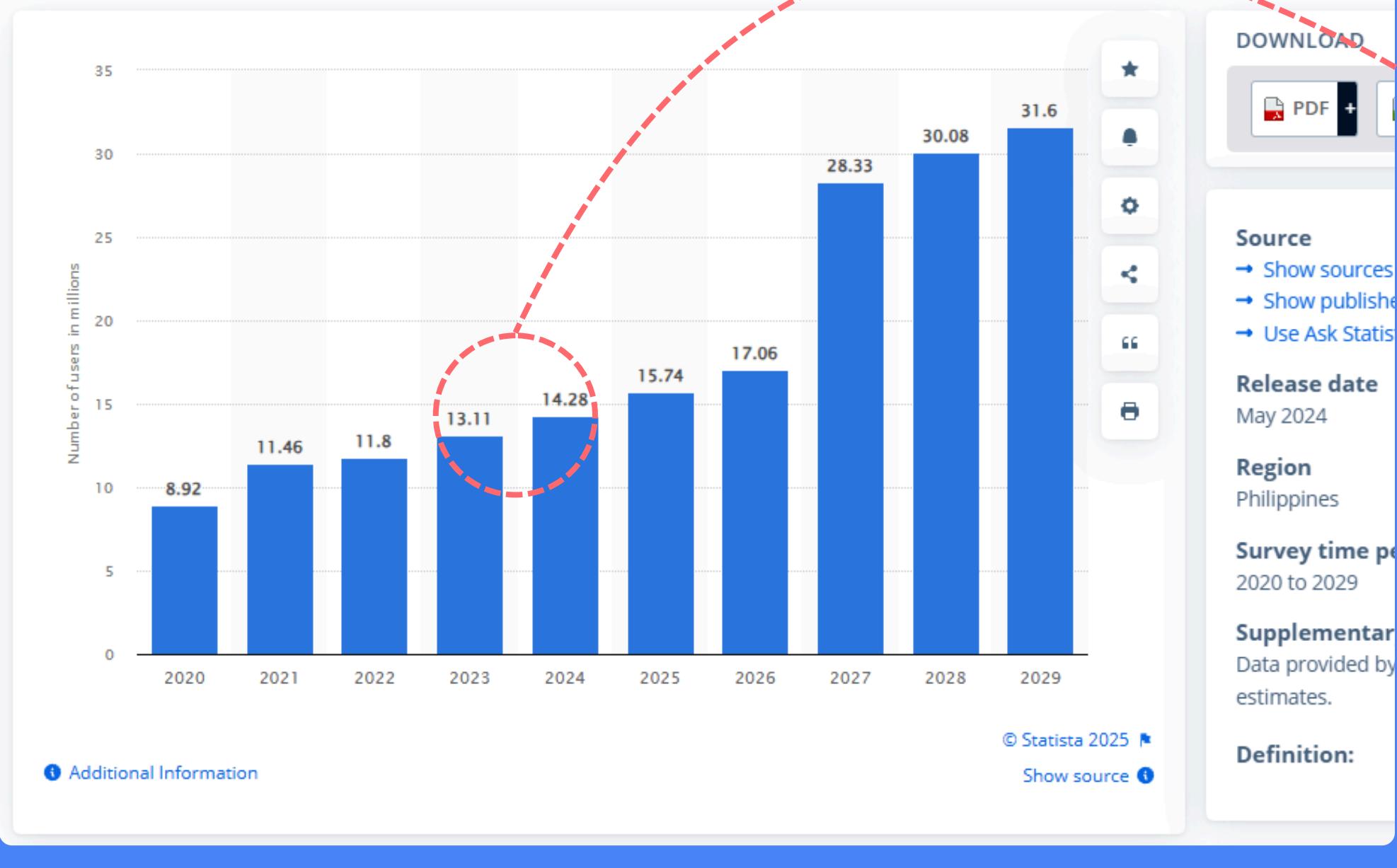






Philipine e-commerce market  
to surge by **19.6% in 2024**

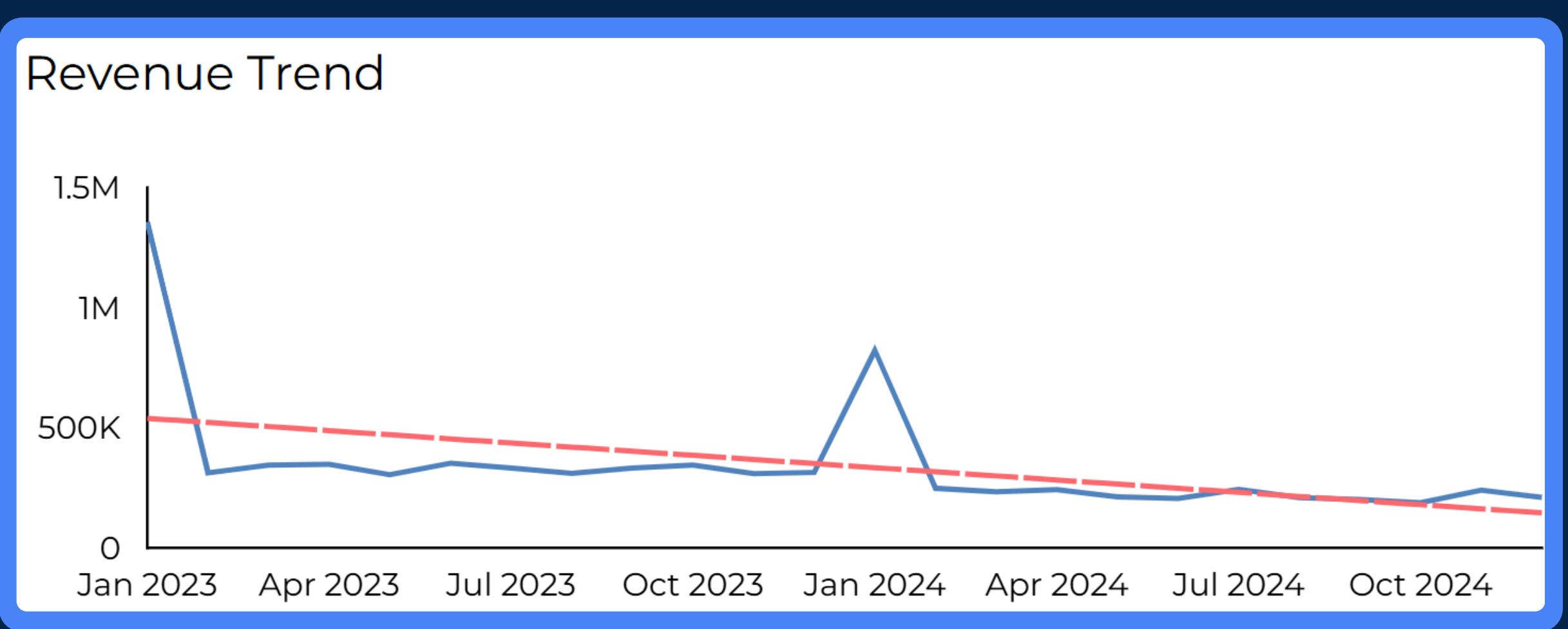
## Number of users of e-commerce in the Philippines from 2020 to 2029 (in millions)



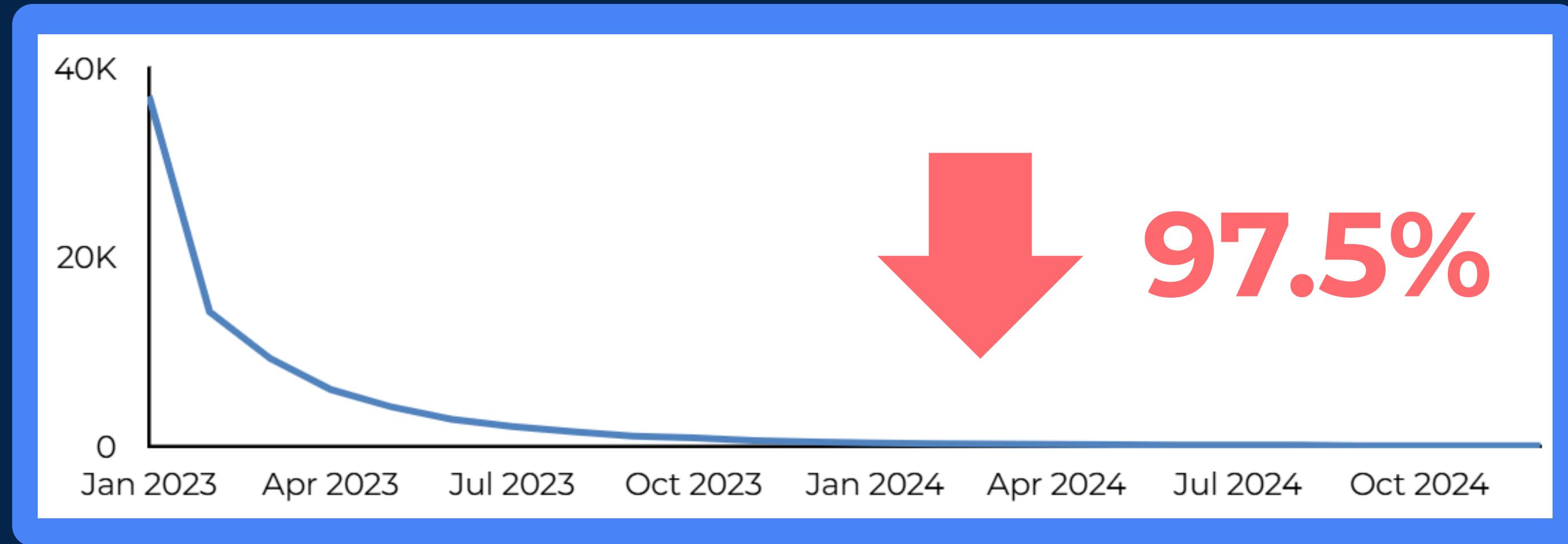
In 2024, the number of users is expected to reach 14.28 million, reflecting an **8.92% increase** from 2023.

# EskweGifts' revenue is **declining sharply**.

**34%** in Yearly Revenue



# New User Customer base is **shrinking**

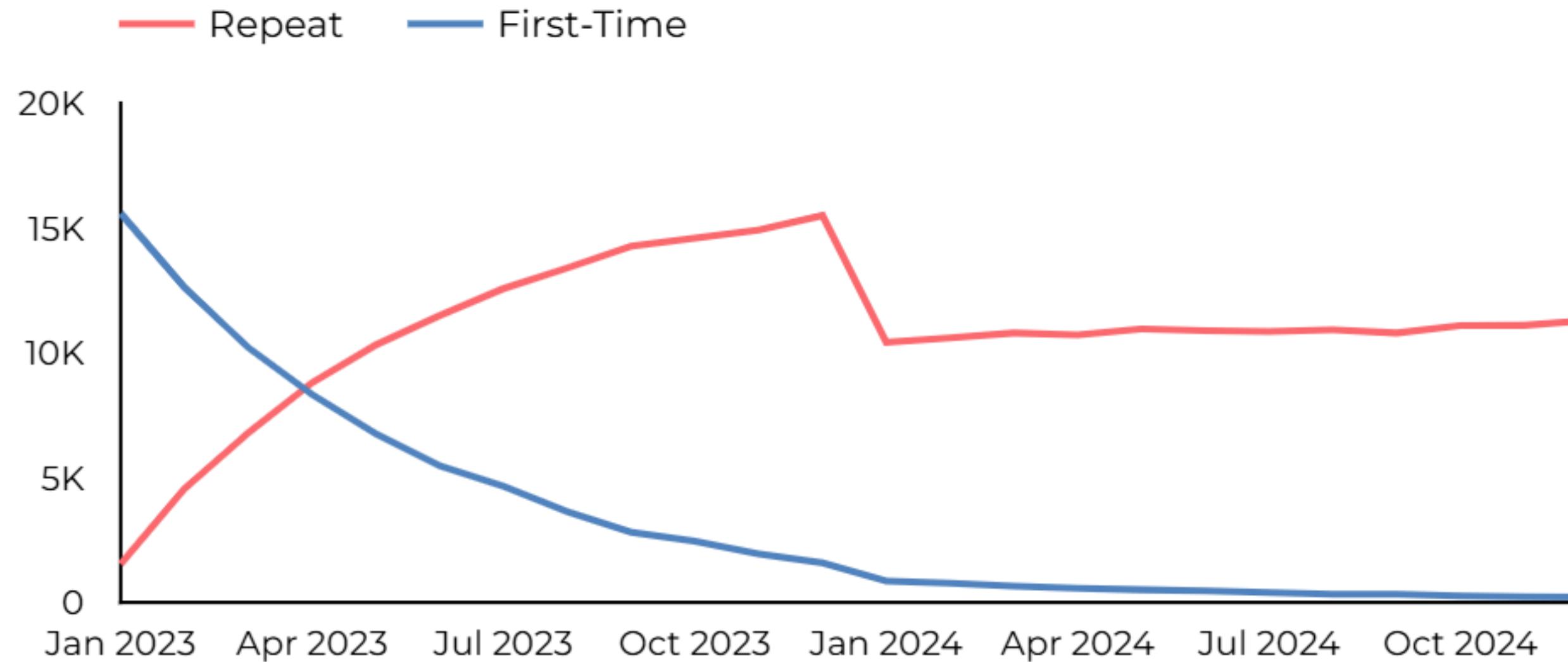


## **Solution:**

Focusing on customer acquisition ensures long-term sustainability.

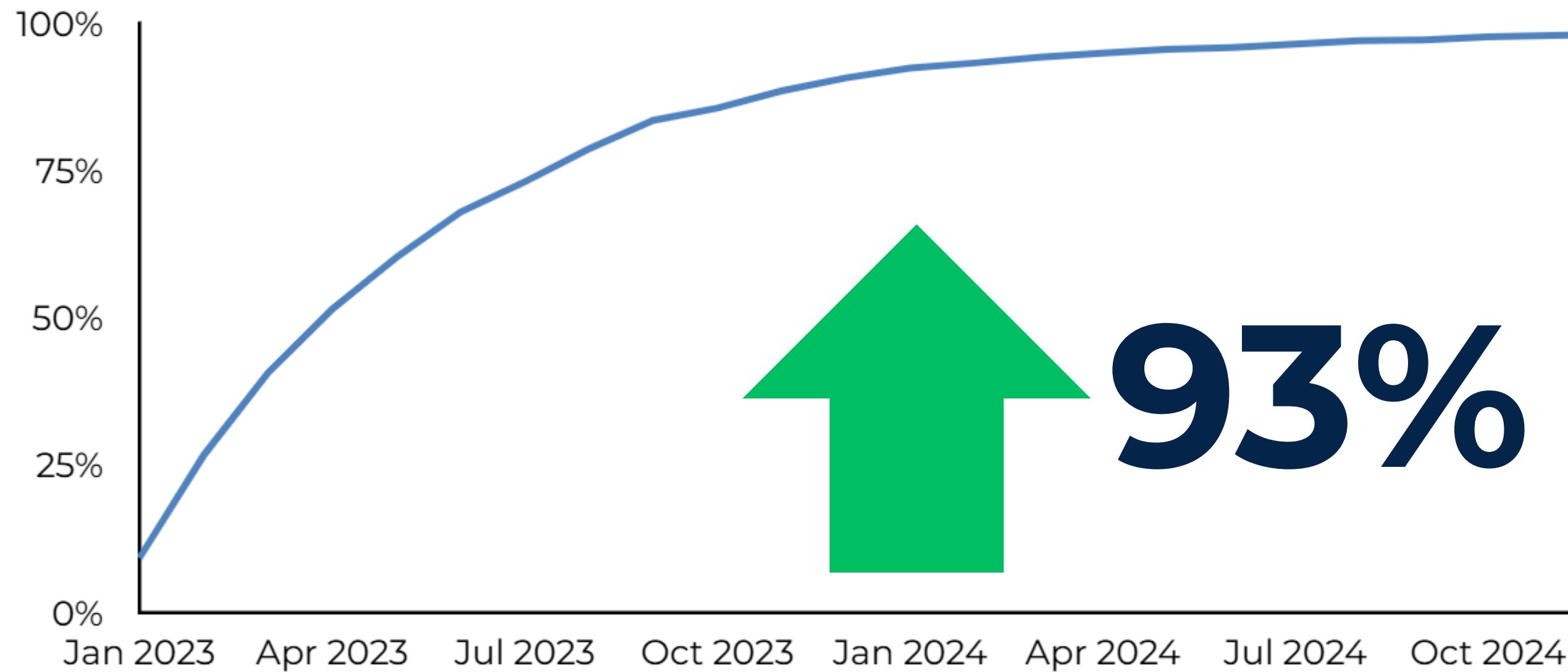
# EskweGifts' revenue **depend on Repeat Buyers**

Count of Orders Trend by Purchase Type



# High Conversion Rate from Signup to Repeat Buyer

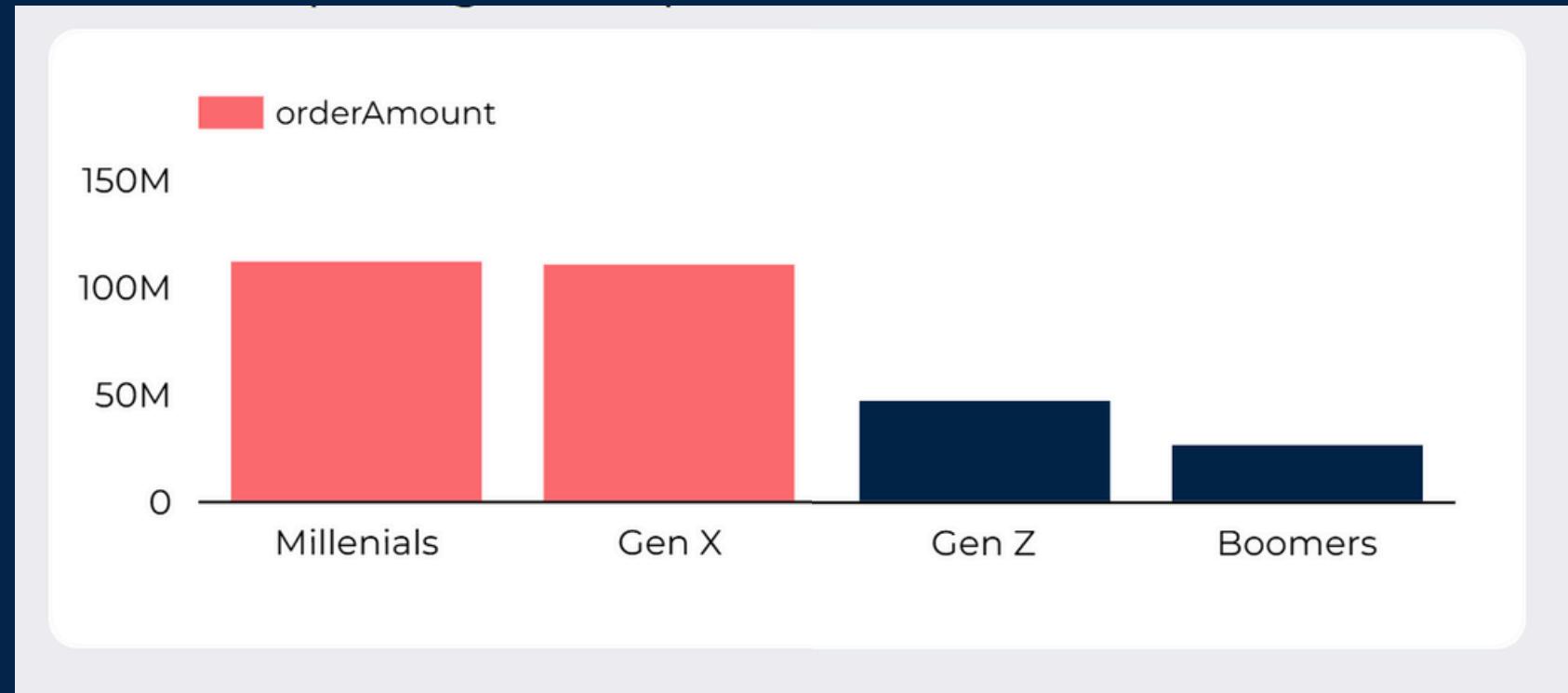
## Repeat Buyer Conversion Rate Trend



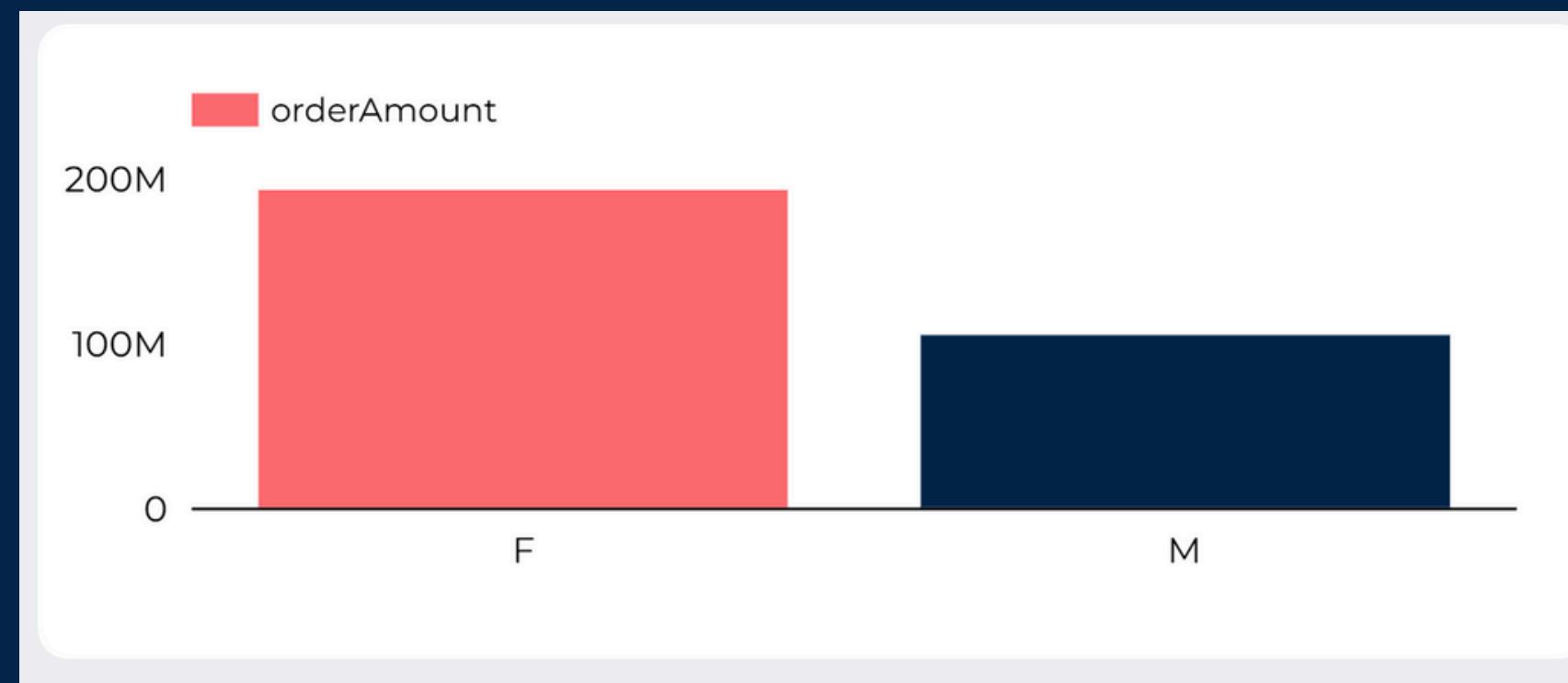
EskweGifts' **highest-value** customer segments:

# Who are our customers?

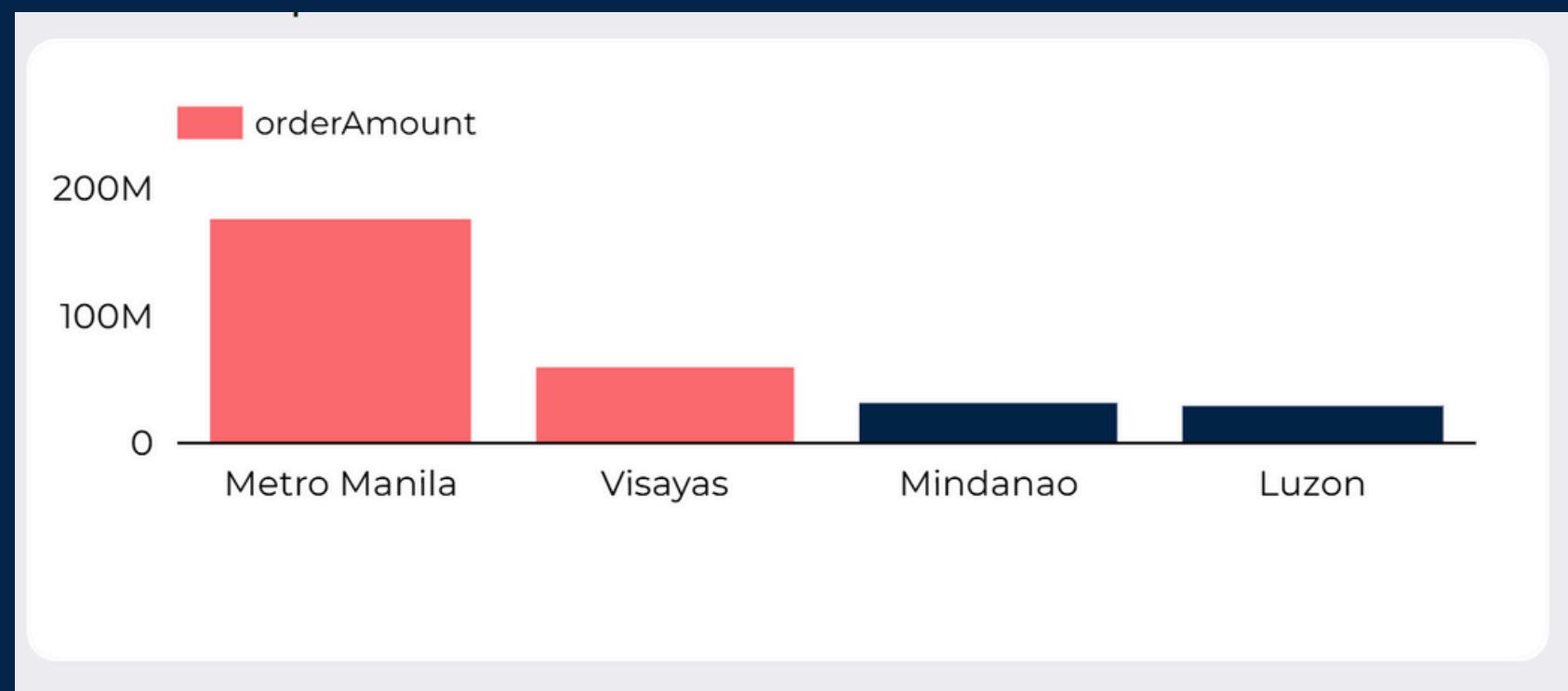
Age Group



Gender



Location



# What products are they buying?

Buyer Type	Buyer Count	% of First-Time Buyers
 <b>Budget</b> buyers who <b>customize</b>	40,474	<b>49.6%</b>
 Budget buyers who prefer ready-made	381	0.47%
 <b>High-spending</b> buyers who <b>customize</b>	40,319	<b>49.41%</b>
 High-spending buyers who prefer ready-made	419	0.51%

**99%**  
of **first-time** buyers  
choose **customized**  
products, regardless  
of price



Age Group: Millennial- Gen X

Gender: Female

Location: Metro Manila & Visayas

**"Customize without compromise—because every detail matters."**

# A Clear Growth Target

## Target

Increase new customers by  
**15–20% in 3 months**

## Goal

Add **10,000–13,000 new users** (Current base: 66,800 active customers)

# Our Action Plan



**Referral and Incentive  
Programs**



**Localized Marketing  
Expansion**



**Performance Marketing  
Optimization**



**First-Time Buyer  
Offers**

We'd love to hear your **thoughts or questions.**