

Edrian Lim

Digital Marketing

Marketing Campaigns
Data Analysis
Sales Conversion
E-Commerce & Marketplace

Lazada

Search in Lazada

Categories ▾ LazMall LazChoice Top Up & eStore

OSIM uStiletto

★★★★★ 1 Ratings | 3 Answered

Brand: Osim | More Beauty Tools from LazMall

RM1,688.00
RM1,788.00 -6%

Promotions Min. spend RM1,688.00

Installment Up to 12 months

The Lazada product listing page for the OSIM uStiletto foot massager. It features a large image of the massager with a play button overlay, the brand logo, and a red border. To the right, detailed product information is displayed, including ratings, brand, price, promotions, and payment options.



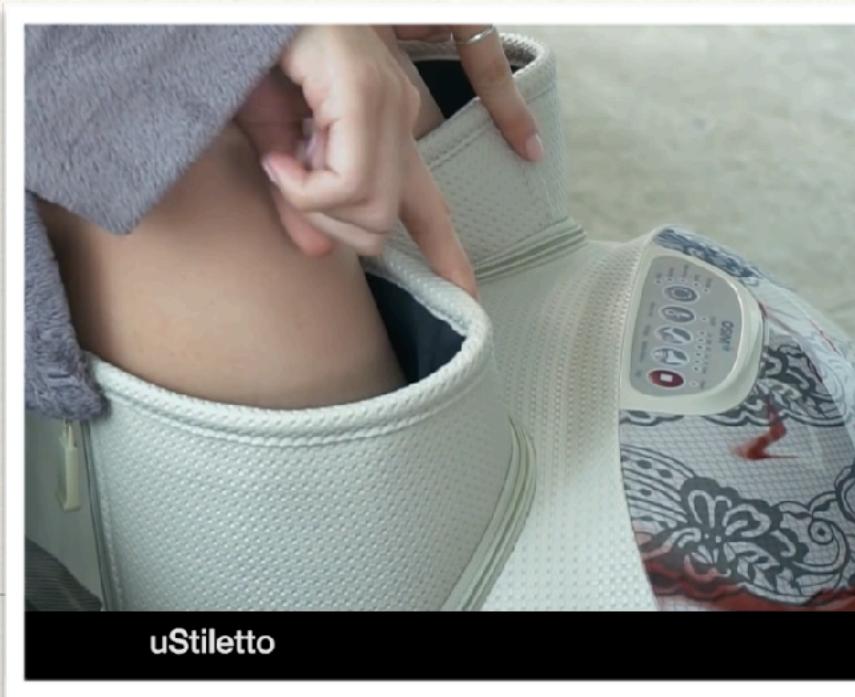
Marketing Campaigns

Promote new product for online sales.

Marketing Campaigns

KOL Influencers

- Product Experience Launch Event with KOL & their fans.
- Product Review Video by KOL.
- KOL Social Media Posts.
- Limited Launch Promo on OSIM online store.
- Followed by Lazada & 11street.





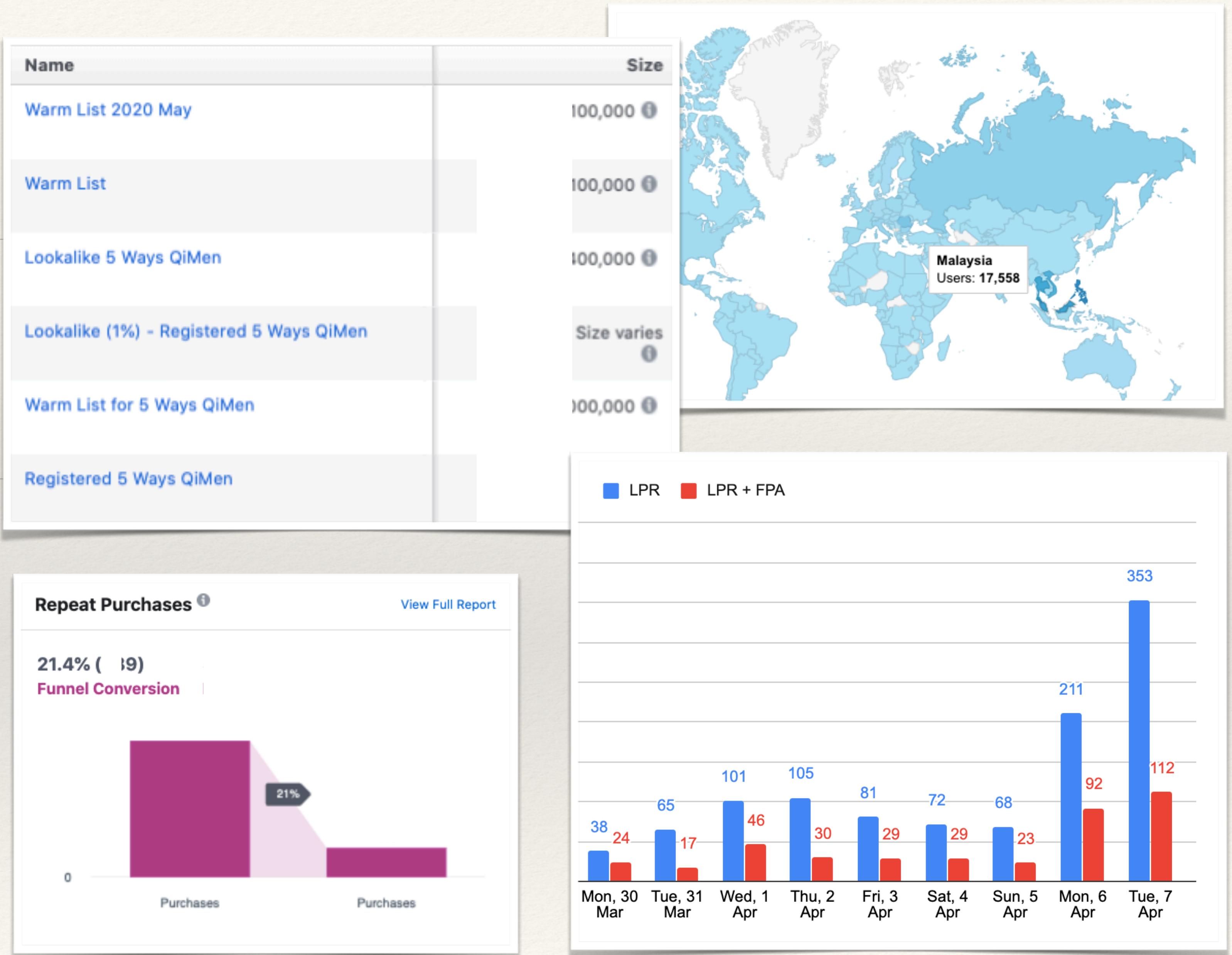
Data Analysis

Google & Facebook Analytics
Analyze with Excel

Data Analysis

Audiences

- Analyze Countries
- Categorize Warm List, Looklike, New Leads
- Identify Who Purchased A or A+B products
- Prepare suitable Audiences to Target for next campaign

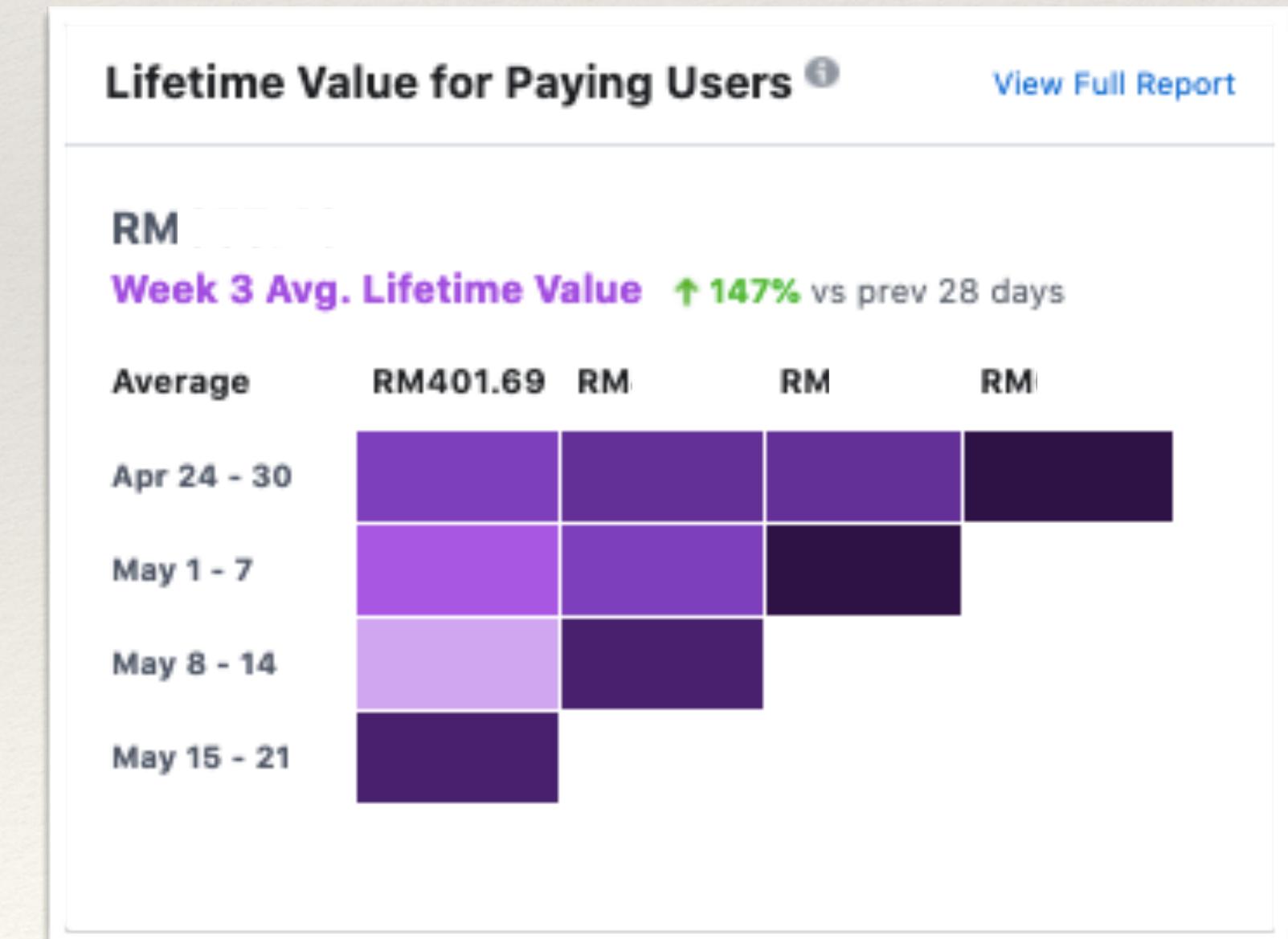
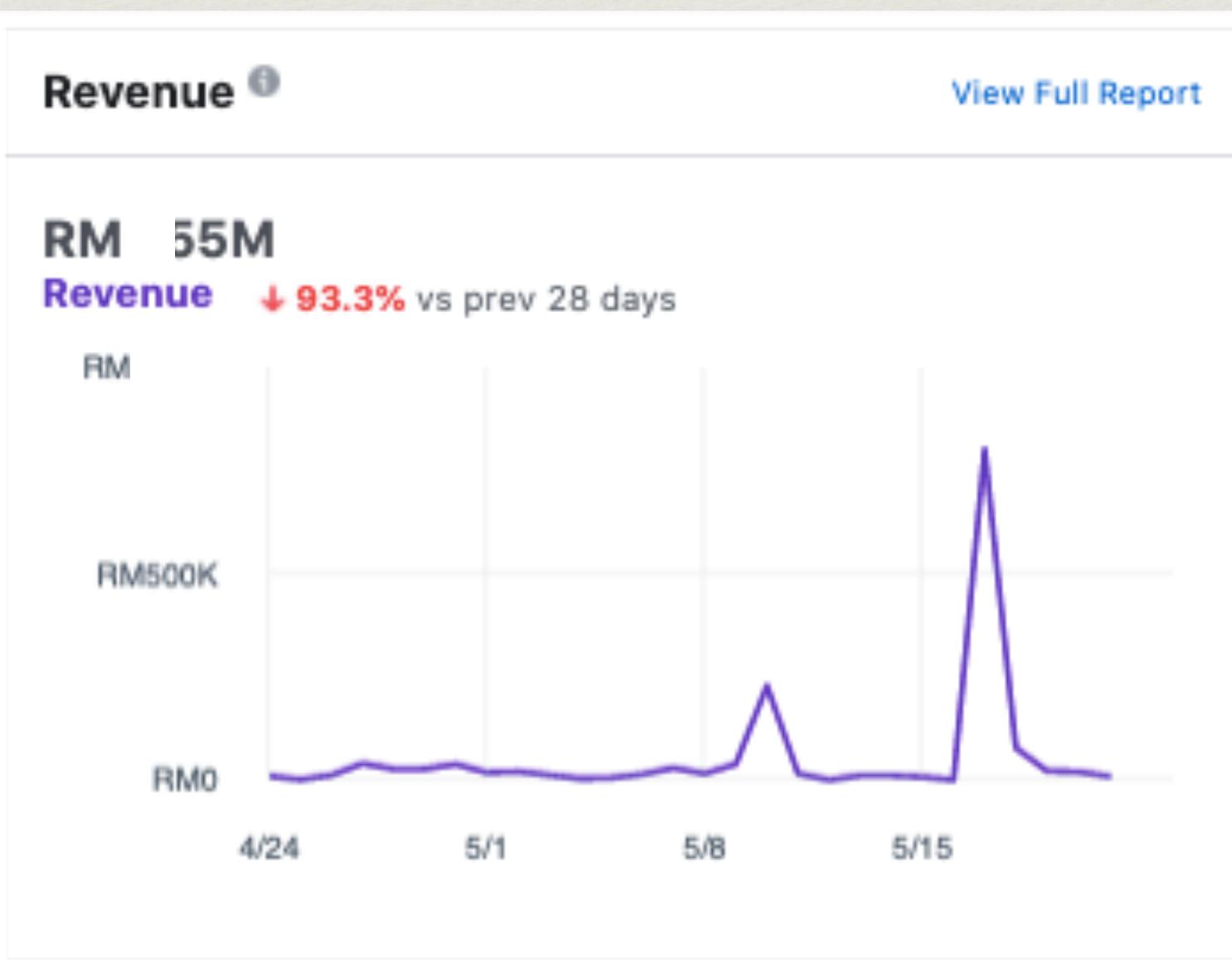


Data Analysis

Revenue & CLV

- Track using Facebook Pixels
- Track Purchase Value
- Identify Customer Lifetime Value CLV

Name	⚠	Data Source	Status	Event Use ⓘ	Total Events ⓘ ↓
PageView View Details Manage	+	Pixel	● Active Last received 8 minutes ago	10.9K	
Lead View Details Manage	+	Pixel	● Active Last received 8 minutes ago	6.8K	
SubmitApplication View Details Manage	+	Pixel	● Active Last received 10 hours ago	4.8K	
InitiateCheckout View Details Manage	+	Pixel	● Active Last received 29 minutes ago	1.6K	
Purchase View Details Manage	+	Pixel	● Active Last received 48 minutes ago	.8K	
AddToCart View Details Manage	+	Pixel	● Active Last received 7 hours ago	.5K	
Subscribe View Details Manage	+	Pixel	● Active Last received 15 hours ago	309	
AddToWishlist View Details Manage	+	Pixel	● No Recent Activity Last received 20 days ago	09	



Sales Conversions

Google

ogawa foot massager price

ALL IMAGES VIDEOS NEWS MAPS

The Best Full Leg Massager - uStiletto
RM72 per month - osim.com.my
Ad www.osim.com.my/uStiletto/EasyPayment

Enjoy Early Bird Online Exclusive discount, save up to RM600 with FREE Delivery*
Use code <72ONLY>

Buy Ogawa Foot Reflexology Here - Visit 11street NOW - 11street.my
Ad www.11street.my/

Google

the best massage chair

ALL SHOPPING VIDEOS IMAGES

The Top #1 Massage Chair - osim.com
Ad www.osim.com/uLove

Discover OSIM uLove 白马王子, V Hand 720° Technology & more!
[Learn more about uLove](#)

Joey Yap Academy Sponsored ...

Before we look outside for a change, let's look inside on how to Maximise the Potential at home first. [...See More](#)

LESS THAN 48 HOURS LEFT

JOEY YAP'S FENG SHUI FOR BEGINNERS ONLINE PROGRAM

RM 99 ONLY SAVE 95%

Feng Shui For Beginners [Learn More](#)

Watch Online

6 Shares

Like Comment Share

New Onli Worksho Joey Yap is

Google, Facebook & Instagram Ads

Sales Conversions

Ads & ROAS

- Retargeting Ads for CLV customers
- Also target **Lookalike Audiences** (New Customers) generated by Facebook algorithm.
- **A/B Testing** to optimize spending
- **Scarcity Ad** (48 hours left)
- Report Return Of Ad Spend ROAS

The image shows a Facebook post from 'Joey Yap Academy' and a screenshot of the Facebook Ads Manager interface.

Facebook Post:

Ad Set Name: Lookalike Purchasers

Ad Set Name	Purchase ROAS (Return on Ad Spend)	Purchases	Purchases Conversion Value	Cost per Purchase
Lookalike Purchasers	3.24	14	\$8,856.33	\$2.65
Warm List + Engaged Ads	1.73	10	\$8,745.11	\$873.88
Engaged Ads included in Warm List now	3.03	10	\$11,215.21	\$1,121.52
Abandoned Cart - 48 Hours	7.07	18	\$2,165.37	\$119.13
Returning Customers	0.94	11	\$6,693.00	\$608.45
Abandoned Cart TEST	5.07	28	\$19,417.45	\$686.26
FS New Leads	0.19	1	\$RM99.00	\$99.00
Total	1.35	12	\$1,649.70	\$137.48

Optimization for Ad Delivery: Value

Pixel ID: 2277368869223250

Purchase

Minimum ROAS Control: The highest value bid strategy doesn't have a minimum ROAS control. Facebook will aim to spend your entire budget and get the most purchase value using the highest value bid strategy.

The OSIM website homepage features the uDiva 2 Smart Sofa as the central product. The sofa is shown in four different colors: red, pink, brown, and yellow. A large banner above the sofa reads "The smart sofa for your lifestyle and home". To the right of the sofa, there is a callout box with the text "uDiva 2 SMART SOFA". Below the sofa, there is a smaller image of a couple sitting on the sofa. A red banner at the bottom of the page offers "Choose your Greeting Card Just add RM5 inclusive of Gift Wrapping". The top navigation bar includes links for PRODUCTS, GIFT & PROMOTION, WELLNESS TIPS, SUPPORT, and STORE LOCATOR.

The Lazada marketplace listing for OSIM features the uDiva 2 Smart Sofa prominently. The sofa is shown in the same four colors as the website. A banner above the sofa reads "The smart sofa for your lifestyle and home". To the right of the sofa, there is a callout box with the text "uDiva 2 SMART SOFA". Below the sofa, there is a grid of six smaller OSIM products: OSIM uMask Eye Massager, OSIM uJolly Handheld Massager, OSIM uGem Handheld Massager, OSIM uJolly Back Massager, OSIM uJolly Back Massager, and OSIM uHip Back Massager. Each product has its price and a small image.

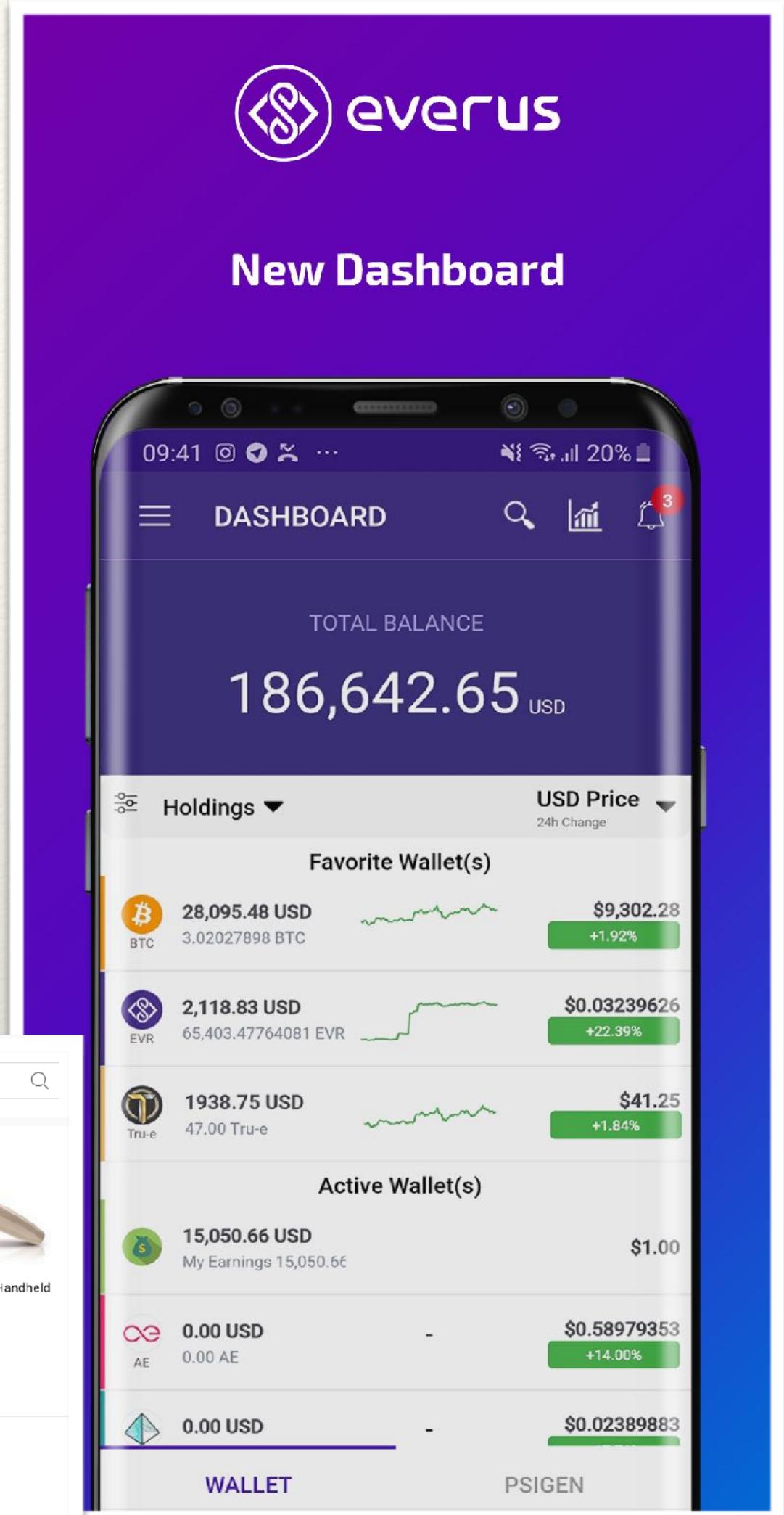
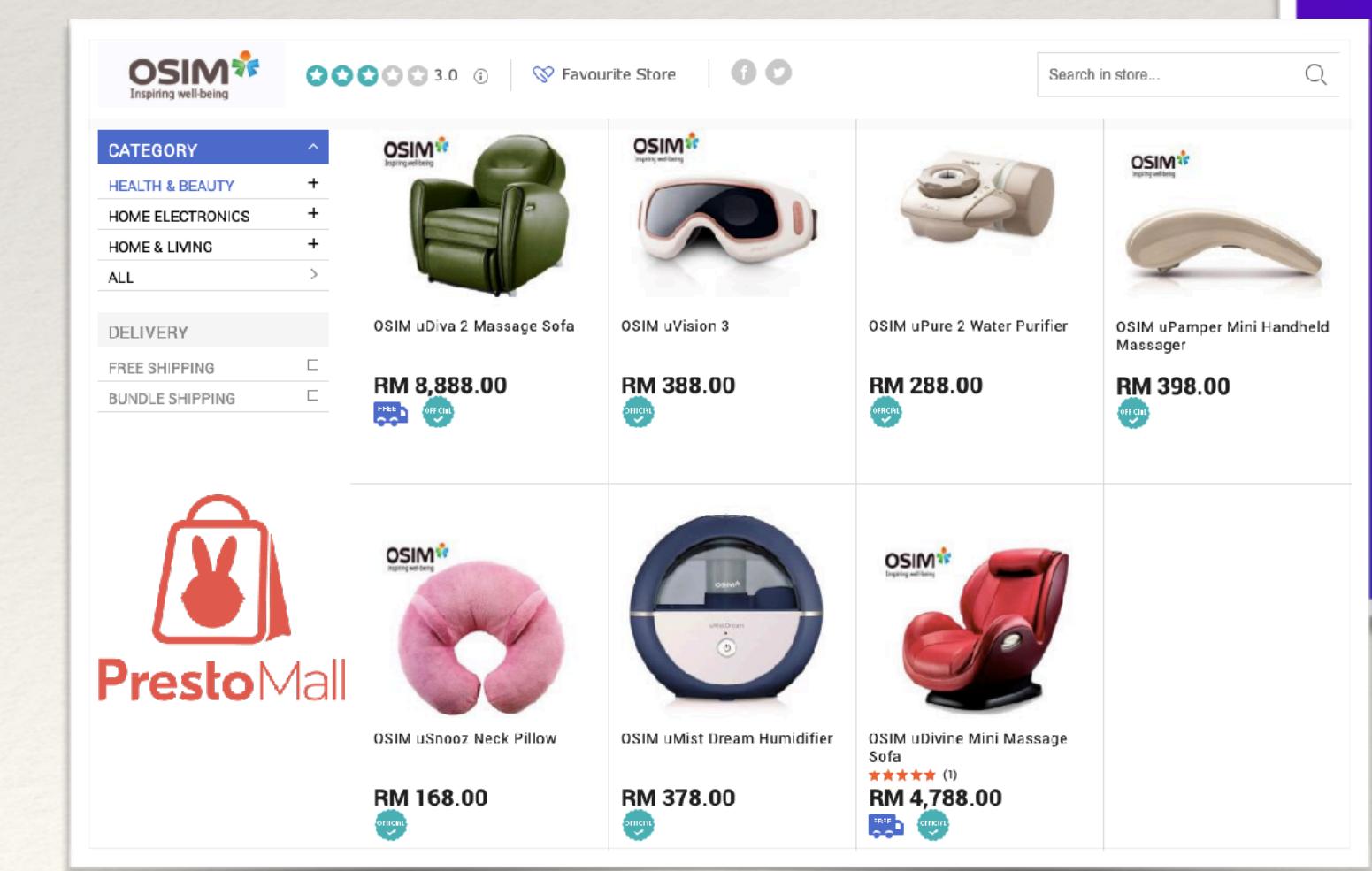
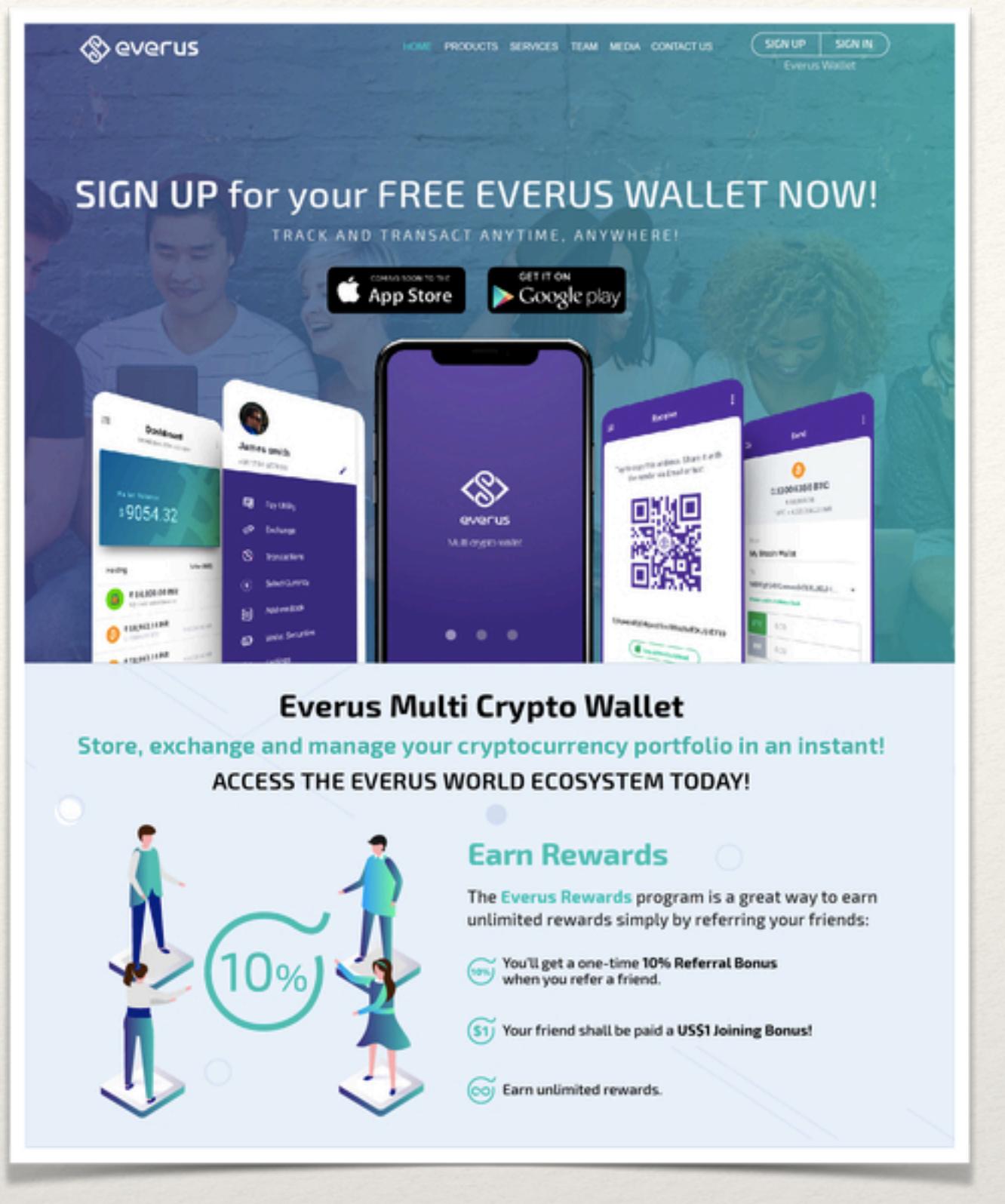
Websites & Marketplace

E-Commerce
Lazada
11Street/PrestoMall

Website & Marketplace

Websites & Marketplace

- Website Content Strategy & UI/UX
- Familiar with Marketplace & E-Commerce Platforms (Magento, WordPress & Shopify)
- Worked with Developers to develop Websites, Landing Page & Mobile App





Marketing Broadband Services

New Leads
Upgrade Existing Users
Convert Competitor's Users

Marketing Broadband Services

Targeting Audiences

Lead Generation > Retargeting Ads + Email

Marketing > Sign Up / Sales Conversion

Retargeting Ads:

- Google Search, Display, YouTube
- Facebook / Instagram Ads

- Up to 800mb Speed
- 4K Streaming
- Astro Channels & VOD
- Mesh WiFi
- Better Savings

astro



New Leads

#keywords / Interest

Educational Content:

Why you'll need Mesh WiFi
at home

Stream 4K Astro Videos with
Astro Broadband Packages

Existing
Users

Upgrade to Broadband

Upsell:

How to stream 4k Astro
Videos without weather
interuption?

Watch & surf at the same time
with 1 affordable cost

Brand X
Users

UniFi, TIME, Maxis

Competing Strategy:

Focus on Astro content, stream
with multiple devices

Better Savings to surf & watch
4K Astro Channels + VOD

Thank you.

By Edrian Lim
edrianlim@me.com
