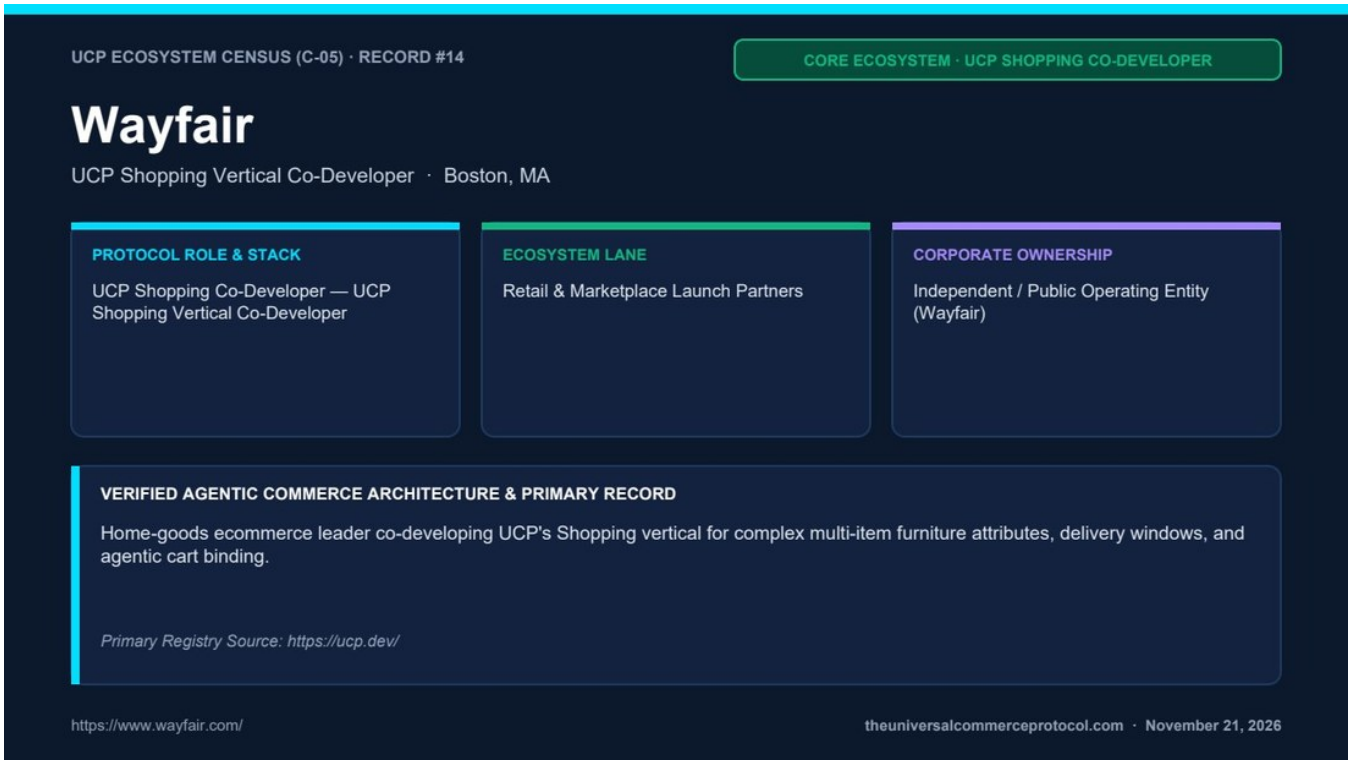
Wayfair — Verified Agentic Commerce Ecosystem Profile

UCP Shopping Vertical Co-Developer | Boston, MA | Verified November 21, 2026



1. Verified Ecosystem Record & Protocol Alignment

Field	Primary-Source Verified Detail
Entity	Wayfair
Official Ecosystem Role	UCP Shopping Vertical Co-Developer
Protocol Alignment	UCP Shopping Co-Developer
Ecosystem Lane	Retail & Marketplace Launch Partners
Ownership Classification	Independent / Public Operating Entity
Headquarters	Boston, MA
Official Reference URL	https://www.wayfair.com/
Canonical Spec Registry	https://ucp.dev/

2. Protocol Architecture & Merchant Interoperability

Home-goods ecommerce leader co-developing UCP's Shopping vertical for complex multi-item furniture attributes, delivery windows, and agentic cart binding.

Within the open agentic-commerce stack (UCP /.well-known/ucp discovery, REST/JSON-RPC transports, AP2 verifiable payment mandates, and ACP delegated checkout), Wayfair operates inside the Retail & Marketplace Launch Partners layer. UCP's core Merchant-of-Record principle ensures participating merchants retain direct customer relationships and fulfillment control rather than surrendering checkout to closed intermediaries.

3. Corporate Ownership & Governance Verification

Operates as an independent / publicly traded organization participating directly in UCP Shopping Co-Developer.

4. Frequently Asked Questions

Q: What role does Wayfair play in UCP and agentic commerce?

Home-goods ecommerce leader co-developing UCP's Shopping vertical for complex multi-item furniture attributes, delivery windows, and agentic cart binding.

Q: Where is Wayfair officially verified in public protocol registries?

Listed directly in https://ucp.dev/ under role 'UCP Shopping Vertical Co-Developer' (verified live November 21, 2026).

Q: How does Wayfair ownership map under Option B governance?

Operates as an independent / publicly traded organization participating directly in UCP Shopping Co-Developer.

5. Primary Sources & Companion Links

Reference	Verified URL
Canonical Protocol Registry	https://ucp.dev/
Official Entity URL	https://www.wayfair.com/
Live Web Profile	https://theuniversalcommerceprotocol.com/wayfair-ucp-ecosystem-profile/
Markdown Twin (.md)	https://theuniversalcommerceprotocol.com/wp-content/uploads/2026/11/wayfair-ucp-ecosystem-profile.md
C-05 Ecosystem Census Index	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census/
Combined Census llms.txt	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census-llms.txt

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