

Retailers Rely
on WishList.com



Consumers Love
WishList.com



“Thank you for your wonderful website. We’ve been using it for years!” – Happy Customer





Success



Your success is our goal

WishList.com has been in business since 1998

Millions upon
Millions of Wishes

Happy, loyal consumers

Happy, loyal retailers

Fresh, new features
continuously offered

Robust, failsafe services

WishList.com offers what consumers and retailers want – This is why we're successful.

Benefit from WishList.com's experience. Use our technology and:

- make more sales,
- have better customer relations,
- have more flexibility,
- and know your costs.

Can you develop, deploy and maintain a wish list or gift registry with costs at 2% sales generated? If you're not sure, and success is critical, start with WishList.com.

We don't succeed unless you succeed!



Knowledge



We know what makes consumers loyal to a wish list or gift registry

We know what your conversion rate to sales should be

We know how to handle a 1000% increase in holiday wishes and purchases

We know how to boost off-season sales

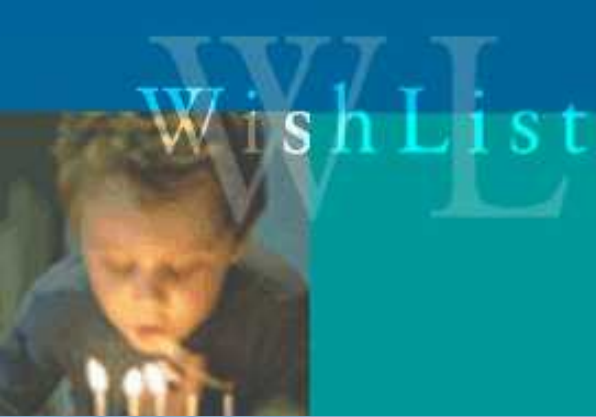
We know how to test, choose and deploy new features

Do you know what rate of return a wish list should offer? We do.

Do you know all the hidden costs of developing and deploying your own wish list? We do, and we're less expensive.

Having fulfilled Millions of wishes, across hundreds of retailers, WishList.com knows the business of running a successful wish list and gift registry.

Do you know how to test a store-based wish lists? How about testing a "Win Your WishList" campaign? We've seen it all, and we know what works and what does not work.



Control



Customize your wish list

Excellent reporting

Downloadable data

Integration with your CRM, and email marketing

Manage sales with innovative consumer incentives. Once you know what they really want, it's easy

If you're a marketing professional, we give you the power to implement your wish list or registry – on schedule and within budget. We then give you the power to test, choose and deploy the best wish list campaigns.

If you're a website administrator or engineer, you can fully integrate, customize and deploy a wish list or registry on your site – within hours. We're an Application Service Provider (ASP), so there's no software or hardware to install. Seamlessly integrate your wish list with simple html links, forms, and html templates.



Relationships



Wishers come back -
Gift givers come back

Knowing your
customers' wishes is
knowing your
customers

Granting your
customers' wishes is
the best kind of
relationship

If they haven't made a
purchase and/or
created an account,
you can't reach them –
unless of course they
have a wish list

Build a lasting, meaningful relationship with your consumers – and their immediate family, and their extended family, and their friends, and their friends' friends. That's how WishList.com works.

Give your consumers what they're wishing for.

Bring your consumers back with incentives based on what's in their wish lists.

Offer consumers new items based on products in similar wish lists.

Did you know consumers will use your wish list to track the gifts they've given over the last several years?



Technology



browser



email



kiosk



scanner



smart phone



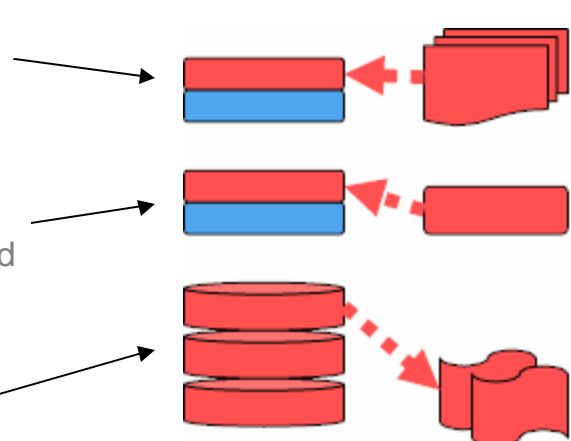
voice (IVR)



WishList.com's user interfaces: web, email, smart phone, WAP, interactive voice recognition (IVR)

WishList.com's application logic and features

WishList.com's redundant data warehouse



Your HTML Templates control your user interfaces

Implement custom business logic and features

You control your data & reports

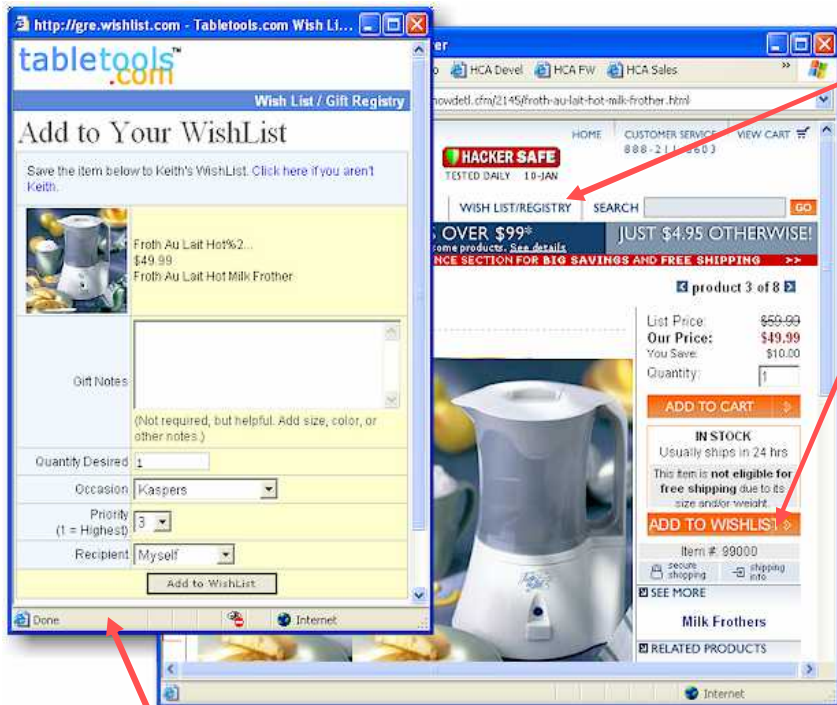
Your WishList Manager provides easy administration and setup

Manage the performance of your website's wish list and your store-front wish lists

Control access rights for store managers, and different website site administrators



Implement



STEP 3: Create HTML templates to control your wish list look, including main windows, emails, and pop windows if you choose to use them

STEP 1: Insert "WishList" into your main navigation

STEP 2: Insert "Add to WishList" next to each product

STEP 4: Create CSS templates to control your WishList layout and design. Control menu buttons, tables, fonts, and more...

