



Elevating the Customer Experience with AI

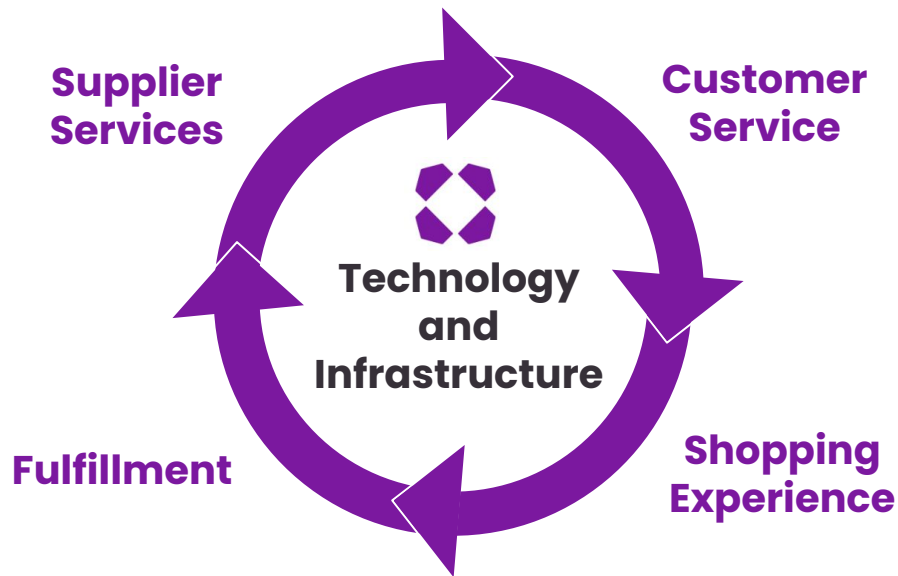


We are an e-commerce platform
exclusively focused on the home



Suppliers:
>20K

Wayfair partners with our
suppliers to drive growth
via our platform



We bring together suppliers and customers. Our technology
and services create market-leading experiences for both.

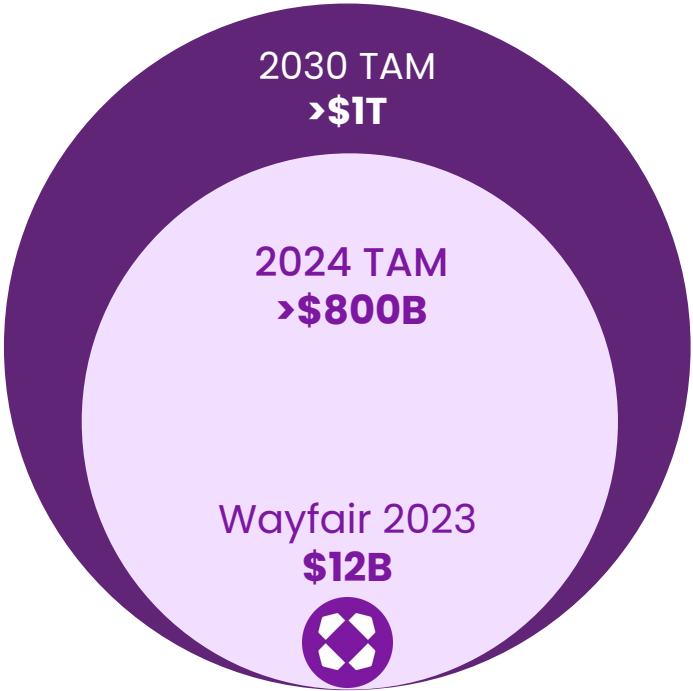


Customers:
**>22M active and
growing**

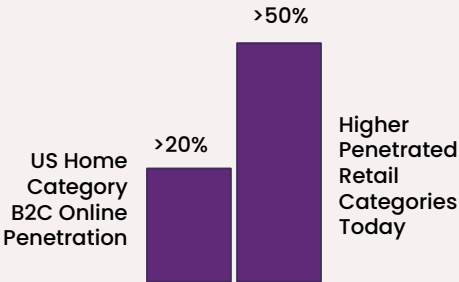
Wayfair offers its customers
a 1P experience that
enhances and unifies every
step of shopping
for the home



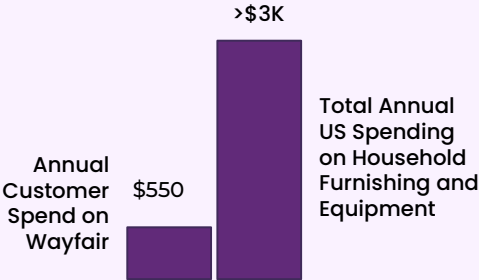
We've barely scratched the surface on our market opportunity



The home category is expected to **exceed \$1T by 2030** in North America and Europe with a **considerable step up in online penetration**



Wayfair has a meaningful opportunity for **share of wallet expansion** among existing customers





Shopping for the Home Online is Different



Understanding what our **>22 million active customers** mean



Consistency across **>20k suppliers** and understanding of **10+ million SKUs** in our catalog



Inspire

AI driven visual experiences to drive inspiration

Engage

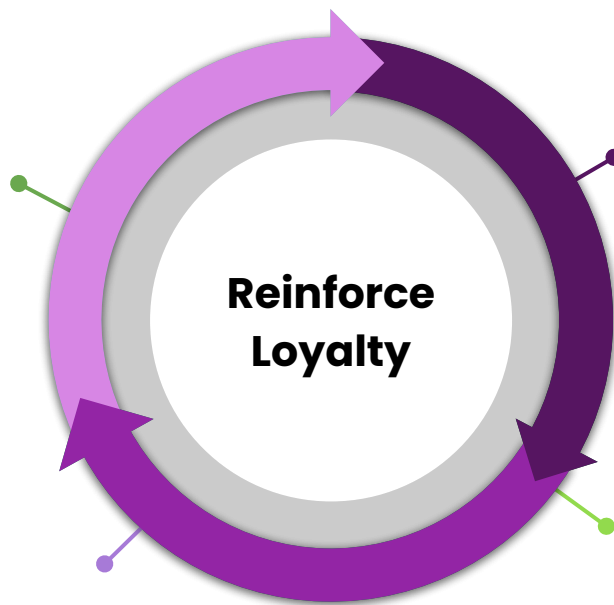
Customers explore AI driven experiences and interact more

Personalize

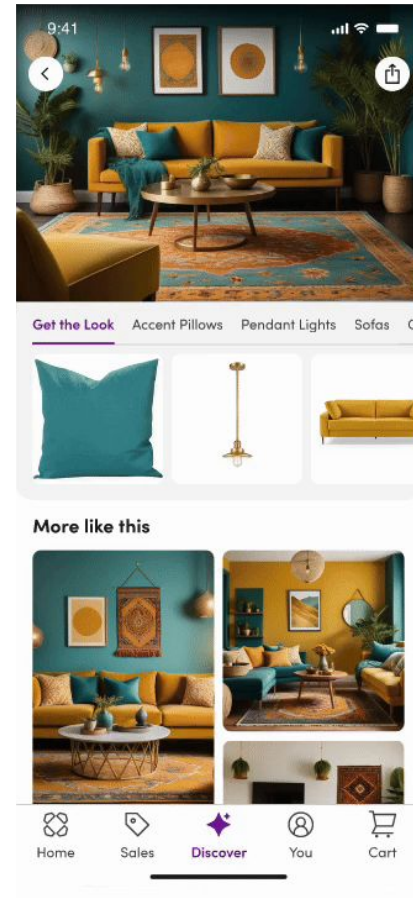
Enable 100% context aware personalization tailored to each individual customer across the customer journey

Learn

Capture rich customer insights and scale personalized experiences with advanced modeling and tech



Inspire: We are leveraging AI to offer Shoppable Imagery to customers







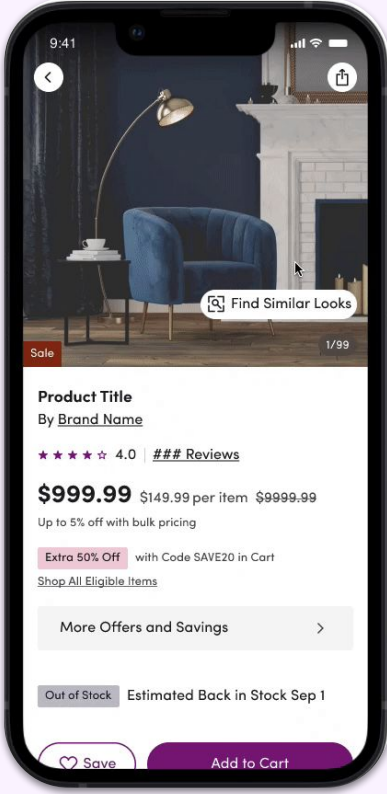
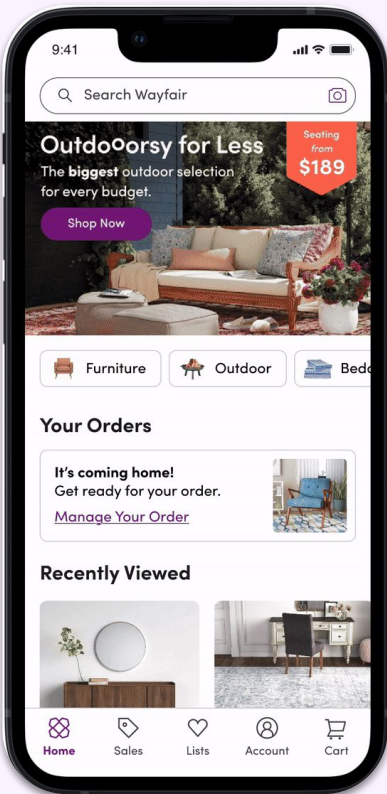
Visual search on the Wayfair App

Customers can upload an inspirational image to find their perfect item and answer questions like...

Show me the chairs
Wayfair has that
look the most like
the one i'm seeing in
my hotel room.

I like the table
in the background
of the chair image on
Wayfair, do they have
products like that?

Does **Wayfair**
sell this
coffee table?

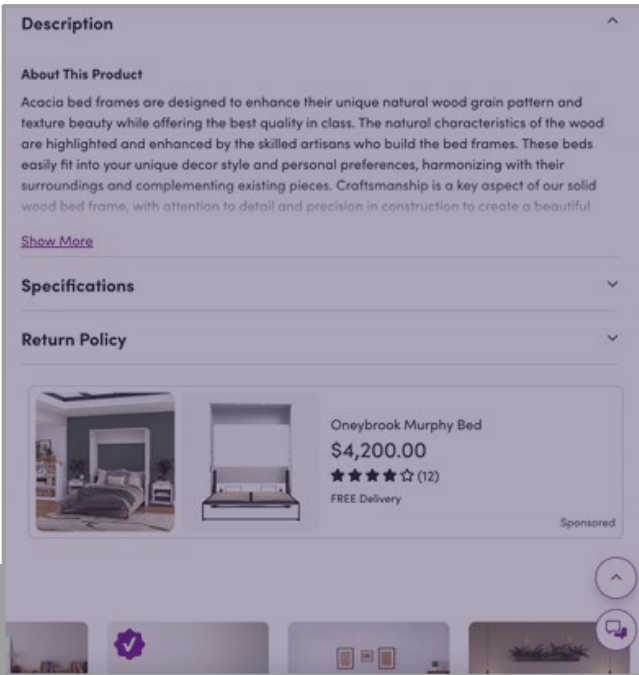
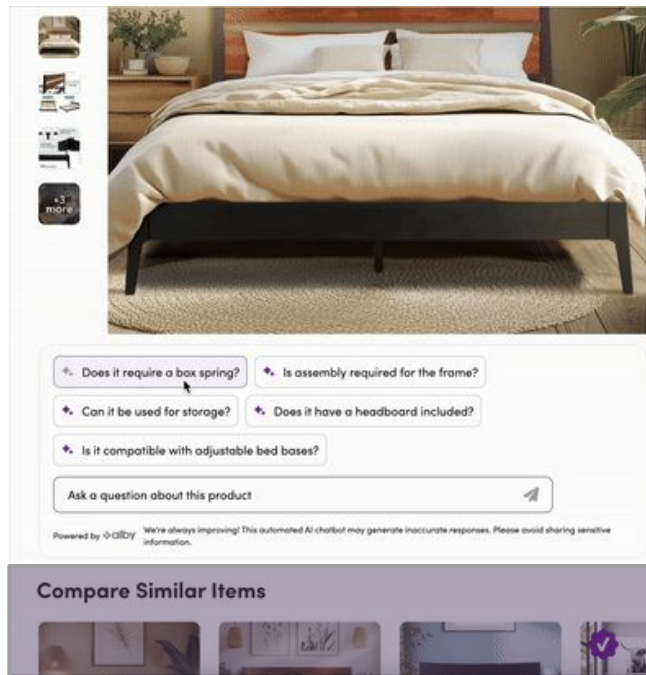


Engage: We're launching AI powered product Q&A



Currently A/B Testing

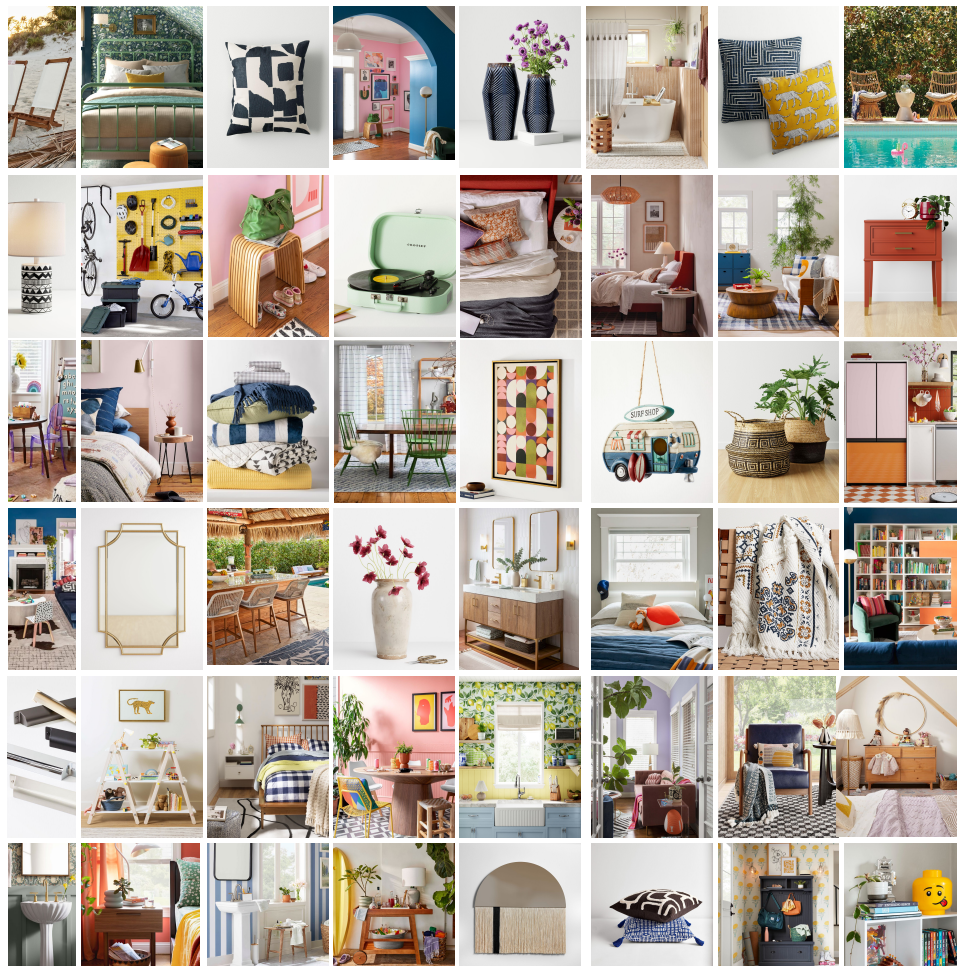
- Partnering with Bluecore to help serve **AI generated product questions**, in addition to a text box
- The questions will train on what drives add to cart so **we're anticipating higher ATC rates** having this feature, while also learning what types of questions customers are asking
- Opportunities to expand functionality such as personalized **Comparison tables, embedding chat in marketing emails, and leveraging pop-up agents** to assist customers based on their browse behavior"





Enriching the Catalog with AI

- **A Universe of Choice:** Navigating >30 Million unique products for the entire home.
- **Diverse Supplier Ecosystem:** Integrating data and inventory from >20,000 global partners.
- **The Information Challenge:** Managing immense variety in product types, styles, specifications, imagery, and supplier data feeds daily.
- **Critical Customer Impact:** Accurate, rich, and consistent product information is the bedrock of effective search, personalization, and purchase confidence.
- **Beyond Manual Scale:** Traditional methods simply cannot maintain the quality, depth, and consistency required across this vast and dynamic catalog.
- **The AI & Gen AI Imperative:** Essential to structure, enhance, and unlock the true value of our product catalog – turning complexity into a competitive advantage.



Learn: AI will help customers find the products they are looking for onsite

Browse search example:

OLD

Dear S.Prise / Art / All Wall Art

Hydrangea Wall Art

8,269 Results

Art Subject Hydrangea X Clear All

Big Outdoor Sale

+5 Sizes

Indigo Botanical I - 3 Piece Wrapped Canvas Print

by Madeline Chalmers

\$35.99 ~~\$44.99~~

★★★★★ (316)

Free shipping

Sale

Brilliant Forest I - Single Picture Frame Painting on Canvas

by Jeffrey Howard

\$56.99

★★★★☆ (1)

Free shipping

Big Outdoor Sale

+5 Sizes

White Leaf I - 3 Piece Wrapped Canvas Print

by Kelly Clarkson Martin

\$58.99 ~~\$69.99~~

★★★★★ (168)

Free shipping

Sale

Forward I - Single Picture Frame Painting on Canvas

by Emily Peterson

\$56.99

★★★★☆ (1)

Free shipping

Free shipping

Sponsored

Sale

Freshly Cut I - Single Picture Frame Painting on Canvas

by Lauren Foundry

\$57.99

Free shipping

Big Outdoor Sale

+4 Sizes

Sunflower Cheer - Wrapped Canvas Painting by Laurel Foundry Modern Farmhouse®

\$27.99 ~~\$29.99~~

★★★★★ (119)

Sale

Lemon Tree Composition I - Single Picture Frame Painting on Canvas

by Laurel Foundry Modern Farmhouse®

\$56.99

★★★★★ (1)

Big Outdoor Sale

+5 Sizes

French Garden Flowers II - Wrapped Canvas Print

by Laurel Foundry Modern Farmhouse®

\$24.99

★★★★★ (226)

NEW

Dear S.Prise / Art / All Wall Art

Hydrangea Wall Art

8,269 Results

Art Subject Hydrangea X Clear All

Sale

White Hydrangea Garden Sage Crop - Wrapped Canvas Painting

by Red Stone Studio®

\$28.99 ~~\$34.99~~

★★★★★ (16)

Sale

+3 Sizes

Flourish Floral V - Blue Hydrangea Crop - Wrapped Canvas Print

by Red Stone Studio®

\$34.99 ~~\$44.99~~

★★★★★ (2)

Sale

+3 Sizes

Morning Bouquet Navy Crop by - Wrapped Canvas Print

by Red Stone Studio®

\$35.99 ~~\$44.99~~

★★★★★ (2)

Free shipping

Sale

+4 Colors / 7 Sizes

Blue Hydrangea in Watering Can Soft Floral by Central Not - Painting by Shapel Industries

\$29.99 ~~\$44.99~~

★★★★★ (1)

Free Delivery

Get it Tomorrow

+3 Sizes

Hydrangea Lane Flower by Julia Purinton - Wrapped Canvas Painting

by Trademark Fine Art

\$52.99 ~~\$64.99~~

★★★★★ (2)

Free shipping

+4 Colors / 6 Sizes

Soft Blue Hydrangea Blooming Flower Panels - Painting on Canvas

by Shapel Industries

\$32.99

★★★★★ (6)

Free Delivery

Get it Tomorrow

Sale

+4 Colors / 7 Sizes

Rustic Farmhouse Hydrangea Blossoms Mason Jar Planter by - Graphic Art

by Shapel Industries

\$33.99

★★★★★ (2)

Free Delivery

Get it Tomorrow

Sale

Set Garden III by Daphne Brissmet - Wrapped Canvas Painting

by Laurel Foundry Modern Farmhouse®

27.99 ~~\$44.99~~

★★★★★ (42)

- Ensure we surface the most relevant products for customers.
- Extract, augment, and enrich the information suppliers provide.

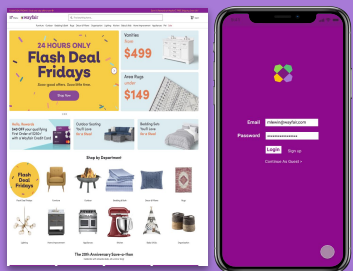
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“Wayfair just gets me”

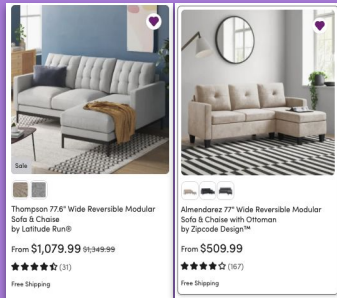
Personalized email & notifications



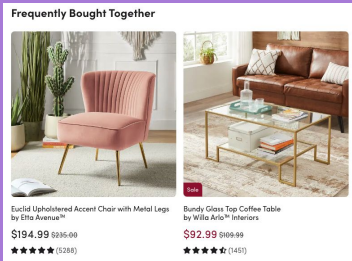
Personalized Home Page



Personalized Search & Browse



Personalized PDP & Carousels



GenAI helps us get more content and build better models throughout all parts of the personalized experience