

ada

DIGITAL CONFERENCE

Indonesia in Focus

UNLEASH YOUR
DIGITAL MARKETING
POTENTIAL BY
LEARNING DATA AND
TECH STRATEGIES

xo●
How to Transform Your CX
WITH WHATSAPP CHATBOTS

xo●
Leveraging Data
**TO UNLOCK
IMPACTFUL RESULTS**



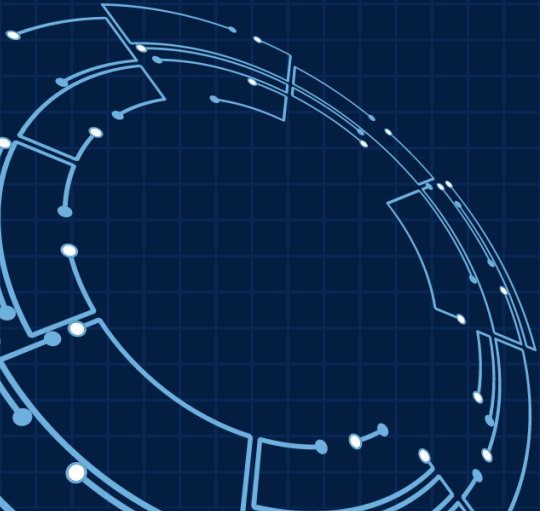
xo●
Win Ramadan 2022 with
OMNICHANNEL STRATEGY

xo●
Sustain Your
eCommerce Momentum
**AND DRIVE SALES
ALL-YEAR LONG**

time date **THURSDAY** JAN/27/2022

time **[01.30 – 05.45 PM (GMT+7)]**

***Sustain your eCommerce Momentum
and Drive Sales All-Year Long***





MODERATED BY

RAM SANJIV

Key Account Director, eCommerce, ADA



SPEAKER

ASTRID UTARI

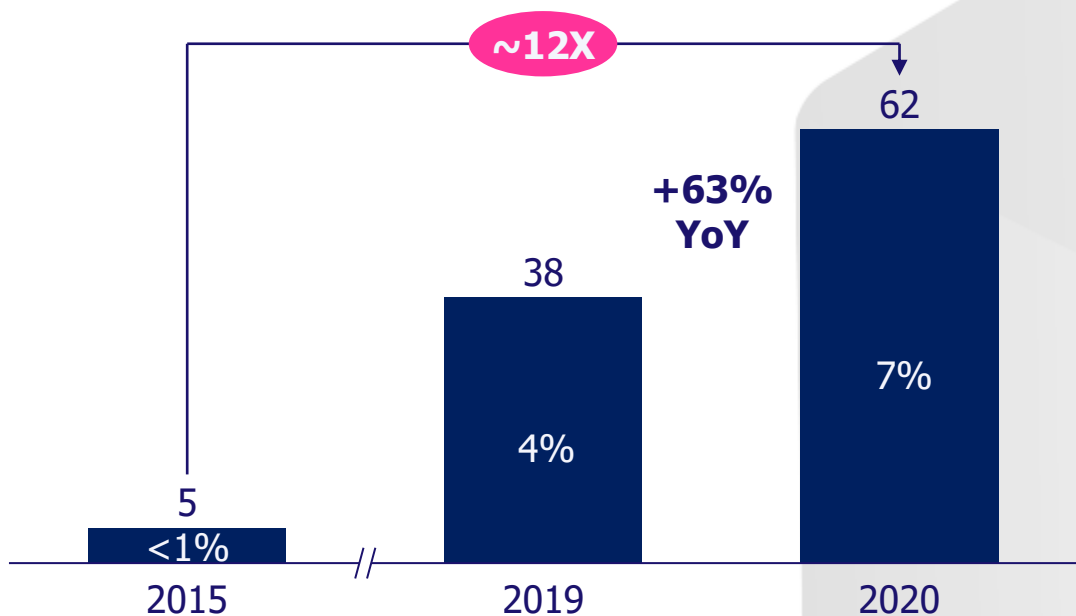
Head of Marketing Solutions, Lazada
Indonesia

SEA RETAIL OVERVIEW

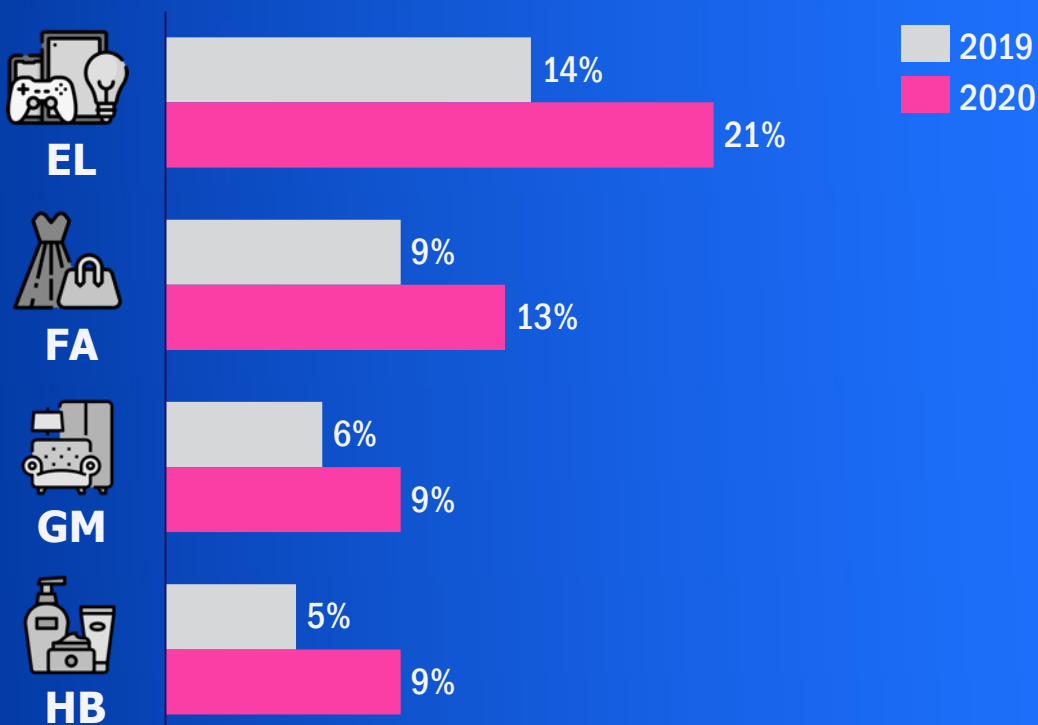
SEA HAS SEEN A SHIFT TOWARDS ONLINE ADOPTION OVER THE PAST 5 YEARS

E-COMMERCE MARKET SIZE, USD BN

xx% = eCommerce penetration



E-COMMERCE PENETRATION RATE BY CATEGORY, 2019-20, %



RETAIL CATEGORIES HAVE GROWN DISPROPORTIONATELY ONLINE BETWEEN 2019 AND 2020

STRONG GROWTH OF LAZADA PLATFORM USER BASE

EXTENSION OF LAZADA USER BASE
INCREASE POTENTIAL REACH

Notes:

1. For the month ending Jun 30, 2021
2. For the last twelve months ("LTM") ending Jun 30, 2021
3. For period Jan – Jun, 2021, Growth over same period in 2020
4. LazMall Customer ARPU vs Overall Platform Customer ARPU, as at 30 Jun, 2021

~110M

**ANNUAL ACTIVE
USERS¹**

~150M

**MONTHLY ACTIVE
USERS²**

>70%

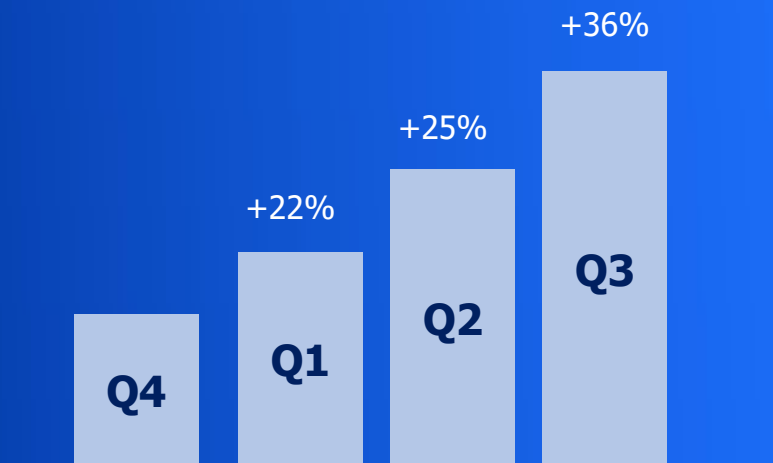
**UPLIFT IN BUYER
GROWTH³**

>2X

**AVERAGE REVENUE
PER USER⁴**

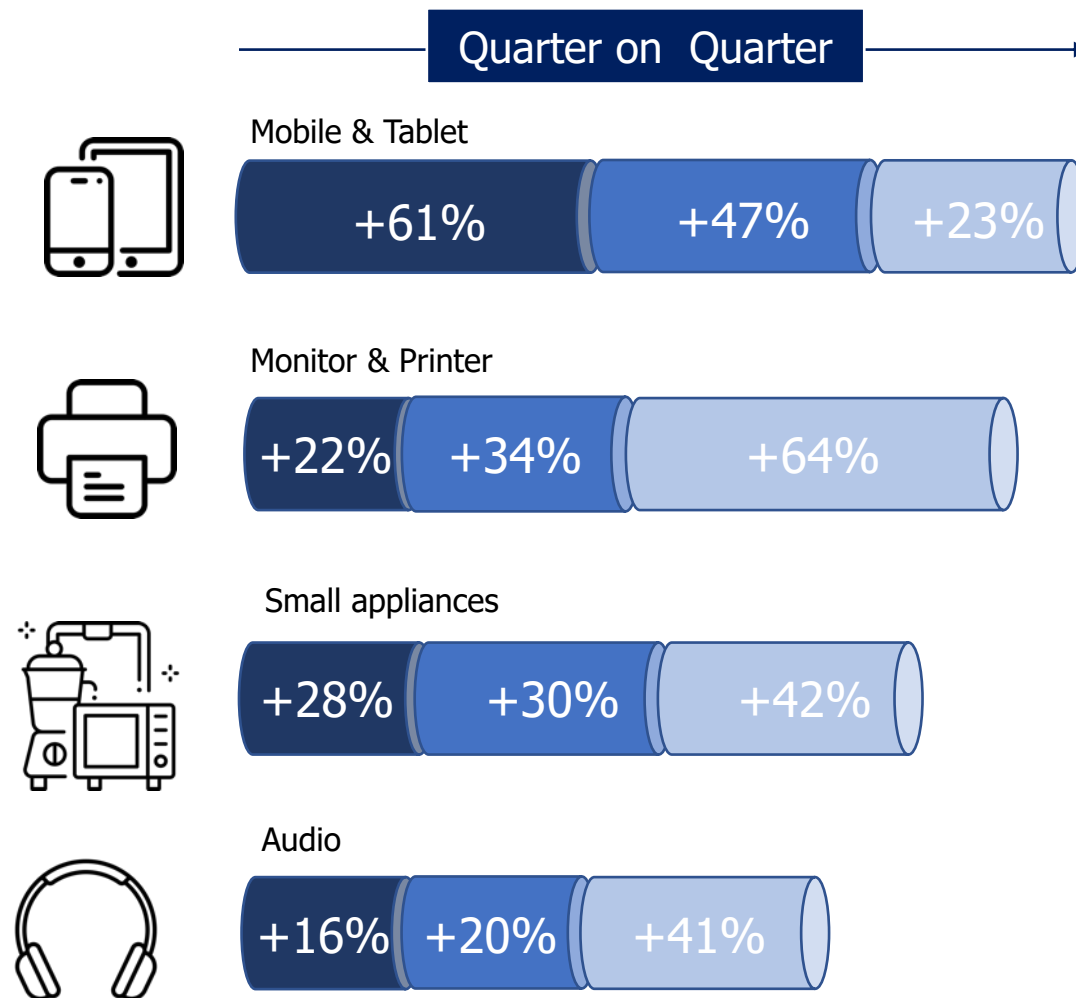
ELECTRONICS

EXPERIENCED STRONG GROWTH IN 2021



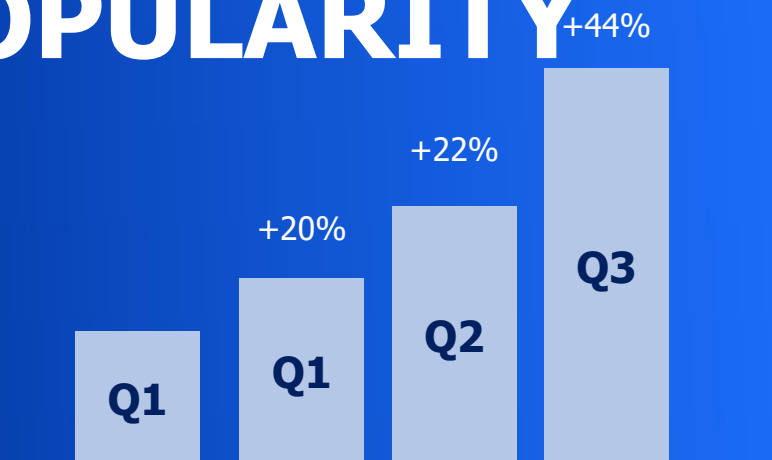
Investment growth on Lazada Sponsored Solutions

QOQ GROWTH IN MARKETING SOLUTIONS SPENDS BY SUB-CATEGORIES



FASHION

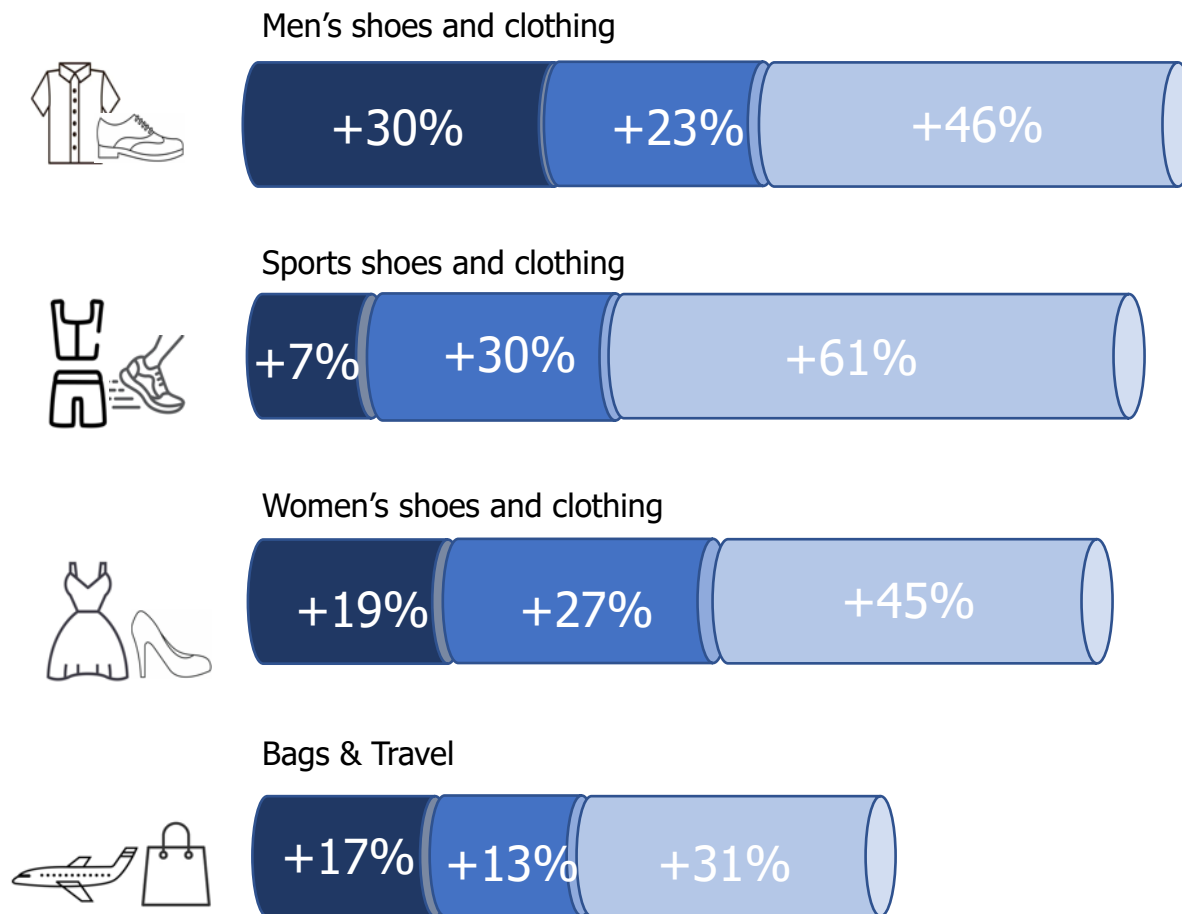
MEN & WOMEN'S SPORTING APPAREL SURGED IN POPULARITY



Investment growth on Lazada Sponsored Solutions

QOQ GROWTH IN MARKETING SOLUTIONS SPENDS BY SUB-CATEGORIES

Quarter on Quarter →



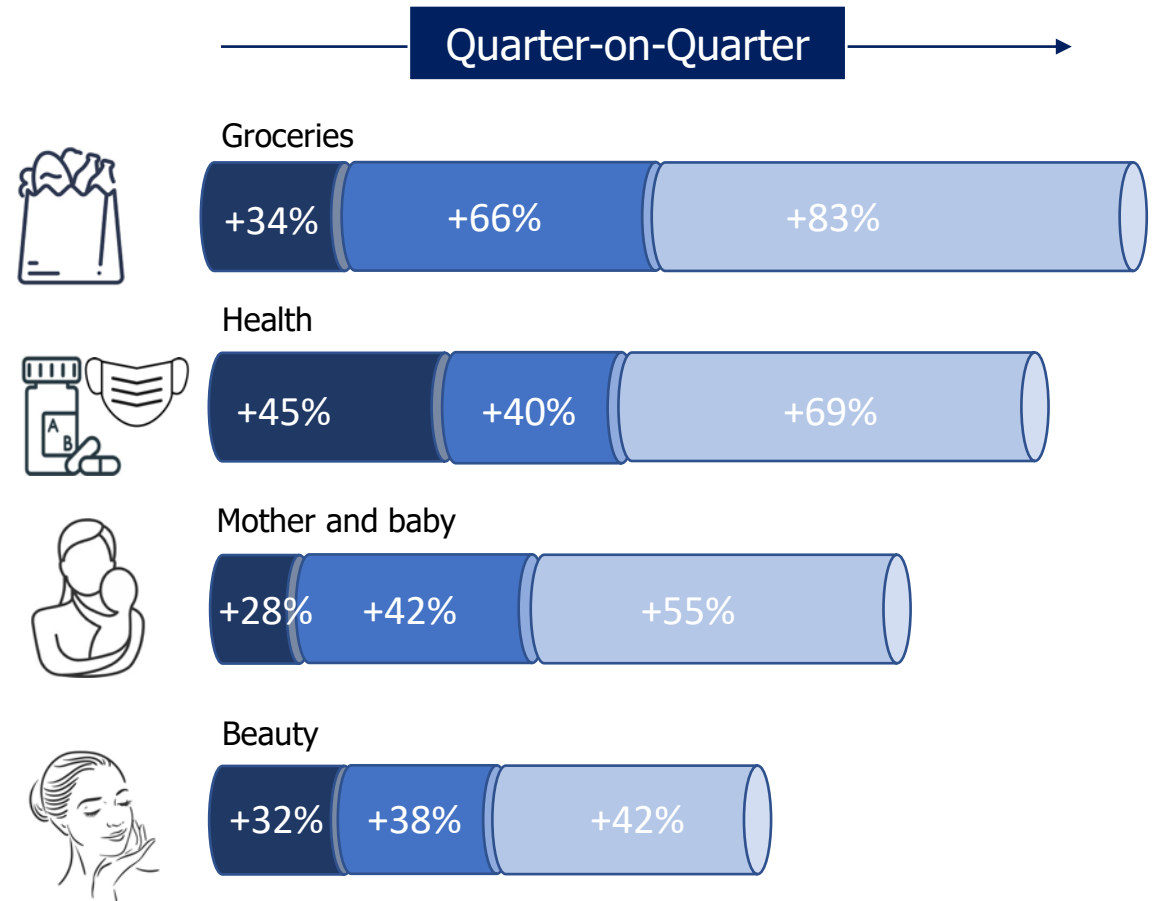
FMCG

STRONG GROWTH EXPECTED DUE TO CONTINUED PANDEMIC RESTRICTIONS



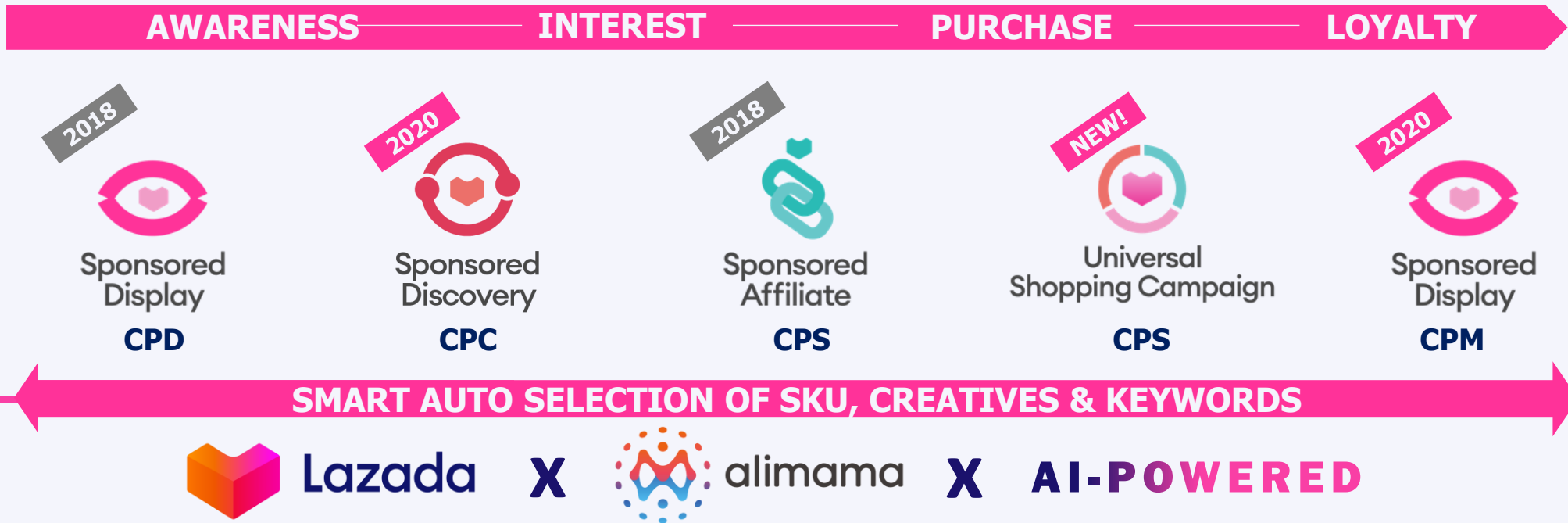
Investment growth on Lazada Sponsored Solutions

QOQ GROWTH IN MARKETING SOLUTIONS SPENDS BY SUB-CATEGORIES



Lazada Marketing Solutions Your Trustworthy Branding & Marketing Partner

Smart & integrated solutions across the shopper journey



250,000+
ACTIVE BRANDS &
SELLERS



~20%
TOTAL STORE
VISITS



8-10x
AVERAGE ROI

Traffic Ecosystem To Your Lazada Store

Organic Traffic

Offsite traffic Lazada drives with via Lazada campaigns, online marketing, onsite navigation etc



Sponsored Solutions

Offsite and Onsite solutions to drive traffic directly and indirectly to your Lazada Store



Brand Driven Traffic

Offsite traffic that you drive to your own Lazada Store



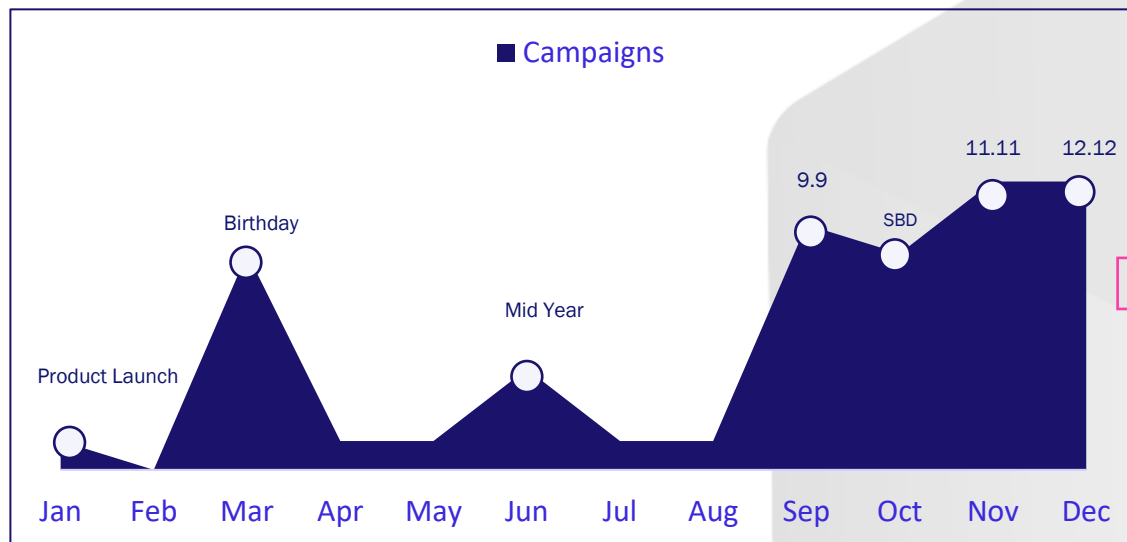
Your Lazada Store



Integrate Campaigns with Always-On

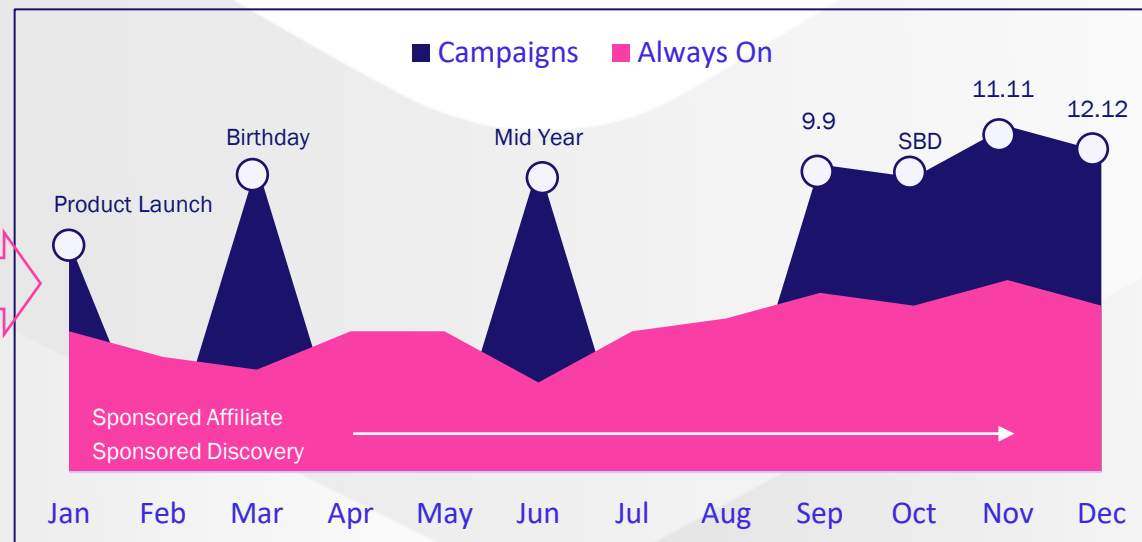
We encourage integration of campaigns with an always on strategy, moving from sporadic spikes to consistent engagement

Brand engagement through multiple, cyclical campaigns



- Sporadic spikes in engagement
- With peaks, come troughs

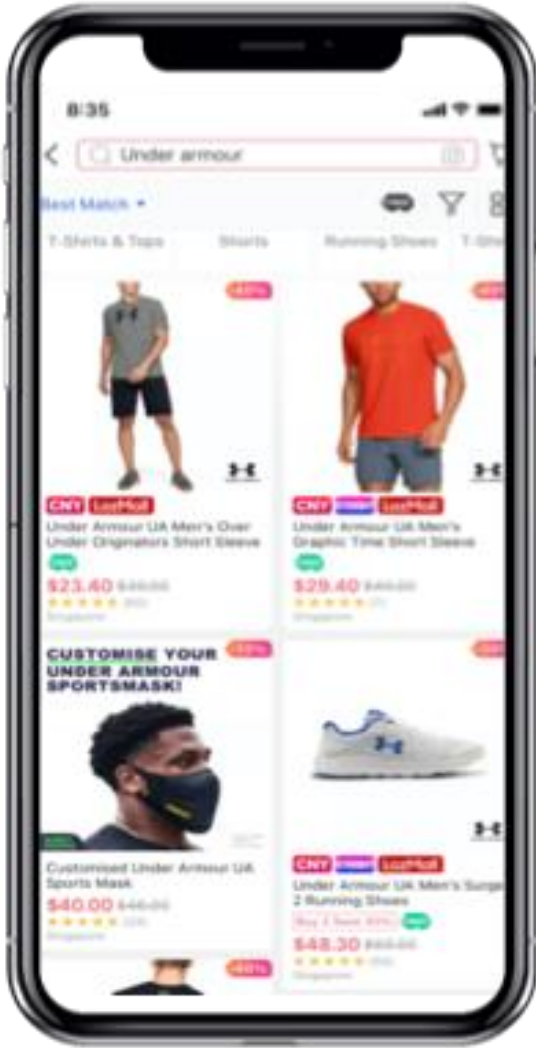
Continuous brand engagement supercharged by campaigns



- Consistent interaction and sustained relationships
- Inspiring brand loyalty and advocacy
- Content marketing harmony
- Allow machine to learn consistent behavior

LAZADA SINGAPORE CASE STUDY - UNDER ARMOUR

SPONSORED DISCOVERY & SPONSORED AFFILIATE



BRAND OBJECTIVE

Under Armour wanted to achieve **top placements** when promoting their fashion merchandise and the brand during Mega Campaigns

SOLUTIONS

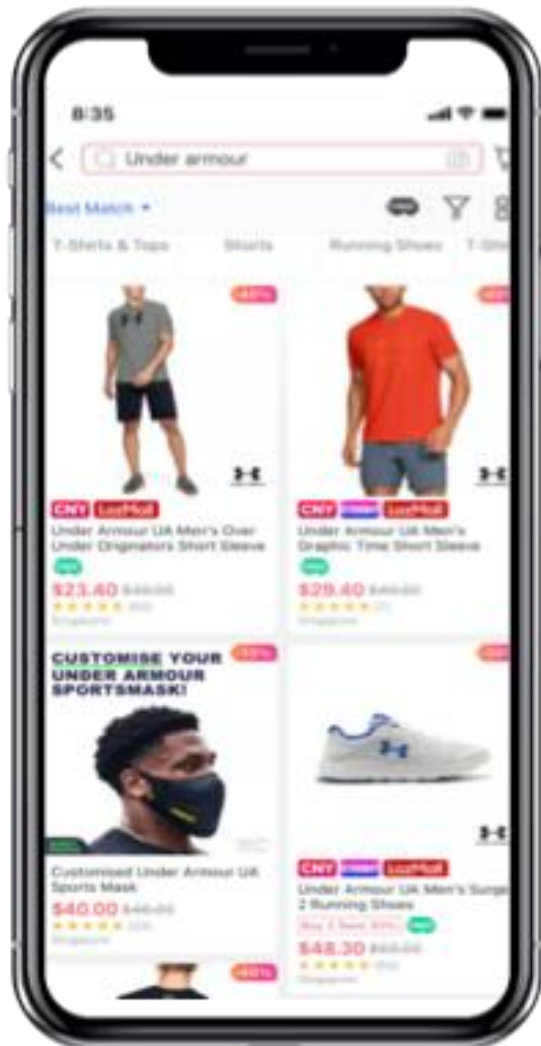
Used both, Sponsored Discovery and Sponsored Affiliate to maximize impressions

STRATEGY – Sponsored Discovery

- Ran “**always-on**” campaign for teasing, during and after mega period to take top placement consistently
- Set up traffic and sales campaigns to target search and in-market audience, such that they could attract new customers and drive purchases
- Had sufficient daily budgets
- Promoted a wide assortment of products

LAZADA SINGAPORE CASE STUDY - UNDER ARMOUR

SPONSORED DISCOVERY & SPONSORED AFFILIATE



STRATEGY – Sponsored Affiliate

- Assortment of appealing creatives to drive new customers onsite
- Always on approach to drive external traffic onsite to their PDPs

RESULTS

By using combination of Sponsored Discovery & Sponsored Affiliate throughout the Mega Campaign period allowed Under Armour to **drive sales** for a wide assortment of their products and **increase brand awareness**.

205%

Uplift in GMV due to
Sponsored Solutions

590k+

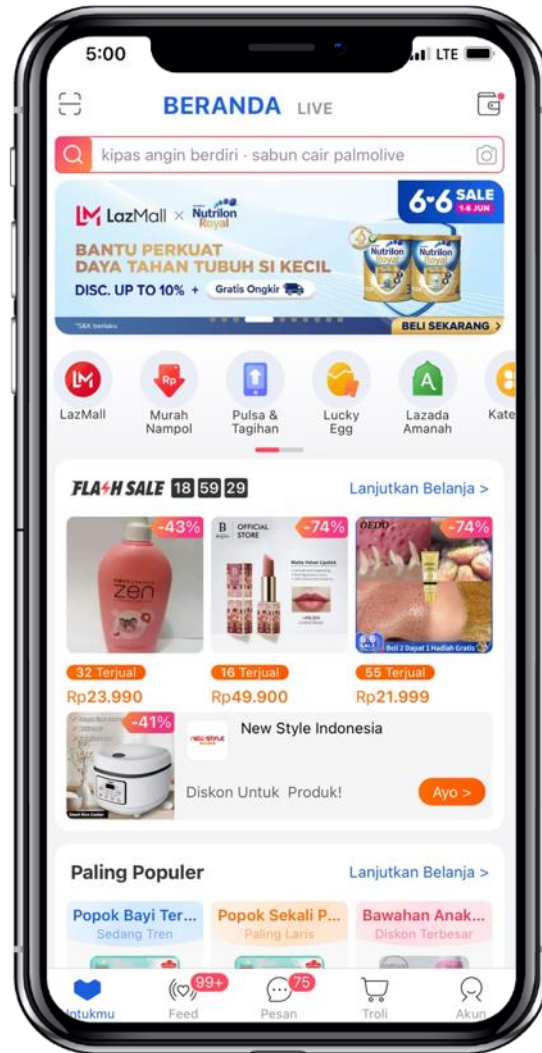
PDP Impressions delivered
onsite

11x

ROI

LAZADA INDONESIA CASE STUDY - NUTRILON

SPONSORED DISPLAY



BRAND OBJECTIVE

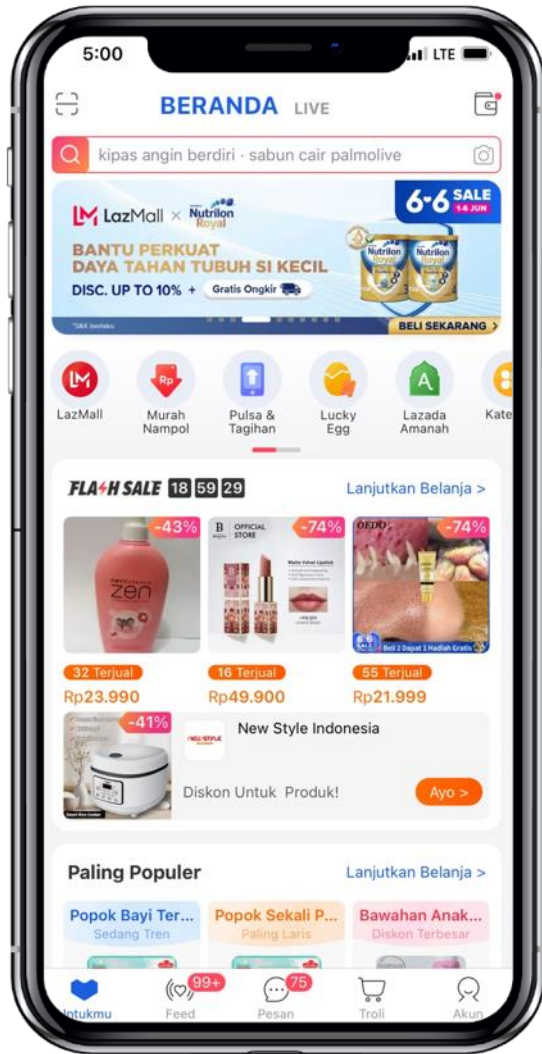
Danone wanted to accelerate growth of one of their Premium Formula Milk Nutrilon by **maximizing awareness** on Lazada platform and, in the long run, further **grow their sales**.

STRATEGY

- Utilize Mega Campaign Packages and BAU Packages (Category Day and Pay Day) for CPD strategy and complementing with usage of CPM post campaign days with Audience Targeting Strategy
- Quarterly planning to ensure they have the best mix of packages and consistent visibility throughout the month
- CPM Audience targeting with prospecting strategy: Female 19-39 Mother & Baby Category buyers

LAZADA INDONESIA CASE STUDY - NUTRILON

SPONSORED DISPLAY



RESULTS

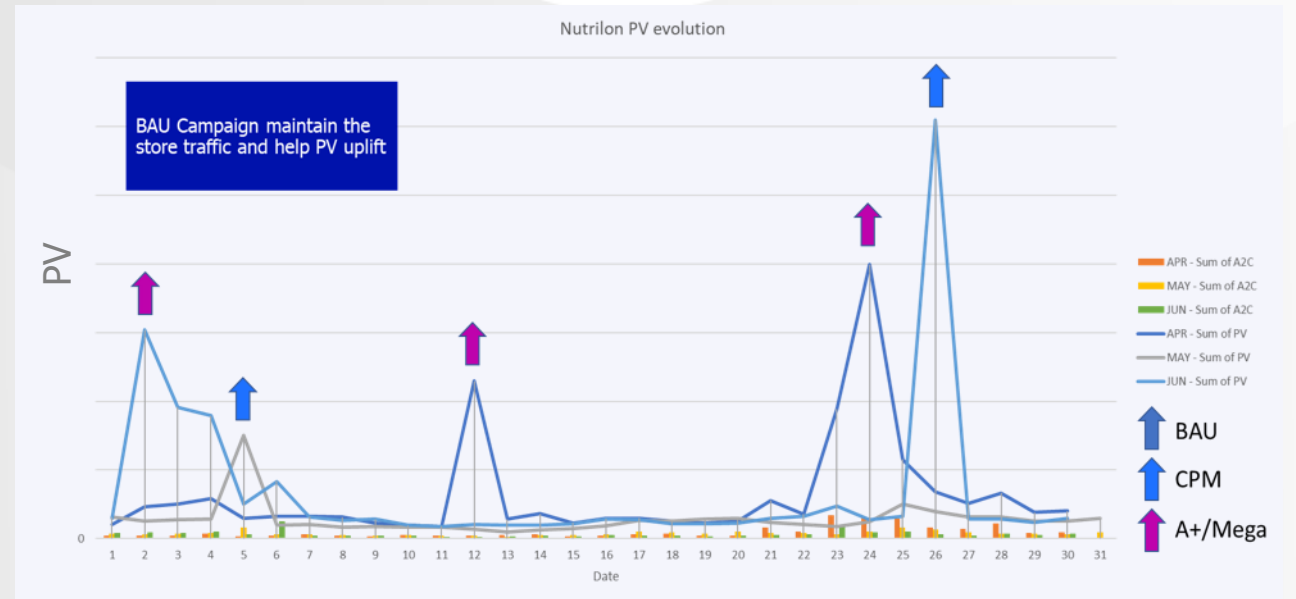
Driving awareness with Mega Campaign Packages and supported by BAU Packages maintained their store PV growth and gave & GMV uplift especially on days with commercial deals.

12x

PV & GMV Uplift from Mega Packages

15x

PV Uplift from Targeted CPM Display after Mega Campaign Package



SPONSORED SOLUTIONS

RECENT DATA & TECH-RELATED FEATURE LAUNCHES

OCTOBER 2021

AUTO TOP-UP FUNCTION

**SPONSORED DISCOVERY
ON SELLER CENTRE APP**

**SPONSORED DISCOVERY
PERFORMANCE PREDICTOR**

**SPONSORED SEARCH
KEYWORD RECOMMENDATION**

NOVEMBER 2021

DATA INSIGHTS DASHBOARD

Soft Competencies

Hard Competencies

SUCCESS DRIVERS

BRANDS' COMPETENCIES

- Forward-looking Mindset** from leadership
- Dare to Invest** in both talents and resources
- Right Organizational Setup** with digital strategy imbedded

- Data Analytics/Fluency**
- Consumer Relationship Management**
- Digital Marketing & Comms**
- Design & Creative**
- Business Analytics**
- Finance Business Partner**
- Logistics & Supply Planning**
- Product Management**

Embark on your digital voyage with us!

ADA-ASIA.COM/CONTACT-US/



www.instagram.com/adaasia.id



www.linkedin.com/company/ada-asia/



www.facebook.com/ada.apac/

