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
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 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
Ever Changing Dynamic Shopping Environment
China’s e-commerce sector has held firm throughout the pandemic

### Sample of January-March Economic Indicators

**YoY Growth, Percentage**

- **Online Sales**
  - Jan-Feb: 3.0%
  - Feb-March: 6.0%

- **Industrial Output**
  - Jan-Feb: -13.5%
  - Feb-March: -1.10%

- **Retail Sales**
  - Jan-Feb: -20.5%
  - Feb-March: -15.80%

- **Fixed Asset Investent**
  - Jan-Feb: -24.5%
  - Feb-March: -16.00%

*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%

**Age**
- 75% CBEC shoppers are under the age of 35

**Education**
- 90% Have college degree and above

**Income**
- 52.5% Monthly income is above RMB 10,000

**Frequency**
- 55% Purchase at least once per month

**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: iMediaResearch, WalktheChat, CECRC
Booming CBEC business in China

- 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

Source: CERCE (China E-commerce Research Centre), National Bureau of Statistics
Different e-platforms for cross-border business in China

**General e-Commerce GMV By Platform**

- Alibaba: 58%
- JD: 16%
- Pinduoduo: 5%
- Suning: 2%
- VIP: 2%

**Cross-Border e-Commerce GMV By Platform**

- Kaola: 28%
- Tmall Global: 25%
- Other: 19%
- JD Global: 13%
- VIP: 9%
- Little Red Book: 7%

Source: eMarketer, Quarterly e-Commerce Report, a16z...
### Three most popular CBEC platforms in China

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<td>Direct Selling of Authentic Goods</td>
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<td>- 20,000+ brands</td>
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<td>- 5,000+ brands</td>
<td>- Successful communities of UGC</td>
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<td>- 4,000+ categories</td>
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<td>- 80 countries</td>
<td>- Seamlessly integrating online communities and e-commerce</td>
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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**

**Case Study: 618 Live Streaming x Oroton Australia**
Is your business ready to capitalize on the huge market potentials?
Barriers to break into China market

- Language
- Culture
- Red-tape

Population in China

1.4+ Billion

772 million internet users
55%

527 million users engaged in mobile payment
37%

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

- E-Commerce
- Website
- Social Media
- Offline Distribution

Potential Customers

Communication/marketing channels:
- E-Commerce in Platform ads
- Vertical Media
- Search Engines
- Social Apps
- Video/TV
- Out of Home Media

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
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

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

**Channel**

- **E-Tailers**
  - Affiliate network

- **Brand e-shop**
  - TMall flagship store

**Features**

- Time & cost efficiency
- Quick to test the market and the products
- Brand credibility
- Build brand image in a new market

**Sample**

[Images of e-commerce platforms and brand pages]
Integrated digital marketing solution to target China market

Understand Chinese media landscape
- News portal
- General platforms
- Vertical platforms
- E-commerce platforms

Localize social media contents
- WeChat & Weibo OA
- Video platforms OA
- Payment tools
- Other

Develop digital marketing strategy
- Paid media
- Owned media
- Earned media

High-quality contents to improve search result
- Q&A platforms
- Seeding platforms
- Official blogs
- Others

Customize media plan and choose right platforms
- Business & marketing goals
- Industry & brands
- Target audiences
- Others

Increase ranking to drive sales
- Baidu SEO, SEM
- Sougou search
- Quark search
- Others
Most Importantly,

You need a good partner, knowing local markets well, to lead you to the SUCCESS!
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.
Tmall Global

天猫国际

买进口，上天猫国际

Last updated April 2017
Ariana A. Busch | ariana.aa@alibaba-inc.com
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.

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.

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

Outside of China
In home country
In home currency
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

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

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

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

**Year 1-2**
- Test the Chinese market
- Build brand awareness
- Prepare for local market entry (trademark, set up Chinese subsidiary, etc.)

**Year 3-4**
- Extend business volume by setting up China omni-channel strategy
- Build local presence and consumer connection
- CRM management

**Year 5**
- 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

+ Offline presence
+ Online2Offline (O2O)
+ Online distribution

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<td>+ Online distribution</td>
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+ Ali network marketing program
  (Music/Sports/entertaining, game etc.)
Tmall Global

14,500+ International Brands
63 Countries and Regions
3,700+ Categories

Photo: Alibaba Group
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 & CBNData. 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)

Source: Tmall Global & CBNDATA. 2016 Cross-border consumption report. Icons by Round Icons, Freepik, Madebyoliver, Kirill
Selected brands on Tmall Global

Supermarkets
- Target
- Aldi
- E-Mart
- Sainsbury’s
- Costco
- Woolworths

Health & Pharmacy
- Chemist Warehouse
- Swisse
- GNC
- Move Free
- Doppel Herz
- Nature’s Way

Department Stores
- Macy’s
- Jaks Fifth Avenue
- House of Fraser
- Kenneth Cole
- Desigual
- BCBGMaxAzria
- Urban Outfitters
- DW Daniel Wellington
- Skechers
- JILLSTUART

Fast-moving consumer goods (FMCG)
- P&G
- Unilever
- LG
- Moony
- Merrics
- a2
- Shiseido
- Missha
- Lush
- AmorePacific
- Nestle
- Orkla

Mother & Baby
- Sanitarium
- Ocean Spray

Fashion

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** 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

**One "Super ID"**
Personalized User Experience Across all platforms

**Entertainment**
Alibaba Pictures, Alibaba Sports, Alibaba Music, Tmall TV

**Weibo ("Chinese Twitter")**
Largest microblogging site

**Taobao & Tmall Apps**
Shopping, Marketing, and Entertainment platforms
Next Steps: Tmall Global Merchant Onboarding Timeline

1. Assessment & Preparation (2-4 weeks)
   - Understand the platform
   - Provide TMG with brand and product information
   - Find and select TMG Partner (TP)
   - Develop detailed plan with TP

2. Store Application (2 weeks)
   - Submit Store Application
   - Register Alipay Global Account
   - Register Taobao Account
   - Receive Store Invitation Code
   - Submit Company/Brand Qualifications
   - Activate account

3. Store Development (3-6 weeks)
   - Sign contract & register with Cainiao
   - Decorate store & upload products
   - Upload information into Cainiao system
   - Ship products to bonded warehouse (if applicable)

4. Operations & Optimization (Ongoing)
   - Manage TP
   - Building brand awareness
   - Testing the market
   - Fueling continued growth
Let’s work together!
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
- **7** - Headquartered in Beijing, with branches in Shanghai, Guangzhou, Hong Kong, Seattle, Singapore and London and Silicon Valley

Connecting your brands with Chinese consumers
MIP | iPinyou technology provides an AI end-to-end marketing cloud solution

**AlphaData™**
One-Stop Enterprise Data Management Platform
- Data Governance
- Data-Driven Analysis
- Closed-Loop
- Accessible and Flexible Technical Architecture

**CMP**
Content Management Platform
- Creative Content Cloud Management
- Product Concept Creative Test
- Automatic creative material tuning

**Intelligent Marketing strategy**
- Audience strategy
- Media strategy
- Creative strategy
- More strategies

**AlphaDesk™**
One-Stop Intelligent Media Management Platform
- Omni-touchpoints
- Full Transparency
- Full Intelligence

Formulate ➔ Activate ➔ Data Feedback
Supporting 2,000 Global Brands

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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
Connecting your brands with Chinese consumers

Linking Tmall databank to iPinYou programmatic platform

1. Consumer insights
   - Upload of Audience package

2. Audience strategy
   - Media/creative strategy
     - Audience package 1
     - Audience package 2
     - Audience package 3
     - Audience package 4
     - Audience package 5

3. Data feedback
   - iPinYou Ad serving

4. Outside Tmall campaign (iPinYou)
   - Campaign analysis
   - Outside Tmall campaign optimization

5. Inside Tmall retargeting
   - Awareness audience
   - Interest audience

6. PDB/PD/RTB
   - iPinYou DMP
   - Customized analysis
   - Linking Tmall databank to iPinYou programmatic platform
Pre-campaign - Set up overall campaign strategy for AIPL module including audience, media and strategy

<table>
<thead>
<tr>
<th>Consumer journey</th>
<th>Touch point</th>
<th>Data</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness A</td>
<td>OTV</td>
<td>iPinYou big data</td>
<td>UV retargeting, Reach OTV VIP users</td>
</tr>
<tr>
<td>Interest I</td>
<td>Newsfeed</td>
<td>Impression data</td>
<td>Tailored ads, Dynamic creatives</td>
</tr>
<tr>
<td>Purchase P</td>
<td>Combination of video, news, and tool APPs</td>
<td>Click data</td>
<td>Re-targeting, AB testing, Inside Tmall retargeting</td>
</tr>
<tr>
<td>Loyalty L</td>
<td>Combination of video, news, and tool APPs</td>
<td>Combination of video, news, and tool APPs</td>
<td>Audience portrait, Look-alike</td>
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</table>

CONNECTING your brands with Chinese consumers
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 countdown elements

REAL-TIME RETARGET AUDIENCES AT EVERY STAGE

- TA Tested by databank
- Exposed audiences
- Clicked audiences
- Visited audiences

Existing Client
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
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

- Cover 1.5 billion UV in every 30 days
- Cover 800 million UV per day
- Cover 75% of Mainland Chinese population
- Average number of labels covered per person: 15
- Label accuracy: Tested by Tencent, Tmall and Amap big data

74%
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)

Potential customer portrait
- Audience
- Media
- Conversion
- Location

- Uni ID
- Databank
- Campaign data Uni ID

✓ 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
✓ ...

Connecting your brands with Chinese consumers
02-Media, iPinYou Ad serving platform covers all major Chinese media

- Tmall marketing platform
- Medias within EC Ecosystem
- Outside site media
Value of TMall and iPinYou programmatic advertising

- **Data**
  - iPinYou DAAT can portrait consumer behavior outside EC sites and formulate audience/media/creative strategy

- **Traffic**
  - iPinYou's comprehensive media coverage can help brands reach audiences outside EC sites by advertising on all major media

- **Campaign**
  - Campaign data will be recollected and feedback to Tmall databank, providing insights for next round of EC sites campaign

- **Product**
  - Brands can improve campaign effectiveness by leveraging iPinYou product matrix and Alibaba product lines
Connecting your brands with Chinese consumers

04 iPinYou Case Study
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

### Background

<table>
<thead>
<tr>
<th>Audience</th>
<th>Media</th>
<th>Creative</th>
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</thead>
<tbody>
<tr>
<td>Age: 18-30</td>
<td>Hero APPs only</td>
<td>Four versions</td>
</tr>
<tr>
<td>Male, competitor, game audience, digital product audience</td>
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### Strategies

<table>
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<tr>
<th>Attract Competitor’s Customer</th>
<th>Whole Domain Advertising</th>
<th>Activate audience with high consumption on Location Based Targeting</th>
<th>Expand strategy by targeting female audiences</th>
<th>New customer acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify and reach competitor’s customer from multiple data sources</td>
<td>Programmatically reaching out to more domain</td>
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<td></td>
<td>Leveraging on iPinYou patented DAAT</td>
</tr>
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</table>
Campaign Overview

1. Generate insights on audience with Tmall databank
2. Leverage on Tmall databank to formulate audience strategy
3. Outside EC - whole domain advertising
4. Leverage on iPinYou DSP to formulate media/creative strategy
5. Inside EC - Tmall campaign platforms
6. Campaign data feedback to Tmall databank, provide insights for next round of “inside + outside” campaign
Connecting your brands with Chinese consumers

**Campaign Results**

In 18 days

- Total customers in Tmall store increase by **+49.4%**
- Reached 60+ million

- Compared to 2019, 2020 total customer number increased by **2.14 times**

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

- New P+L audiences increased by **+9%**

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

- Impression conversion rate increased by **80%**
- Engagement rate increased by **9%**

**Data source:** Tmall databank
Thanks

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