

Example of NYC Dedicated Delivery Truck



- Expected to launch in New York City market week of 11/10
- Trucks will be dedicated to Wayfair and are managed by our existing home delivery partner
- Dedicated trucks enable Wayfair to provide a differentiated level of service to our customers

Daily Sales Email Personalization



“Upholstered finds for every room in your home”

Revamp your yard with firepits, seating groups, kids' playsets, and more EARN 3% BACK
 Earn WAYFAIR REWARDS for every purchase you make

wayfair.com MY ACCOUNT [Shop Daily Sales >](#)

DAILY SALES Up to 70% OFF. Limited time deals. Launch everyday at 12 ET.

 UP TO 70% OFF ENDS 08/31 Top Upholstered Finds by Skyline SHOP NOW >	 UP TO 65% OFF ENDS 08/04 Stay Cool: Ceiling Fans SHOP NOW >
 UP TO 70% OFF ENDS 08/31 Get-Fit Finds: Treadmills, Gear & More SHOP NOW >	 UP TO 60% OFF ENDS 08/02 Drinks by the Fire SHOP NOW >
 UP TO 60% OFF ENDS 08/31 Best Sellers: Bunk Beds SHOP NOW >	 UNDER \$40 ENDS 08/31 Tabletop Essentials Under \$40 SHOP NOW >

“Fire up the popcorn machine; it's family movie night!”

Revamp your yard with firepits, seating groups, kids' playsets, and more EARN 3% BACK
 Earn WAYFAIR REWARDS for every purchase you make

wayfair.com MY ACCOUNT [Shop Daily Sales >](#)

DAILY SALES Up to 70% OFF. Limited time deals. Launch everyday at 12 ET.

 UP TO 70% OFF ENDS 08/30 Family Movie Night Must-Haves SHOP NOW >	 UP TO 70% OFF ENDS 08/29 Leave Them Floored: Area Rugs SHOP NOW >
 UP TO 60% OFF ENDS 08/29 Neutral Nursery Updates SHOP NOW >	 UP TO 70% OFF ENDS 08/31 Get-Fit Finds: Treadmills, Gear & More SHOP NOW >
 UP TO 60% OFF ENDS 08/02 Drinks by the Fire SHOP NOW >	 UP TO 60% OFF ENDS 08/29 Clear Clutter with Chests & More SHOP NOW >

“Kohler sinks that'll make doing the dishes less of a chore”

Revamp your yard with firepits, seating groups, kids' playsets, and more EARN 3% BACK
 Earn WAYFAIR REWARDS for every purchase you make

wayfair.com MY ACCOUNT [Shop Daily Sales >](#)

DAILY SALES Up to 70% OFF. Limited time deals. Launch everyday at 12 ET.

 UP TO 70% OFF ENDS 08/01 Kitchen Sink Refresh featuring Kohler SHOP NOW >	 UP TO 60% OFF ENDS 08/29 Clear Clutter with Chests & More SHOP NOW >
 UP TO 65% OFF ENDS 08/29 Farmhouse Kitchen: Sinks & More SHOP NOW >	 UP TO 70% OFF ENDS 08/29 Leave Them Floored: Area Rugs SHOP NOW >
 UP TO 70% OFF ENDS 08/31 Top Upholstered Finds by Skyline SHOP NOW >	 UP TO 65% OFF ENDS 08/04 Stay Cool: Ceiling Fans SHOP NOW >

All emails sent on August 28th, 2014 as part of Wayfair.com Daily Sales program
 Content and order of events varied based on recipient's prior engagement with site, purchase history and known demographic information