

► Webinar **August 20, 2 PM Singapore Time /
4 PM Sydney Time / 6 PM New Zealand Time**

The surefire way to reach China Cross-Border e-consumers



-Leverage on integrated marketing to drive business



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► Agenda

2.00 - 2.05 Opening introduction -Andy Ng

2:05 - 2:20 Cross-border e-commerce in China & effective way to market business on Tmall - Stacey Qiu

2:20 - 2:35 How to set up and run business on Tmall -James Sung

2:35 - 2:50 Utilising Big Data and Programmatic Advertising to drive sales conversion -Hui Li Goh



Andy Ng

Managing Director
(APAC), iPinYou



Hui Li Goh

Business Development Director
(APAC), iPinYou



James Sung

Business Development Manager
Alibaba Group



Stacey Qiu

Chinese Digital Marketing
Strategist, Digital Crew



HUI LI GOH

Business Development Director (APAC) @iPinYou

Hui Li has been with iPinYou for more than 2 years. Over the years, she has provided customised consultations to various clients so as to aid them in their outreach efforts to Mainland Chinese consumers. Her clients have experienced exponential brand growth within the China market and garner valuable insights for both short term tactical and long term strategic planning.



JAMES SUNG

Business Development Manager @Alibaba Group (Tmall)

James has joined Alibaba Group Australian and New Zealand from Oct 2016 and has been helping clients to develop their overall business strategies to China using various Alibaba Platforms, including Tmall, Taobao, Alibaba.com and Alipay. In his current position, James works closely with local merchants in the Health/Pet/Fashion categories to adopt Alibaba's great import strategy thru various cross-border e-commerce platforms and build greater awareness for Australian brands in the Chinese market.



STACEY QIU

Chinese Digital Marketing Strategist @Digital Crew

With 3+ years' experiences in social media and marketing, Stacey is an innovative digital marketing strategist helping clients throughout APAC countries. She has work experiences to collaborate cross-functionally, grow client relationships, develop integrated campaigns and concepts and produce high quality deliverables.

Integrated Digital Marketing To Reach China Cross-Border E-Consumers



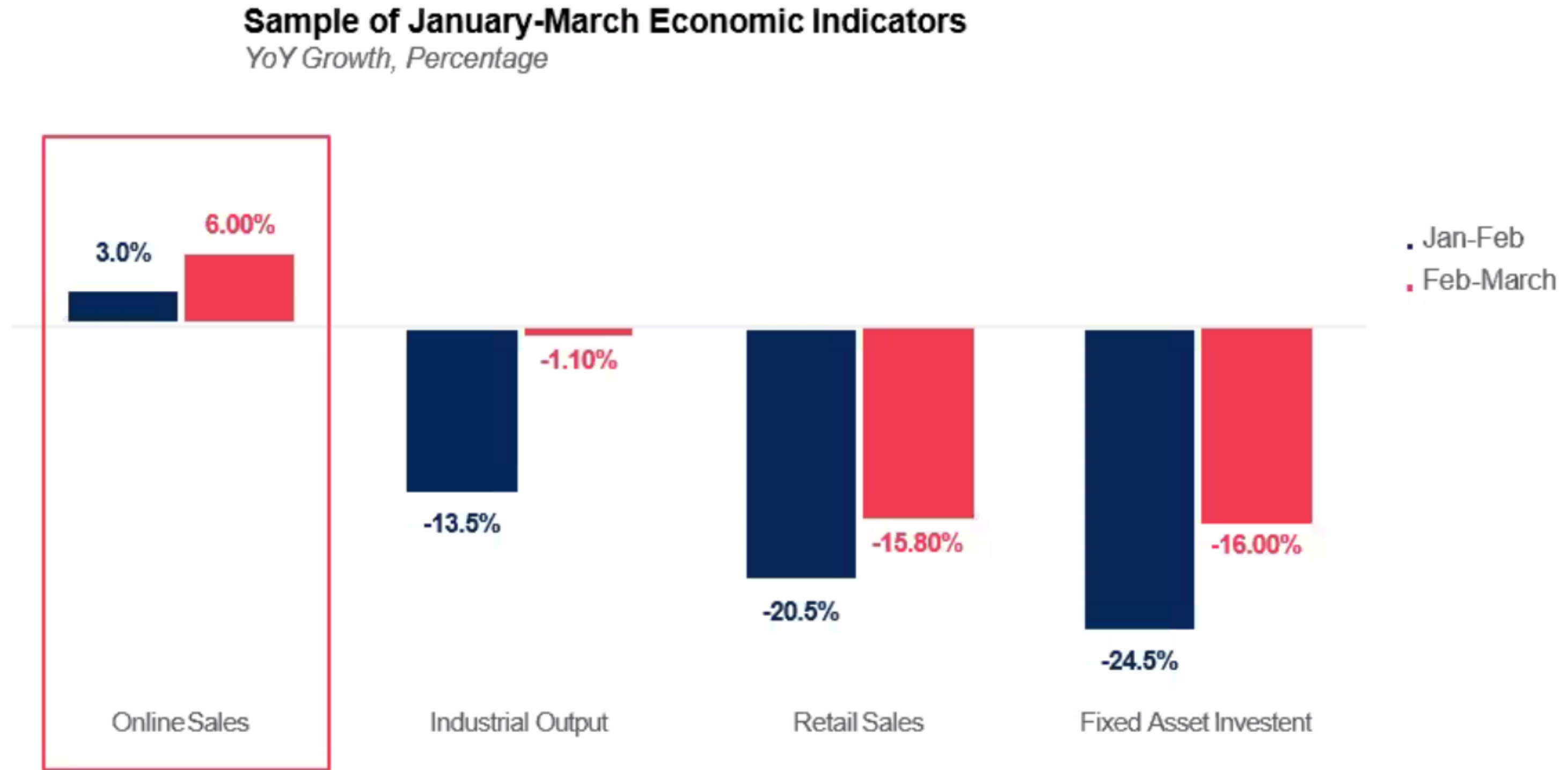
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Ever Changing Dynamic Shopping Environment

China's e-commerce sector has held firm throughout the pandemic



Source: National Bureau of Statistics

Unprecedented expansion on number of cross border e-commerce (CBEC) shoppers

China's cross-border online buyers is expected to reach almost **177 million** by 2022

Female
53.5%



Male
45.5%

Source: iiMediaResearch, WalktheChat, CECRC

Age



Education



Income



Frequency



Top 4 Reasons Users Choose From CBEC

57.7%



Quality

34.4%



Quality-Price
Ratio

30.9%



More Brands
to Choose

30.2%



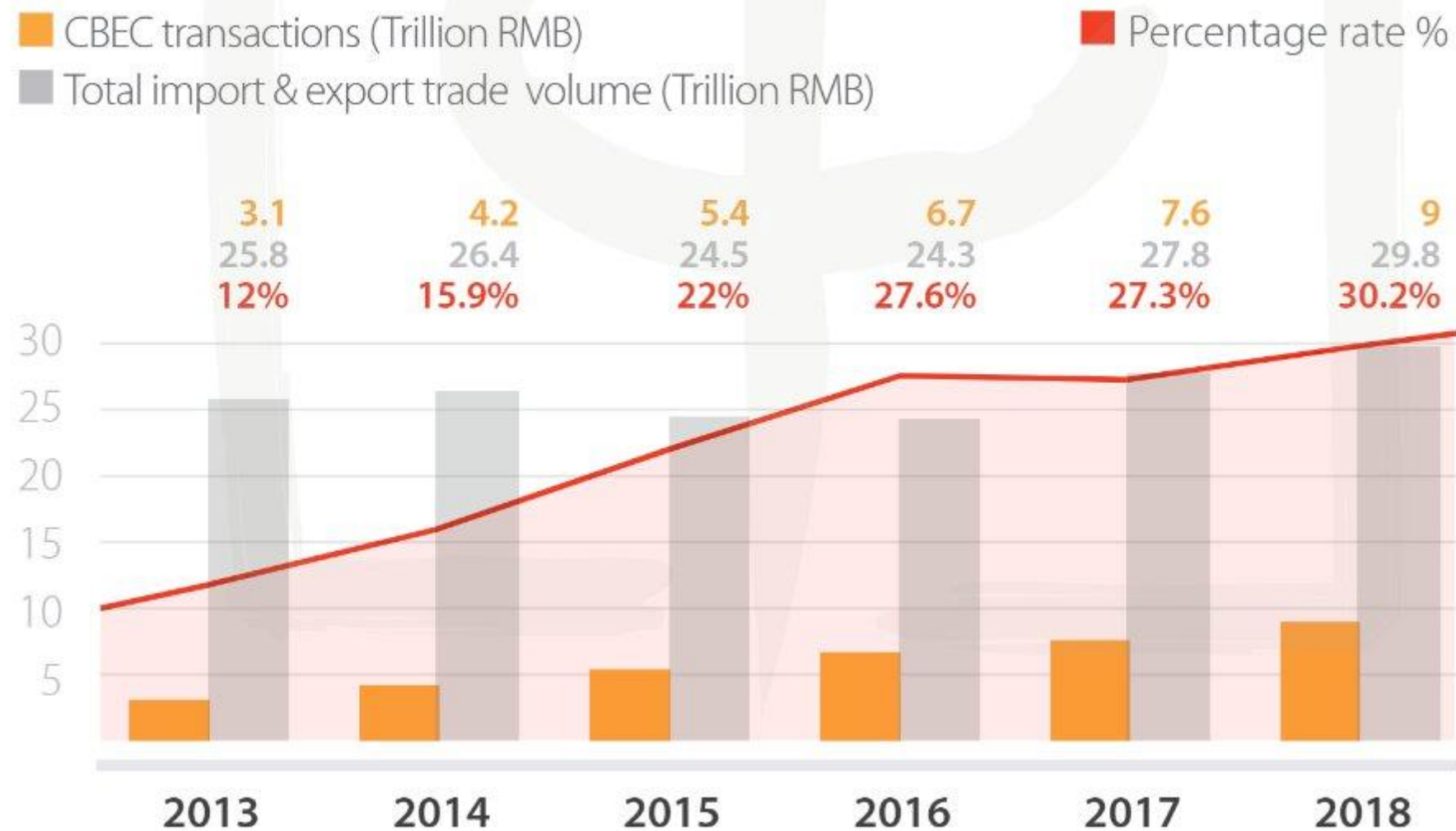
Guaranteed
Authenticity



Source: iMedia Research, WalktheChat

Booming CBEC business in China

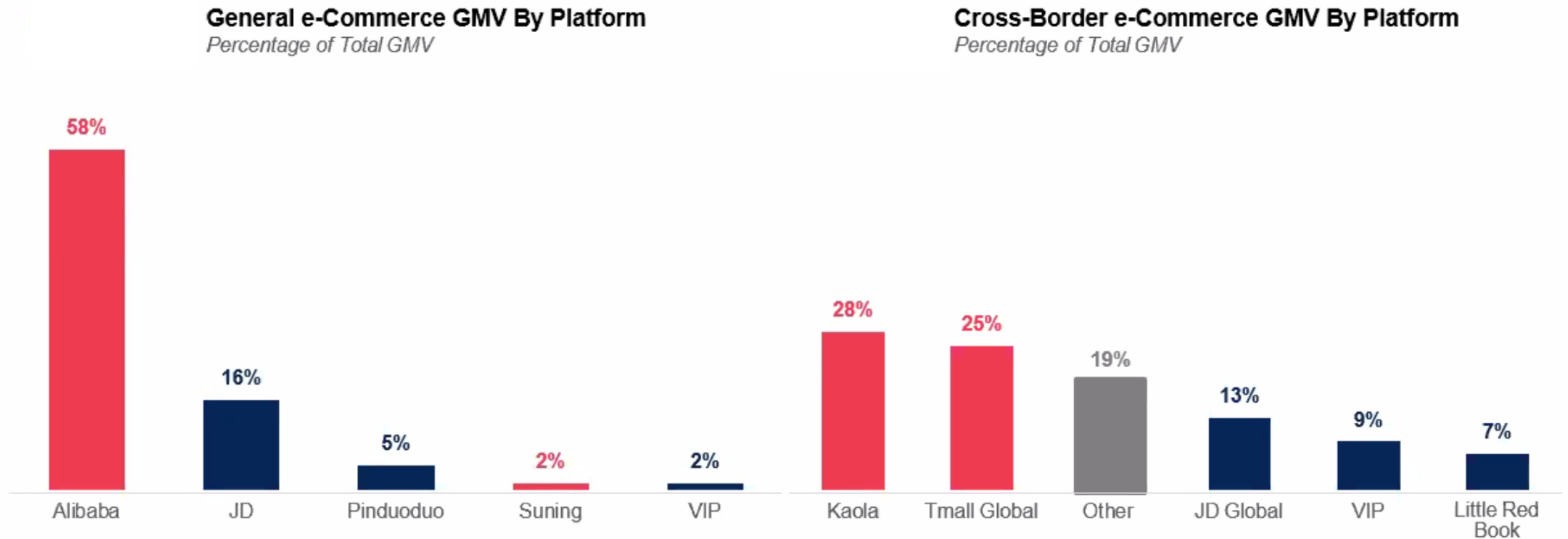
The Growth of China's CBEC Transactions



Source: CERCE (China E-commerce Research Centre), National Bureau of Statistics

- The CBEC Transactions in China have increased dramatically
- The expansion of CBEC zones provides easier access to growing consumer markets within China
- Both integrated & vertical e-commerce platforms are booming
- Shopping festival stimulate online purchasing
- The logistics is improving significantly worldwide

Different e-platforms for cross-border business in China



Source: eMarketer, Quarterly e-Commerce Report, a16z...

Three most popular CBEC platforms in China

TMall



Features

- largest CBEC platform
- 20,000+ brands
 - 4,000+ categories
 - 77 countries and regions

Business models

- Overseas Fulfillment
- Direct Import
- Global Flagship stores

Kaola.com



Direct Selling of Authentic Goods

- 5,000+ brands
- 80 countries

- POP Merchants/3rd party stores
- Proprietary Suppliers
- Factory Shops

Little Red Book



Social e-commerce App

- Successful communities of UGC
- Seamlessly integrating online communities and e-commerce

- 3rd party brand stores
- Self-suppliers

Top Trends for China E-Commerce: **WeChat mini program**

WeChat Mini Programs will become a new chic for most brands

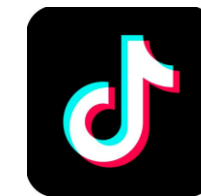


- E- shop within WeChat
- All in One
- A critical asset for online marketers
- Incredible amount of brands have launched WeChat Mini Programs, including giants like KFC, McDonald, Gucci and Zara etc.

Top Trends for China E-Commerce: **KOL marketing and live streaming**



- Short-video Apps will continue to **embrace e-commerce**
- **Seamless** shopping experience
- Annual turnover exceeded **200 billion yuan**
- In-store conversion rate is over **65%**
- High level of loyalty - average daily stay on Taobao live is close to **an hour**
- On Double 11, Taobao host Weiya's live streaming sales reached **267 million yuan in 2 hours**



Douyin / TikTok



Little Red Book



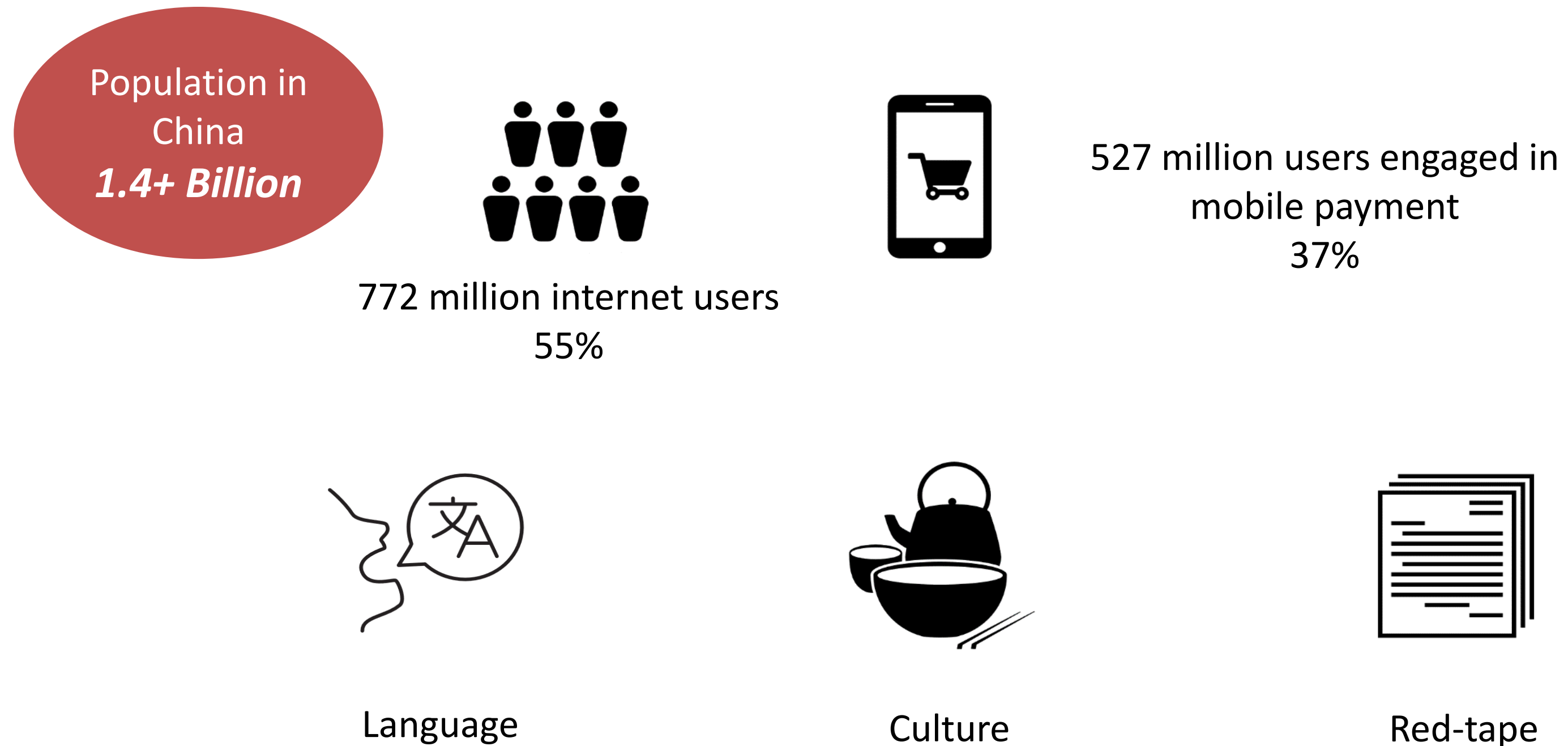
KuaiShou

Case Study: 618 Live Streaming x Oroton Australia

A nighttime photograph of a city skyline, featuring the Burj Khalifa and other skyscrapers illuminated with blue and white lights. The image is used as a background for the text.

Is your business ready to capitalize
on the huge market potentials?

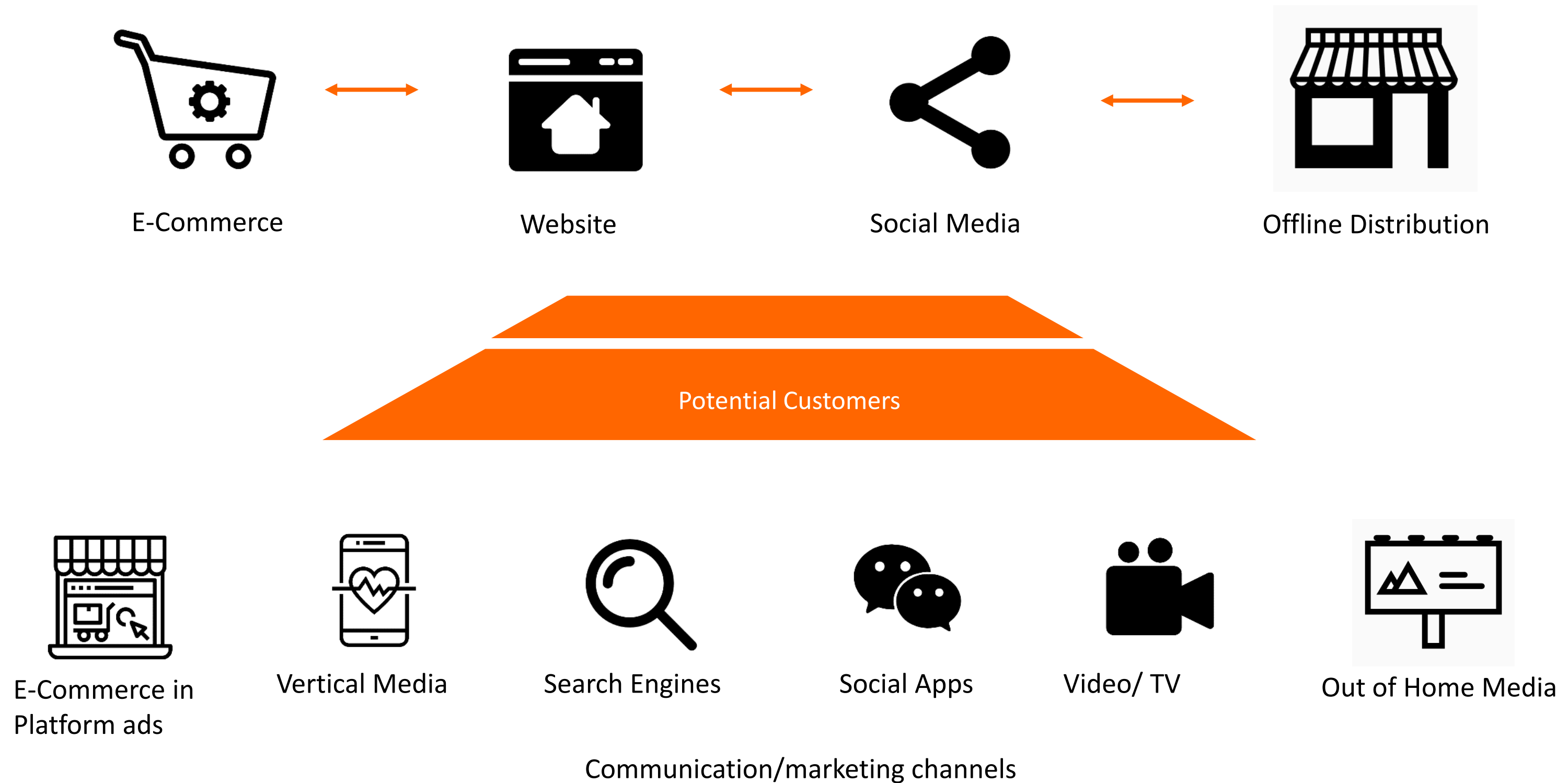
Barriers to break into China market



Source: China Internet Network Information Center, 2018

- It is not easy to understand Chinese market and especially Chinese consumers.

Chinese consumers are touched by many different media platforms



Digital is playing more and more important role when targeting Chinese consumers

Complex digital channels in China

But, so many digital platforms in China will be confusing and intimidating to international business

Blog 博客	Wiki 百科	Q&A 问答	Gaming 游戏	Business 商务社交	Dating 交友	Communication 通讯	SNS 社交网络	News 新闻	Image 图片社交	Video 视频	Audio 音频	E-Commerce 电子商务	Review 点评	Classified 分类信息	Travel 旅游	Sports 体育	Health 健康	Parenting 育儿	Auto 汽车	Fashion 时尚	Beauty 美妆
新浪微博 Weibo	百度百科 Baidu Baike	百度知道 Baidu Zhidao	QQ 游戏 QQ Game	领英 LinkedIn	陌陌 MoMo	微信 Wechat	QQ空间 QQZone	今日头条 Toutiao	乐乎 Lofter	优酷 Youku	QQ音乐 QQ Music	淘宝 Taobao	大众点评 Dianping	58同城 58.com	携程 Ctrip	Nike+ Running	微糖 Weitang	美柚 Meet you	百度贴吧 Baidu Tieba	IN	小红书 Little Red Book
博客大巴 Blog Bus	互动百科 Baikew.com	知乎 Zhihu	英雄联盟 League of Legends	赤兔 Chitu	珍爱 ZhenAi	QQ	人人 Renren	澎湃新闻 The Paper	IN	土豆 Tudou	虾米音乐 Xiami Music	天猫 Tmall	口碑网 Koubei	赶集网 Ganji.com	艺龙 eLong	Keep	搜搜 Shoushou	妈妈帮 Mmbang	搜狐汽车 Sohu Qiche	第五大道 5Lux	薄荷 Boohee
网易博客 NetEase Blog		果壳 Guokr Ask	王者荣耀 King of Glory	大街 Dajie	百合 Baihe	阿里旺旺 WangWang	开心网 Kaixin001	好奇心日报 Q Daily	NICE	乐视 LeTV	虾米音乐 NetEase Cloud	京东 JD	猫途鹰 TripAdvisor	百姓网 Baixin.com	去哪儿 Qunar.com	Runtastic	春雨医生 Chunyu Yisheng	宝宝树 Babytree	易车 Yiche	唯品会 Vip.com	抹茶 Mocha
新浪博客 Sina Blog		分答 Fenda	部落战争 Clash of Clans	钉钉 Ding Talk		Skype	豆瓣 Douban			搜狐视频 Sohu TV	多米音乐 DuoMi Music	1号店 Yihaodian			阿里旅行 Alitrip	去动 Sportq	和生活 Hesheng-huo	妈妈帮 Lamabang	太平洋汽车网 PCauto	美丽时尚 Meici	美颜 Meila
				明道 Mingdao						腾讯视频 QQ Live	豆瓣FM Douban.fm	苏宁易购 Suning			马蜂窝 Mafengwo	咕咚 Codoon	过日子 Huorlife	妈妈圈 Mamaquan	汽车之家 Xcar	PCLADY	丝芙兰 Sephora
				云之家 Kdweibo						爱奇艺 IQIYI	荔枝FM Lizhi.fm	当当 Dangdang			穷游网 Qyer.com	虎扑体育 Hupu	康语 CareVoice	蜜芽宝贝 Miyabaobei	汽车之家 Autohome	迷情 Ofashion	闺蜜圈 Girlfriends
				Tita						爱奇艺 Ingkee		当当 Vip.com			驴评网 Lvping	猫扑 Mop	丁香园 Dingxiang-yuan	天涯论坛 Tianya	车友会 Cheyouhui	珍品网 Zhenpin	闺蜜Kiss Weimi
										AcFun		微店 Weidian			墨房 Mofang	K	薄荷 Boohee	虎扑汽车 Tuhuyang-che	魅力惠 Mei.com	聚美优品 Jumei	
										哔哩哔哩 Bilibili		京东众筹 JD Finance				酷动 Kudong	平安好医生 Pingan	车点点 Chediandian	尚品 ShangPin	魅力惠 Mei.com	
												淘宝众筹 Hi.taobao									

Marketing funnel

Campaigns to draw **Awareness**

- Baidu, News Portal Display Ads
- Social media App banner ads
- Programmatic marketing
- General Apps
- KOLs & KOC

Interactive campaigns to nurture **Leads**

- KOL Campaign
- Live streaming events
- Baidu/ Sougou SEM & SEO
- Consumer database EDM & SMS

Awareness

Interests

Leads

Sales

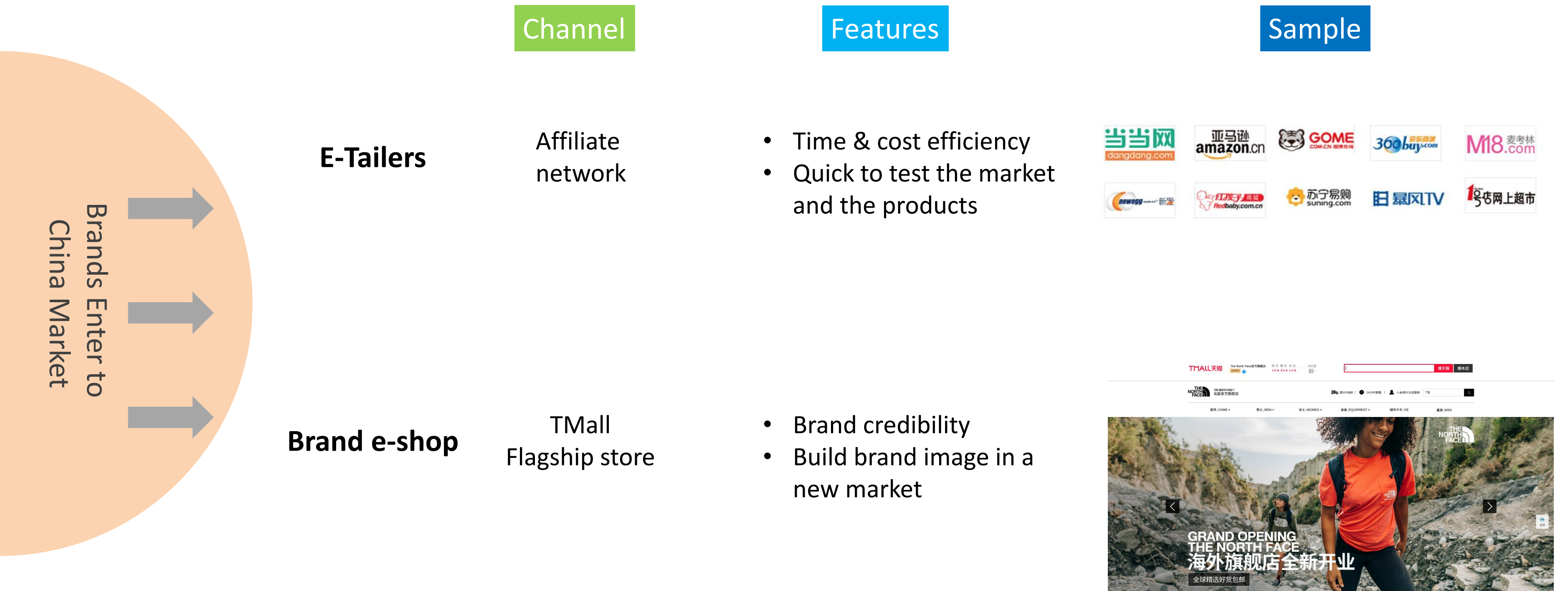
Social contents to generate **Interests**

- WeChat article / Weibo post
- Social media accounts
- KOLs
- Vertical platforms
- Official Website

Lead nurturing to drive **Sales**

- Brand season promotion
- Shopping Festival, 681/Double 11
- Sales follow up

Fast ways to reach China e-commerce market



Integrated digital marketing solution to target China market

Understand Chinese media landscape

- News portal
- General platforms
- Vertical platforms
- E-commerce platforms

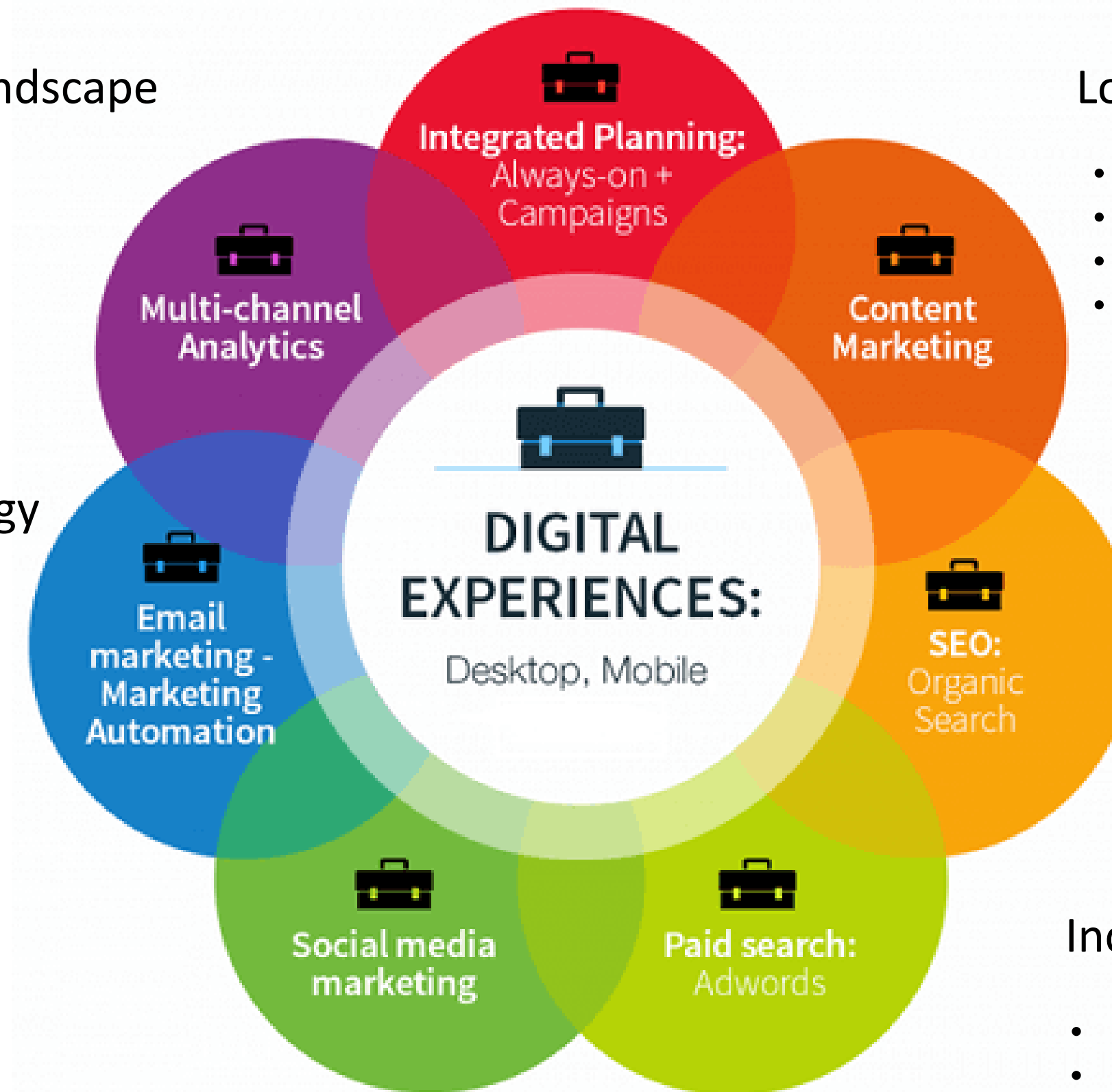


Develop digital marketing strategy

- Paid media
- Owned media
- Earned media

Customize media plan and choose right platforms

- Business & marketing goals
- Industry & brands
- Target audiences
- Others



Localize social media contents

- WeChat & Weibo OA
- Video platforms OA
- Payment tools
- Other




High-quality contents to improve search result

- Q&A platforms
- Seeding platforms
- Official blogs
- Others



Increase ranking to drive sales

- Baidu SEO, SEM
- Sougou search
- Quark search
- Others

A high-angle photograph of a business meeting. Two people are shaking hands over a wooden desk. One person is wearing a dark suit and a brown leather watch. The other is wearing a light blue shirt. On the desk, there is a laptop, a pen, a folder, and several documents, including one labeled 'Contract' and another labeled 'INVOICE'.

China is a tough markets with huge market potentials. It requires hard and high-quality work, significant budgets, realistic expectations, patience and a long-term strategy.

Most Importantly,
You need *a good partner*,
knowing local markets well, to lead
you to the *SUCCESS!*



Multilingual Digital Consultancy

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Our Services



Digital Strategy

Having the right strategy is essential to the success, our team will work collaboratively with yours to develop the most suitable strategy for your brand

Brand Audit

Whether you have been in the market for year or a fresh entry, an audit of the past and current status will be conducted before the development of the strategy.

In-market Insights

Consumer and competitor research, brand monitoring and industry vertical insights.

Creative Direction

Our creative team will work with you on creative directions that resonate with overseas audience and maintain your brand integrity.

Localised Design

Provide localised design that fit the in-market requirements and media plans

Web and Mobile HTML5 & Mini Program

Digital assets production and creation; including localized websites, HTML5, mini-programs, e-commerce stores etc.

Search

Paid and Organic search in Chinese, Japanese, Hinglish and more.

Web Analytics

Interpreting insights from analytics tools

Content Direction and Creation

Creating content that is in-sync with your brand and objectives, also align with the audience expectations

Media & KOL buy

Media planning and precise buying with local and in-region media; KOL strategy planning and buying

Social media

Strategy development and management of social media accounts

Why Digital Crew?

Digital Crew focuses exclusively on providing efficient and effective multinational and multilingual marketing solutions.



Highly Qualified

A true global team with multinational perspectives.

All Digital Crew team members speak English and Chinese professionally, some speak more than these. We have strategic agency partnerships with major search engines in China, Google Partners, Alibaba Cloud Partner, Tencent Agency Partner.

Each of the Digital Crew team holds various bachelor and master degrees in multiple countries.



Global Offices with Local Focus

All offices are fully owned by headquarters.

We understand the challenges our clients face. With the Digital Crew One Global Team approach, we operate as one team globally to deliver the most efficient and effective solutions to clients.



Bespoke Services

Tailored and specialized in servicing enterprise clients.

We work closely with each client to determine the best approach, from research, to strategy, to campaign execution, and to on-going management.

GO

GLOBAL

Digital Crew[®], the crew to your success



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Tmall Global

天猫国际
TMALL.HK

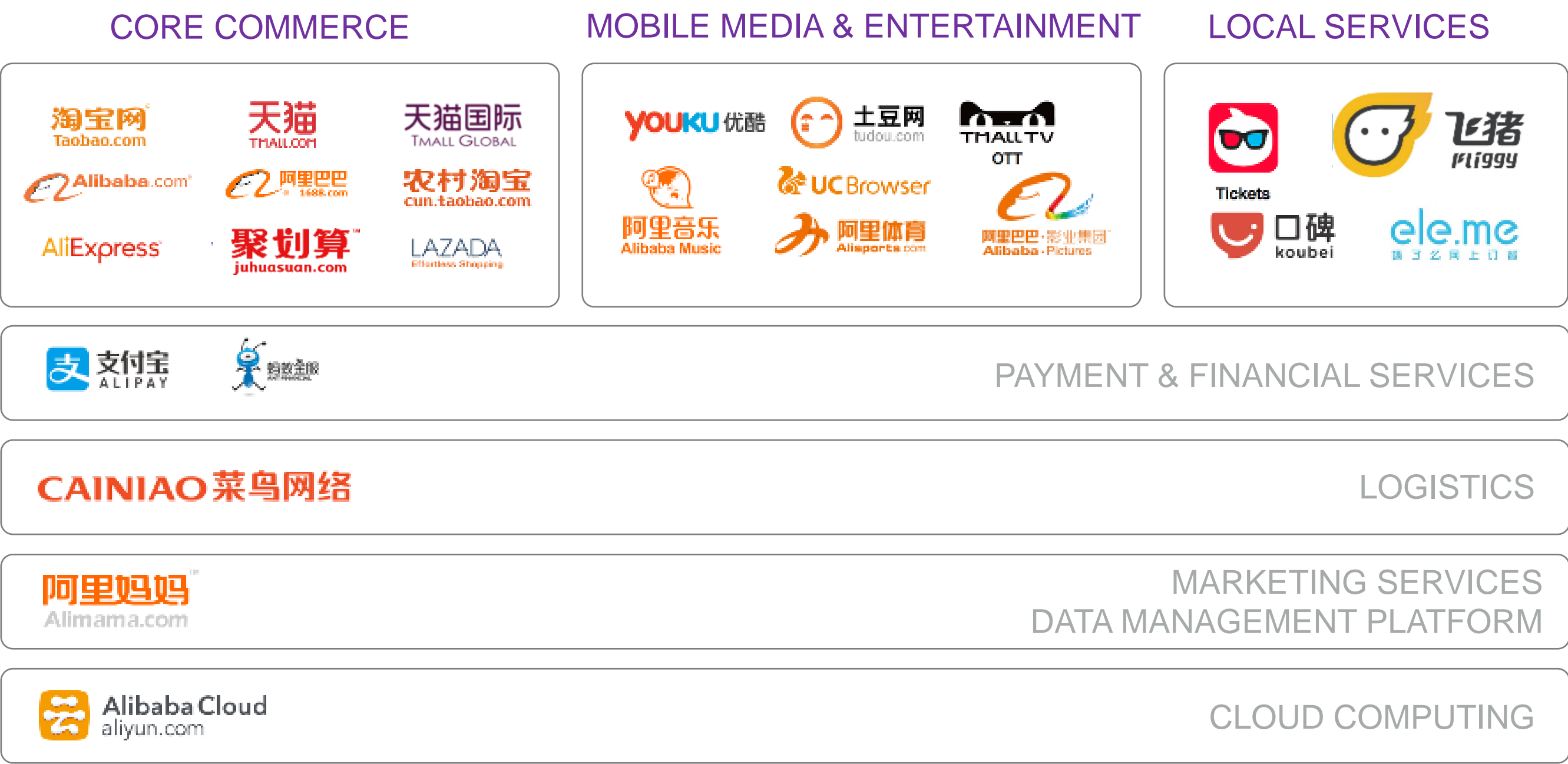
买进口，上天猫国际

Last updated April 2017

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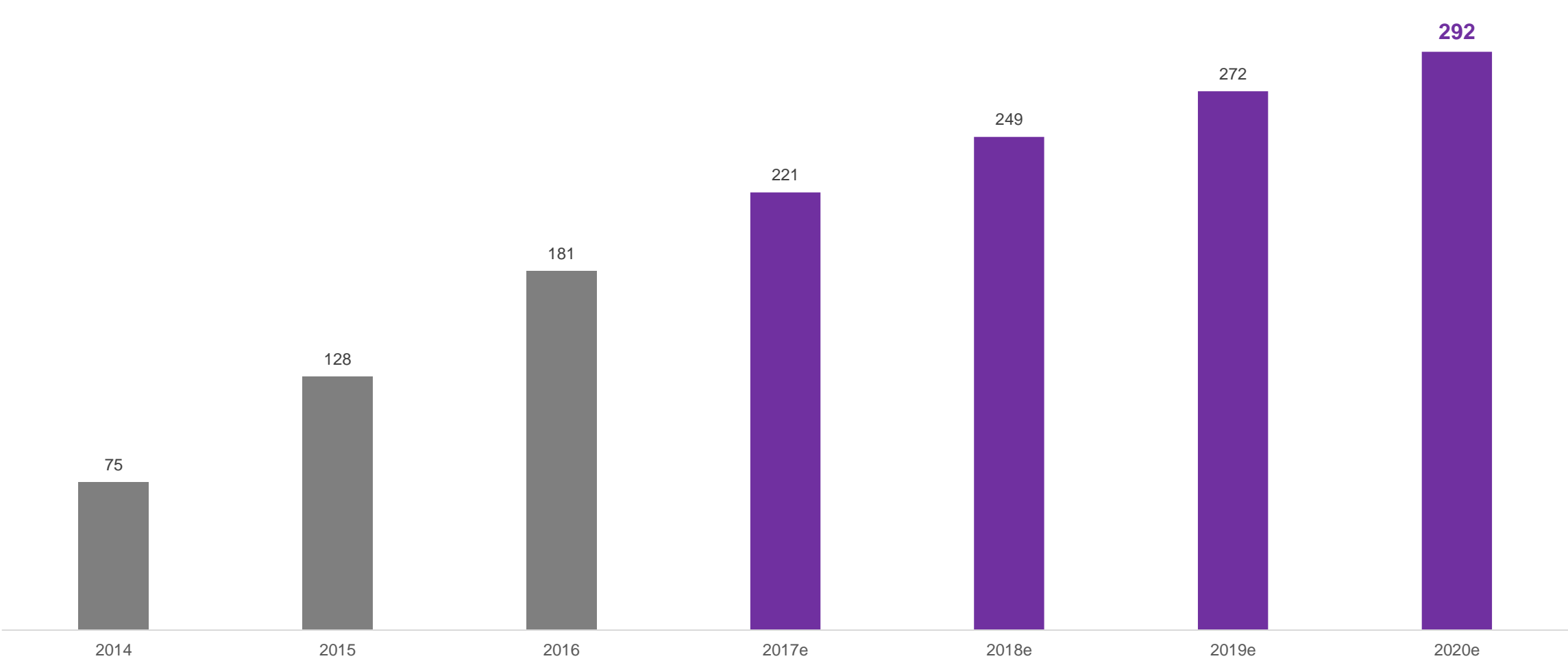


Alibaba's Mission: To Make It Easy To Do Business Anywhere



By 2020, half of all Chinese online shoppers or a quarter of the population will have bought an item from cross border e-commerce

Cross-border ecommerce buyers in China (millions)



% of online shoppers	20.0%	31.0%	40.0%	45.5%	48.0%	49.5%	50.7%
% of population	6.5%	11.2%	15.8%	19.1%	21.5%	23.4%	25.0%

Source: Emarketer 2016. Internet users who have made at least one purchase from a foreign seller either directly or through an intermediate, excludes Hong Kong

Why do Chinese consumers buy imported products?



Provide what's best for the family



Try new experiences



Buy directly from global brands

For brands who would like to open their own store, there are two options: Tmall Global helps brands enter the Chinese market, Tmall helps brands already in China



Product & Brand from overseas



Product & Brand already in China

- Legal entity
- Bank account
- Payment
- Trademark registered
- Warehouse
- Shipping to Chinese consumers

- Outside of China
- In home country
- In home currency
- In home country
- Outside of China
- From overseas

- In Mainland China
(subsidiary or distributor)
- In Mainland China
- In CNY
- In Mainland China
- In Mainland China
- From within Mainland China

Tmall Global can be your brand's first entry into the Chinese market

Year 1-2

Year 3-4

Year 5

Business Value

- Test the Chinese market
- Build brand awareness
- Prepare for local market entry (trademark, set up Chinese subsidiary, etc.)

- Extend business volume by setting up China omni-channel strategy
- Build local presence and consumer connection
- CRM management

- Further grow through online distribution
- Integrate sales from various channels using big data
- Upgrade customer service and experience
- Further build brand affinity and loyalty
- Entry into Southeast Asia via Lazada

Platforms

天猫国际
TMALL GLOBAL

天猫 天猫国际
TMALL.COM TMALL GLOBAL

天猫 天猫国际 LAZADA
TMALL.COM TMALL GLOBAL Effortless Shopping

全球购 天猫西选
G.TAOBAO.COM TMALLCHOICE.TMALL.COM

+ Offline presence

+ Offline presence
+ Online2Offline (O2O)
+ Online distribution

Marketing

- Alimama branding
- Weibo (social media)
- YouKu (video site)
- Tmall Global Marketing events

- Alimama brand + performance
- Weibo (social media)
- YouKu (video site)
- Tmall Marketing program

- Alimama deep cooperation
- Weibo (social media)
- YouKu (video site)
- Ali network marketing program (Music/Sports/entertaining, game etc..)

Tmall Global

14,500+
International
Brands

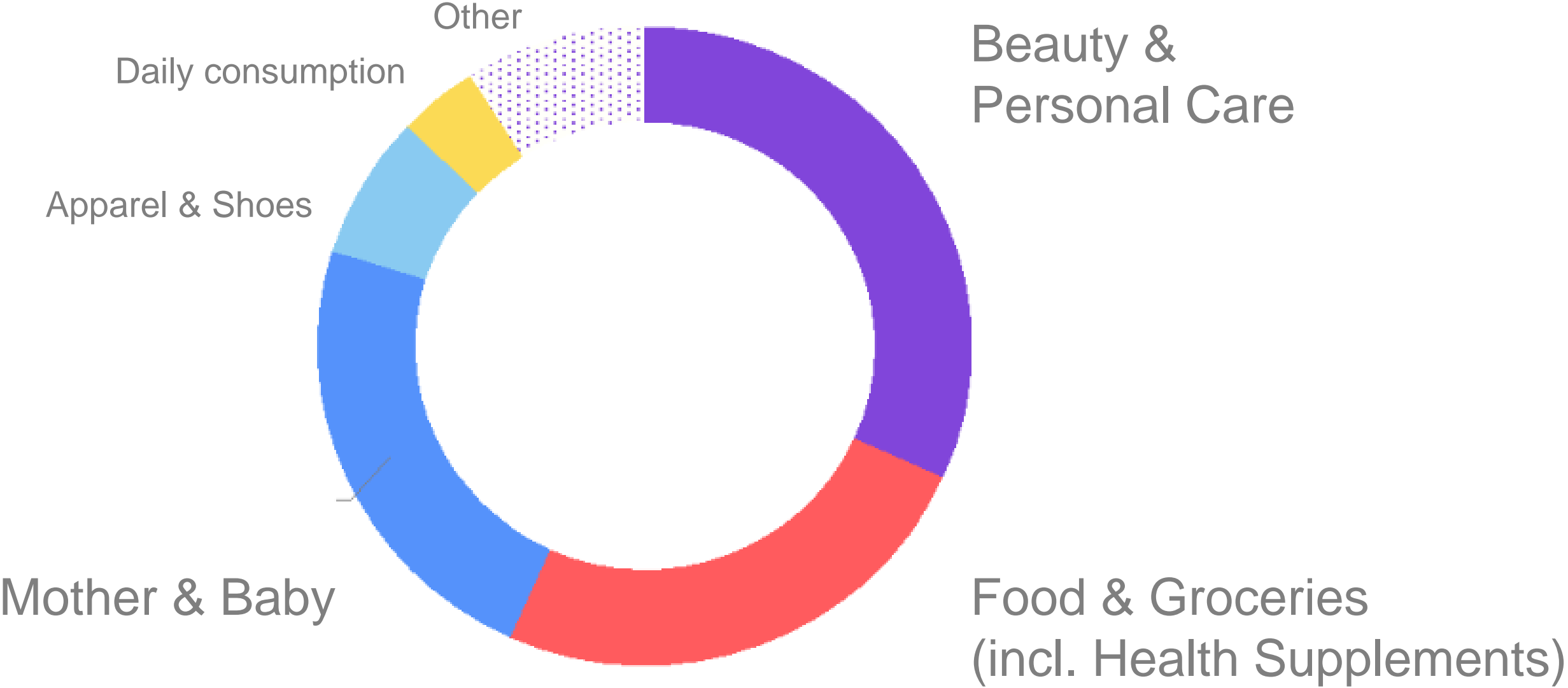
63
Countries
and Regions

3,700+
Categories

An aerial night photograph of a modern cityscape. In the foreground, a large body of water reflects the city lights. The middle ground is dominated by a large, multi-story building with a curved facade, illuminated with warm yellow and orange lights. To the left, there are more buildings, some with colorful neon lights in shades of purple and blue. The background shows a dense urban area with various buildings under a dark sky with some clouds. The overall atmosphere is vibrant and modern.

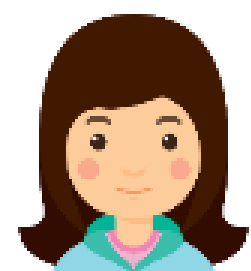
**More than
80%
of brands on Tmall Global
made their China debut on the
platform**

Beauty & Personal Care, Food & Groceries, Mother & Baby categories dominate spending on Tmall Global



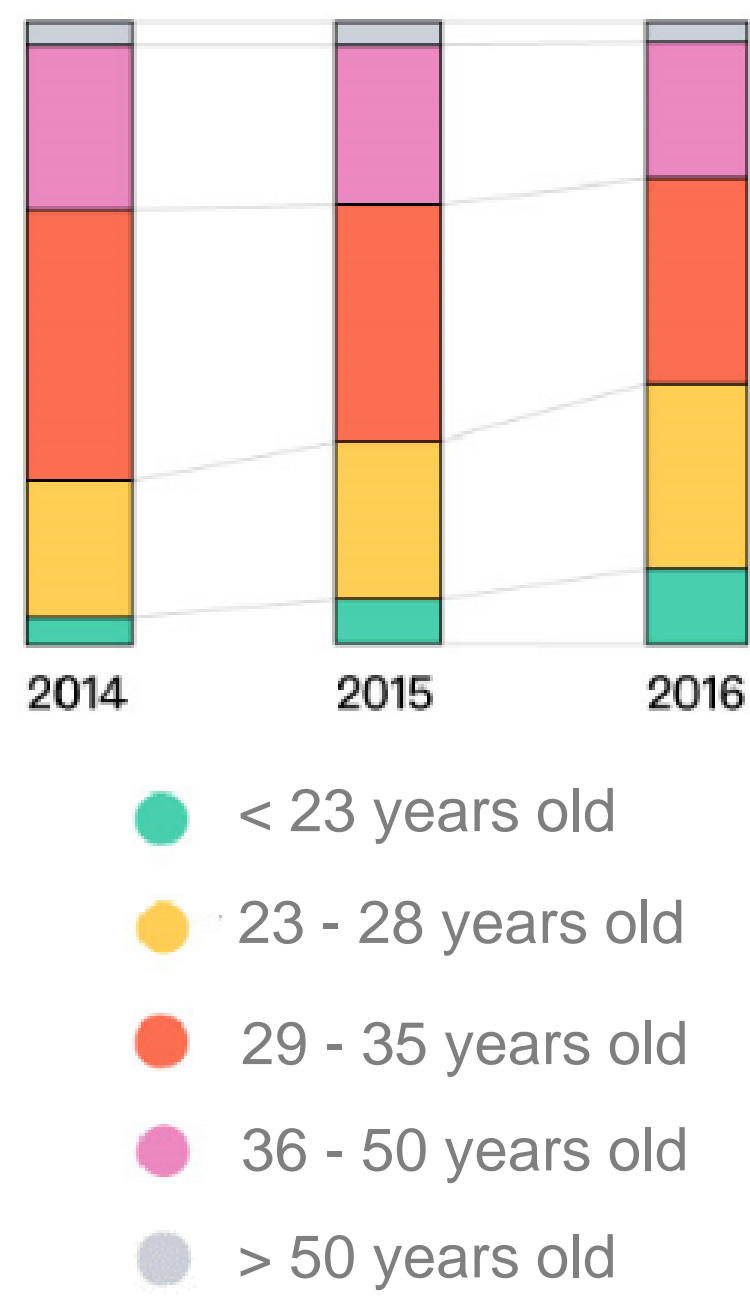
Source: Tmall Global & CBNDData. 2016 Cross-border consumption report

Tmall Global consumers are mostly female, under 35, and live in China's wealthiest cities. Consumers under 30 years old are the fastest growing group



70%
Female

Annual Income
Over RMB100,000
(US\$14,500)



- SH Shanghai
- BJ Beijing
- HZ Hangzhou
- GZ Guangzhou
- SZ Shenzhen

Source: Tmall Global & CBNDData. 2016 Cross-border consumption report. Icons by [Round Icons](#), [Freepik](#), [Madebyoliver](#), [Kirill](#)

Selected brands on Tmall Global

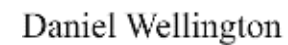
Supermarkets



Health & Pharmacy



Department Stores



Fast-moving consumer goods (FMCG)



Beauty, Personal Care, Cosmetics



Mother & Baby



Food & Beverages



Tmall Partners (TPs) execute the day-to-day operations of a Tmall Global store

TPs can be an **operating agency** on behalf of the brand OR a **distributor** who also takes inventory

Example of TP Services:

Create operations plan

Execute store opening

Decorate store & input product information

Operate store on a daily basis:
Product management, campaign planning and execution

Execute day-to-day marketing and promotions:
Network promotions, daily consumer marketing, brand marketing

Provide Customer Service to consumers

Support logistic needs:
Cross-border logistics, warehouse services, courier services

Provide regular reports:
Operations report and analysis



How about logistics? There are four ways to get imported goods into China for cross border e-commerce using **CAINIAO 菜鸟网络** *Alibaba's logistics arm*

1 Bonded Warehouse



Brands pre-ship goods to Cainiao warehouses in one of six Chinese cities **in anticipation** of customer order.

Fastest delivery option (max. 7 days)

2 HK/AU Fulfillment Center (GFC)



Brands ship goods to Cainiao's warehouses in Hong Kong or Australia **before** order takes place. Consignment model. Cainiao picks, packs, labels, and ships the goods once consumers place an order.

3 Consolidated Shipping



Brands pack, label, and ship goods to Cainiao's warehouses outside of China **after** a customer places an order. Cainiao consolidates with orders from other brands. It then ships to China by flight and to the consumer (max. 14 days)

4 Direct Mail



Brands ship goods directly from country of origin to the consumer. Brands could use non-Cainiao services (DHL, FedEx, etc.). Not recommended because delivery times cannot be guaranteed

Marketing to our consumers



At Alibaba, digital media & entertainment are fully integrated into our retail marketplaces



Youku Tudou (“Chinese Youtube”)

Largest video site in China



UC Web

2nd largest mobile web browser and newsfeed



Entertainment

Alibaba Pictures, Alibaba Sports, Alibaba Music, Tmall TV



Weibo (“Chinese Twitter”)

Largest microblogging site

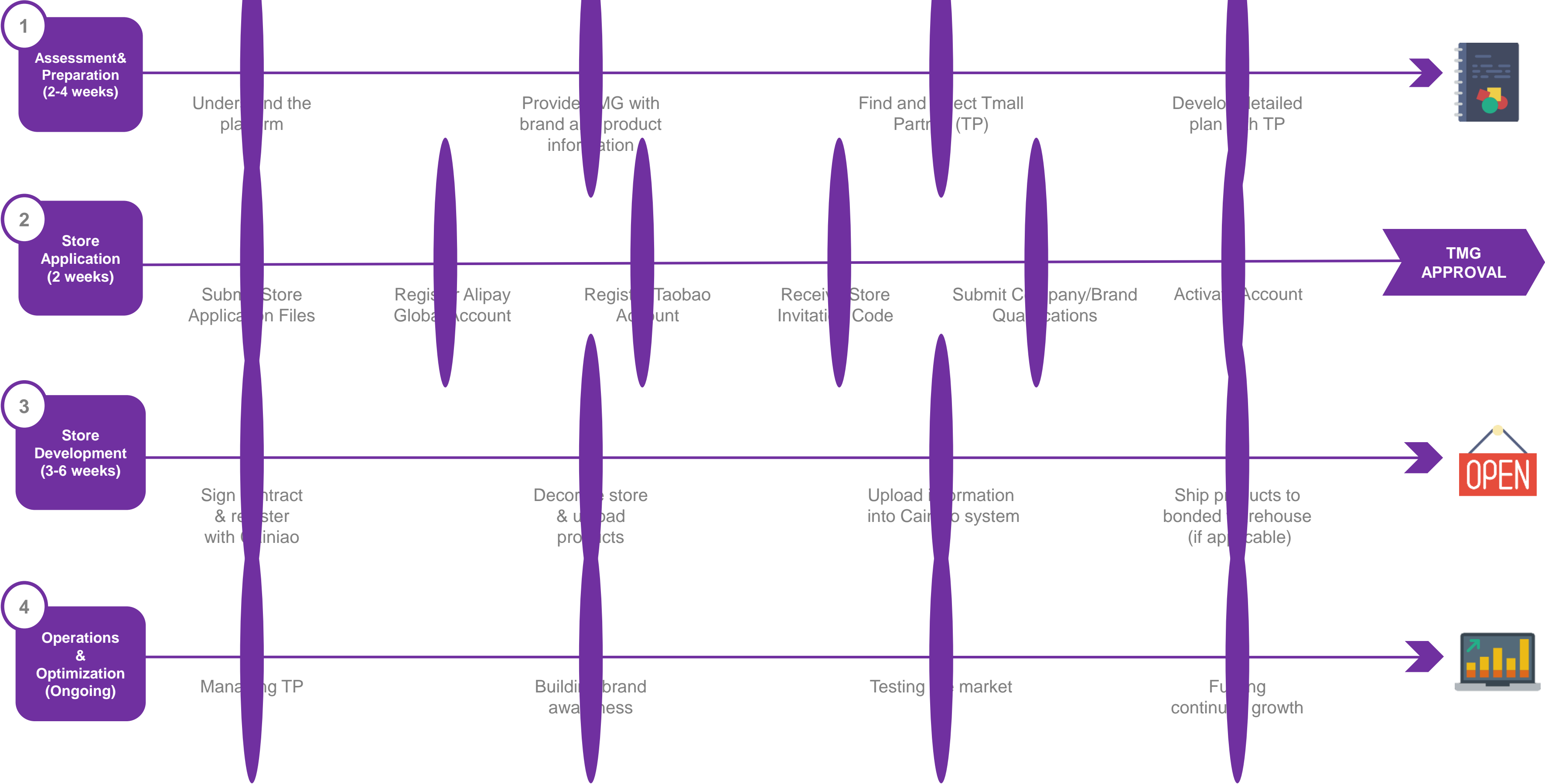
One "Super ID"
Personalized User Experience
Across all platforms



Taobao & Tmall Apps

Shopping, Marketing, and Entertainment platforms

Next Steps: Tmall Global Merchant Onboarding Timeline





Let's work
together!



天猫国际
TMALL.HK

买进口，上天猫国际



Utilising Big Data and Programmatic Advertising to drive sales conversion

Hui Li Goh
Business Development Director (APAC), iPinYou



01 iPinYou Introduction



China's 1st & Largest AI-Driven MarTech company



12 Years

Founded in 2008, pioneer in delivering ad-tech solutions

50%+

400+ core product, data, R&D team members from **the Chinese Academy of Sciences, Microsoft, Xiaomi** and other top technology companies

1000+

Building Enterprise Data Management (DMP/CDP) and Ad Serving Intelligent Media Management System

2 PB

Daily processing data

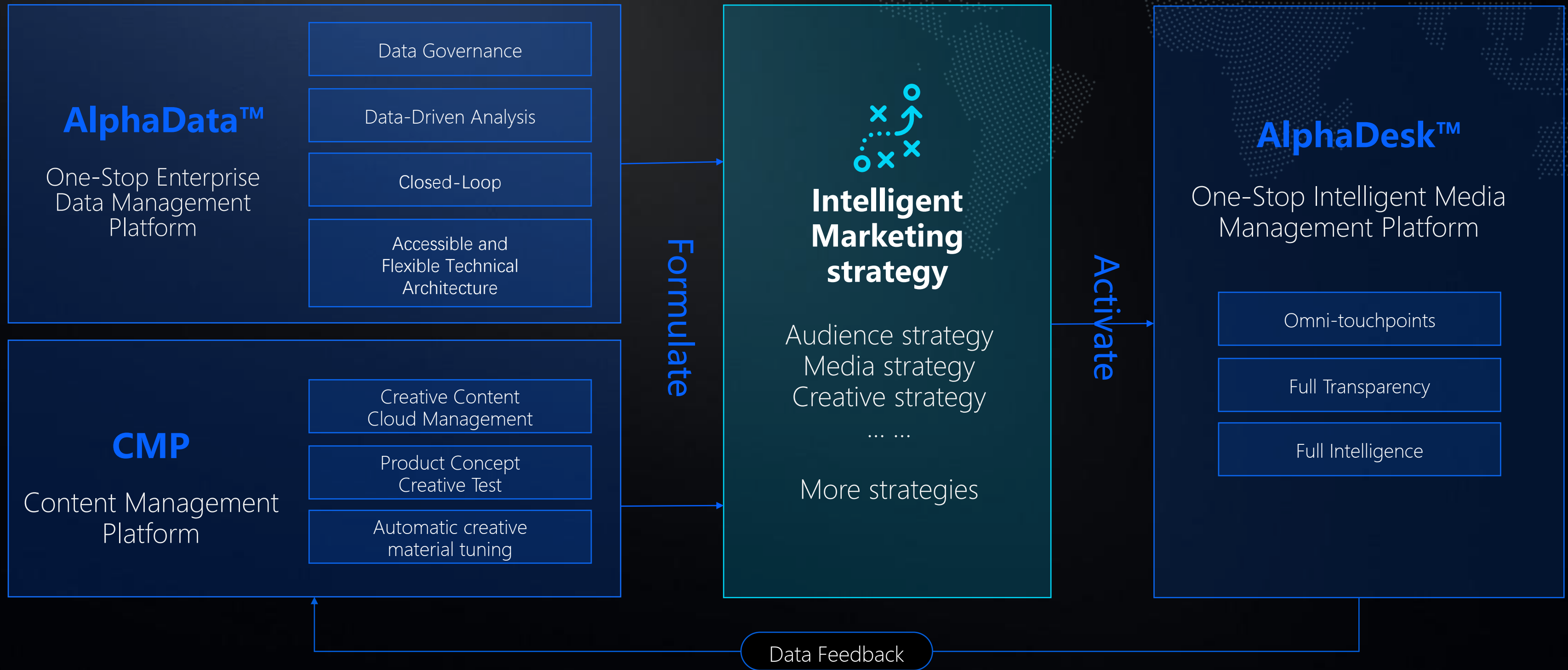
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Headquartered in Beijing, with branches in Shanghai, Guangzhou, Hong Kong, Seattle, Singapore and London and Silicon Valley



MIP | iPinYou technology provides an AI end-to-end marketing cloud solution

AI Decision Making Platform—Marketing Intelligent Platform





Supporting 2,000 Global Brands





02

Leverage on data collected
from Tmall to improve your
overall programmatic
advertising strategy



Challenges brands face in Cross-Border e-commerce market



1. Intense Competition inside EC sites

Limitations in reaching out to desired audiences within EC sites due to intense competition



2. Dispersed management of media traffic

By acquiring traffic from each media separately, brands may not be able to do cross-media joint frequency control, which results in over or inadequate impressions.



3. Limited understanding of consumer behavior outside EC sites

The data silo makes it harder for brands to determine and understand customer's behaviour beyond the EC sites.

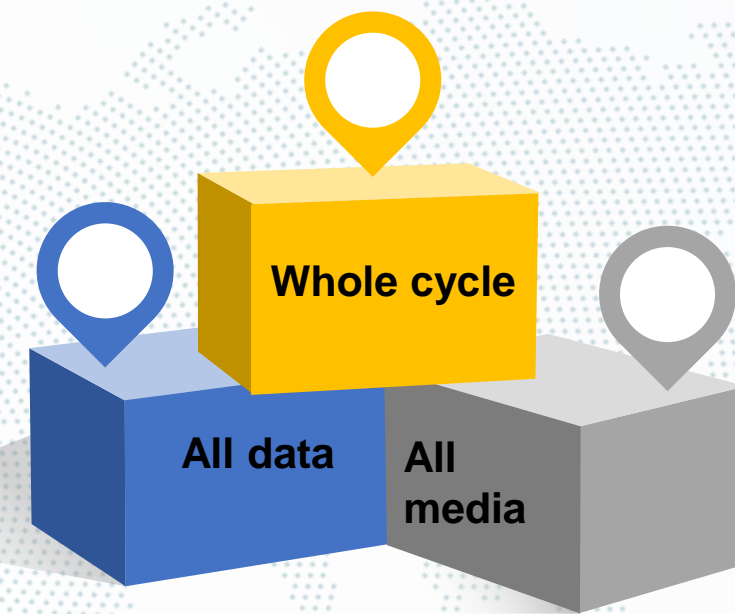


4. Unable to evaluate campaign results without matching inside & outside EC sites conversion data

Unable to match external media environment's behavior with conversions and therefore unable to attribute media spends to ROI.



Our one-stop solution for integrated marketing



Challenge 1

How to determine the profile of current customers and their media consumption habits?

Based on Tmall databank's audience portrait and segmentation to accurately profile and generate insights on Target Audience

Locate TA based on iPinYou DMP, DAAT and match audience package with Tmall databank

Challenge 2

With intense competition inside EC sites, how can brands reach Target Audience in a cost effective way?

Leverage on full coverage outside EC sites media to reach Target Audience

We process 28 Billion traffic daily
We integrate with all major media and ad exchange

Challenge 3

How to and improve outside EC campaign results with Tmall data feedback?

Utilizing integrated marketing for real-time optimization and campaign result evaluation

Improve campaign results by monitoring full stack data including Tmall databank



iPinYou partnered with Tmall to enable integrated marketing



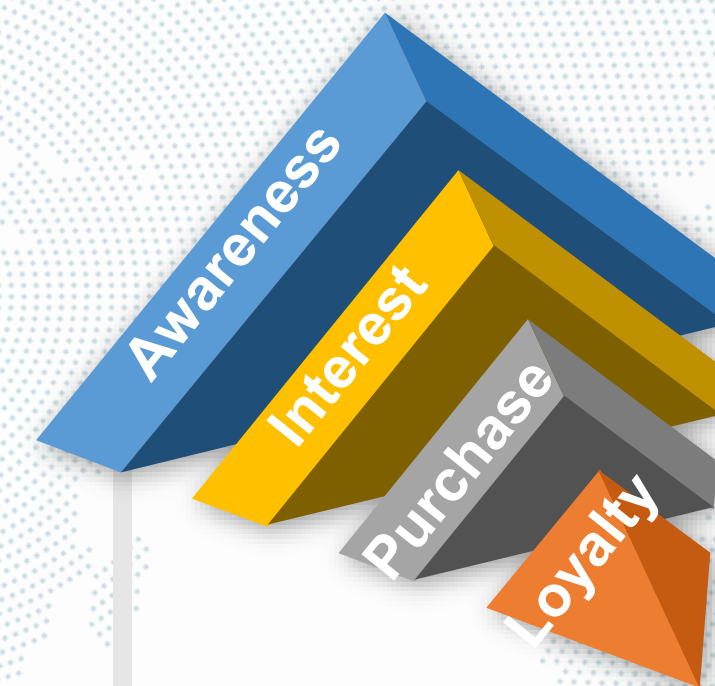
iPinYou is Tmall customer operation certified service vendor





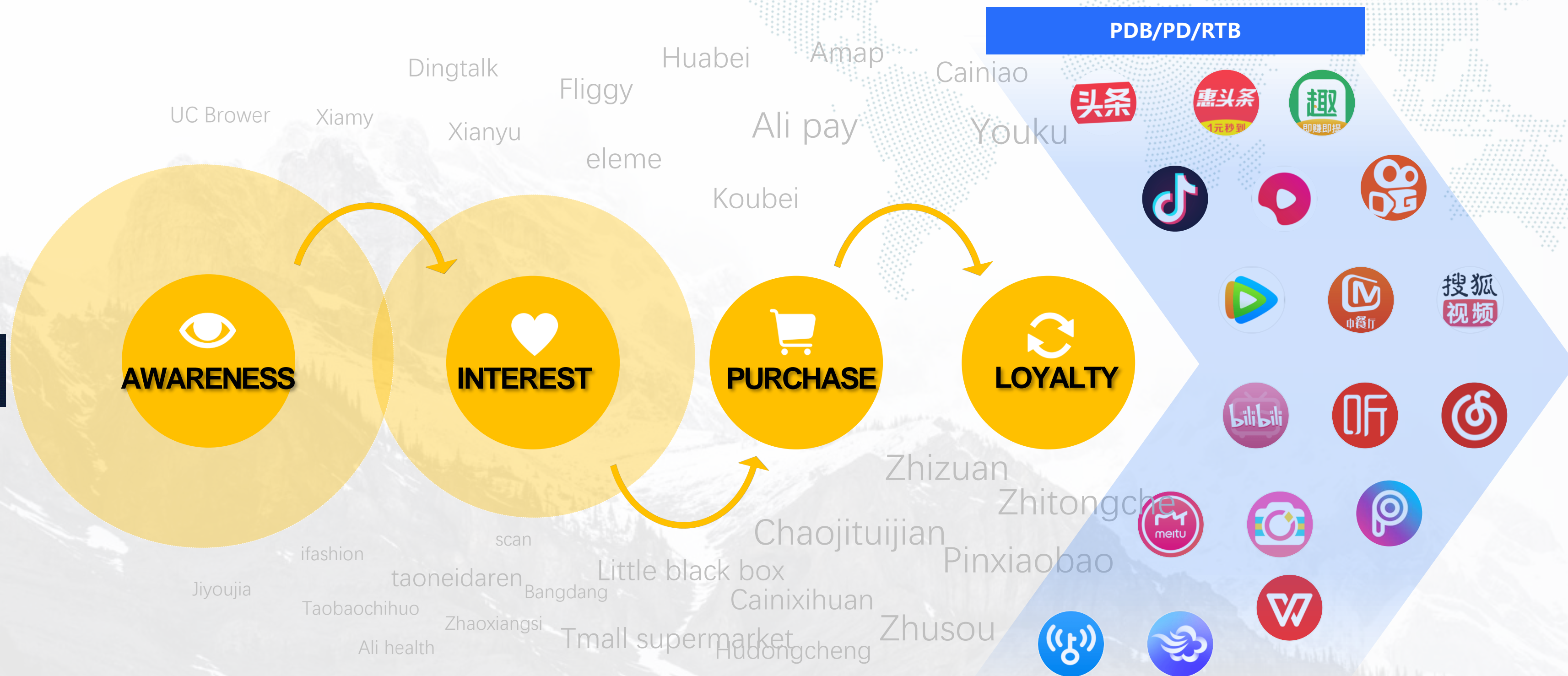
Pre-campaign - Set up overall campaign strategy for AIPL module including audience, media and strategy

Consumer journey	Touch point	Data	Strategy
Awareness A	<ul style="list-style-type: none">OTVVideo newsfeedWelcome banner	iPinYou big data	<ul style="list-style-type: none">UV retargetingReach OTV VIP users
Interest I	<ul style="list-style-type: none">NewsfeedDisplay	Impression data	<ul style="list-style-type: none">Tailored adsDynamic creatives
Purchase P	<ul style="list-style-type: none">Combination of video, news, and tool APPs	Click data	<ul style="list-style-type: none">Re-targetingAB testingInside Tmall retargeting
Loyalty L	<ul style="list-style-type: none">Combination of video, news, and tool APPs	<ul style="list-style-type: none">1st party CRMDatabank	<ul style="list-style-type: none">Audience portraitLook-alike





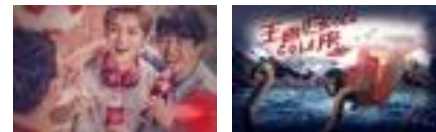
Test your selected audience packages with Tmall databank before media activation



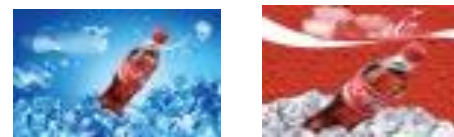


Mid Campaign – Using dynamic creatives and real time retargeting to enhance the relationship between consumers and brand

Audience attributes



Weather



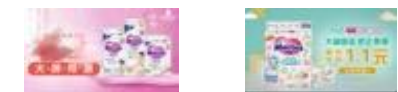
Different time/day



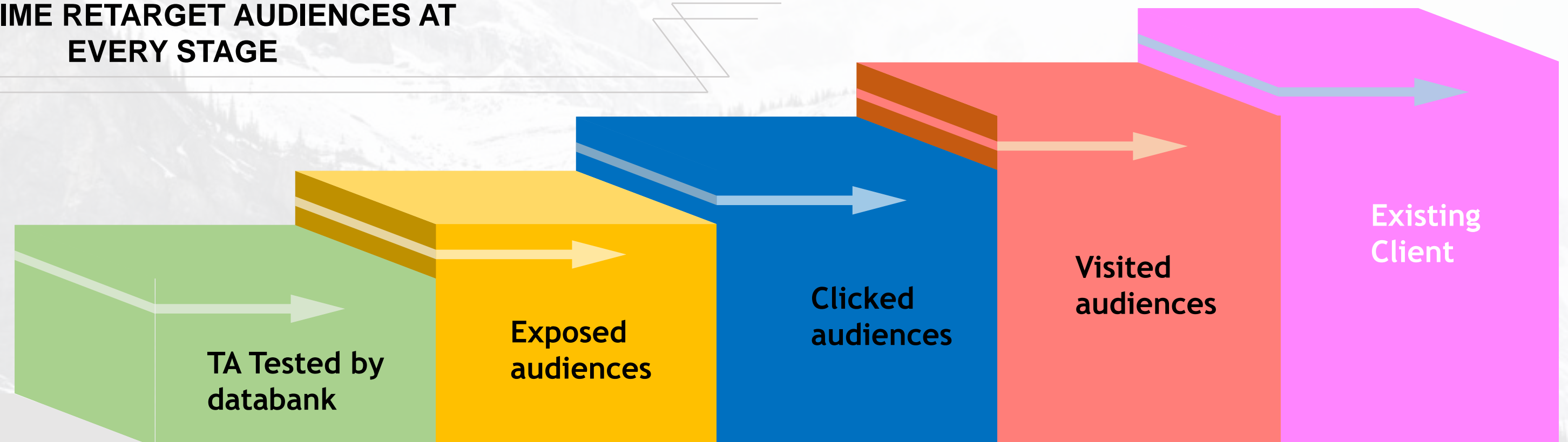
Search Data



Add count-down elements



REAL-TIME RETARGET AUDIENCES AT EVERY STAGE





Mid and Post Campaign - Real-time optimization based on data feedback from Tmall which enables the building of brand's data assets



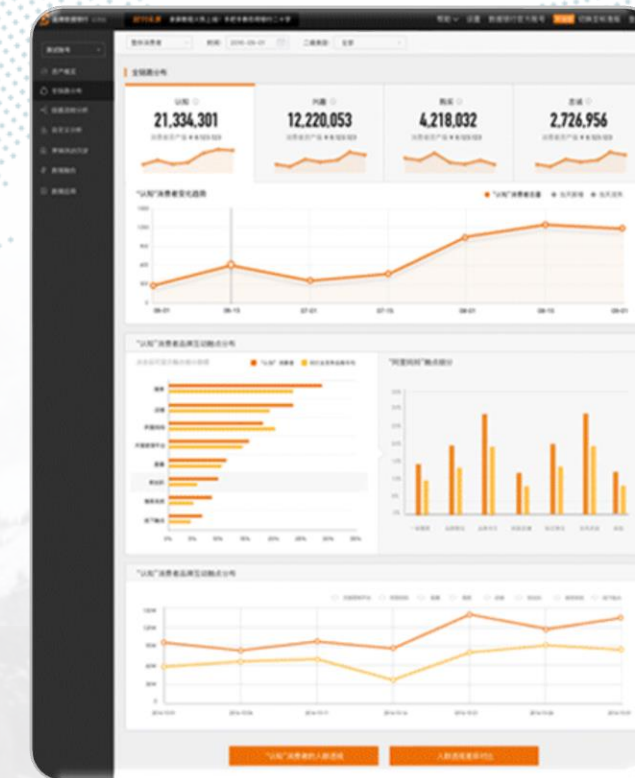
Ad Exposure



Export data of different audience groups by different creatives showed

- ✓ Strategy A
- ✓ Strategy B
- ✓ Strategy C

Upload exported data to Tmall databank



Creative optimization

- | | |
|------------|----|
| Strategy A | OK |
| Strategy B | OK |
| Strategy C | NO |



03

iPinYou's comprehensive media coverage and data capability ensure the optimized performance from programmatic advertising



iPinYou Patented Digital Advertising Audience Taxonomy (DAAT) Data and Audience label system

1.5 billion

Cover 1.5 billion UV in every 30 days
Cover 800 million UV per day

75%

Cover 75% of Mainland
Chinese population

15 labels

Average number of labels
covered per person

74%

Label accuracy
- Tested by Tencent, Tmall and
Amap big data



Data - Integrated with multiple data sources to help brands identify multi-dimensional profile of an audience

iPinYou DAAT Audience data

(Analyze audience by campaign data)

Operator data

(Analyze online behavior)

Baidu search data

(Analyze online behavior)

Media campaign data

(Analyze touchpoints)

Location data

(Analyze offline behavior)

...

1st party data

iPinYou data



Tmall data

Uni ID

Databank

Campaign data Uni ID

Potential customer portrait

Audience

Media

Conversion

Location

- ✓ Consumer demographic and interests
- ✓ Analyze TA of different product
- ✓ Deliver tailored message by analyzing consumer media preference
- ✓ Truly understand your audience and communicate in a desirable way
- ✓ ...

02-Media, iPinYou Ad serving platform covers all major Chinese media



- 01 Tmall marketing platform
- 02 Medias within EC Ecosystem
- 03 Outside site media

iPinYou Ad Serving

PDB+PD+RTB



03

02

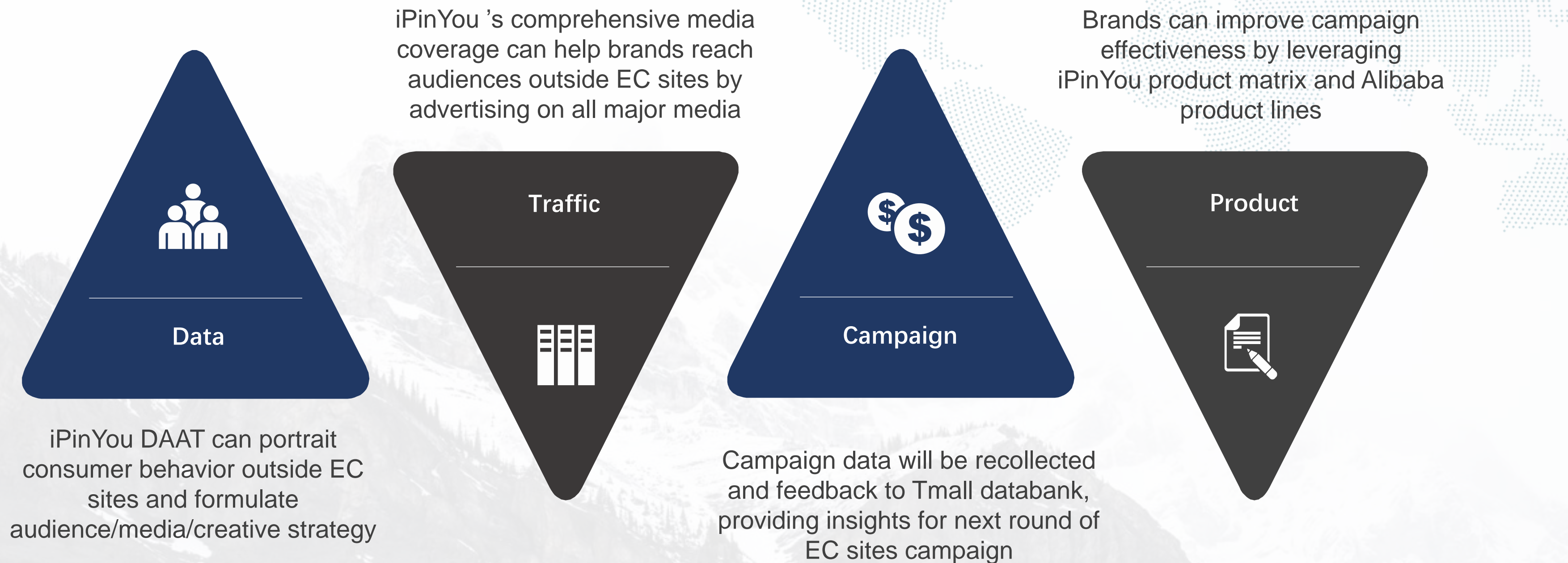
01

Inside side

XianYu
Amap
Dingtalk
Xiaoheihe
UC Browser
Cainixhuan
KouBei
Zhizuan
CaiNiao
Zhitongche
Huabei
Fliggy
Tudou
Youku
Pinxiaoba
Taoneidaren



Value of TMall and iPinYou programmatic advertising





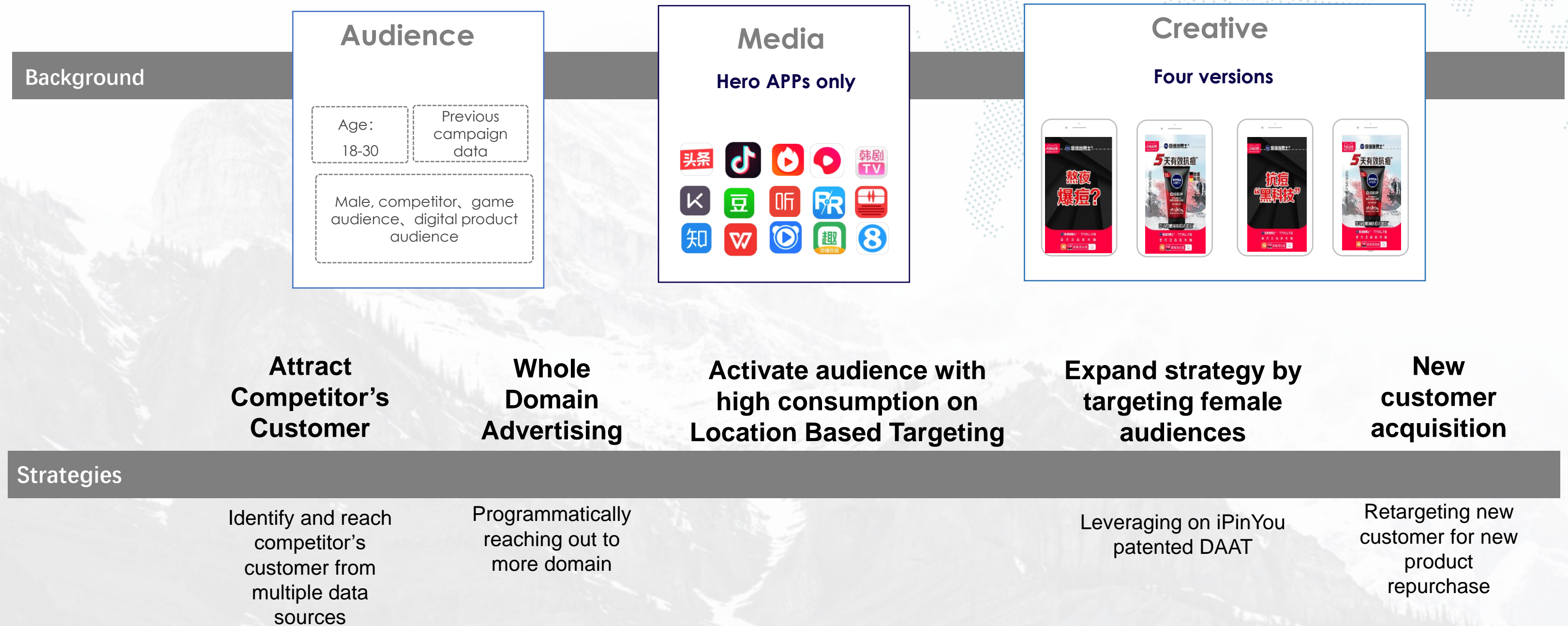
04 iPinYou Case Study



Campaign Overview

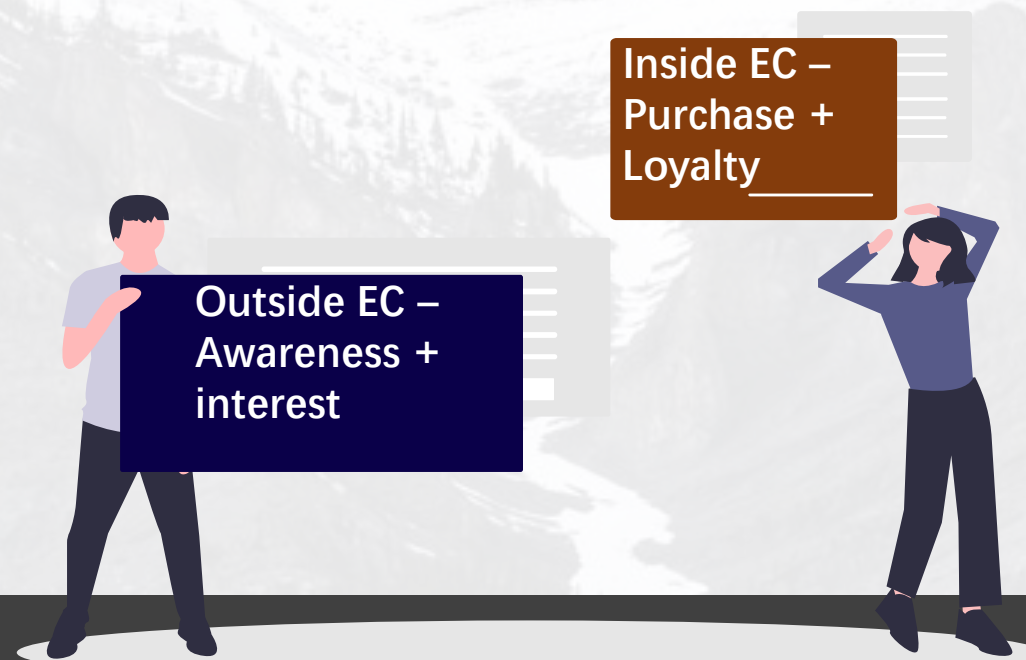
A brand would like to enable Tmall databank integration for accurate audience targeting during the “618” Mid Year Shopping Festival

Objective: Linking between EC sites and programmatic advertising





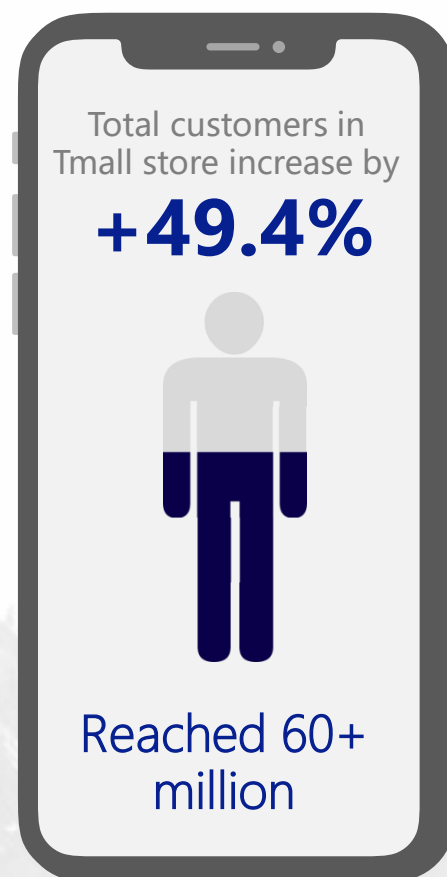
Campaign Overview





Campaign Results

In 18 days

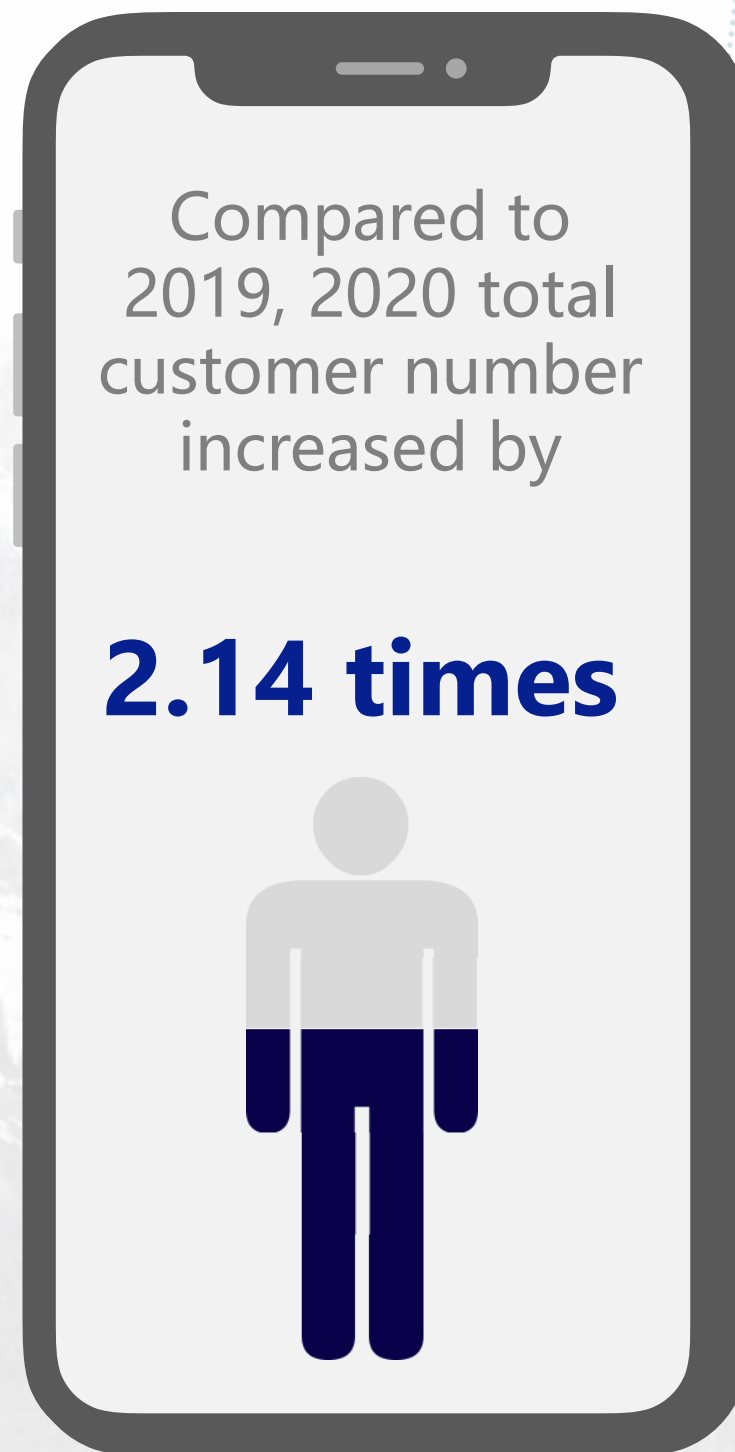


(A) Awareness Audiences
(I) Interest Audiences
(P) Purchase Audiences
(L) Loyalty Audiences

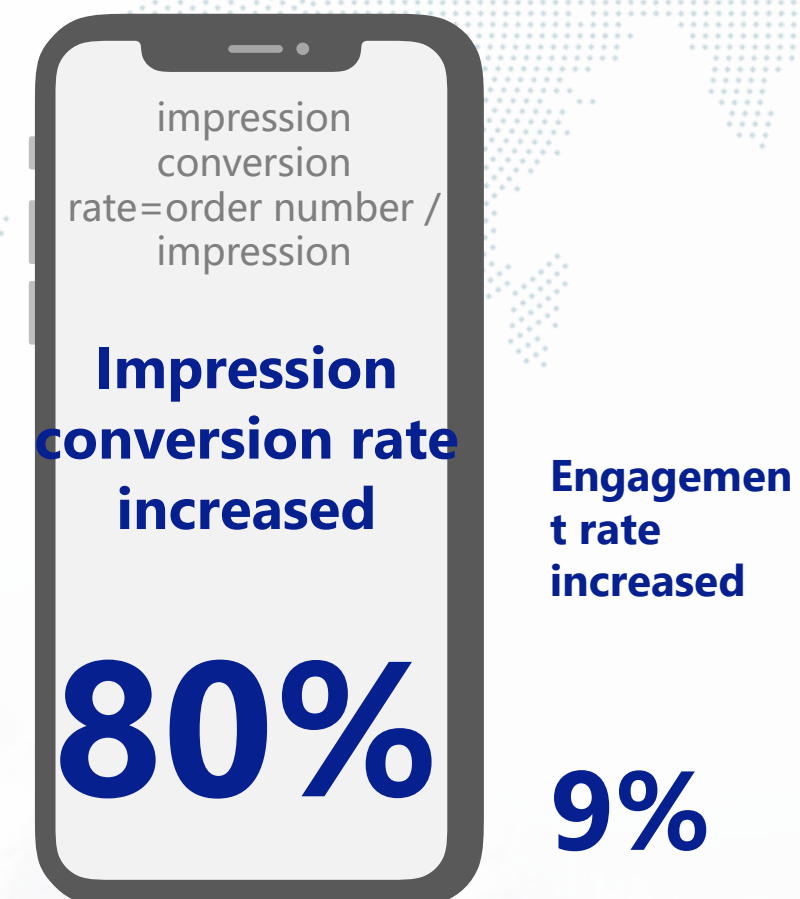
New A+I audiences increased by
+284.25%
Reached 40+ million

New P+L audiences increased by
+9%

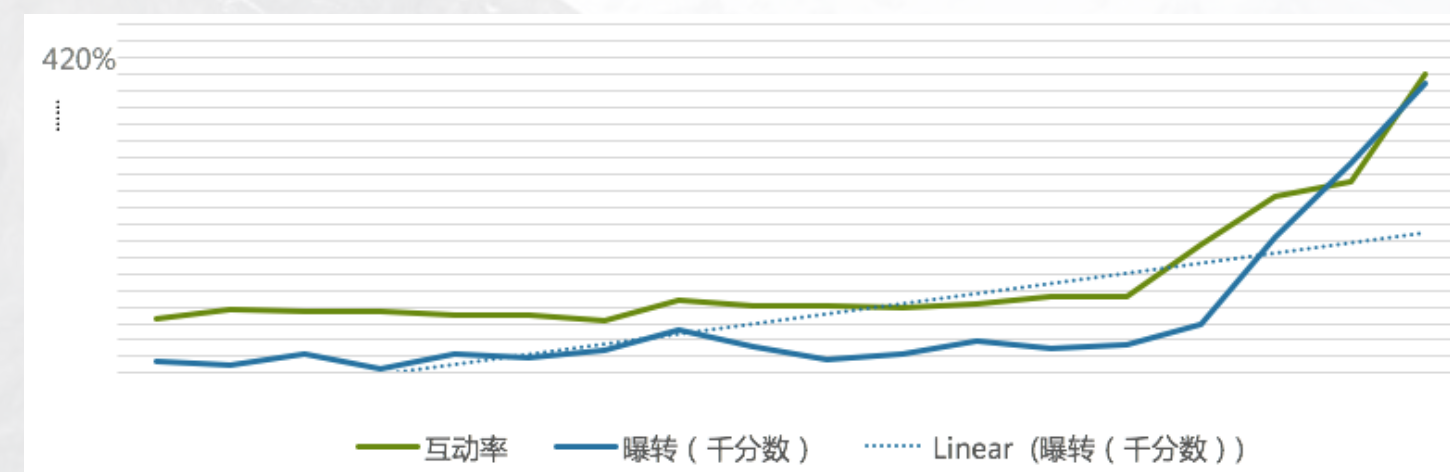
Attracted more than 10 million new customers and promoted brand awareness by programmatically advertising outside Tmall



Drive sales and convert customer by applying **integrated digital marketing**



After 12 days' optimization



Data source: Tmall databank



Thanks

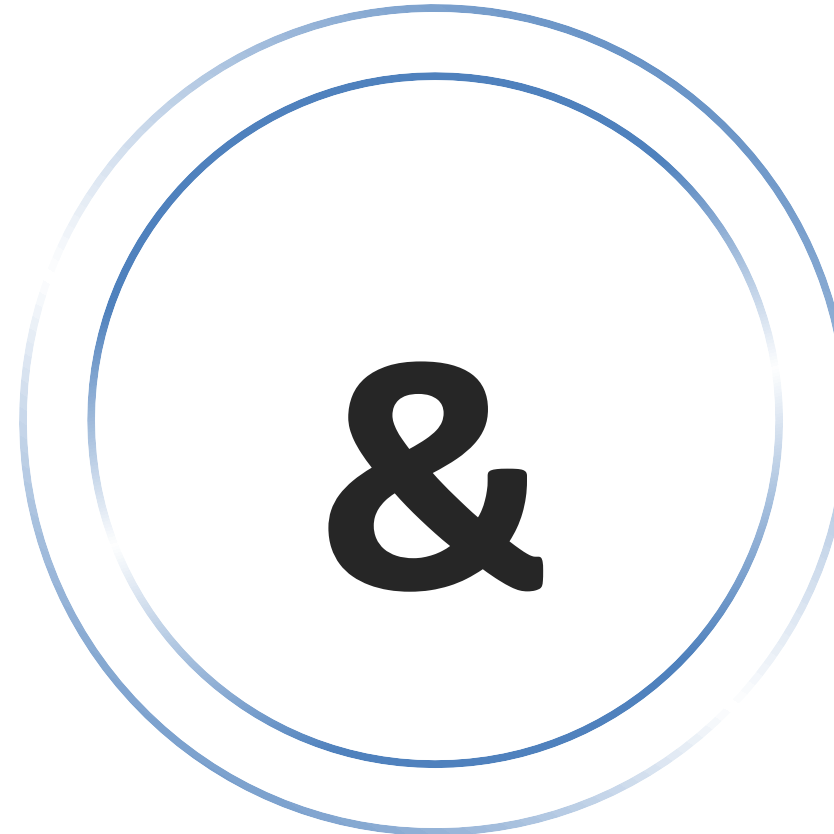
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AI
EMPOWERS
DECISIONS

DEEP
ZERO



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