



## Wayfair Called Out for Exaggerated Savings Claims Company Hides Secret to its Deep Discount Claims

10" Firm Gel Memory Foam  
Mattress

\$349.99

~~\$2,100.00~~ 83% Off

See More by [Alwyn Home](#)



### Claimed Savings vs. Actual Savings on 12 Wayfair Way Day Sale Items

Apr. 10 (Way Day) vs. Apr. 12		by Consumer World			
Item	Stated Reference Price	Way Day Price 10-Apr	Claimed Way Day Savings	After Way Day Price 12-Apr	Actual Way Day Savings*
<a href="#">10" memory foam mattress-Alwyn Home</a>	2,100.00	349.99	83% off	376.99	7%
<a href="#">Sonier faux sheepskin rug</a>	569.00	71.99	87% off	89.99	20%
<a href="#">Arthurs 9-draw combo dresser</a>	1,200.00	525.99	56% off	588.99	11%
<a href="#">Mounts upholstered platform bed</a>	983.00	351.66	64% off	422.29	17%
<a href="#">Keanu rocking chair</a>	150.00	65.99	56% off	71.99	8%
<a href="#">Noreen 3-pc outdoor dining set</a>	1,629.00	384.99	76% off	410.99	6%
<a href="#">Tilley rustic 5-pc dining set</a>	629.00	253.99	60% off	287.07	12%
<a href="#">Rabin wall-hugger recliner</a>	400.05	166.99	58% off	231.99	28%
<a href="#">Almaraz upholstered bench</a>	399.99	88.99	78% off	125.66	29%
<a href="#">Wasser end table</a>	189.00	56.14	70% off	62.96	11%
<a href="#">Banker 3-pc conversation set</a>	2,630.00	476.29	82% off	538.99	12%
<a href="#">Solange upholstered dining chairs (2)</a>	433.74	91.98	79% off	135.98	32%
			<b>71% Avg Claimed Savings</b>		<b>16% Avg Actual Savings*</b>

\* percentage savings on Way Day compared to after Way Day prices for test items.

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