

Turning Singles' Day US\$100B Momentum Into a 365-day Ecommerce Strategy



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365-Day Data & Technology Driven Marketing



Lazada Marketing Solutions



Lazada



SPEAKER:

MOONY LI

**EXECUTIVE VICE PRESIDENT,
LAZADA MARKETING SOLUTIONS**

GREAT ONLINE MIGRATION

365-DAY MARKETING STRATEGY

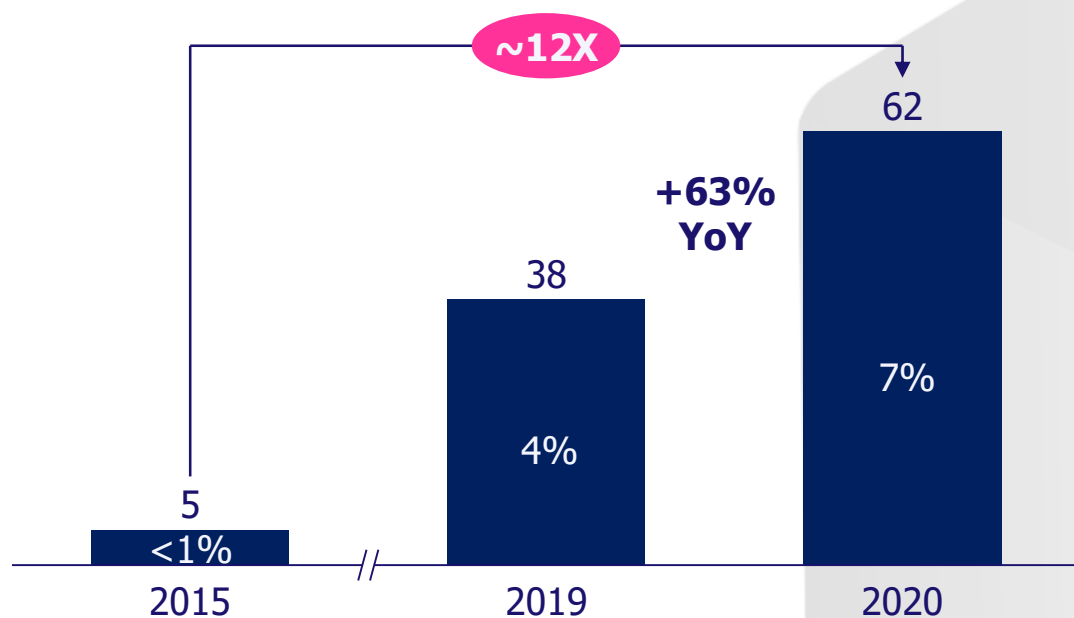
BRANDS' SUCCESS DRIVERS

SEA RETAIL OVERVIEW

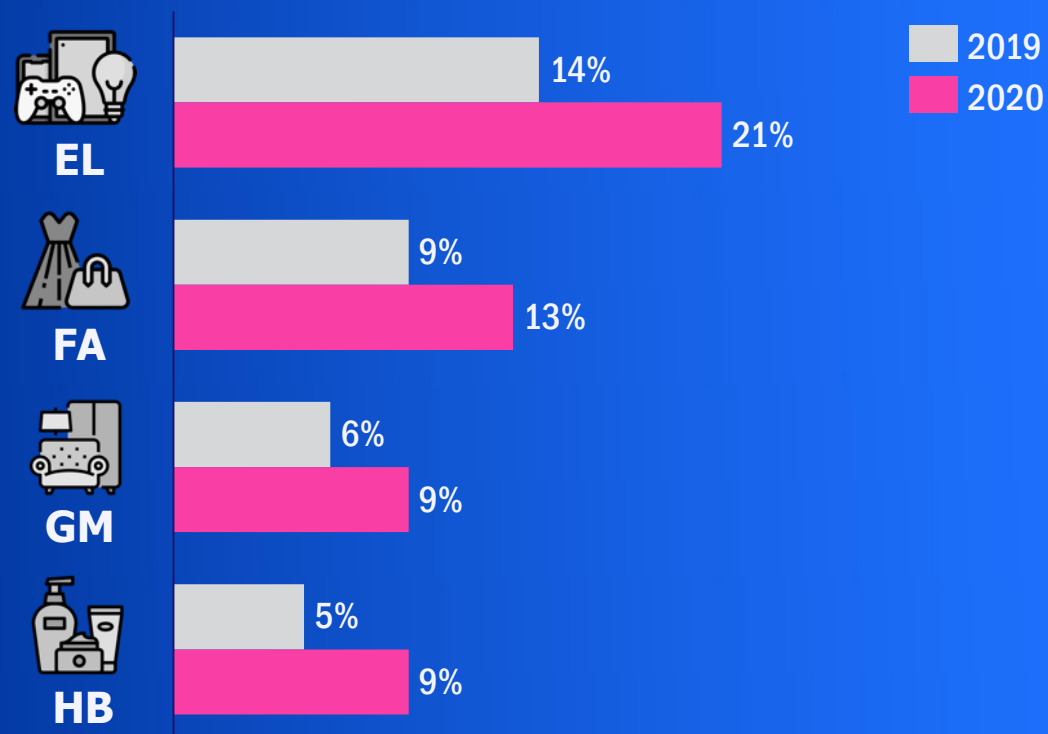
SEA HAS SEEN A SHIFT TOWARDS ONLINE ADOPTION OVER THE PAST 5 YEARS

E-COMMERCE MARKET SIZE, USD BN

xx% = e-commerce 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**

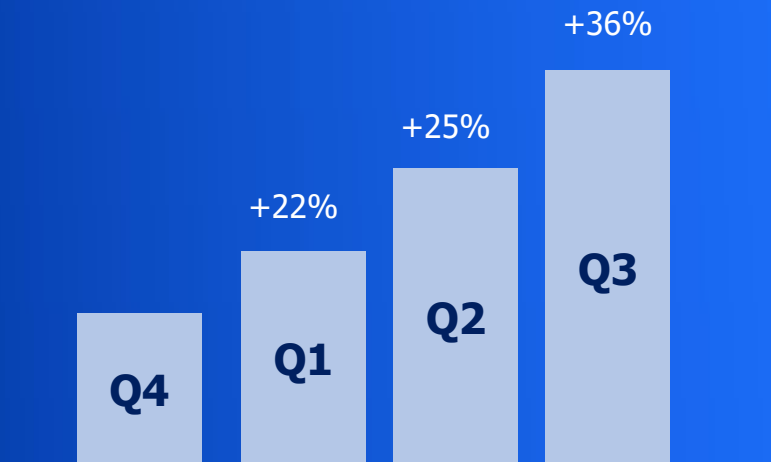
>70%

**UPLIFT IN BUYER
GROWTH³**

>2X

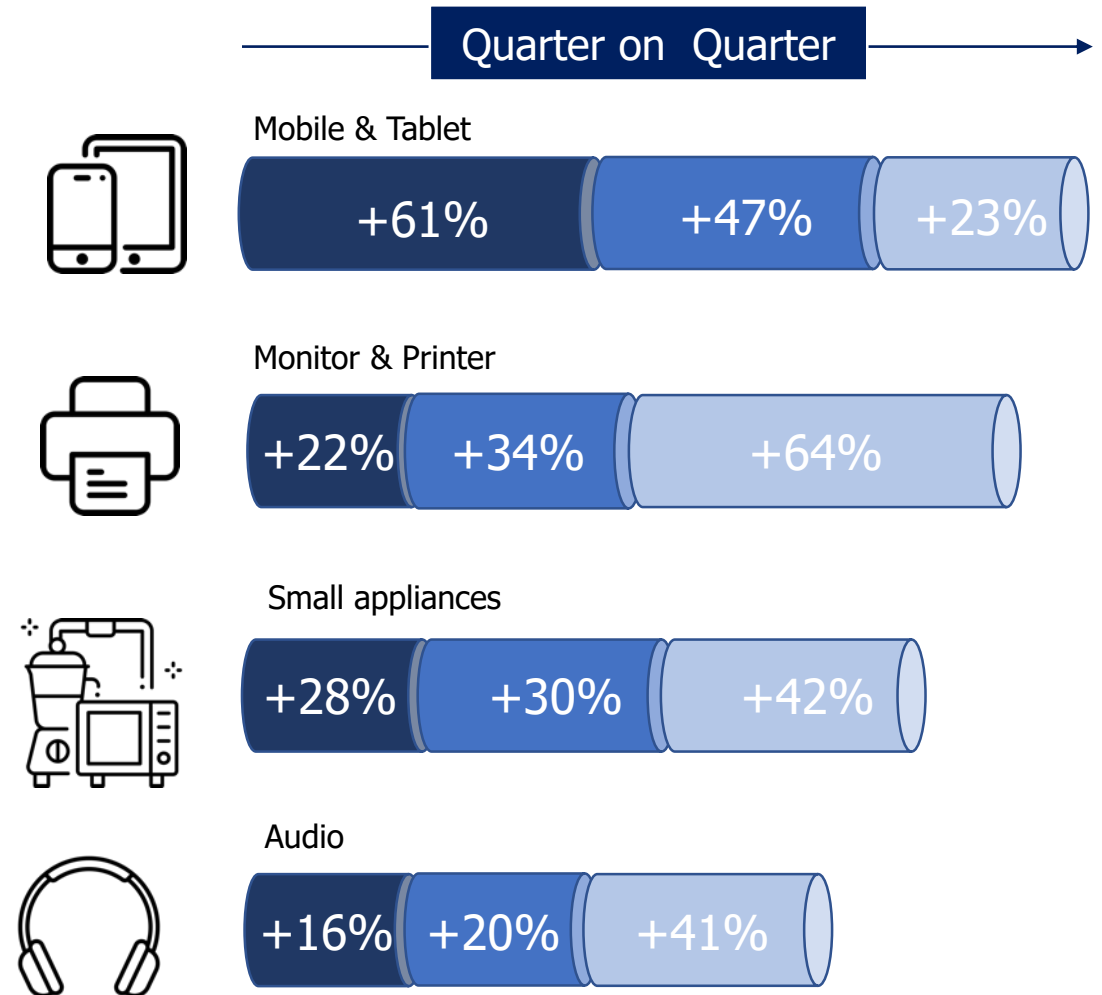
**AVERAGE REVENUE
PER USER⁴**

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



QOQ GROWTH IN MARKETING SOLUTIONS SPENDS BY SUB-CATEGORIES

Quarter on Quarter →

Men's shoes and clothing



+30%

+23%

+46%

Sports shoes and clothing



+7%

+30%

+61%

Women's shoes and clothing



+19%

+27%

+45%

Bags & Travel



+17%

+13%

+31%

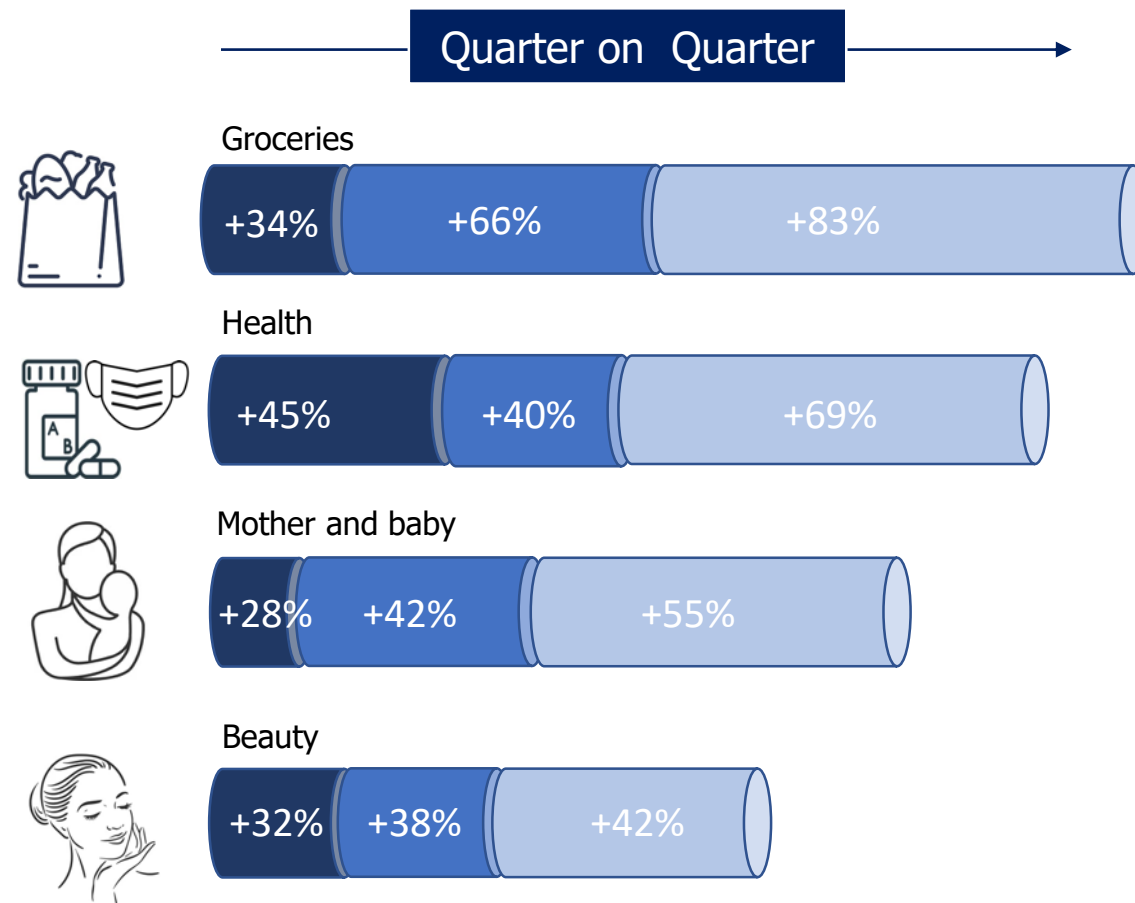
FMCG

STRONG GROWTH EXPECTED DUE TO CONTINUED PANDEMIC RESTRICTIONS



Investment growth on Lazada Sponsored Solutions

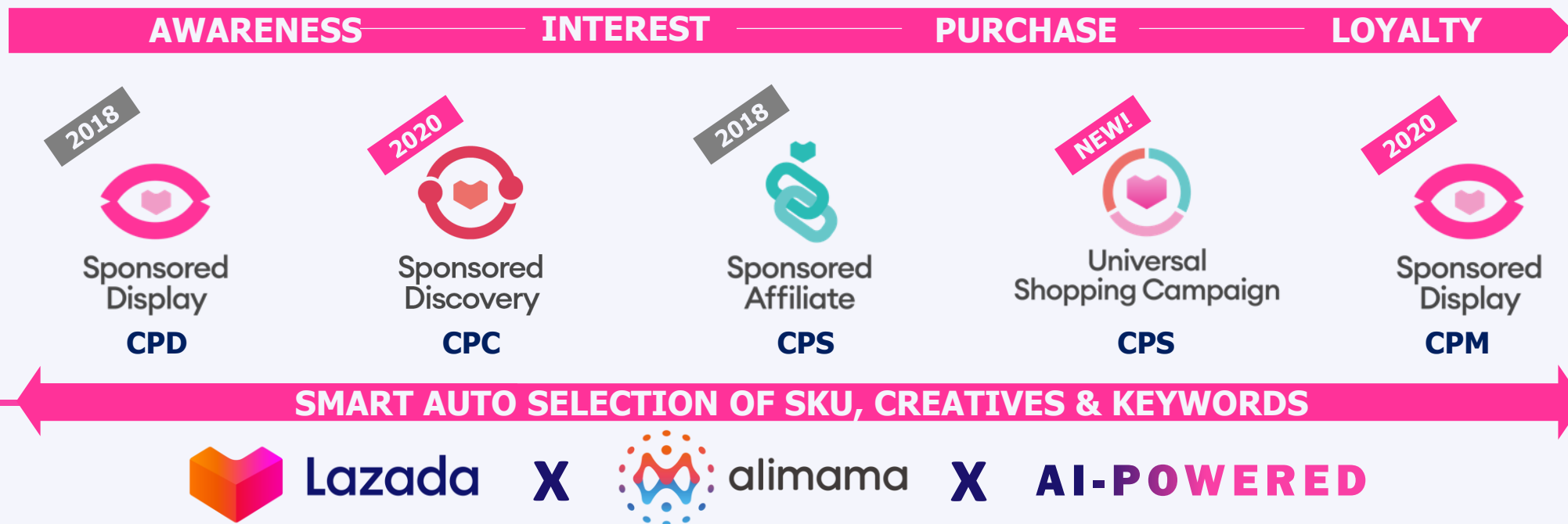
QOQ GROWTH IN MARKETING SOLUTIONS SPENDS BY SUB- CATEGORIES



Lazada Marketing Solutions

Your Trustworthy Branding & Marketing Partner

Smart & integrated solutions across the shopper journey



250,000+
ACTIVE BRANDS &
SELLERS



~20%
TOTAL STORE
VISITS

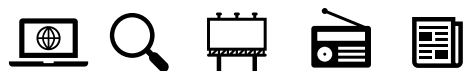


8-10x
AVERAGE ROI

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

SPONSORED SOLUTIONS

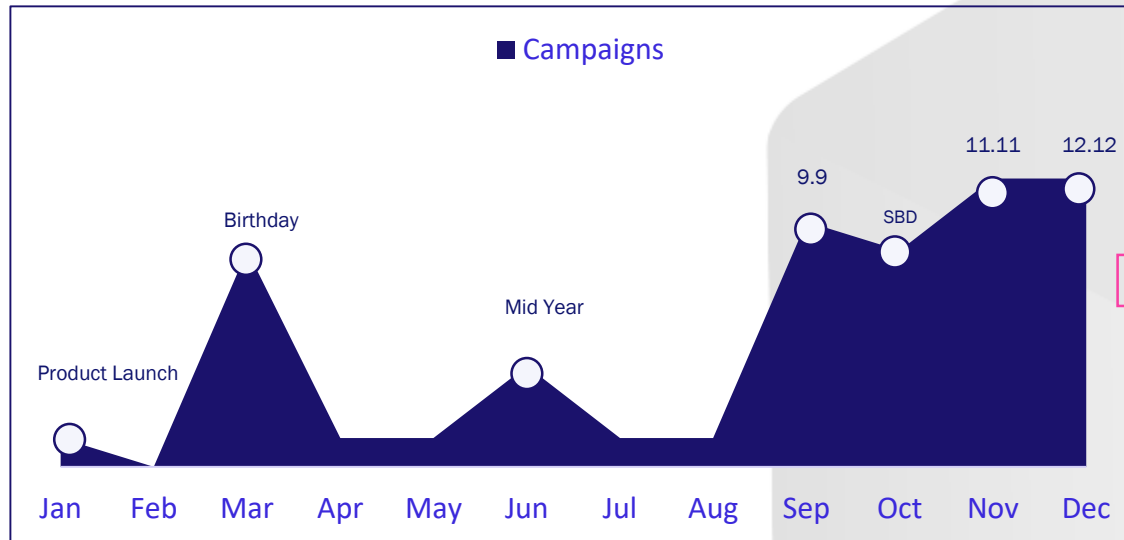
OVERALL PHASING FOR CAMPAIGNS

		PRE-TEASING	TEASING	D-1 & D-DAY	POST-CAMPAIGN	BAU
AWARENESS	DISPLAY	BOOK CAMPAIGN PACKAGES IN ADVANCE & SUBMIT CREATIVES	LAZADA WILL RUN THE ASSETS FOR YOU ON THE BOOKED DATES		RETARGETING AUDIENCES	ENGAGING AUDIENCES WITH ALWAYS-ON STRATEGY
	EXTERNAL TRAFFIC	SET-UP ALL CAMPAIGNS AND ADSETS IN ADVANCE	ACTIVATE & OPTIMIZE ADS IN VARIOUS PLATFORMS TO DRIVE QUALITY TRAFFIC TO YOUR STORE			
CONVERSION	DISCOVERY	SET-UP CAMPAIGNS AND LAUNCH FEW DAYS BEFORE TEASING	SALES OBJECTIVE: GRADUALLY RAMP UP BIDS & DAILY BUDGET (5-10%/DAY)		REVERT TO ORIGINAL COMMISSION & CREATIVE	DRIVE AWARENESS OF PROMOTIONS VIA LAZADA AFFILIATE NETWORK
	AFFILIATE	INCREASE COMMISSION & UPLOAD CAMPAIGN CREATIVES	AFFILIATE PARTNERS WILL PICK UP & PROMOTE THE OFFERS TO DRIVE VISITS & CONVERSIONS FOR YOUR STORE			

Integrate Campaigns with Always-On

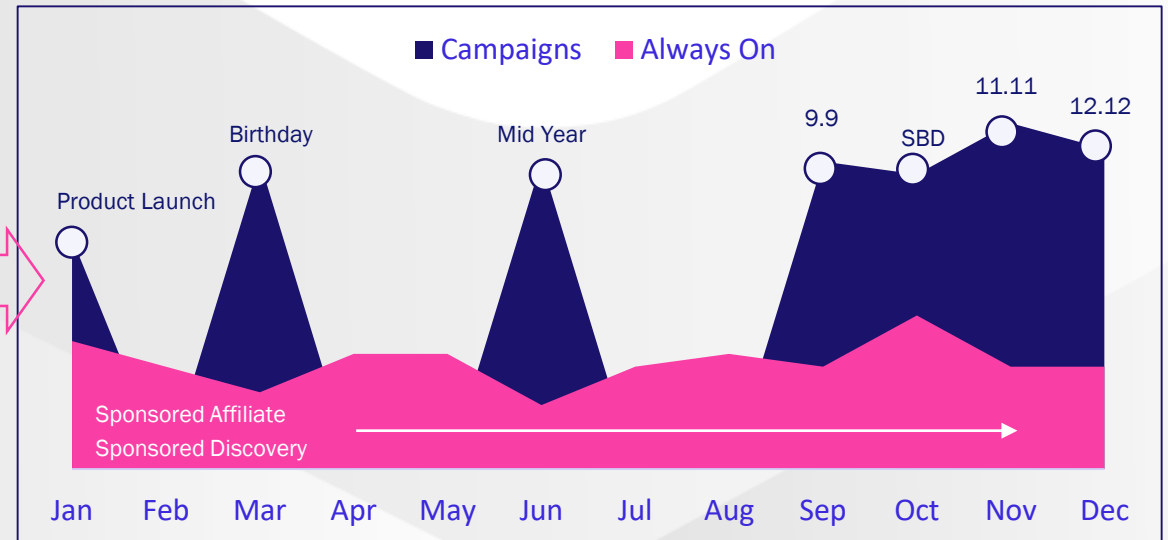
We encourage integration of campaigns with an always on strategy, moving from sporadic spikes to consistent engagement

Brand engagement through multiple, cyclical campaigns



- Sporadic spikes in engagement
- With peaks, come troughs

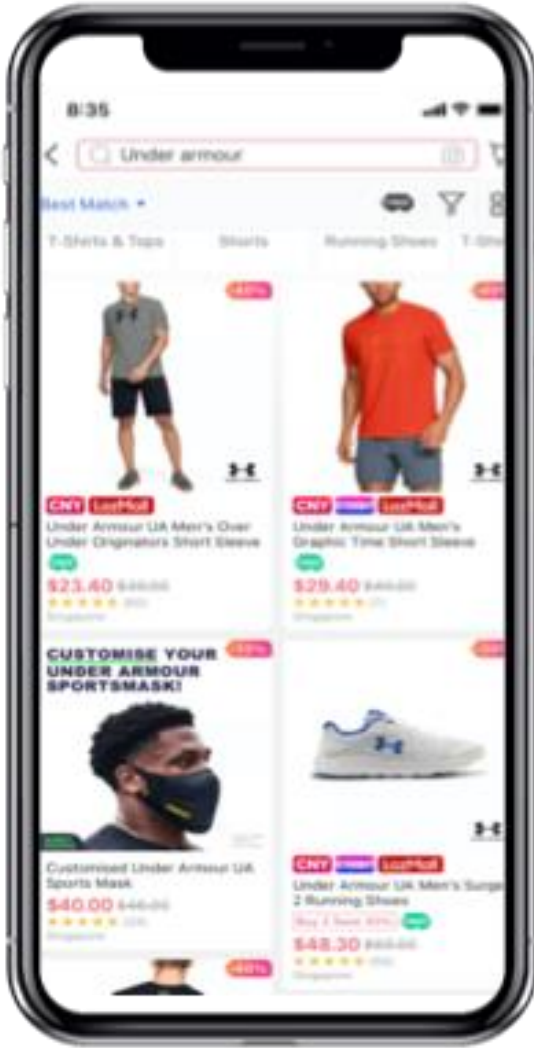
Continuous brand engagement supercharged by campaigns



- 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

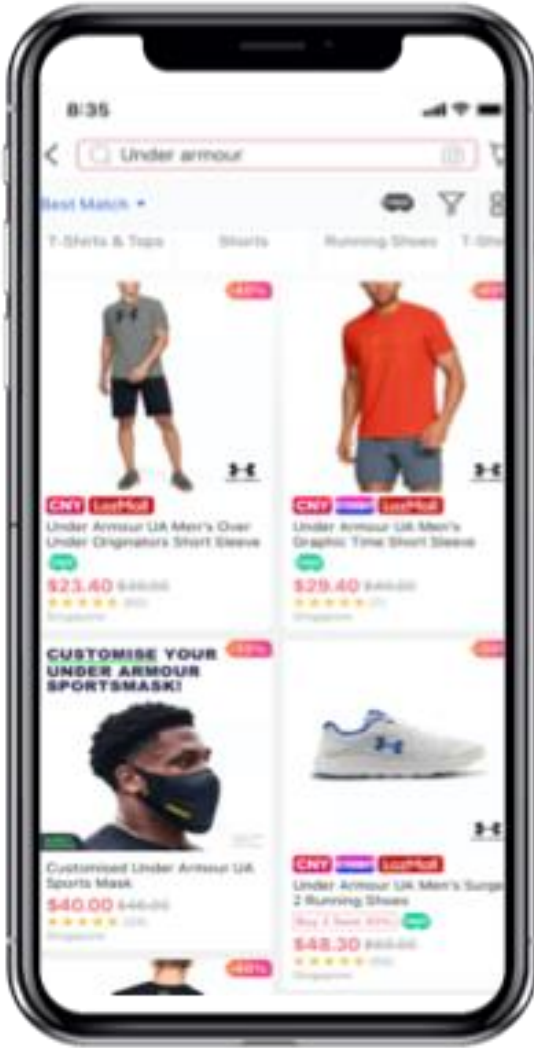
Used both, Sponsored Discovery and Sponsored Affiliate to maximize impressions

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+

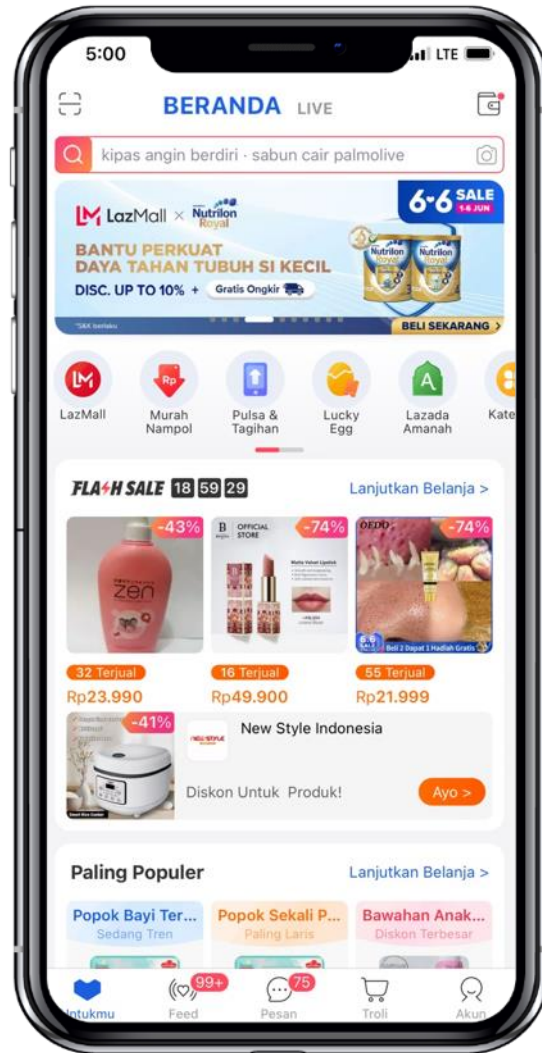
PDP Impressions delivered
onsite

11x

ROI

LAZADA INDONESIA CASE STUDY - NUTRILON

SPONSORED DISPLAY



BRAND OBJECTIVE

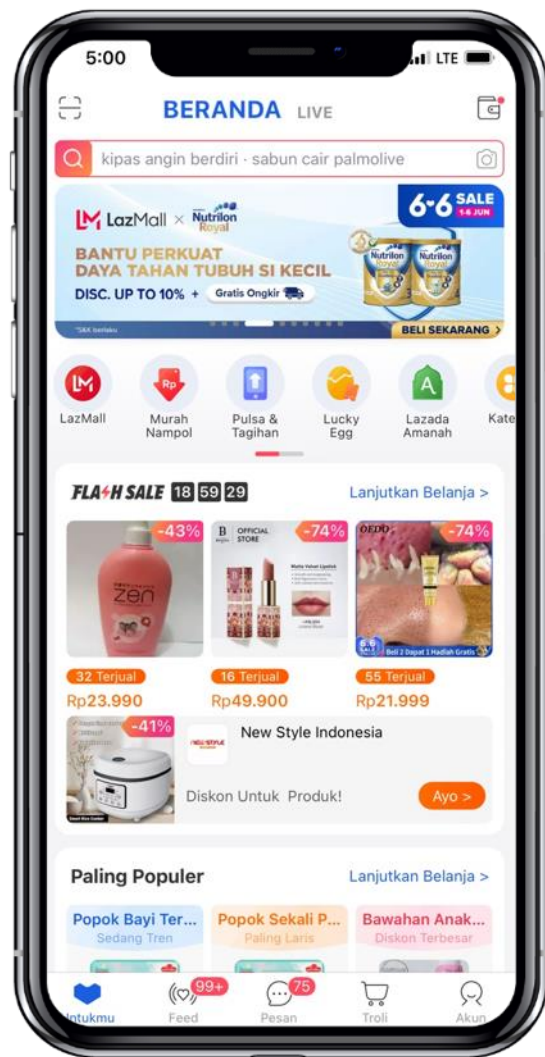
Danone wanted to accelerate growth of one of their Premium Formula Milk Nutrilon by **maximizing awareness** on Lazada platform and, in the long run, further **grow their sales**.

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

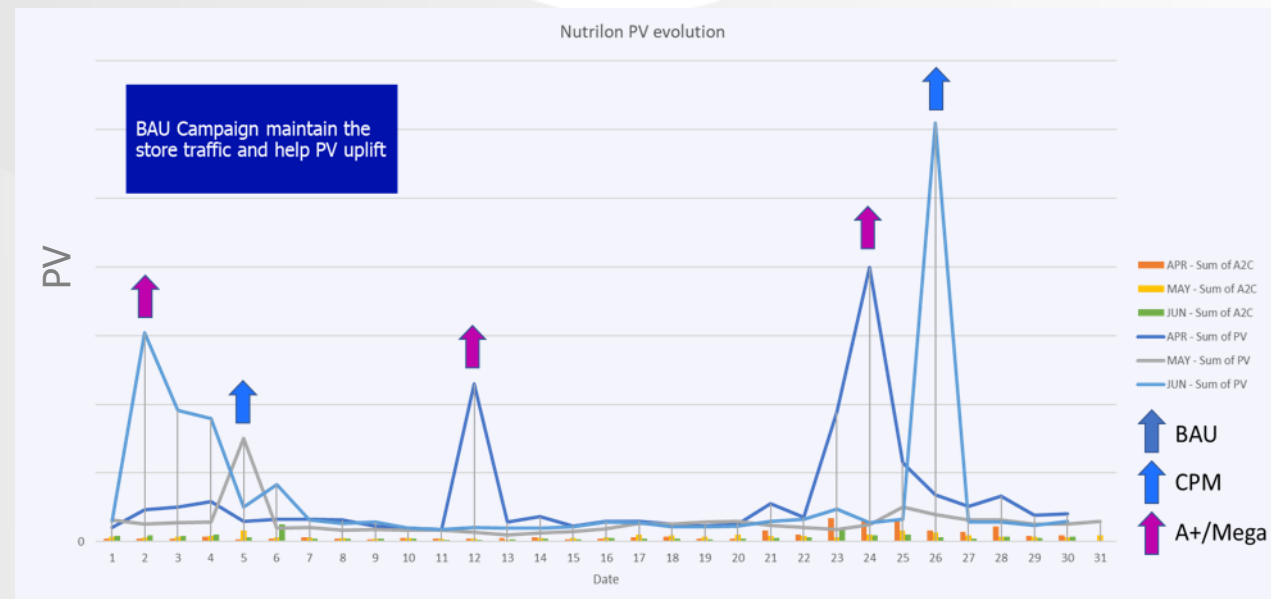
Driving awareness with Mega Campaign Packages and supported by BAU Packages maintained their store PV growth and gave & GMV uplift especially on days with commercial deals.

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**

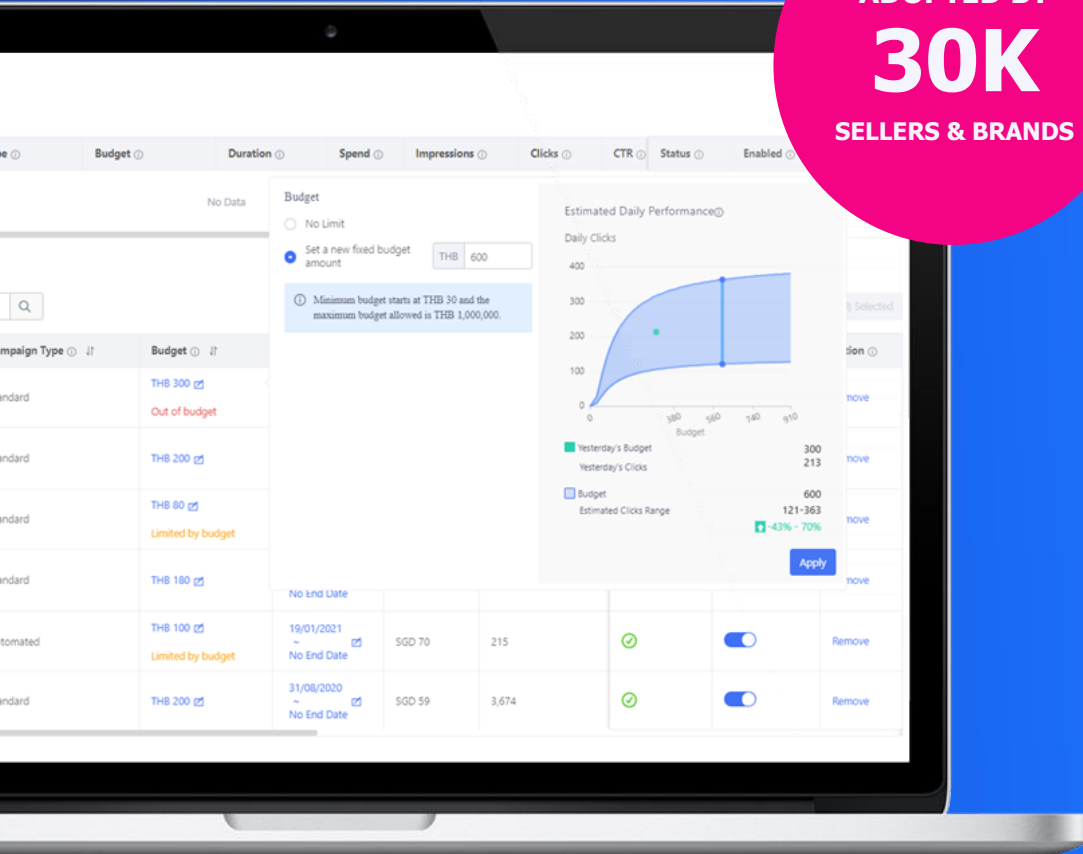
**SPONSORED DISCOVERY
PERFORMANCE PREDICTOR**

**SPONSORED SEARCH
KEYWORD RECOMMENDATION**

NOVEMBER 2021

**COMING SOON:
DATA INSIGHTS DASHBOARD**

ADOPTED BY
30K
SELLERS & BRANDS



LATEST FEATURES

PERFORMANCE PREDICTOR

TAKE OUT THE GUESSWORK FROM DISCOVERY BUDGET & BID PLANNING

- ✓ EDIT, PLAN, AND OPTIMIZE YOUR CAMPAIGN PERFORMANCE WITH DATA-BASED PREDICTIONS
- ✓ SEE THE ESTIMATED RANGE OF CLICKS YOU CAN GET WHEN YOU CHANGE BUDGET LEVELS
- ✓ SEE HOW ANY CHANGES TO BID PRICES AFFECT NUMBER OF CLICKS

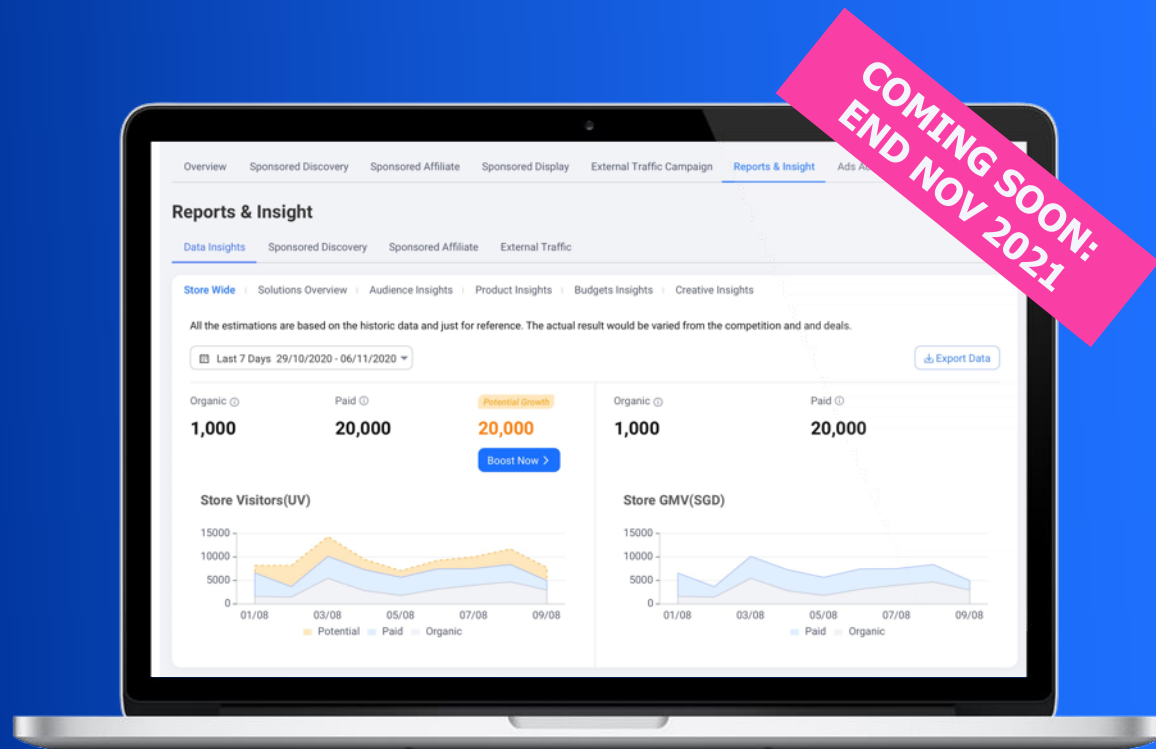
SUITABLE FOR

SPONSORED DISCOVERY
(STANDARD CAMPAIGNS)

LOCATION

BOOKING & MANAGEMENT PLATFORMS:

- ALIBABA SELLER CENTRE (ASC)
- LSS CENTRE



LATEST FEATURES

DATA INSIGHTS DASHBOARD

UNLOCK YOUR POTENTIAL WITH POWERFUL DATA INSIGHTS

- ✓ GET A HOLISTIC VIEW OF YOUR OVERALL SPONSORED SOLUTIONS PERFORMANCE
- ✓ FIND OUT YOUR MAXIMUM POTENTIAL FOR KEY METRICS, WITH OUR DATA-BASED PREDICTIONS
- ✓ GET IN-DEPTH AUDIENCE ANALYSIS AND BENCHMARKS AGAINST PLATFORM & YOUR OWN CATEGORY

SUITABLE FOR

ALL SPONSORED SOLUTIONS

LOCATION

REPORTS SECTION IN:

- ALIBABA SELLER CENTRE (ASC)
- LSS CENTRE


Lazada

 STRICTLY CONFIDENTIAL
 STRICTLY CONFIDENTIAL

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**



THANK YOU





Speaker

Sara Scrittore

**Vice President
Customer Development,
Colgate-Palmolive APAC**

- A simple formula for digital commerce growth
- Our learning to expand Single Day's Momentum

Among the world's most recognizable and used brands

Oral Care



PALMOLIVE



Personal Care

Skin Care



Home Care



Pet Nutrition



Colgate Palmolive in Numbers

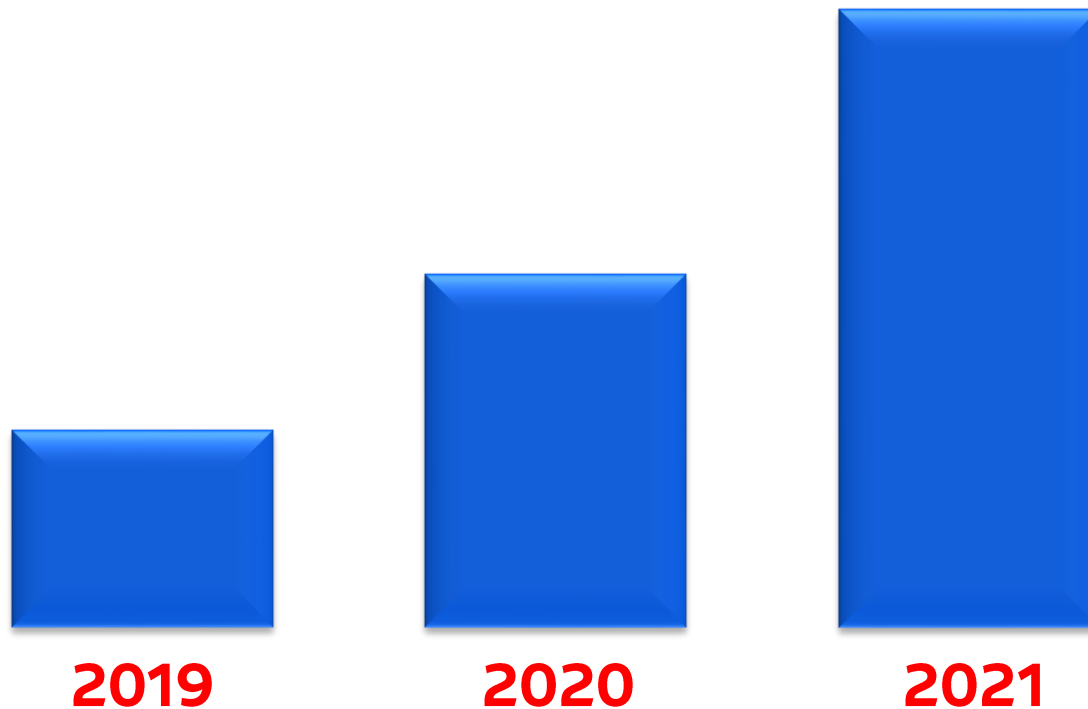
\$16.7B Sales

Products Sold in
200+ Countries

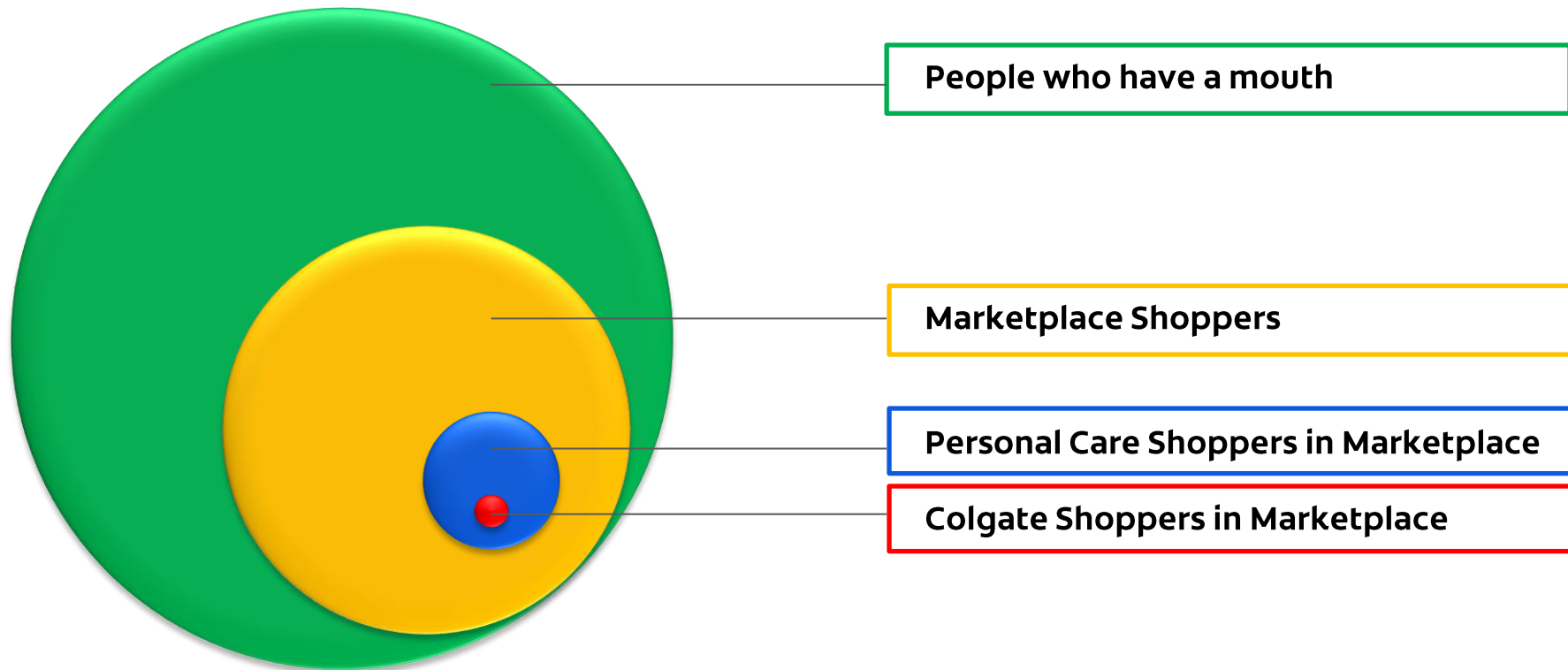
#1 Toothpaste
Market Share Globally

**#1 Household
Penetration**

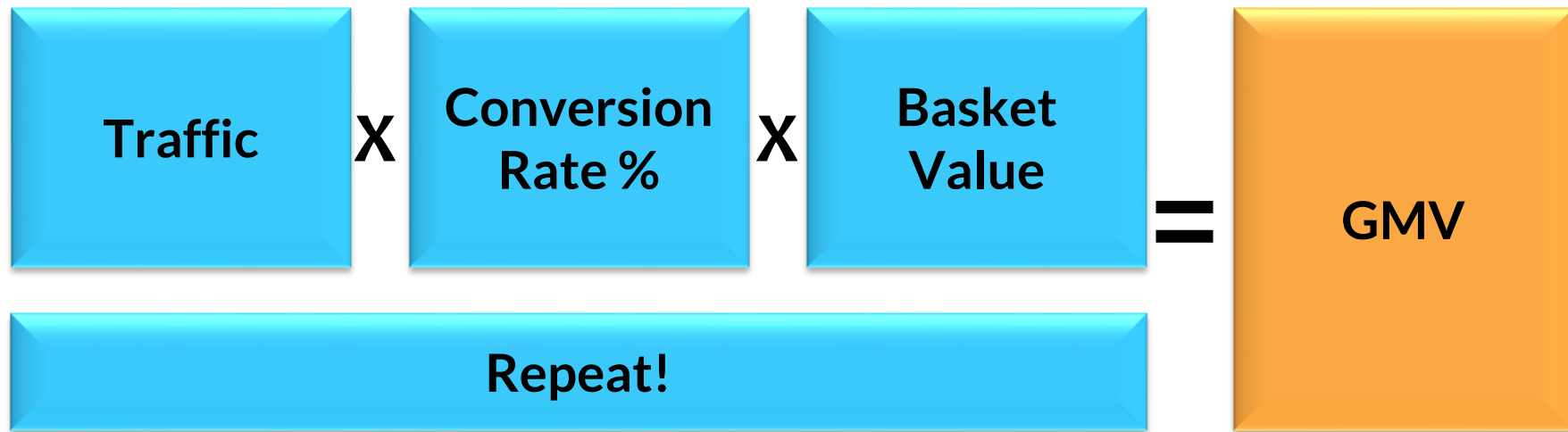
Rapidly Growing Digital Business in South East Asia



Our Key Opportunity: penetration online

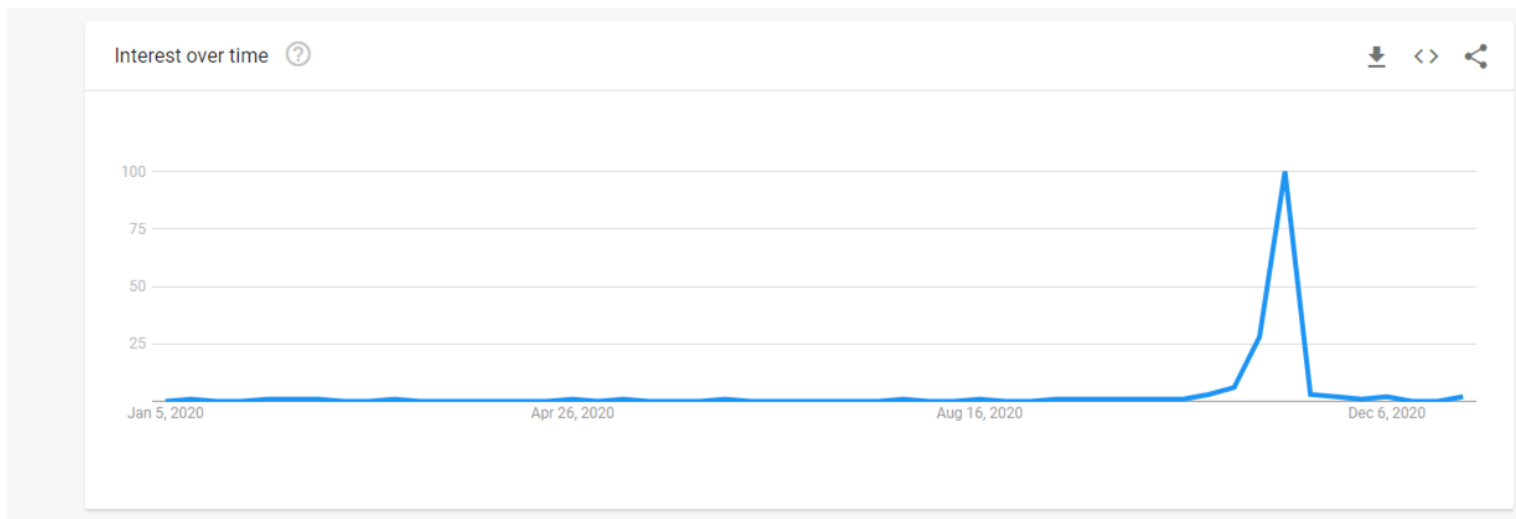


A simple formula



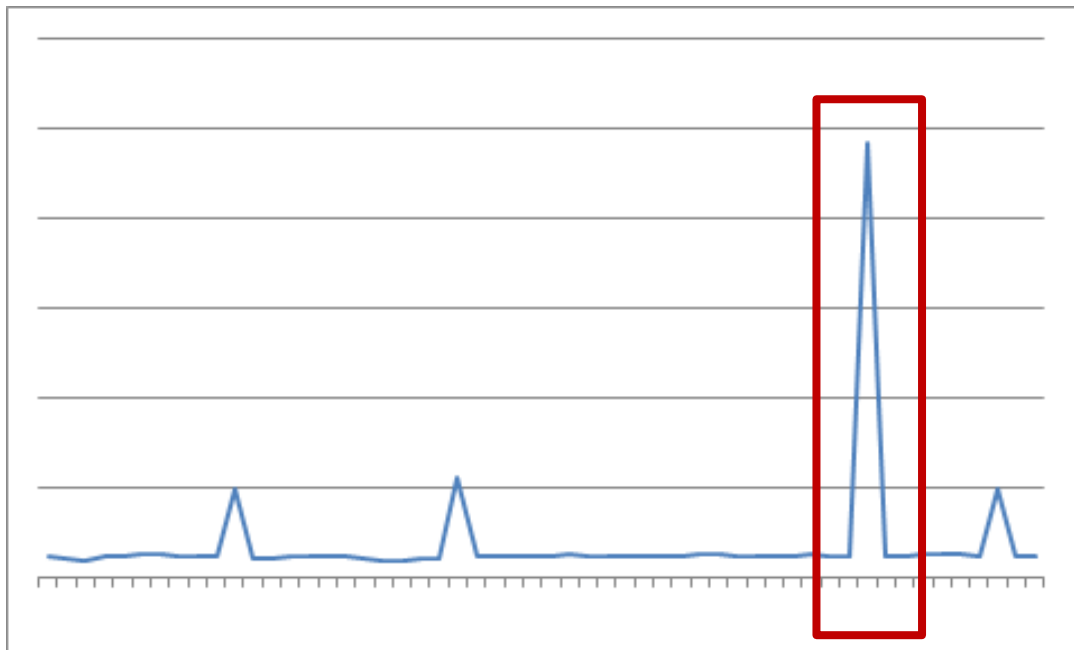
11.11 - The Biggest Event of the Year

Google search term



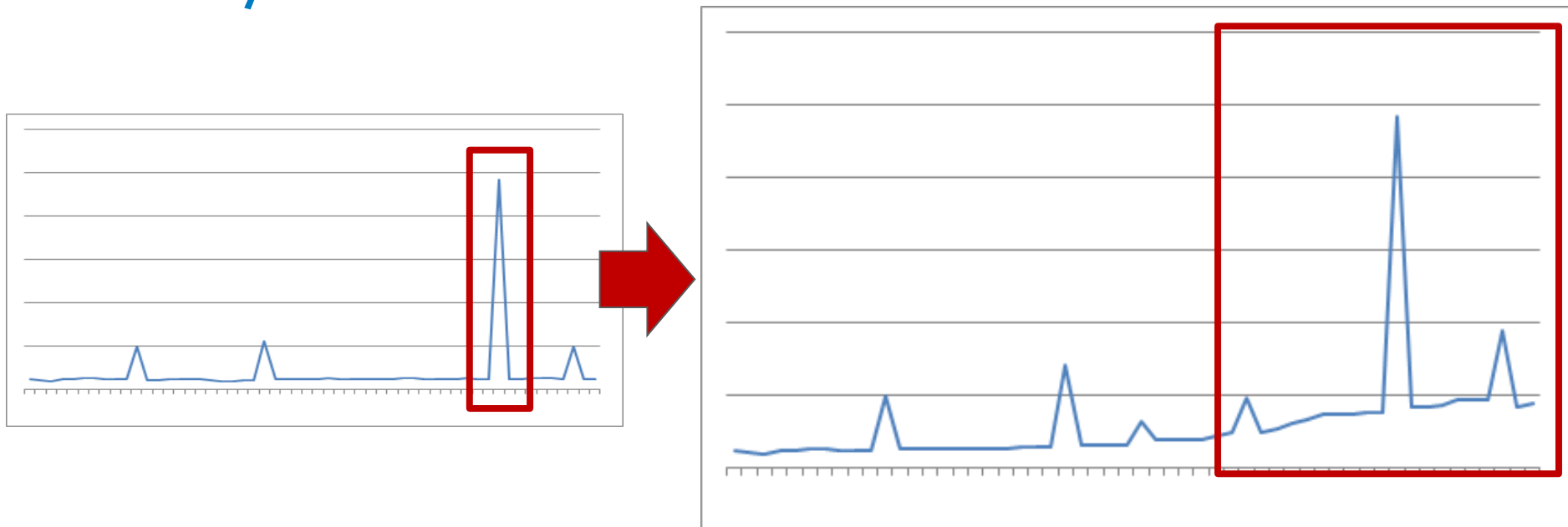
11.11 - The Biggest Event of the Year

Weekly GMV



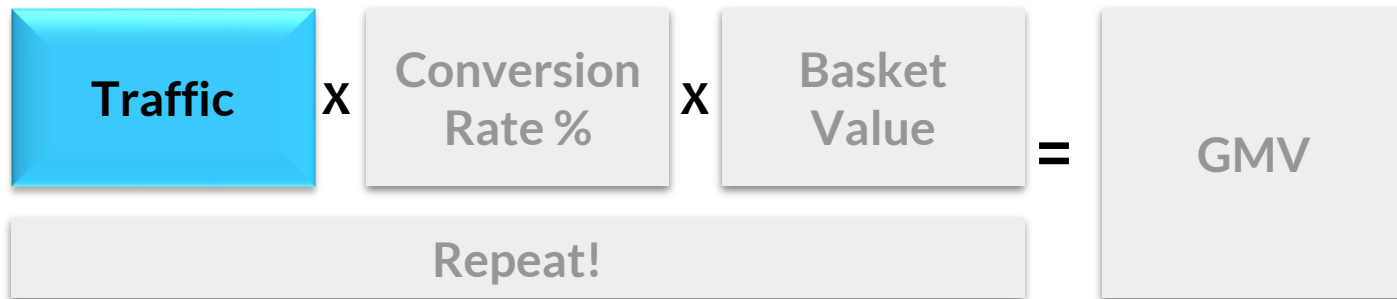
11.11 - The Biggest Event of the Year

Weekly GMV



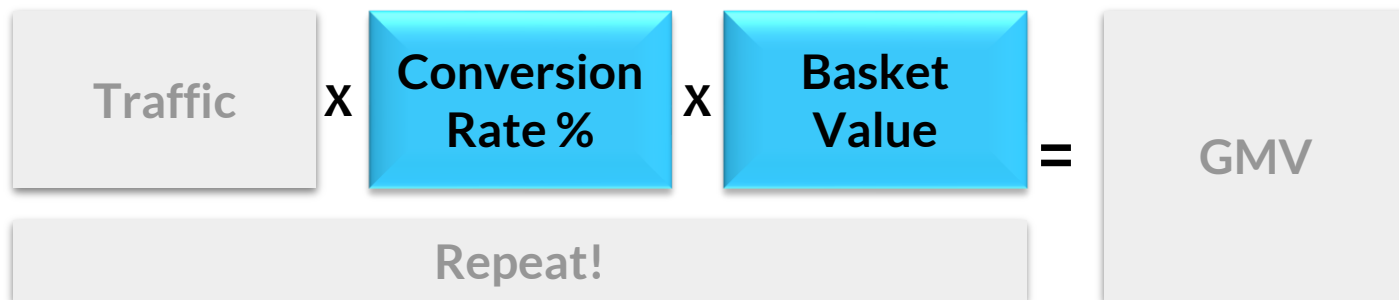
Leverage Single Days to accelerate growth

1. Find new audiences before the event
2. Leverage Platform traffic, maximizing in-platform assets



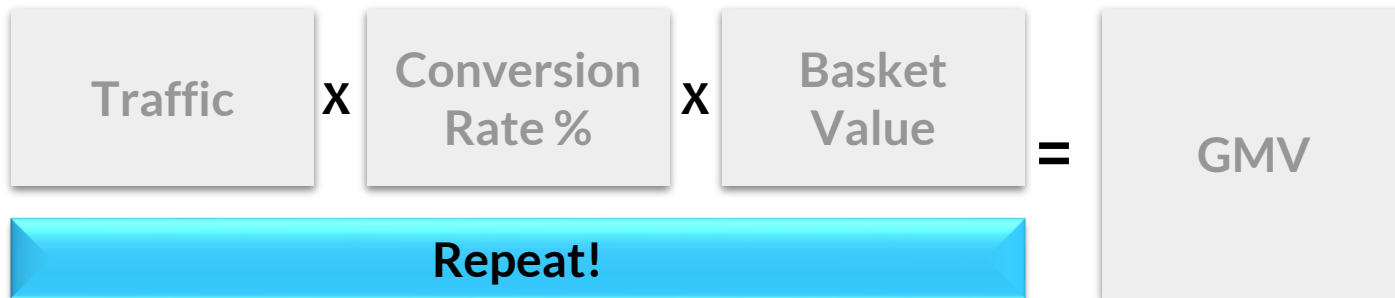
Leverage Single Days to accelerate growth

1. Find new audiences before and during the event
2. Leverage Platform traffic, maximizing in-platform assets
3. Try commercial mechanics before the event
4. Free Shipping a must!

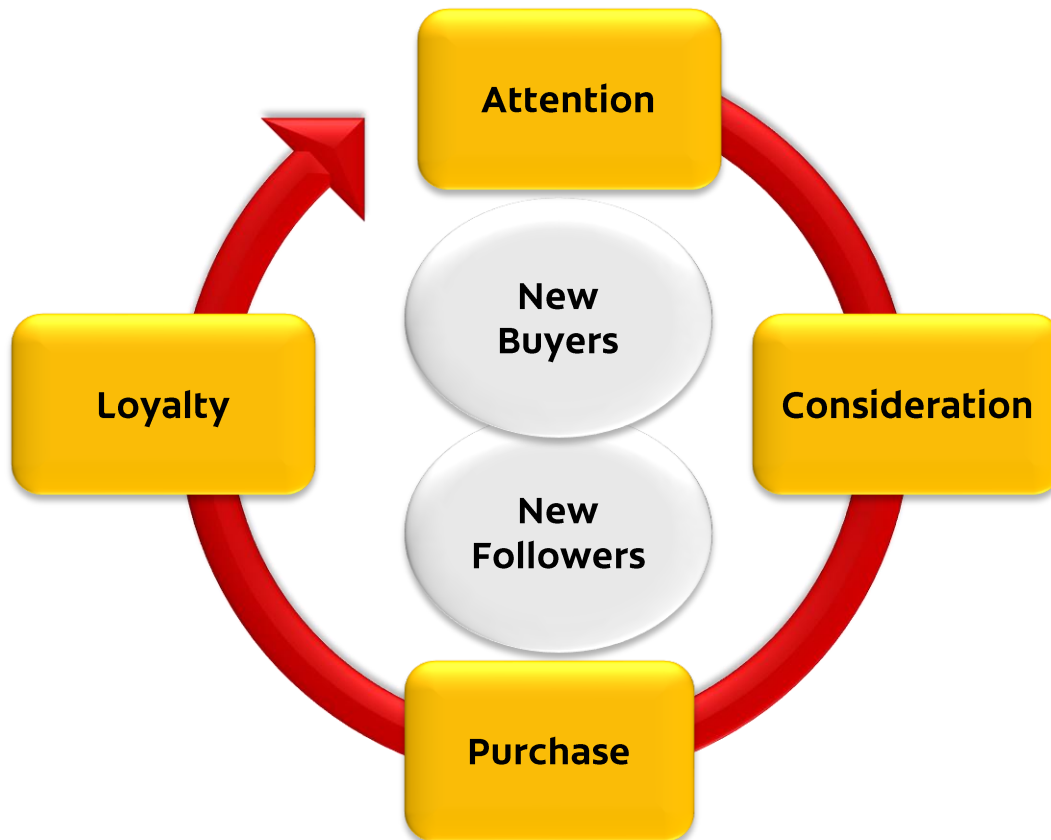


Leverage Single Days to accelerate growth

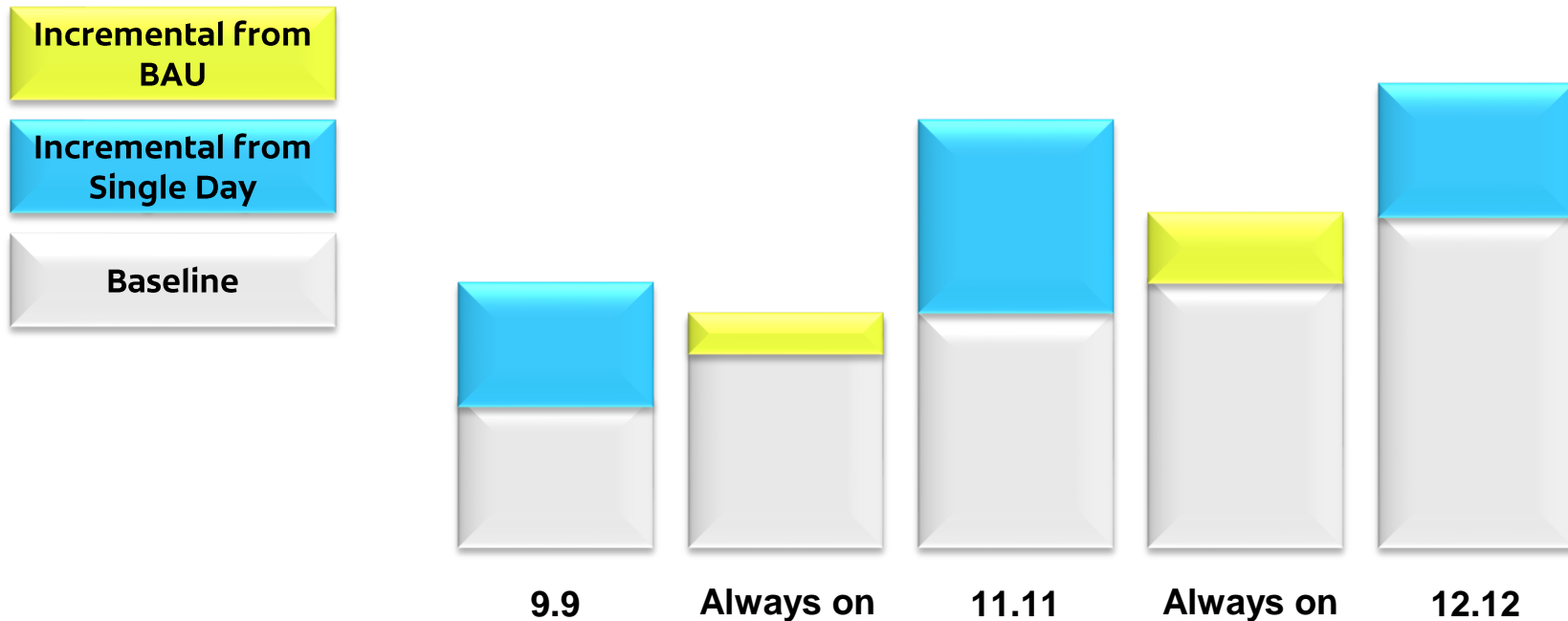
1. Find new audiences before and during the event
2. Leverage Platform traffic, maximizing in-platform assets
3. Experiment commercial mechanics before the event
4. Free Shipping a must!
5. Reward new buyers and new followers



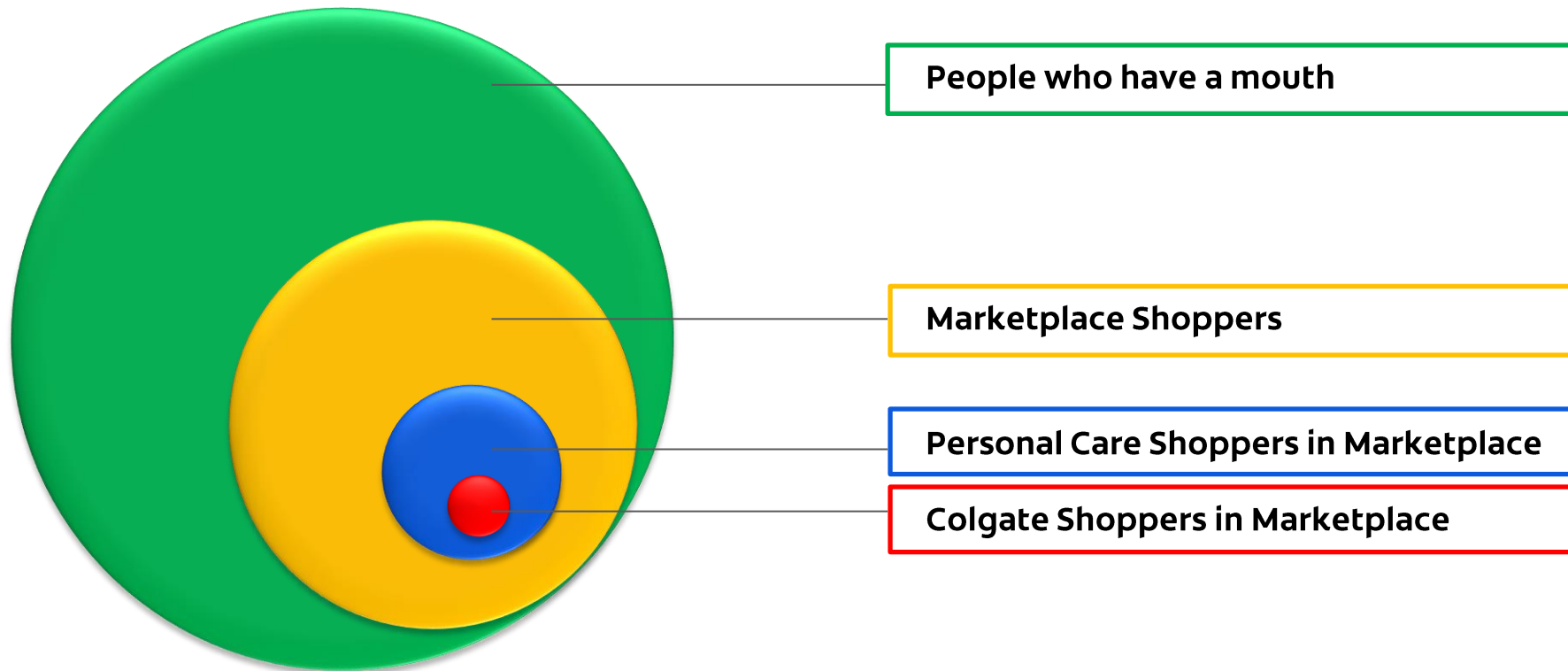
Driving Down the Funnel & Repeat



Continuing the Momentum, Campaign After Campaign



Growing Category and Brand Penetration



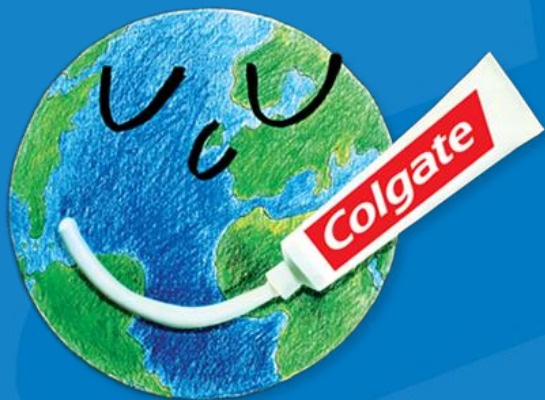
Factors of Success

**Experiment
BEFORE the
event**

**Integrate into
the broader
marketing &
communication
always on**

**Operational
Excellence**

Data



Thank you!