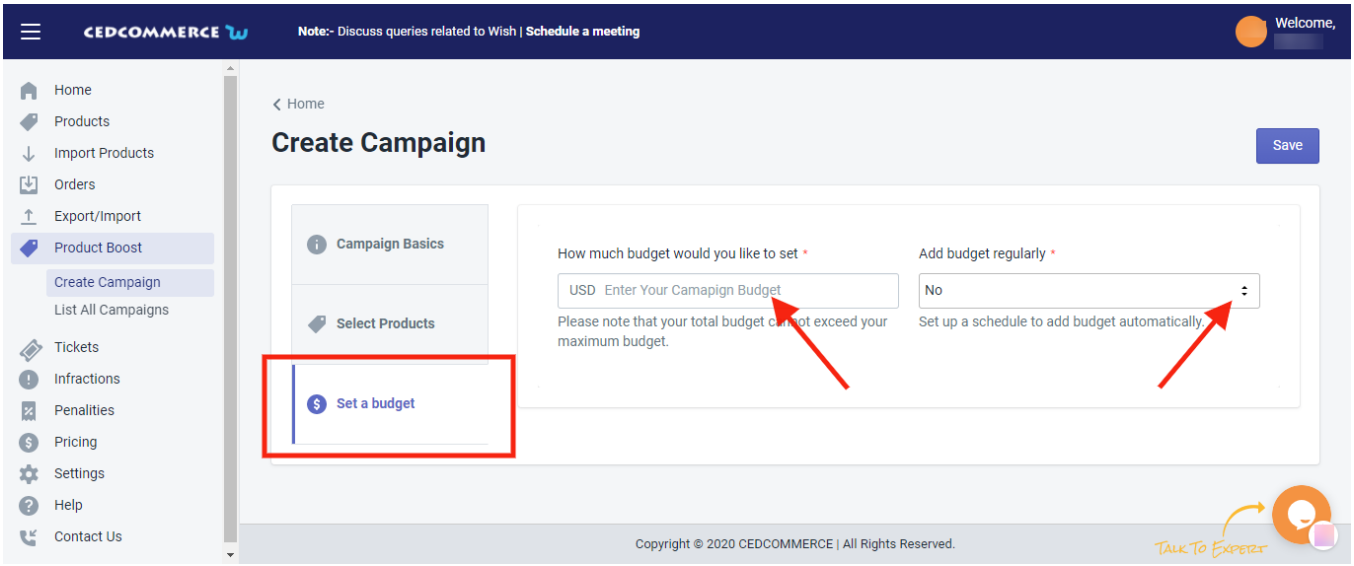
- Log into your Wish Integration App's admin panel
- Go to the "**ProductBoost**" tab on the left-side menu option
- Click on the tab and choose the "**Create a campaign**" option
- Now, you will be redirected to the Create a campaign page as shown in the image below
- In the "**Campaign Basics**" options, you need to fill in the campaign name, its start & end date, and you have to enable or disable Auto-renew and Intense Boost options.



- Next, you need to select the products which you wish to include in your campaign for promotion. For that, click on the "**Product**" tab, a list of product sheet will appear on your screen as shown in the image below.



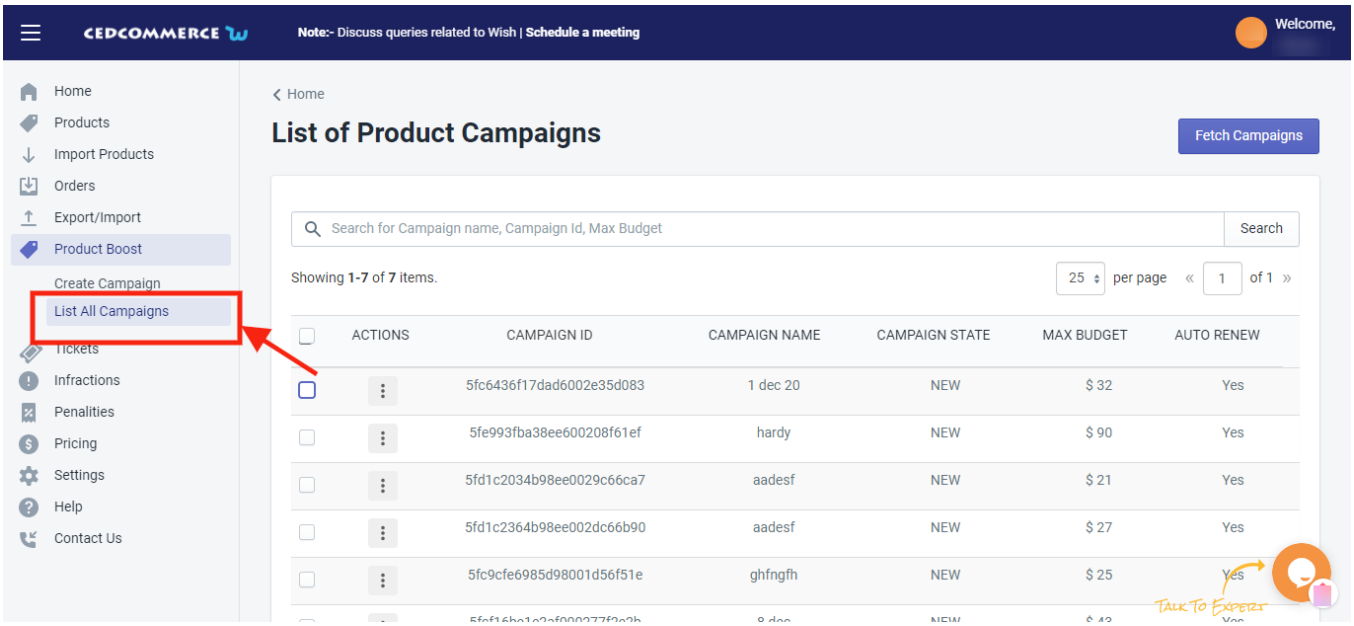
- You need to tick the boxes of products you wish to promote and "**Save**" the changes.
- The third and the last step to creating a ProductBoost campaign is to set a budget. On clicking on the "**Set a budget**" option you will be provided with two options as given below.



The "**How much budget would you like to set**" allows you to enter a set amount for your campaign. And the "**Add Budget regularly**" option indicates that whether you wish to update your campaign budget regularly or not.

8.2. List all Campaigns

The section displays the complete list of all the ProductBoost campaigns which you have created directly on Wish.com. You can click on "fetch campaigns" to get all the details.

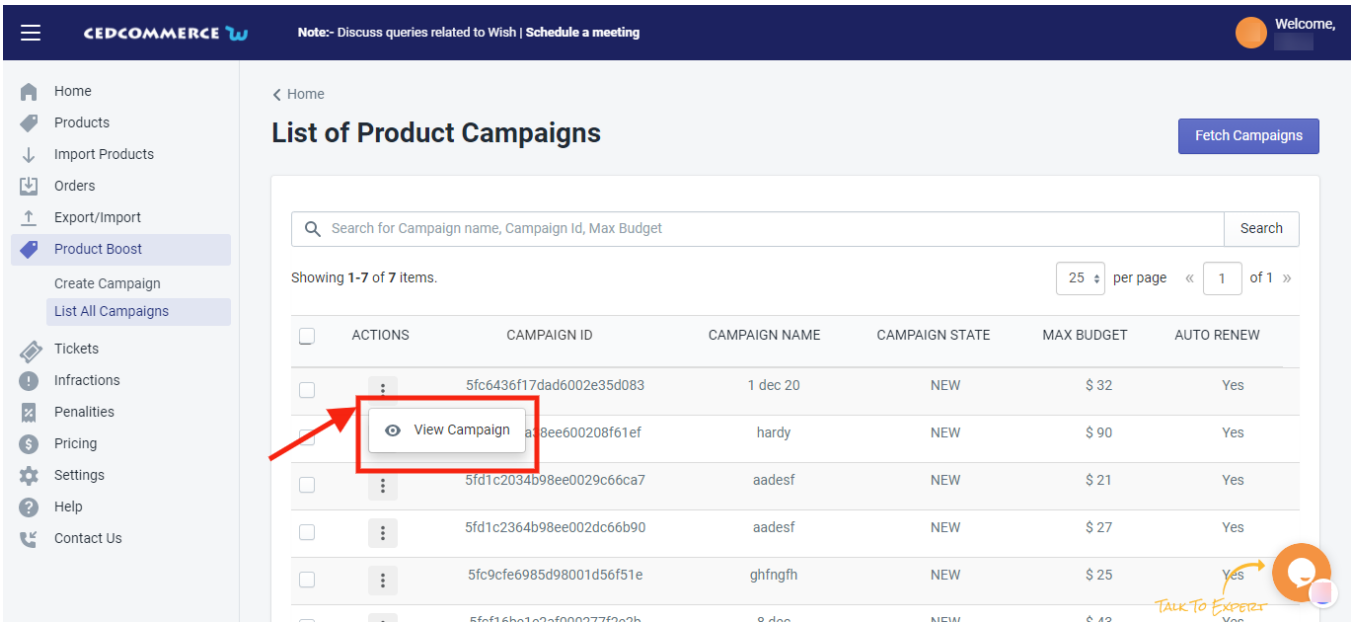


Each ProductBoost campaign carries this information-

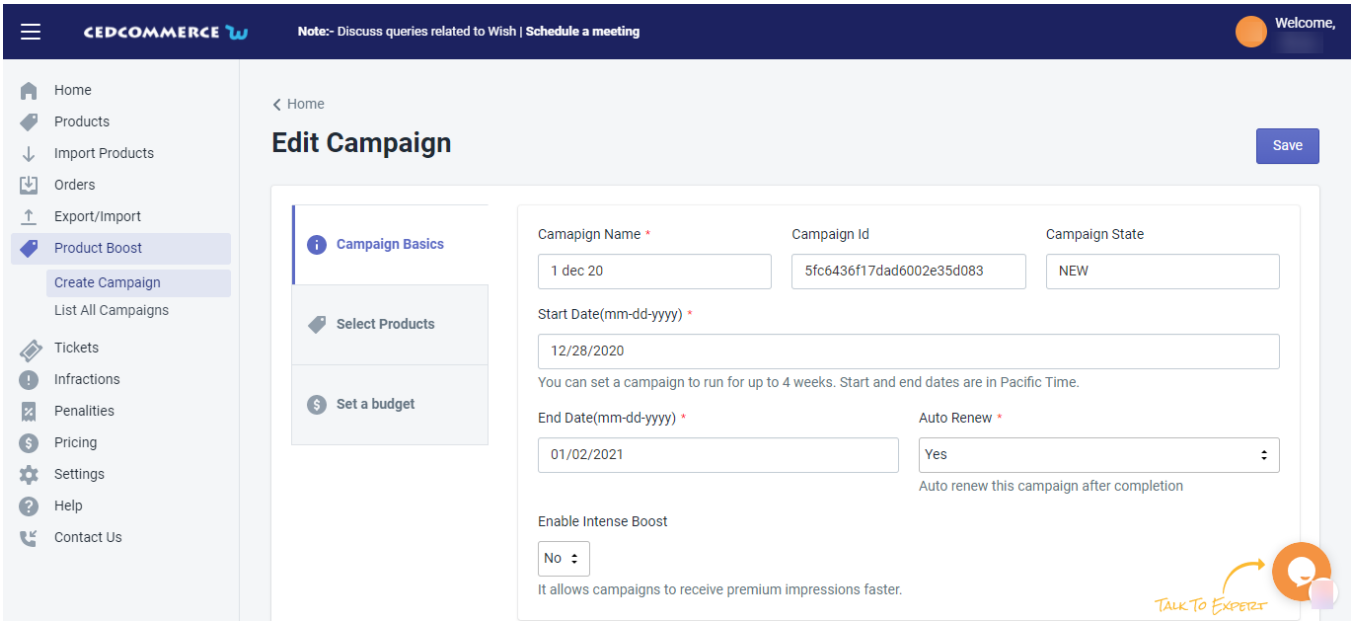
- **Campaign ID** – each campaign is allotted with a Unique Identification Number on Wish which you can see here
- **Campaign name** – Each campaign is given a name and you can find it here
- **Maximum budget** – Sellers set a budget for each of ProductBoost campaign(s) and the maximum allotted budget of that campaign is mentioned under this tab. You can check the max budget which you have set on Wish.com
- **Campaign State** -the state resembles that whether the campaign is active or not on Wish
- **Auto-renew** – Here you will find the option that you want to auto-renew the campaign or you want to do it manually
- **Actions** – the tab list the actions taken for the campaigns

Now, if you want to view current details of any ProductBoost campaign, you need to follow these steps-

- Scroll down to the required ProductBoost campaign.
- In the respective row of the campaign, click the View(eye) icon.

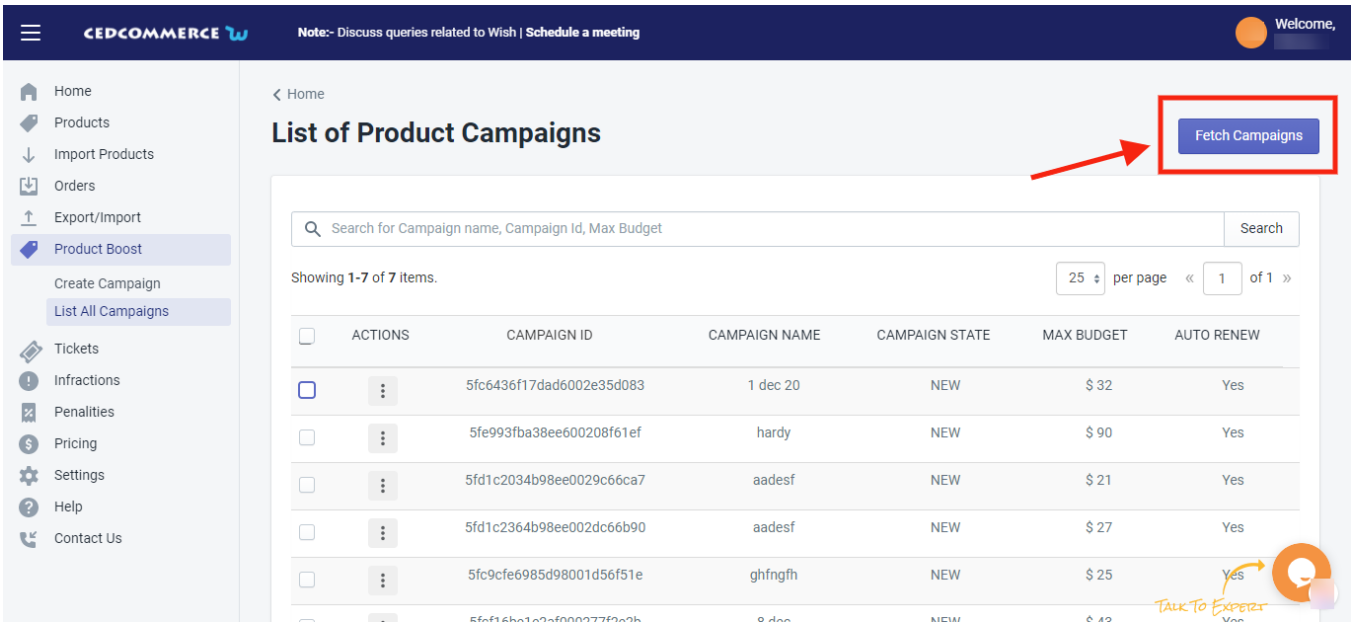


- The page appears as shown in the following figure:



- All the details of the current campaign appear on this page.
- Click the Close button to close the current page.

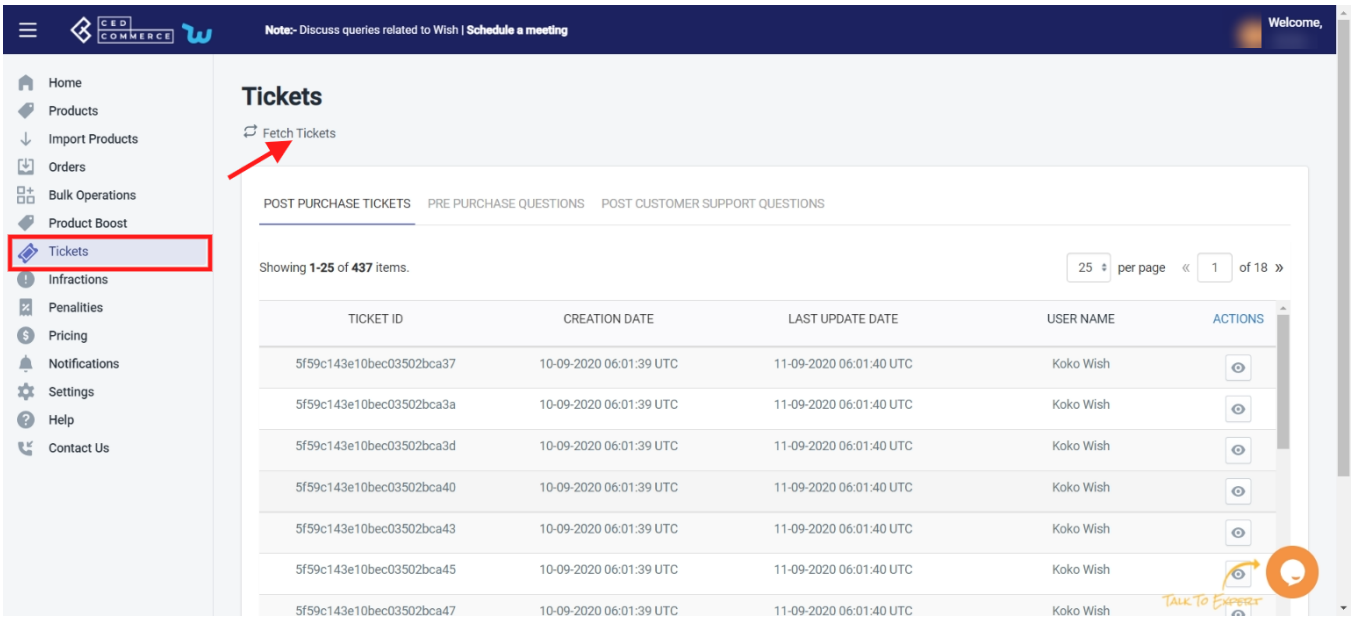
In the top-right corner of the List of Product Campaigns, you will find the “**Fetch Campaign**” tab.



Whenever you wish to see the recent updates or campaigns created on Wish.com, you can click on this tab and get the complete details of recent updates made related to the ProducctBoost campaign

9. Tickets

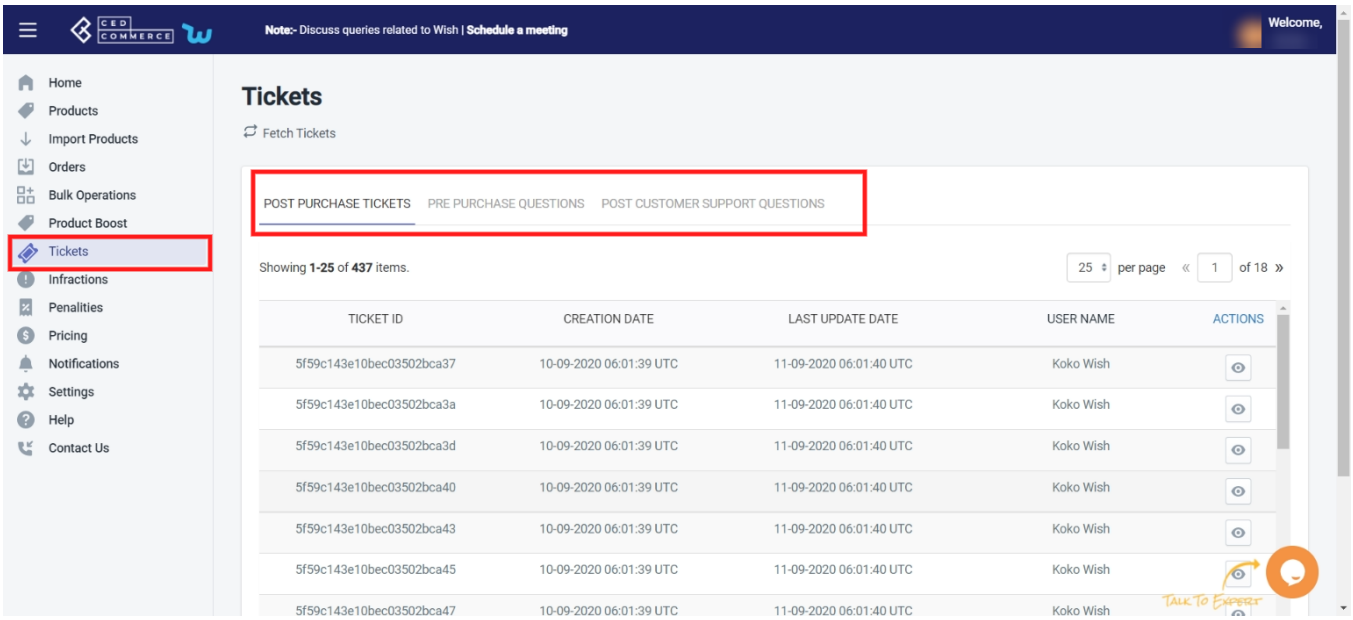
Fetch Ticket: You can get the latest tickets or any recent update related to any Ticket(s) fetched from Wish.com on your panel by clicking on the "**Fetch Tickets"** tab.



The page lists all the tickets that are generated for issues on the Wish marketplace. Once a customer places an order on Wish, they can contact the sellers about their order by opening a ticket. This feature fosters consumer-merchant trust, gives customers confidence while making purchases, and enhances the whole customer

experience.

The tickets are listed in three different tabs:



POST PURCHASE TICKETS: All the tickets raised for initiating a return or refund for the product or reporting defective, damaged, or missing items are listed under this tab.

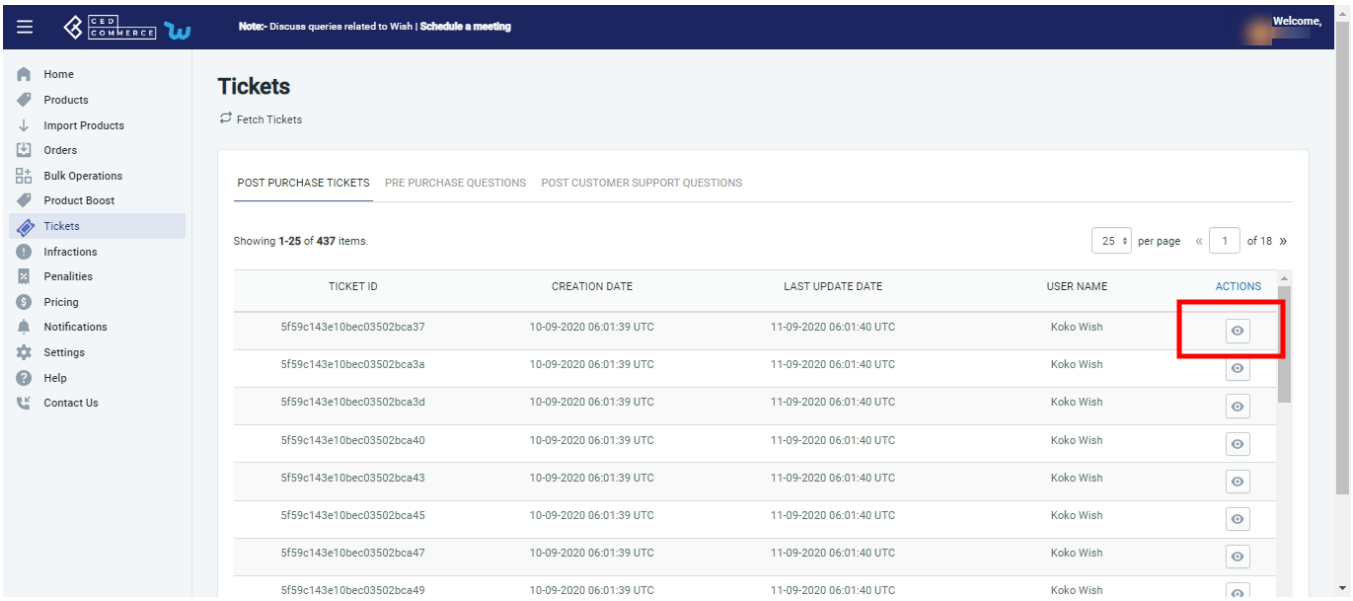
PRE-PURCHASE QUESTIONS: This section covers a complete list of questions asked by the customer, like product size or color or any other general questions.

POST CUSTOMER SUPPORT QUESTIONS: This section covers all the questions asked by customers after they have purchased the product like

- Changing a product (size, color, etc.) post-order.
- Removing an item from their order.
- Changing the shipping address.
- Inquiring about the status of their order.
- Requesting tracking/shipping information.

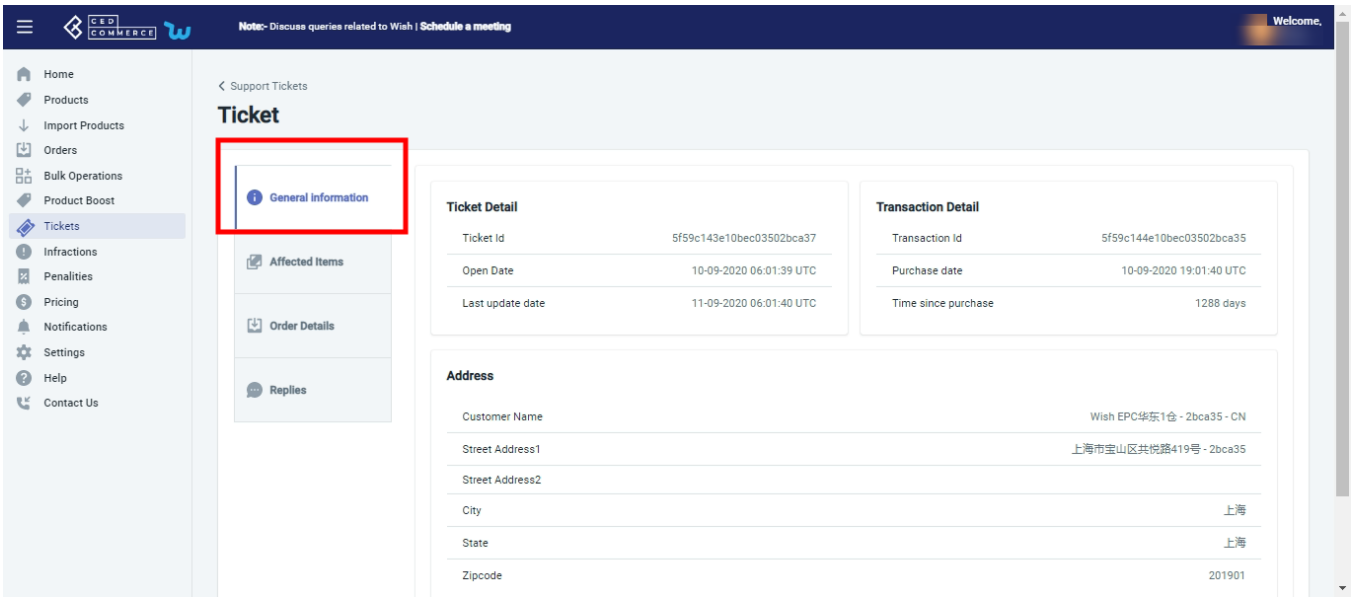
Note: The Wish Customer Support Team will only intervene in a customer service matter if the issue cannot be or has not already been resolved by the merchant.

You can perform multiple actions through the list of tickets by clicking on the “**View”** icon under the “**action**” tab.



General information

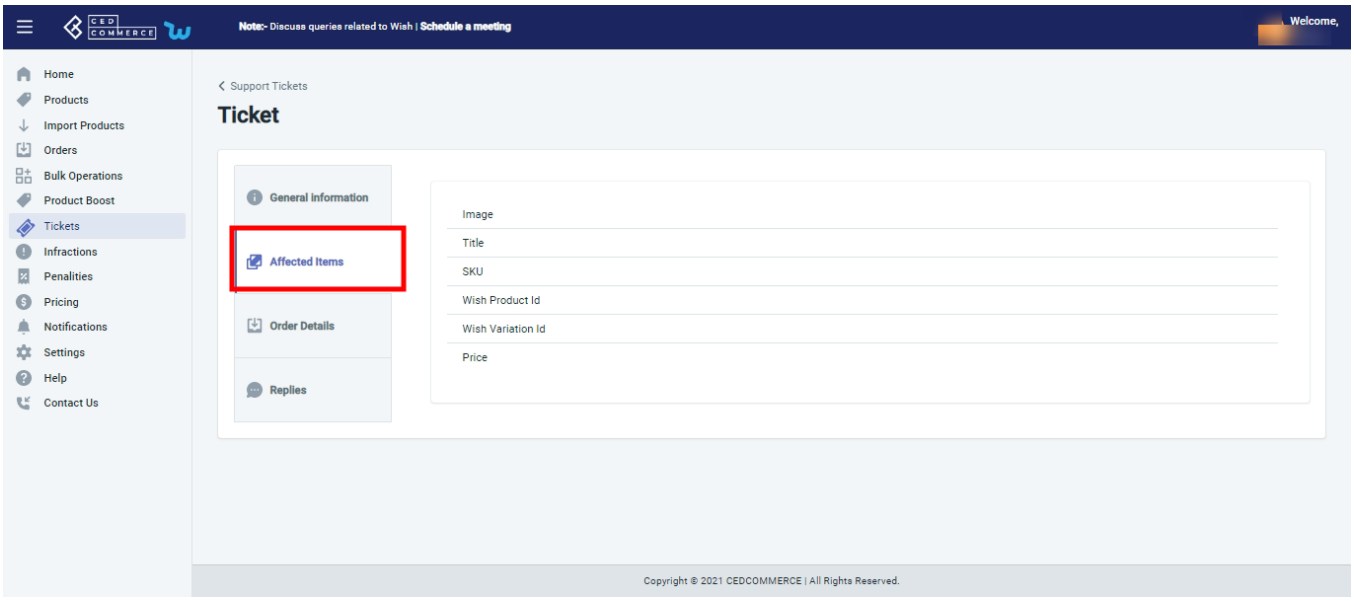
- Ticket section> action> General information.



This section contains general information about the ticket and the order. You can find the date of creation of the ticket, ticket id, and last updated date. Along with this, you can also check the transaction date, id, address, and name of the customer who purchased the product.

Affected items

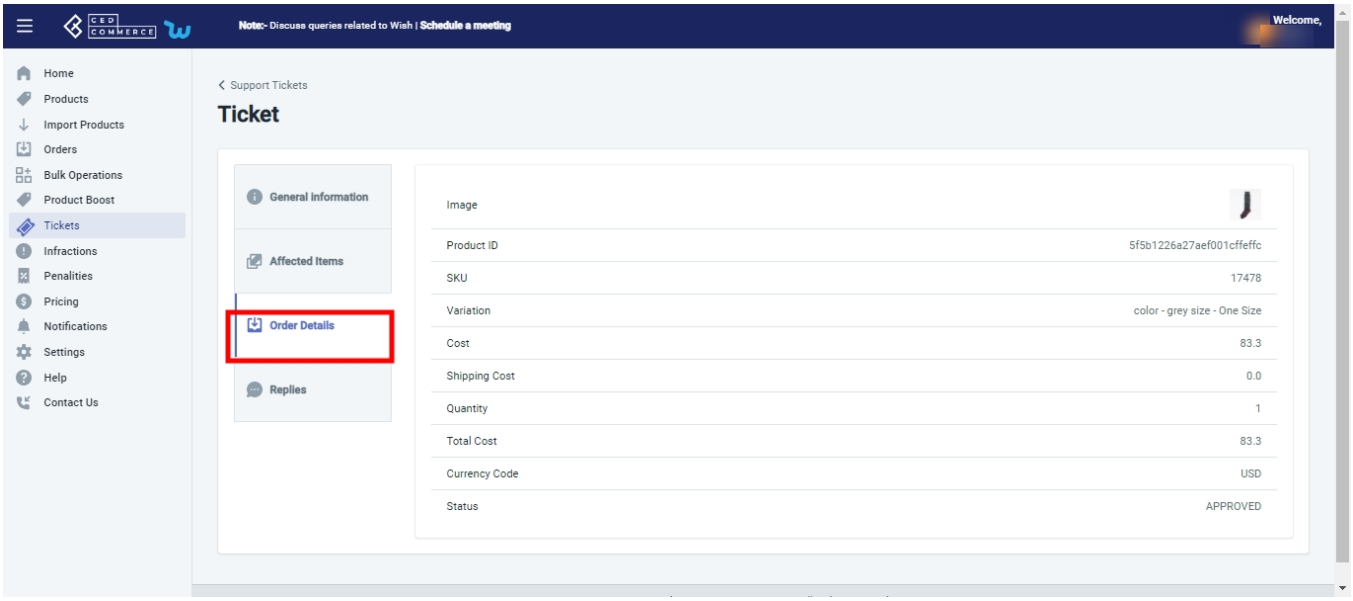
- Ticket section> action> affected item .



Under this subsection, you can check all relevant details of the product for which the ticket has been raised, like the image, the product title, SKU, wish product id, wish variation id, and price.

Order details

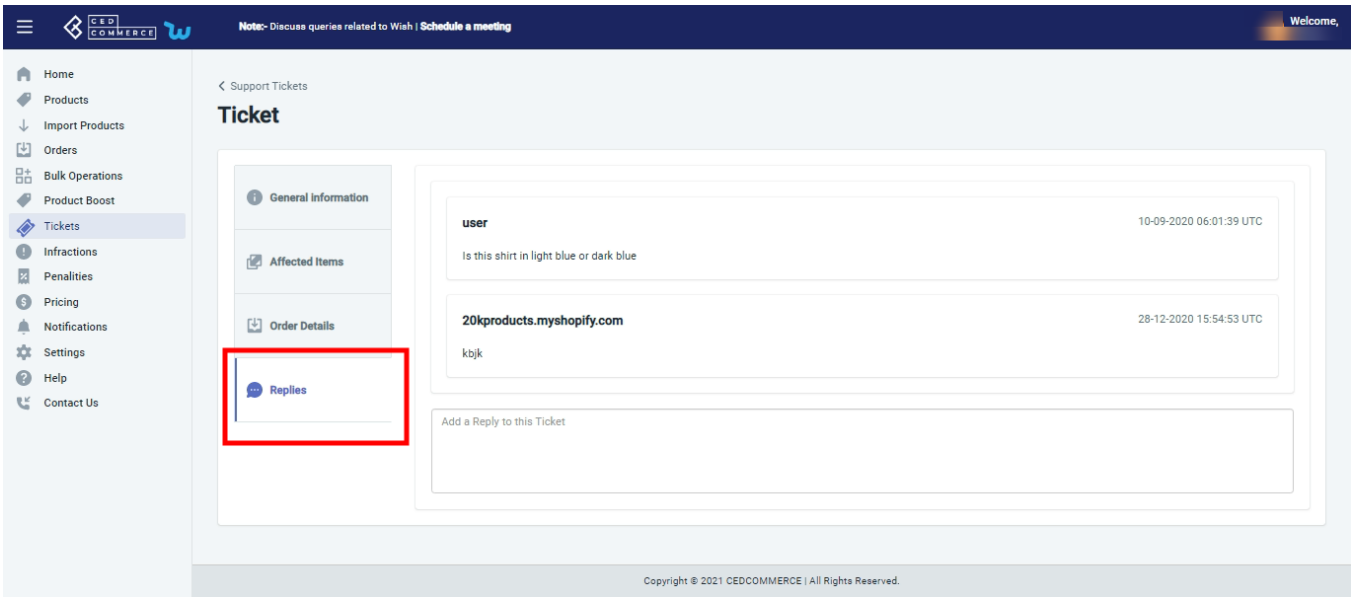
- Ticket section> action> order details.



Further details of the order can be seen under this tab, like cost, quantity, payment mode, and order status.

Replies

- Ticket section> action> replies.

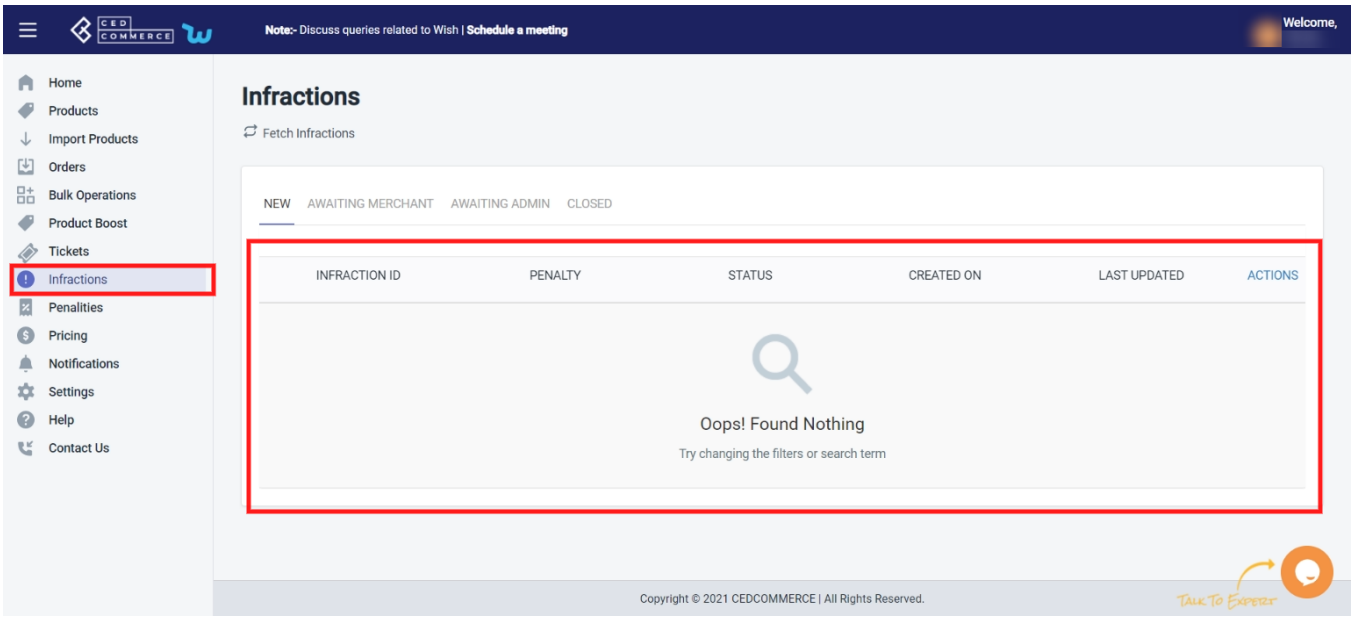


This section is probably the most helpful section. You can see the question/ complaint made for which ticket has been raised. Also, you can see if any reply has been made or not. If not, you can reply to the ticket by writing in the box provided.

Note: You need to reply with the utmost care, as Wish don't allow you to modify or edit your replies.

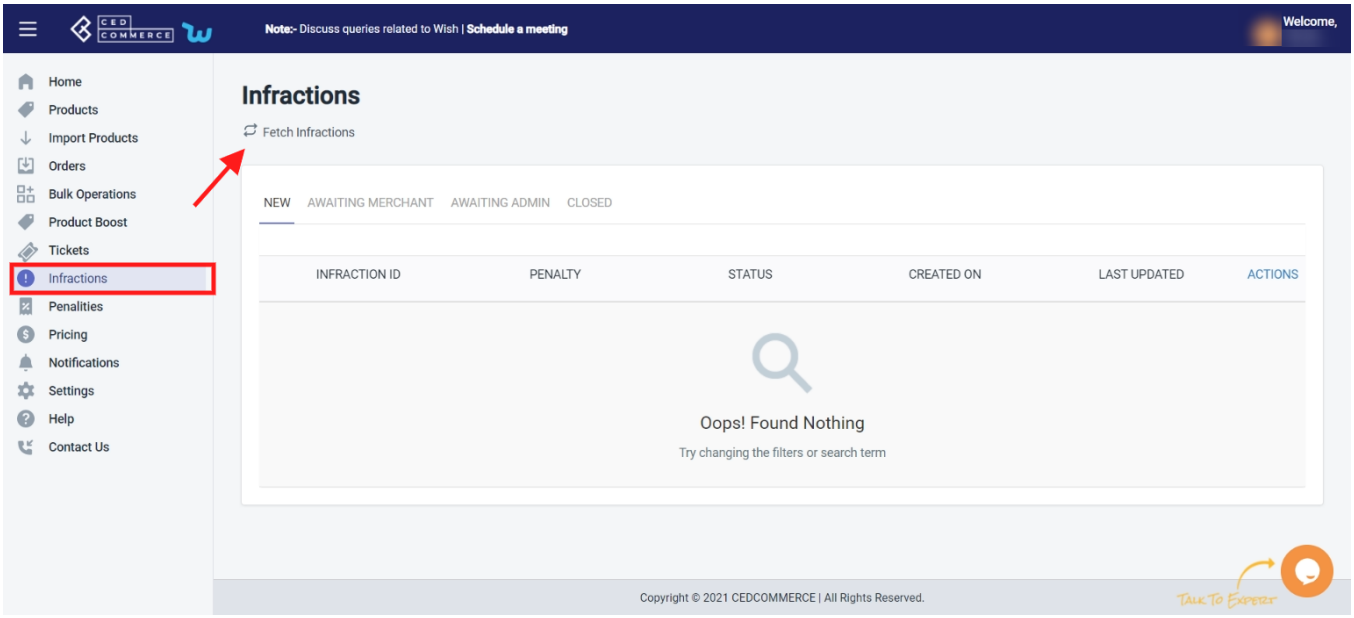
10. Infractions

Whenever you list your product on Wish, Wish may detect that the product infringed the intellectual property right of any other seller. In such cases Wish issues infractions/alerts to sellers. This infraction must be addressed by the seller urgently, or Wish may charge a penalty for the same.
The page lists all the infractions imposed or raised on your product over here. All the infractions imposed on your products on Wish.com are listed with Infraction ID, penalty, status, the dates on which they were created, and last updated.



You can either provide brand authorization to sell that product or you can modify your listing.

Moreover, you can even fetch infractions directly from the Wish merchant panel over here by clicking on **"Fetch Infractions."**

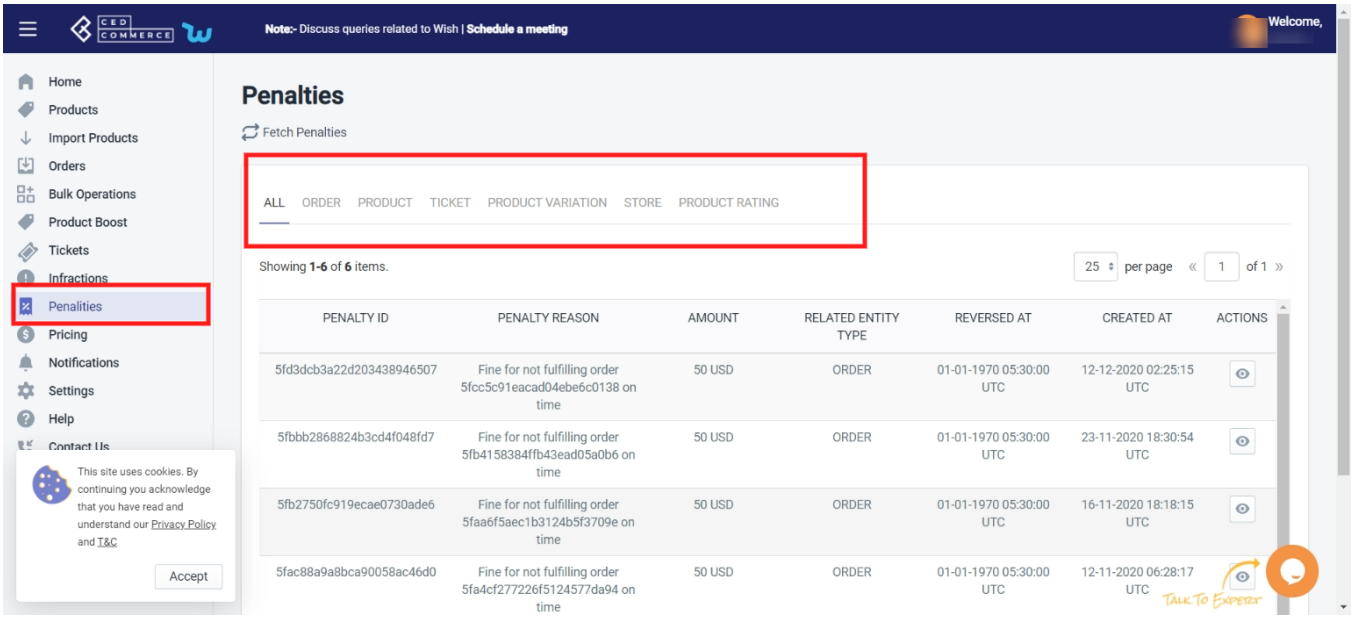


11. Penalities

The seller must do product listing as per the wish policy. Wish may impose a penalty on the seller for a variety of reasons. It can be levied for wrong listing, Product infringement, unresolved query/ or complaint, any complication in-store or even when manipulated, or doubtful product rating is observed.

Penalties are listed in the following sections:

ALL: Under this section, you can see a list of all penalties imposed on you by Wish.com.



ORDER: Wish Charges penalty for late fulfillment of an order or when the order is delayed or is not delivered on time. All such penalties are listed here.

PRODUCT: Wish may charge a penalty from the seller when there is a wrong product listing, infringement of the product, prohibited product listing. All the penalties charged on products are shown under the **'Product'** tab.

TICKET: When any query or issue arises, Wish initially raises tickets for a seller seeking their reply for the concern. The tickets could be raised for any of the following reasons:

- Wrong Listing of products
- Post-purchase support question
- Return or refund of the product
- Defective delivery
- Damaged, or missing product

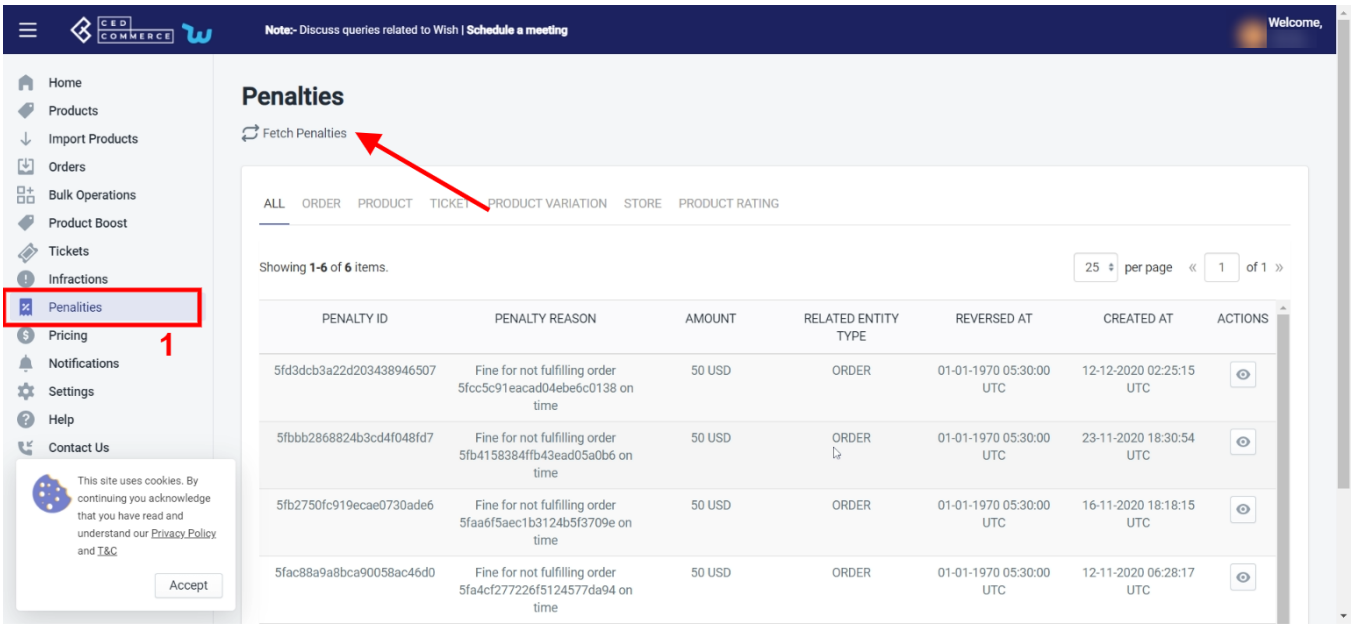
If these issues are not resolved in the stipulated time frame, Wish charges a penalty from the seller, and all these penalties are listed under the **'Ticket section.'**

PRODUCT VARIATION: There might be cases when the main product is listed well but one or the other variant of that product has some issue, in that case, if the issue remains unresolved, Wish would charge a penalty from the seller.

STORE: If any penalty is levied on the store, they are listed under this tab.

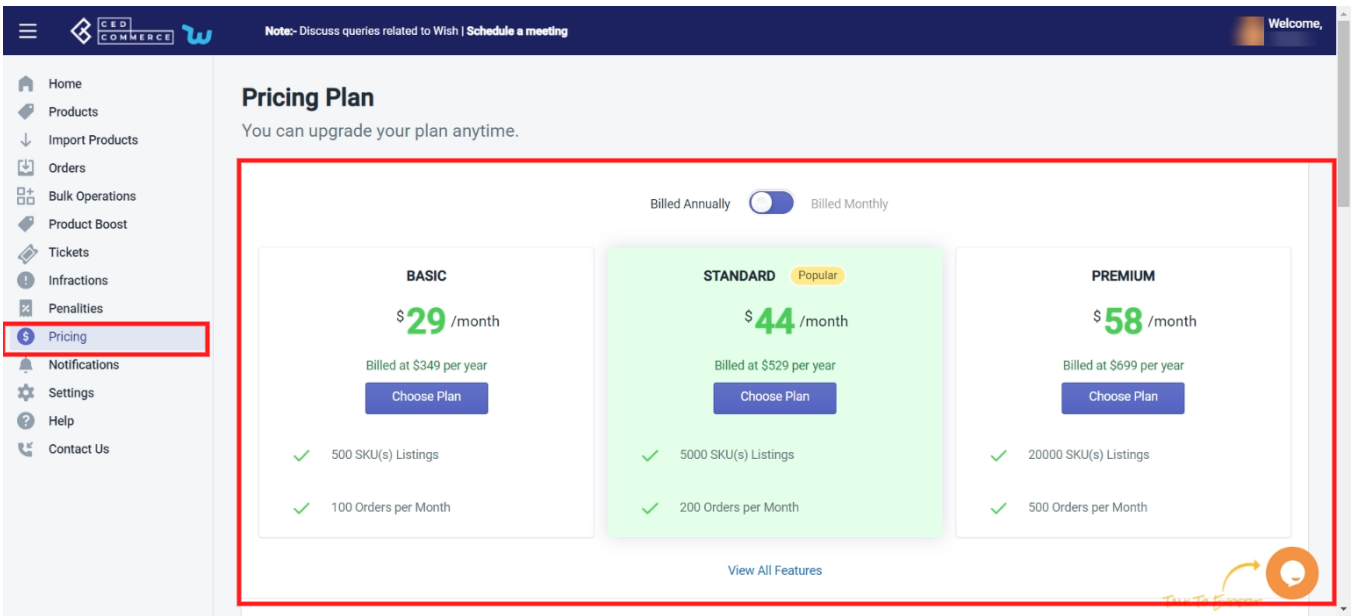
PRODUCT RATING: Wish keeps a close eye on product reviews, and strictly prohibits any falsification or manipulation in product reviews and ratings. The section highlights all the penalties raised on sellers for manipulating product reviews and ratings.

To view any recent updates regarding penalties directly from the marketplace, you can click on **'Fetch Penalty.'**



12. Pricing

All the plans are listed here. You can choose any at your convenience that fulfills your need.



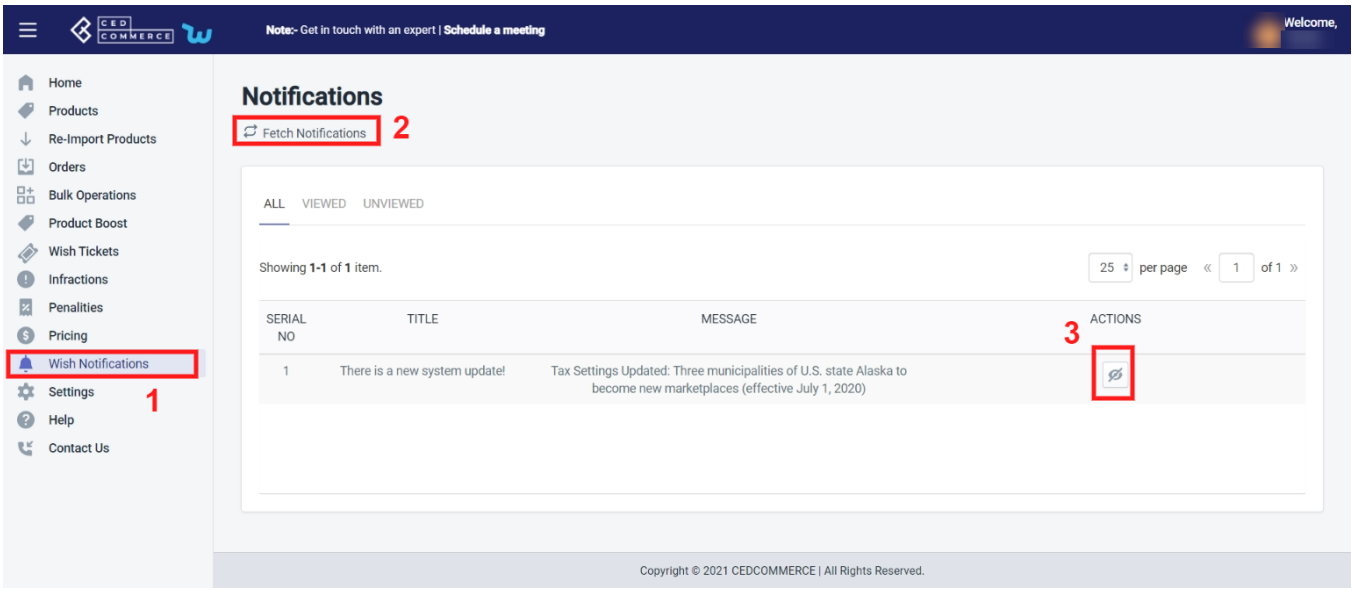
13. Wish Notifications

With the help of this tab, you can view all wish notifications. You don’t need to go and check the Wish app for the same.

Fetch Notification: Click on Fetch notification to receive all the latest Wish notifications in the app.
There are three tabs in Wish Notification

- **All:** All wish notifications are listed here.
- **Viewed:** If you have already seen and viewed the notifications, they are listed here.
- **Unviewed:** After fetching the Wish notification, all new and unread notifications will be displayed here.

Under the Action tab, if you click on the “eye icon”, you will be redirected to the Wish page and now you can take action on the notification.



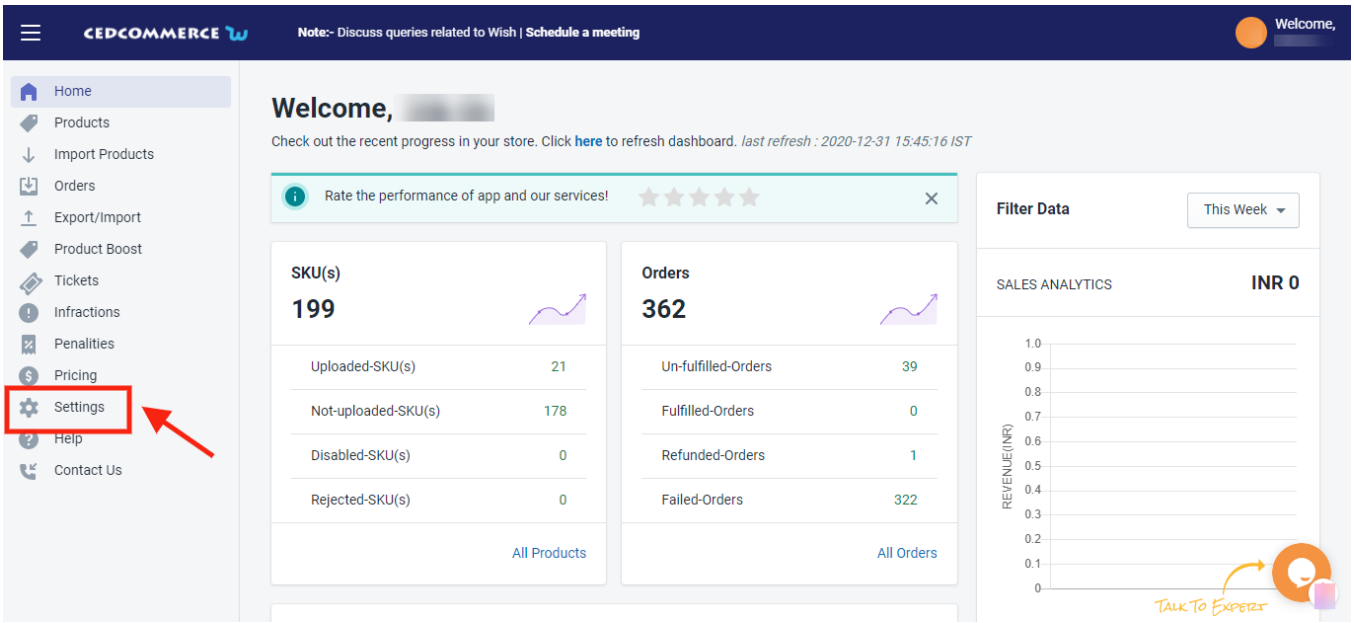
14. Settings

The **Wish Marketplace Integration** allows you to customize and set preferences for your Shopify store and the Wish store right within the app. As soon as you install the app and import products in the app, you can move to settings to complete all the configurations you need to apply. Here, can make all the necessary changes as per your preferences.

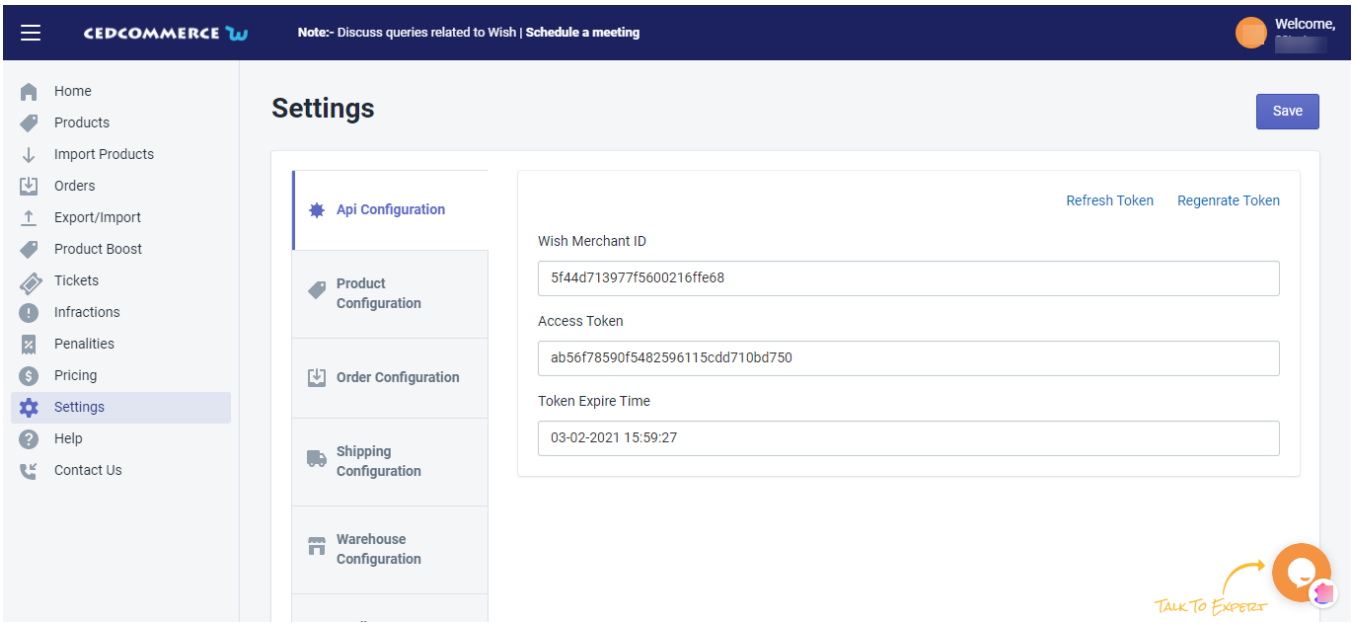
To get to the settings tab, you have to:

- Navigate to the left sidebar of the app. Click on the “**Settings**” button to enter into the options.
- A new window will appear with several different options consisting of several options to configure.

The image is shown below:

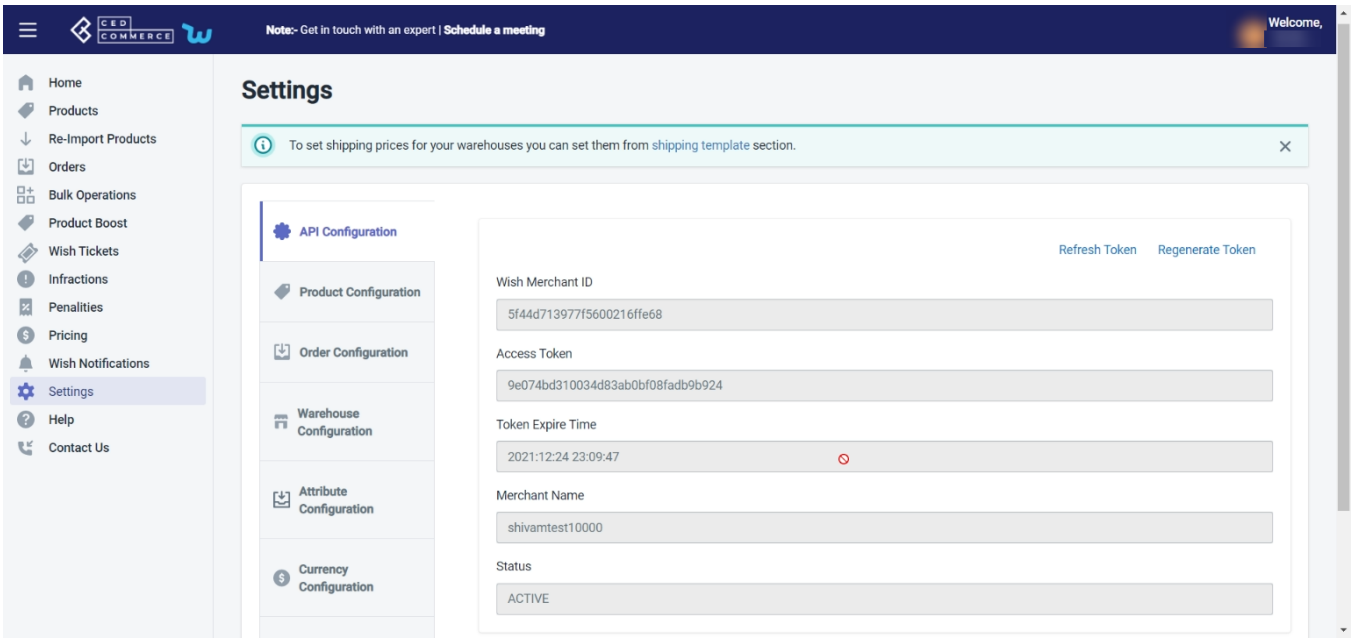


After clicking the settings options from the right side of the screen, a page with a list of settings options will open from where you can configure on the Wish Integration app, as shown in the image below:

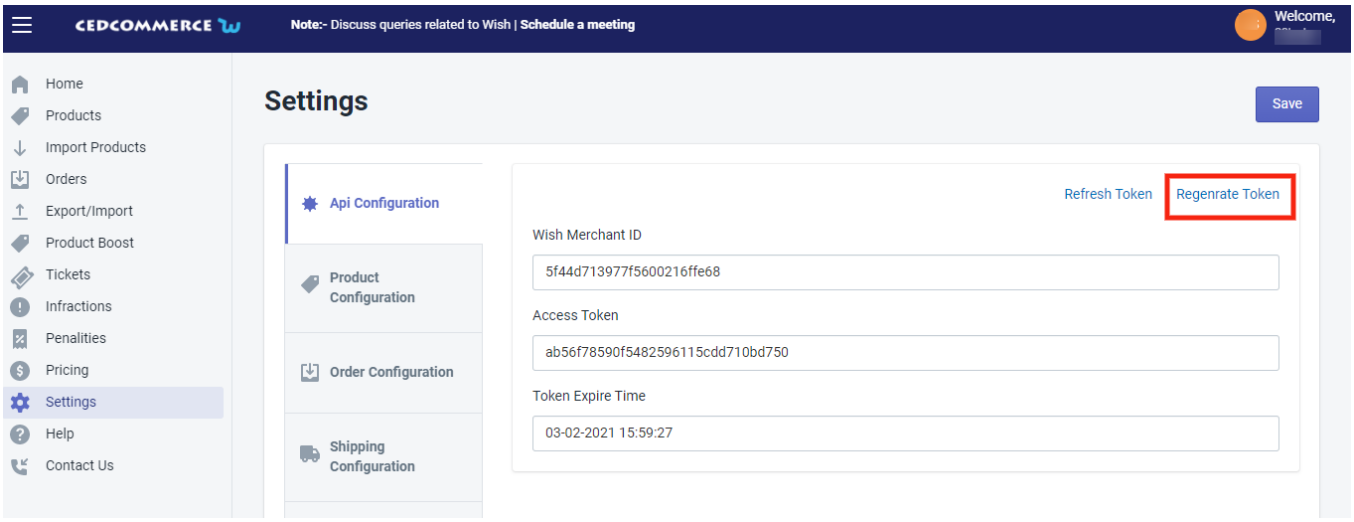


Section 1: API Configuration-

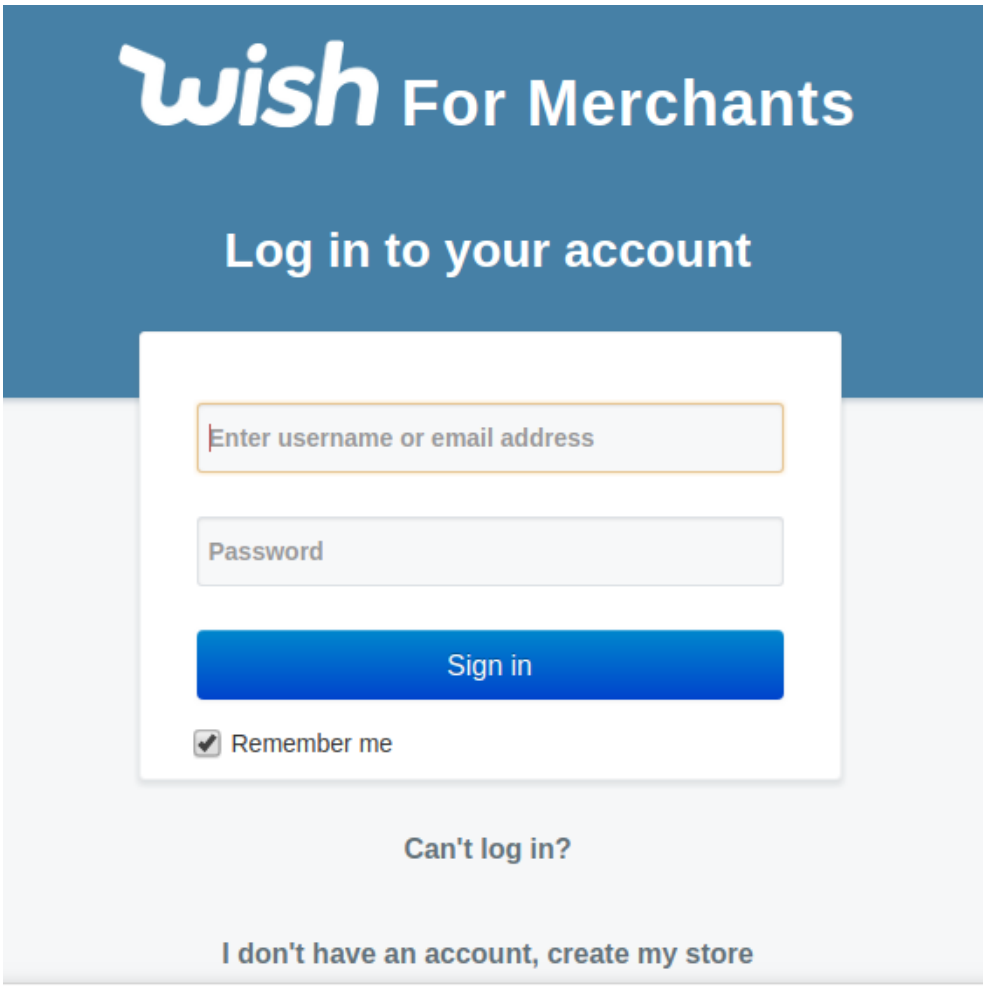
In the **API Configuration section**, you will find the API details that you have filled in while configuring the app on your Shopify store. The section displays already filled up **Wish Merchant ID**, **the Access Token**, **Token Expire Time**, **Merchant Name**, **and Status** . The API configuration appears as the image shown below:



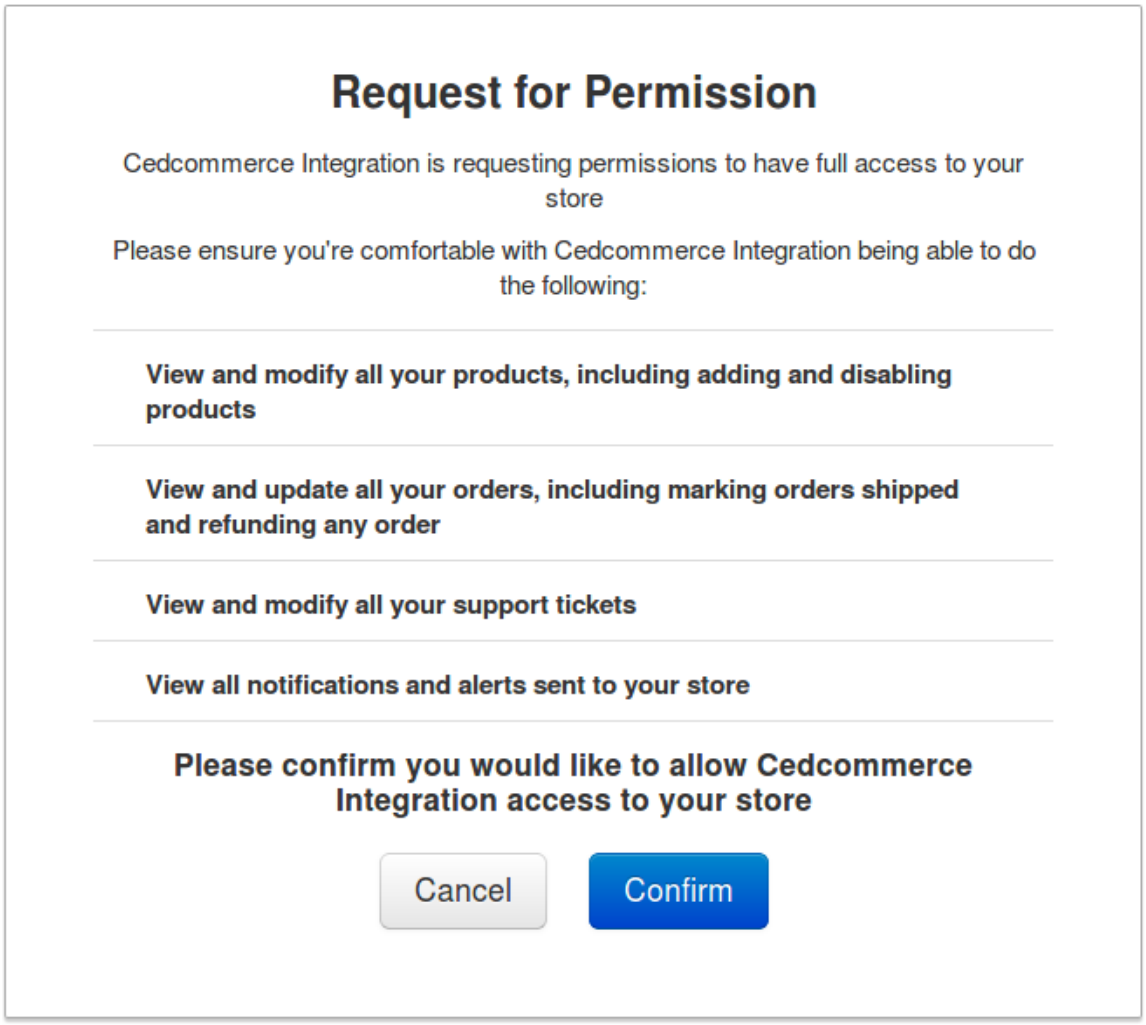
In case your token gets expired from the Wish marketplace, then you can generate a new token by clicking on the **Regenerate Token** button, as shown in the image below:



When you will click on **generate a token**, you will be redirected to your seller panel wherein you will have to fill up your login details, as shown below:

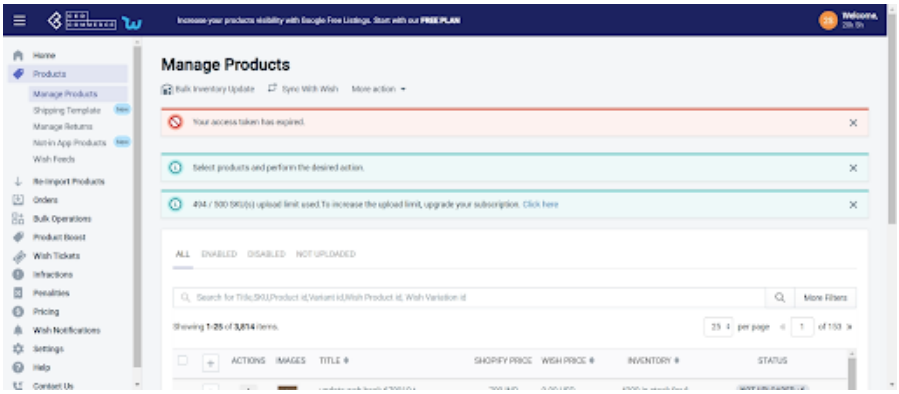


After filling up the login details, click **Sign in** and a new popup window will appear as shown below:



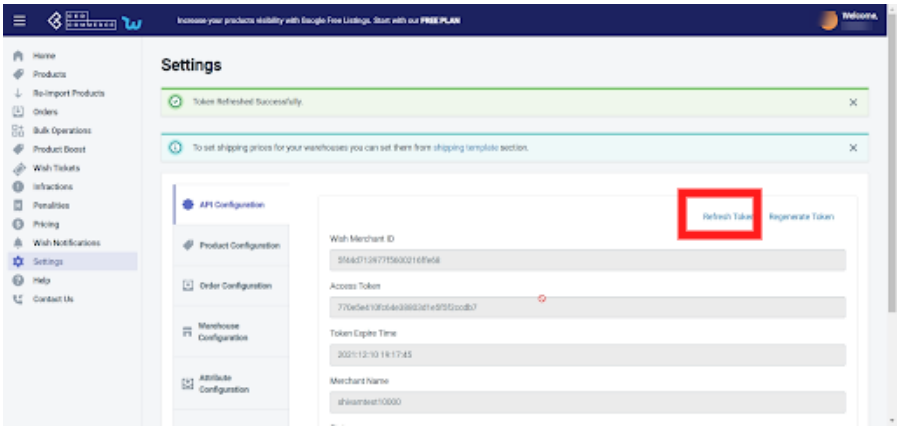
Click on **Confirm** and you're done. Thereafter checking all the API details, click on **Save.**

Refresh Token
Sometimes, it may happen that your token gets expired and you fail to perform any task in the "Wish Integration App". And while performing any action you will get the following message.



To resume all the services

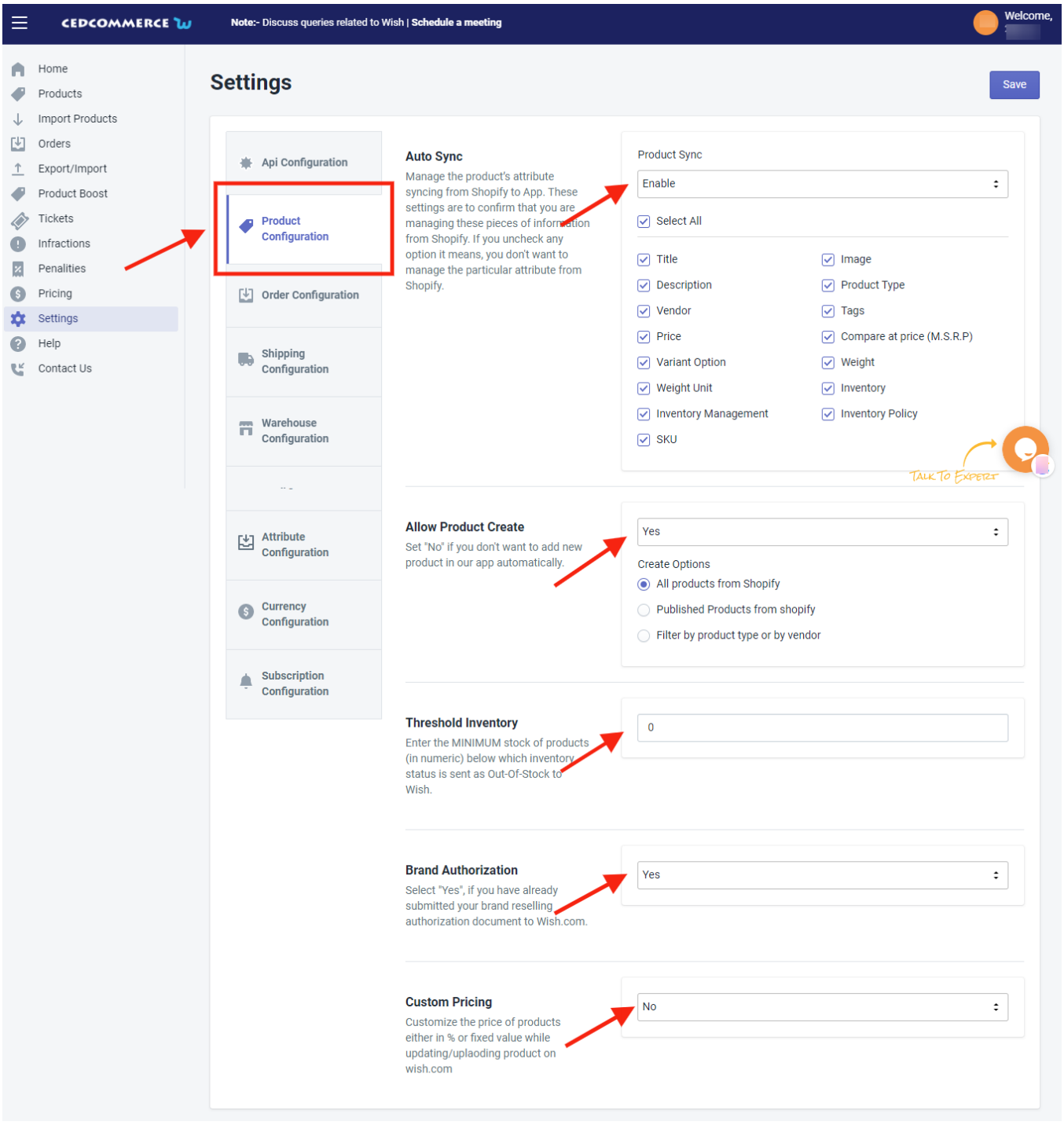
- Go to “setting”
- API configuration
- Click on “Refresh Token”
- A confirmation message will pop up.



Section 2: Product configuration

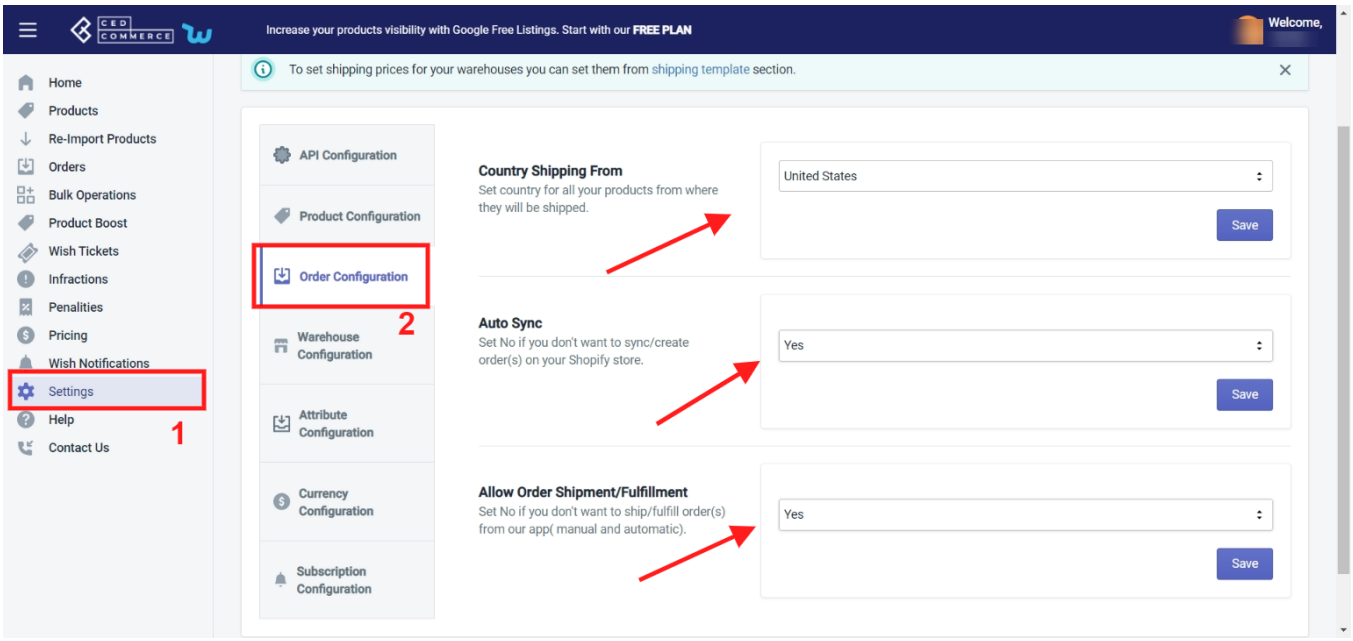
The section covers everything related to product sync, threshold inventory, brand authorization, and custom pricing. It consists of the following-

- **Auto Sync** – Here you can manage attribute synchronization from Shopify to the app. You can tick the given attributes to control the variant product upload from Shopify.
- **Allow product creation** – Whether you want to add a new product in the app automatically or not, the feature facilitates this.
- **Vendor As Brand-** If you want to use your vendor name as a brand name, Select yes. If not, Select No. To help sellers sell better, Wish introduced Brand tagging. Through this, you can get your brand name registered in the Wish Brand directory. And while uploading and listing products you can use your own brand name.
- **Threshold inventory** – You can set a threshold limit for products whenever the inventory limit is equal or below the set limit, your products will show out of stock/sold out on Wish
- **Brand Authorization** – Choose “Yes” if you had submitted a brand reselling authorization document to the Wish marketplace
- **Custom Pricing** – You can customize product prices either in % or fixed value Without making any changes in Shopify, this price will work in between our App and Wish Marketplace.



Section 3: Order Configuration

The Order configuration setting section will allow you to manage your orders accordingly. The section appears as shown in the following figure:



- **Country Shipping From-** Choose the origin country of the products from where they will be shipped.

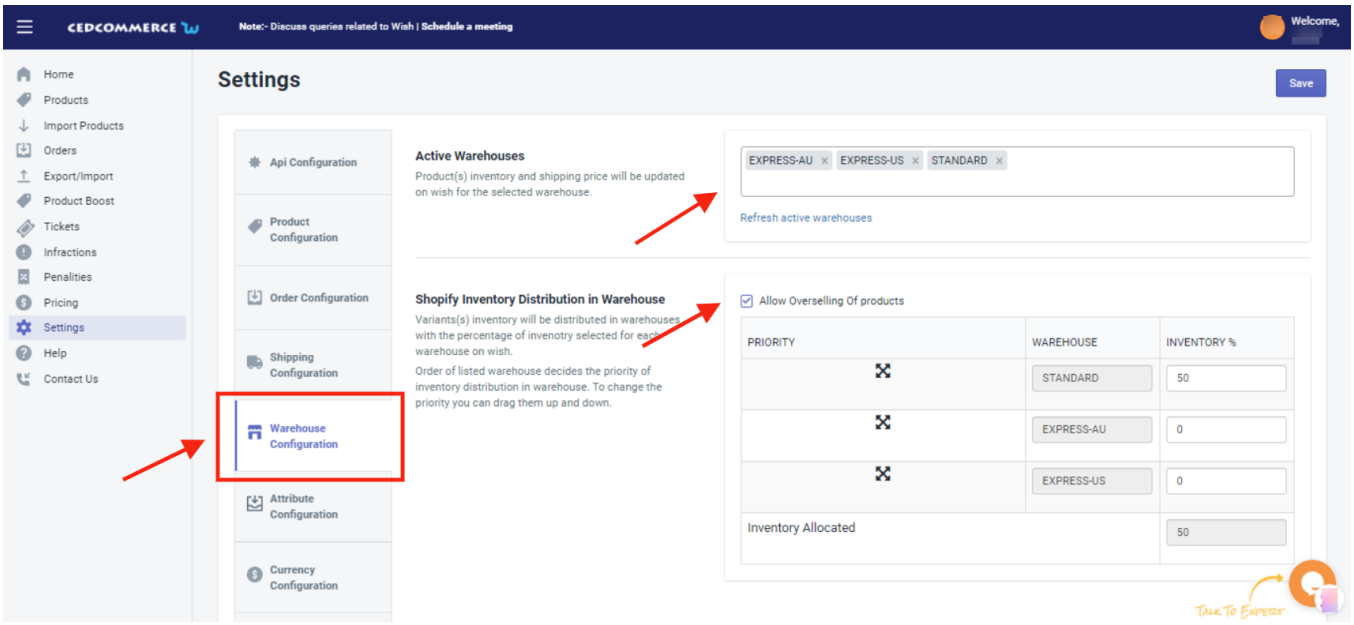
- **Auto Sync** – Choose Yes, if you wish to apply the auto-order synching feature in the Shopify store, This will lead to the automatic creation of Wish orders in your Shopify store from where you can easily ship them.
- **Allow Order Shipment** – Select “Yes” it will allow the shipping information to be fetched to the app and synced to the Wish to ship the order.

Section 4: Warehouse configuration

The Warehouse configuration section enables you to keep track of your warehouse operations, from here you can manage your multiple warehouses on Wish.com

The section comprises-

- **Active warehouse** – From here you can check the number of active warehouses on Wish.com. You can create multiple warehouses directly on Wish.com and after that, you can fetch the data by clicking on “Refresh active warehouses”



- **Shopify inventory distribution in Warehouse:** this is the required section and designed to manage the inventory of the products in the multiple warehouses

If you can see below is the 3 active warehouses on Wish, you need to allocate the inventory in each of the warehouses, this inventory allocation would work in percentage, which means you need to distribute the inventories in each of the warehouses that must be in b/w 100%

You can set the priority by swapping the warehouses, as shown in the image below

Note: whenever you will create a new warehouse you need to distribute the inventories and run “update inventory on Wish” to make the products active on Wish.com.

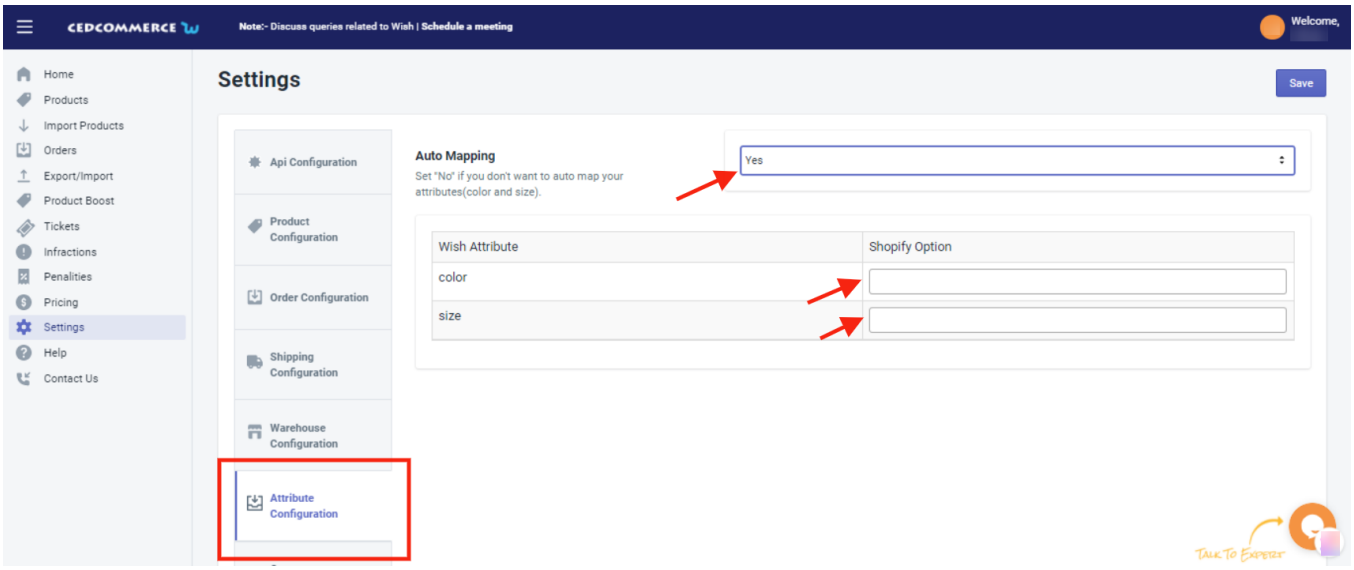
- **Countries Available In Warehouse:** From here, you can choose the country from which you want to ship the product and from where the delivery destination is near.

Section 5: Attribute Configuration

Although it is not necessary to map categories and attributes on Wish, you definitely need to map variant product attributes into the **two** mandatory attributes i.e. color and size recommended by Wish. Without that, you cannot upload the products Wish.

If you want to automap your product attribute from Shopify to Wish, select Yes. It will automatically use the Shopify product attribute as the Wish products attribute.

To enable auto-mapping you need to select “**Yes**”.



Attribute Mapping: Then, you will be provided with two main attributes option –

- Colour
- Size

Merchants need to map the other attributes of Shopify in “size” or “color” attributes as Wish accepts only these 2 attributes.

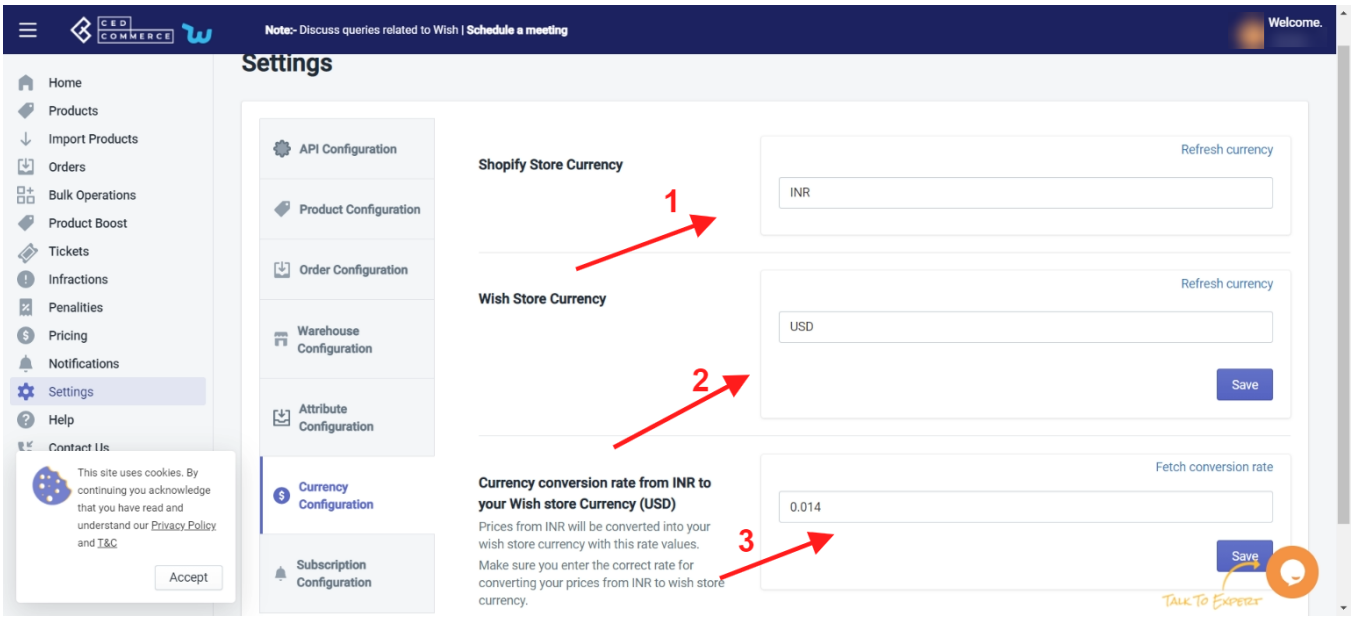
Note: Map all the other attributes other than color in “Size” as Wish has several attribute options in this field

Section 6: Currency configuration

This configuration helps you easily convert your Shopify currency directly into Wish Currency, i.e. all you need to do is provide a conversion amount or you can also fetch the current conversion rate and set it for all products being sold worldwide.

Steps to configure currency settings

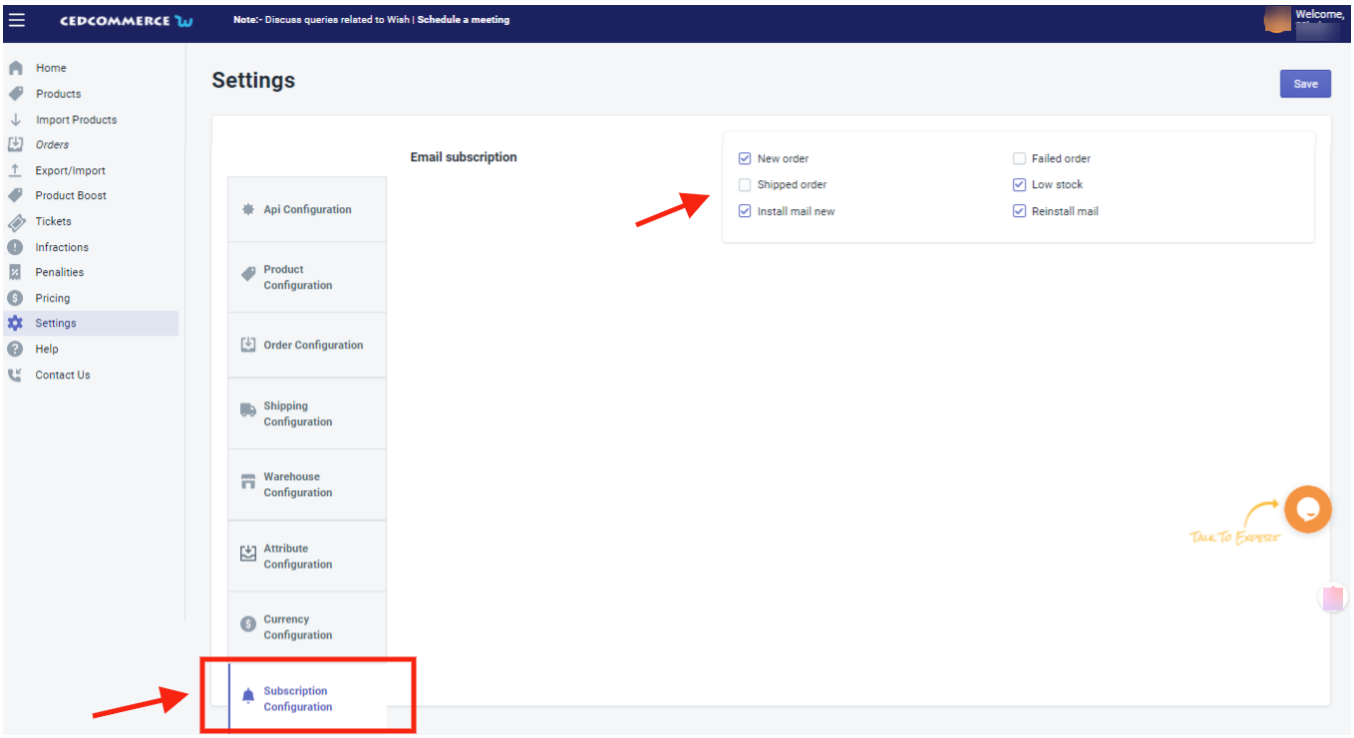
- Go to ‘**Setting’.**
- Choose **‘Currency Configuration’.**
- Set your **‘Shopify Store Currency’.**
- Set **‘Wish Store Currency’.**
- Provide ‘**Conversion Rate**’ or fetch current conversion rate.
- Now **‘Save’** your setting.
- Now, sell tension-free, without worrying about currency conversion.



Section 7: Subscription Configuration

Here sellers can check different preferences for the email subscription. It means merchants can choose their preferred reasons for what they should be kept updated via email.

Sellers will be getting emails regarding new orders, failed orders, low stock alerts, shipping orders, and so on.



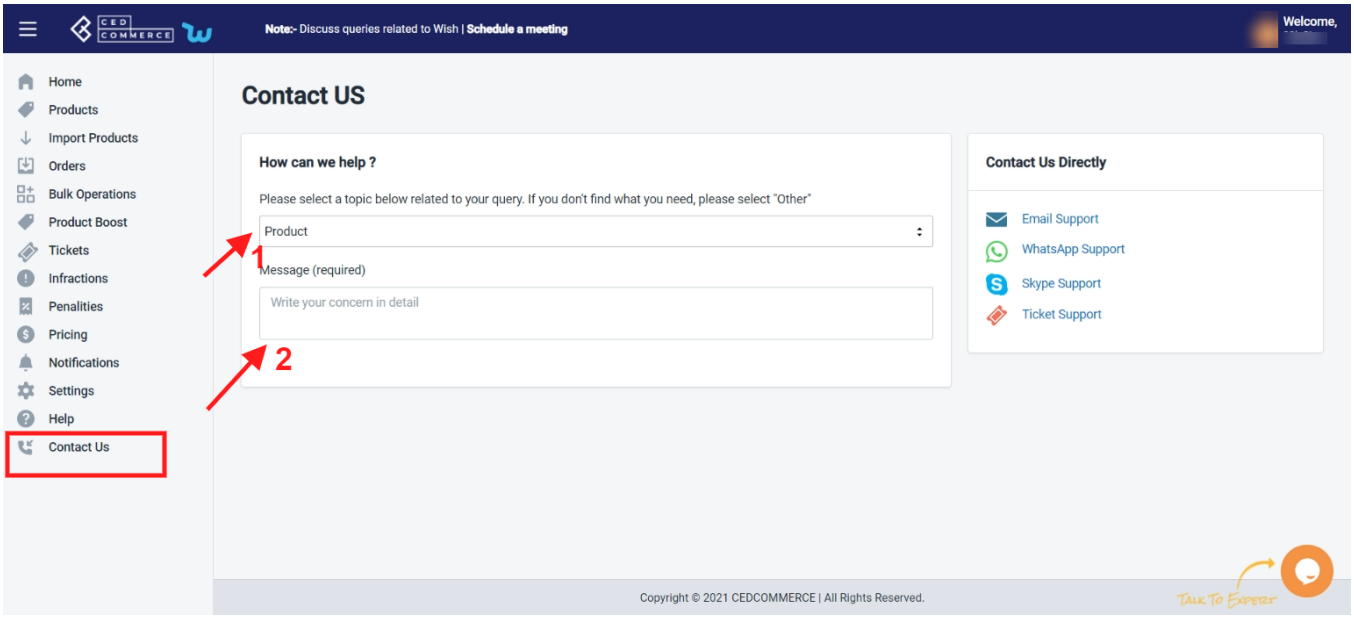
Tick on the Checkboxes for which you want to receive emails.

And following this, we are done with the **Settings** section of the Wish Integration App.

15. Contact Us

Get in touch with experts and solve your query.

- Select a category for which you want assistance or else you can choose '**Other'.**
- Write your question in the box provided
- Click '**Submit'.**



Someone from the team will get in touch with you at the earliest.