



Supplier Imagery

Recommendations to Improve SKU Performance

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Why Is Imagery Important?



Customers can't physically touch and interact with products on Wayfair, so high-quality visual merchandising is our way to help shoppers "see and feel" products in a meaningful way. Great imagery captures a shopper's attention, clearly illustrates product details and features, and inspires customers to envision the product in their space.

We are constantly testing and exploring the impact of imagery on-site with the goal of understanding our customers' needs. The intention of these imagery standards is to keep you informed of what works best and to provide recommendations on how to optimize the shopping experience for each of your products. To do that we have defined a specific set of standards for each product class based on the nine shot types we outline in this guide.

A few statistics of imagery's impact:

- Misleading imagery causes 20% of returns.
- Best-performing products on average have 4x more images.
- Lack of quality imagery is a major reason why customers do not convert after adding to cart.

Product Image Types

The images below display the nine shot types. Our recommended shot types for each class can be found in the Class Standards section of this document. They are based on rigorous experimentation and validation.



Single-Product Silhouette



Multi-Product Silhouette



Floor & Wall



Zoomed-In Environmental



Zoomed-Out Environmental



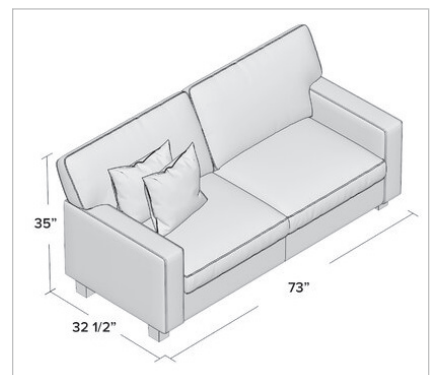
Detail



Non-Photo



Functional



Dimensional

Product Image Types

The purpose of our nine different shot type standards is to weave a narrative for the customer that visually explains all the pertinent details of the product. They have been customized based on class and context to make sure we're always displaying the right information to the customer in the right place. Each class on our site has a unique configuration and quantity of the following nine shot types put together in a way that tells the best story for your product.

Single-Product Silhouette

A single-product silhouette has only **one product displayed in the image**. If the product is sold in a set, a single-product silhouette would display only one piece of the set.

- We recommend single-product silhouettes use a white background, although any color background is acceptable. (Exception: White products should use a non-white background.)
- Having a shadow on the image is okay. But the product should take up about 65% or more of the frame.
- A single-product silhouette is different from other shot types because the product is not pictured in an environmental setting and there are no other props included.
- Single-product silhouettes best represent your product when the full product is in view and not truncated.
- If multiple single-product silhouette images are required for your class, it is beneficial to have multiple angles of the product represented. Angled images provide a better idea of the product's length, width, and height and give the customer more confidence in their purchase.

Image Examples:



Multiple Angle Image Examples:



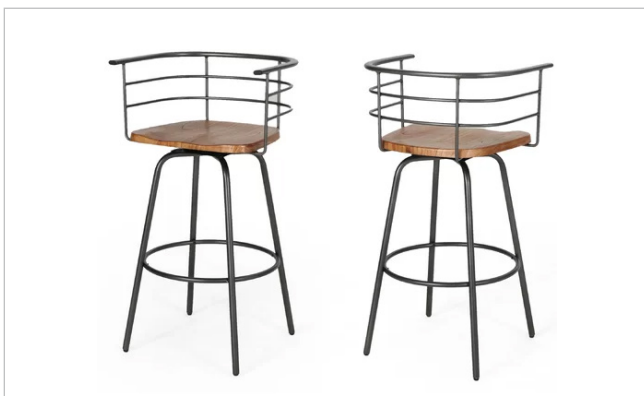
Product Image Types

Multi-Product Silhouette

Multi-product silhouettes have **multiple products in the image** and are typically used to show products in a set or collection, in order to display everything that is included in the purchase (i.e., dining set or bar stool set).

- We recommend multi-product silhouettes use a white background, although any color background is acceptable. (Exception: White products should use a non-white background.)
- Having a shadow on the image is OK. But collectively, the products should take up about 65% or more of the frame.
- A multi-product silhouette shot is different from other shot types because the product is not pictured in an environmental setting.
- If available, it is beneficial to show multiple angles of the products represented. Angled images provide a better idea of the product's dimensions and give the customer more confidence in their purchase. When selling multiple items or sets, variation in angles can help tell the story for how these products look together.
- Multi-product silhouettes best represent your product when the full product(s) are in view and not truncated.

Image Examples:



Product Image Types

Floor & Wall

A floor-and-wall shot is the product pictured in an environmental setting, with little to no props.

- Architecture such as windows, fireplaces, and doors do not count as props and are okay to have in a floor-and-wall shot.
- Floor-and-wall shots can also be found in an outdoor environment as long as only the ground and a wall is shown.
- In a floor-and-wall shot the product can be shown only on the floor, wall, or ceiling as well as within an empty room.
- Although they look similar to environmental shots, floor-and-wall shots isolate products in an empty room. In contrast, environmental images generally appear in a home setting and feature products in stylized rooms with many props, decor, wall art, etc.

Image Examples:



Product Image Types

Zoomed-In Environmental

Zoomed-in environmental shots show a product in a home or office setting and are cropped to clearly feature the specific product.

- In order for an image to be considered a zoomed-in environmental, the product usually takes up 65% or more of the image.
- Zoomed-in environmental shots have the floor and/or wall shown in the image with other decorative items in the image to make the product feel more natural to the setting.

Image Examples:



Product Image Types

Zoomed-Out Environmental

Zoomed-out environmental images display the product in a room setting to help visualize how the product would look in a home or office environment.

- Products in a zoomed-out environmental should take up less than 50% of the frame.
- Zoomed-out environmental shots have the floor and/or wall shown in the image with other decorative items in the image to make the product feel more natural to the setting.

Image Examples:



Product Image Types

Detail

Detail shots zoom in to highlight **specific details** of the product to give the customer a better idea of its unique features.

- The product takes up over 75% of the frame.
- Detail shots should show a specific selling feature of the product such as the hardware, the material, or a drawer.
- A detail shot can have any type of background as long as there is only one identifiable product in the image.

Image Examples:



Please do not: Use a truncated image that does not highlight any specific details of the product. A better image might highlight the product legs, nails, or corners.



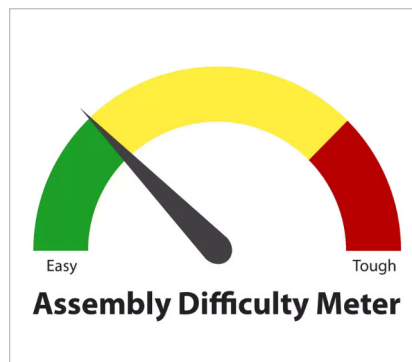
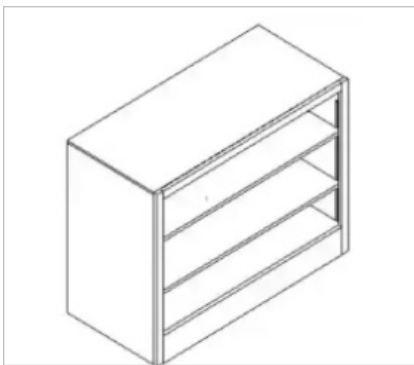
Product Image Types

Non-Photo

A non-photo shot type is any image that is either not photo-realistic, includes additional diagrams or text, or is not of the product itself. Examples include line drawings of a product, packaging details, badges, iconography, schematics, and more.

- Non-photo shots differ from the other shot types because they typically show the geometry of the product, assembly instructions, or other product specifications.

Image Examples:



Product Image Types

Supplemental Shot Types

The following two supplemental shot types are not mutually exclusive to the previous seven shot types. Functional and dimensional shots can be added on top of any of the previous shot types, depending on your product or the class standards.

Functional

Functional shots show or demonstrate the actual functionality of the product, such as a lift-top coffee table, reclining sofa, or open drawers/doors.

- On/off capability such as lights or running water is not considered a function.

Image Examples:



Silo/Functional



Zoomed-In Environmental / Functional



Detail/Functional

Product Image Types

Dimensional

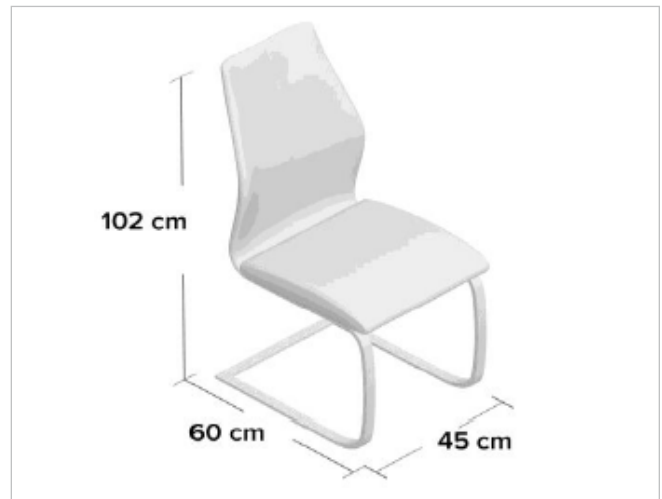
Dimensional images allow the customer to visualize the measurements of the product and help place the size of the product in their home.

- Clear dimensions of the product are critical for dimensional shots.
- If the image is also showing function, such as a sleeper sofa or lift top of a coffee table, having dimensions of the product in both states is very helpful for the customer to get a better sense of the product in their home.

Image Examples:



Floor & Wall / Dimensional



Non-Photo/Dimensional



Environmental/Dimensional



Detail/Dimensional

Imagery Suggestions by Class

Please find the class your product belongs to from the table below to determine baseline shot types recommended for your product. The shot types recommended will help best merchandise your products to customers on our site. When purchasing products online, it's important to have imagery that provides the customer with a tactile sensation through a digital experience. Our testing shows that the following class standards maximize revenue.

Please keep in mind that the recommended imagery in the below table is at the option level. For example, if your product has three color options, the shot types recommended should be found on all the color options. However, for some shot types such as dimensional or functional, one image can be applied to all three of the options and is therefore OK at the product level.

**Class standards and imagery suggestions
will be coming soon!**

Technical Best Practices

Requirements

Images

- Files must be **JPG** or **PNG format**, JPG is preferred.
- Images uploaded after November 1, 2018 must be at least 1000 x 1000 pixels to go live on-site.
- We prefer images that are 2000 x 2000 pixels. This ensures any additional crops will still have an acceptable resolution.

Please do not: Resize images that are low-resolution to fit these standards. This will result in a poor-quality image. If you don't already have a high-resolution version of the image, try to obtain the original full-resolution assets. If the original full-resolution is either JPG or PNG you may send those files, or create a high-resolution JPG from them.

Videos

- Files must be **MP4, MOV, or GIF format**.
- For URL links, we only accept **YouTube** or **Vimeo**.

Quality Recommendations & Common Pitfalls

Choose Images That:

- Are clear and information-rich.
- Are in focus.
- Clearly feature the product, ideally in the forefront of the image.
- Show no dirt or debris.
- Have balanced lighting (not dark or dim, but also not washed out).
- Accurately represent product color.

Too Few Images

Meet the “baseline” standards on shot types for the class found on [page 14](#).

Low-Contrast Images

Avoid having silhouettes with a white background for white products.

Technical Best Practices

Inaccurate or Unnatural Setting

Avoid images where the product is not pictured in its natural setting such as a trampoline in an office parking lot. An example of a product in its natural setting would be a sofa pictured in a living room.

A SKU should also have at least one image of the product shown in its natural state (or how it is most commonly used). For example, if a recliner is your product, there should be an image of it as a chair and not in the reclined state. If a SKU does not have at least one image of the product shown in its natural state, then the product is lacking a “lead-eligible” image and will not be sellable on-site. Other examples of non-lead imagery include:

- Images where the product is not fully shown or is obstructed to the customer.
- Images showing the product in a functional or detailed state.
- Images showing the back of the product.

Low-Resolution Images

Avoid uploading images not adhering to the baseline of 1000 x 1000 pixels mentioned above.

Redundant Media

All images uploaded should be unique. Content may be rejected if images are duplicative or already in use on-site.

Watermarks

Images with watermarks are not eligible for site display.

Text on Images

Avoid images with text or branded overlays. In images where text is critical, avoid displaying the text in a way that obscures the product or covers the entire image. (Exception: For WayMore content text over images is accepted).

Human Models

Please avoid showing individuals in inappropriate attire.

Lighting

- Avoid dark or overly shadowed images.
- Avoid overly bright or washed-out images.
- Photograph products in a natural light environment to produce a bright image for the user to easily see on all devices.

FAQs

How will the tool know what images belong to my part numbers?

- If you are uploading one image at a time, our tool directly matches based on the SKU you selected.
- If you are uploading images in bulk from your computer, please name your files after the part number, and use an underscore if you have multiple documents.
- If you are uploading in bulk by URL, the Excel template will have you fill out the part number in column A, and the link in column B.

What are the orange and red alerts for at the top of the images tab?

- The tool will give you an orange alert if your products are below preferred image resolution, or a red alert if we are missing images for your products.

Are there any size limitations to uploading media?

- For URL links, please keep your file to 200 items or less at a time. If you have more than this, please break up your upload.
- For bulk loading from your computer, please keep the file upload to 200MB at a time or less. If you have more than this, please break up your upload. Images should be less than 20MB and videos should be less than 200MB.

Having other issues with uploading and managing product images?

- Contact our Help Center: <https://partners.wayfair.com/help/2/article/63>

Who should I contact if I'm running into other issues?

- Please feel free to contact our Extranet Support team at **ProductInfo@wayfair.com**. We're happy to help answer any questions or address any technical issues!

Are You Missing Imagery?

Introducing the Wayfair Certified Modeling Program

If you're missing any of the imagery suggested in the class standards section of this document, we offer 3D modeling packages (3D model and a suite of white silo imagery) through our Wayfair Certified Modeling program. Having 3D models of your catalog provides an enhanced visual merchandising experience on-site.

Let us handle the operations. Completed assets can be delivered in as little as six weeks. Contact us at 3DModeling@wayfair.com for more information.

Benefits of the 3D Model Program

Overall Benefits

- 3D media is **exponentially cheaper** than traditional 2D imagery.
- 3D models are high quality and highly photo-realistic.
- Assets are yours to own – build your own 3D IP and use these models for internal purposes (i.e., utilize for product development to help visualize the design process and get faster to market), and share them with other retailers to enhance your merchandising everywhere.

Merchandising Feature Benefits

3D media unlocks next-gen merchandising features like AR/VR, Room Designer, and opportunities to be part of Wayfair environmental imagery – all of which have shown an increase in conversion.

- There is a 3x conversion rate for product views that utilized AR View in Room, and 2x add-to-cart rate.
- Products with proprietary environmental imagery show an increase in sales.
- We've found 3x higher repeat rates for items in Exclusive Brands (our private-label house brands), which 3D models enable access to.

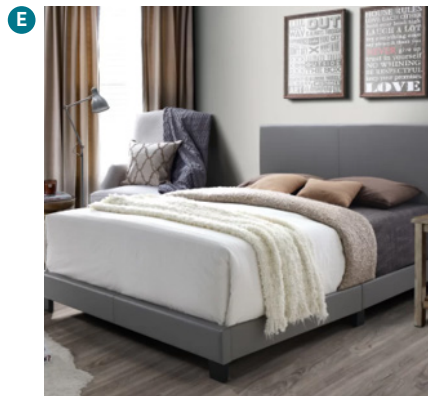
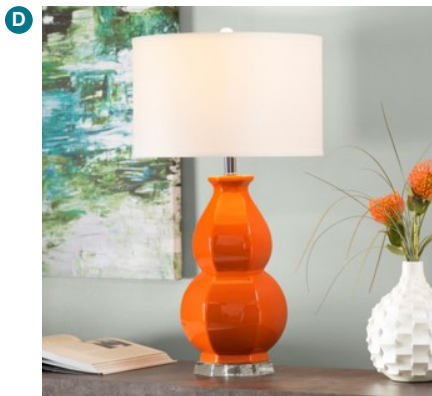
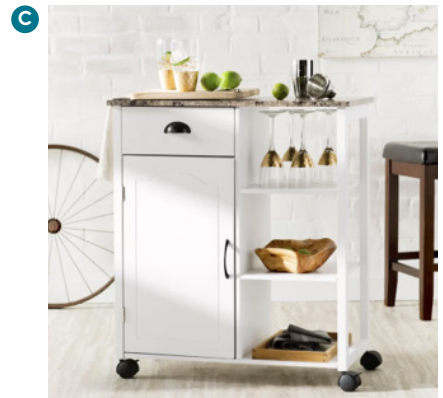
Still Undecided?

Try taking our quiz on the next page that tests our 3D model imagery against imagery taken in a photo studio.

3D Imagery Quiz

Test Your Skills

Four of these images were created from 3D models. Can you spot which ones?



Answers can be found on the bottom of the next page.

Questions?



We're here to help!

Reach out to Extranet Support team at ProductInfo@wayfair.com.

3D imagery quiz answers: A, B, F, and H were 3D models.