

# LEVERAGE MESSAGING APP TO GROW YOUR ECOMMERCE BUSINESS

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# CONTENT

- I. The Sharp Rise of Messaging App
- II. Why you should use Zalo for your E-commerce Business
- III. Leverage Messaging App to grow your E-commerce Business



# I. THE SHARP RISE OF MESSAGING APP



## The sharp rise of messaging app



**76.3%**

of the world's smartphone users active on messaging app by 2017<sup>[1]</sup>



**4.7 times**

Messaging apps' daily use is 4.7 times higher than the average of all other mobile apps<sup>[2]</sup>



**68 mins**

Average Time Spent per Day of Zalo users<sup>[3]</sup>

## The change in consumer behavior



**89%**

of consumers would like to  
use messages to  
communicate with businesses<sup>[4]</sup>



**91%**

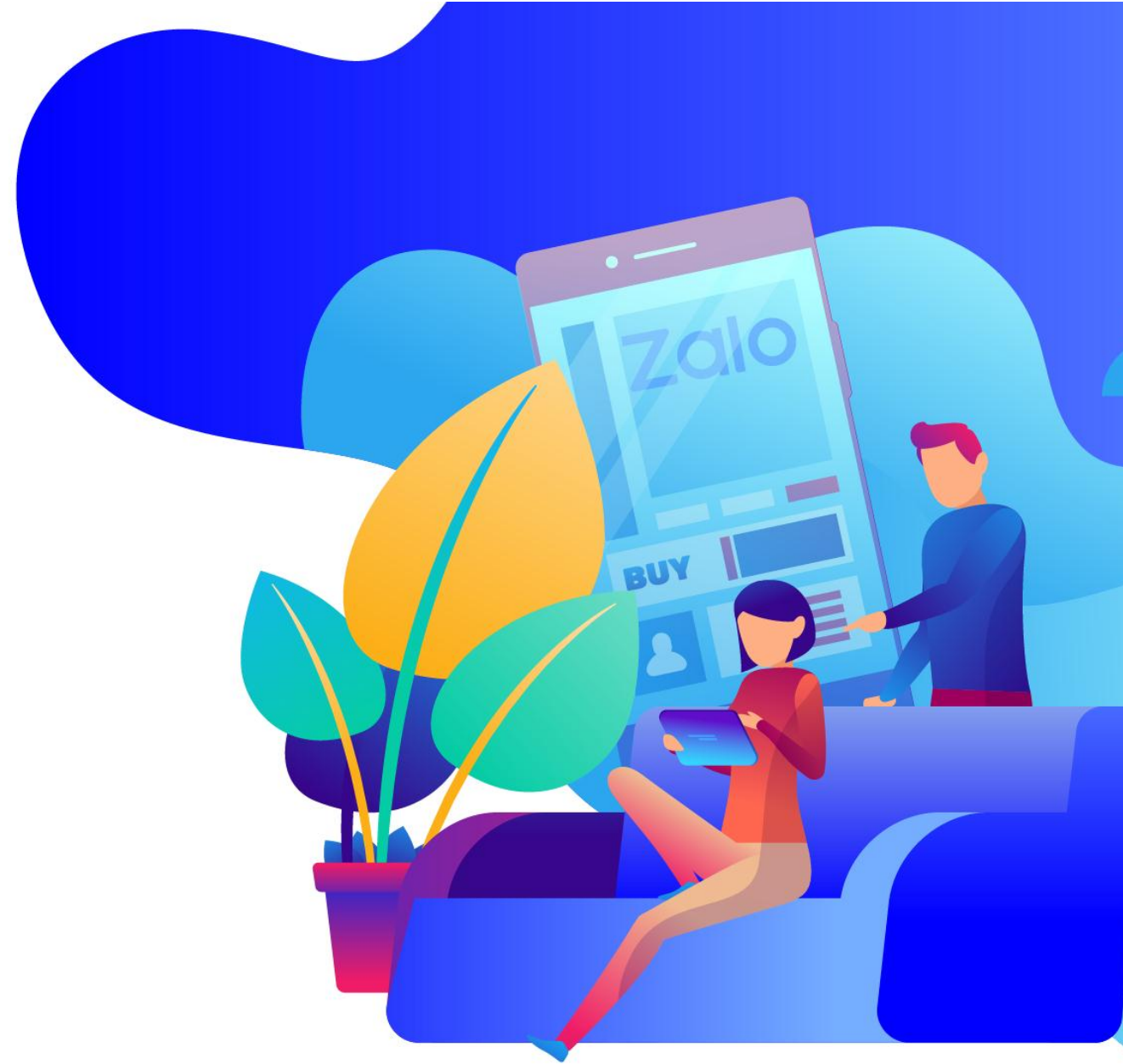
of consumers are more likely to  
shop with brands who  
recognize, remember and  
provide them with relevant  
offers and recommendations<sup>[5]</sup>



**67%**

Expect to message the  
business more over the  
next two years<sup>[6]</sup>

## II. WHY YOU SHOULD USE ZALO FOR YOUR E-COMMERCE BUSINESS



# Be where your customers are

## 100M+ user

A Blue Ocean to get more customers

## 18 – 35 years old

The golden age of online shopping

## All-in-one platform

Users spend more time on Zalo



# Be where your customers are

## 100M+ user

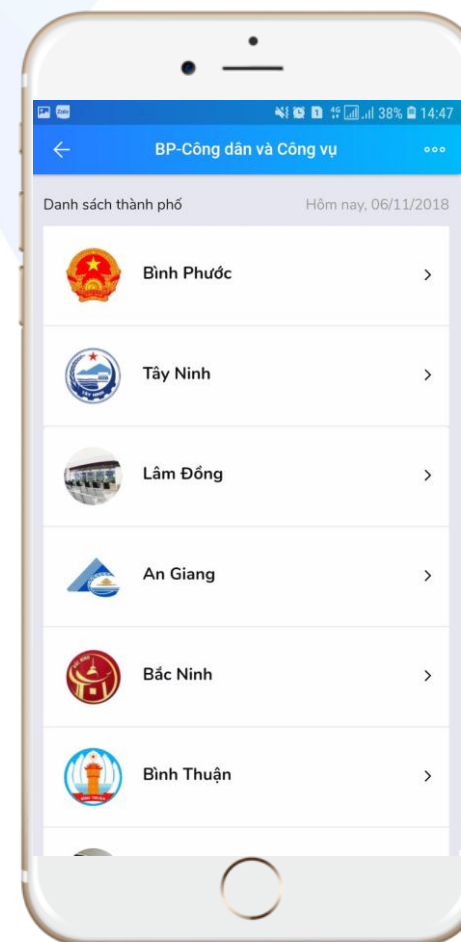
A Blue Ocean to get more customers

## 18 – 35 years old

The golden age of online shopping

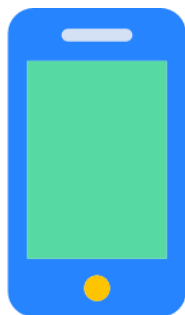
## All-in-one platform

Users spend more time on Zalo

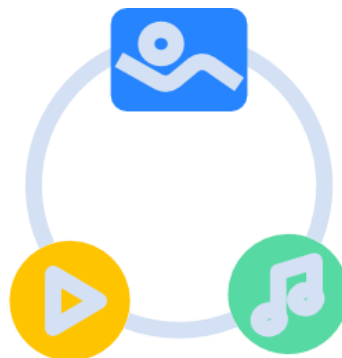




# Remove barriers to ecommerce business



Customer Experience



Data Tracking



Technical Development

# Effectively interact with users by using



Chat 1-1



Menu bar



Broadcast Message



Automation Message



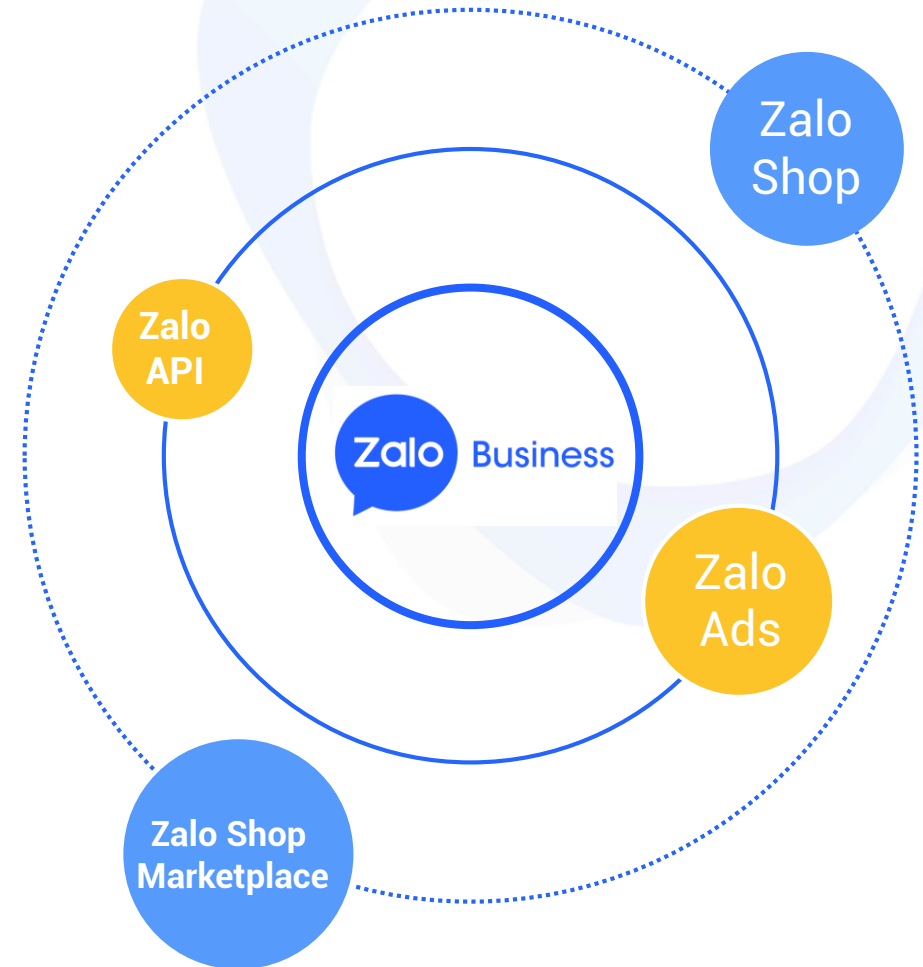
Quick response



Article



# Provide supporting tools for business activities



# Easily integrate systems and manage omni-channel by leveraging



Shop API



Official Account API



Article API

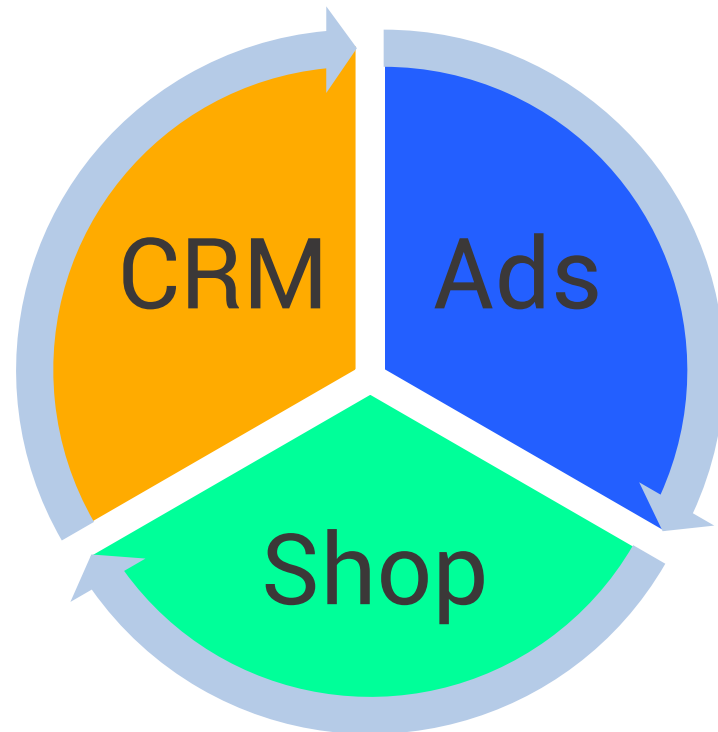


Social API

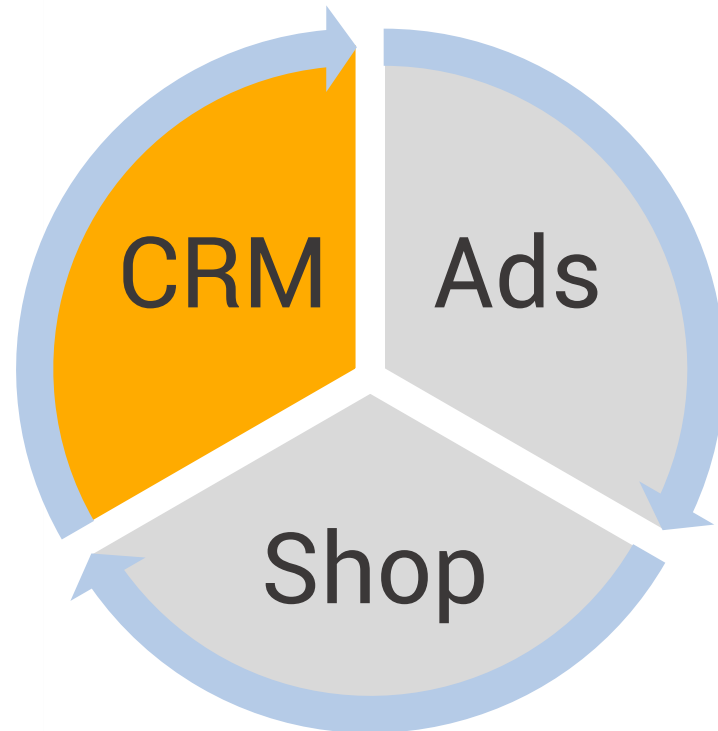
### **III. LEVERAGE MESSAGING APP TO GROW YOUR ECOMMERCE BUSINESS**



## CLOSED-LOOP BUSINESS MODEL ON ZALO

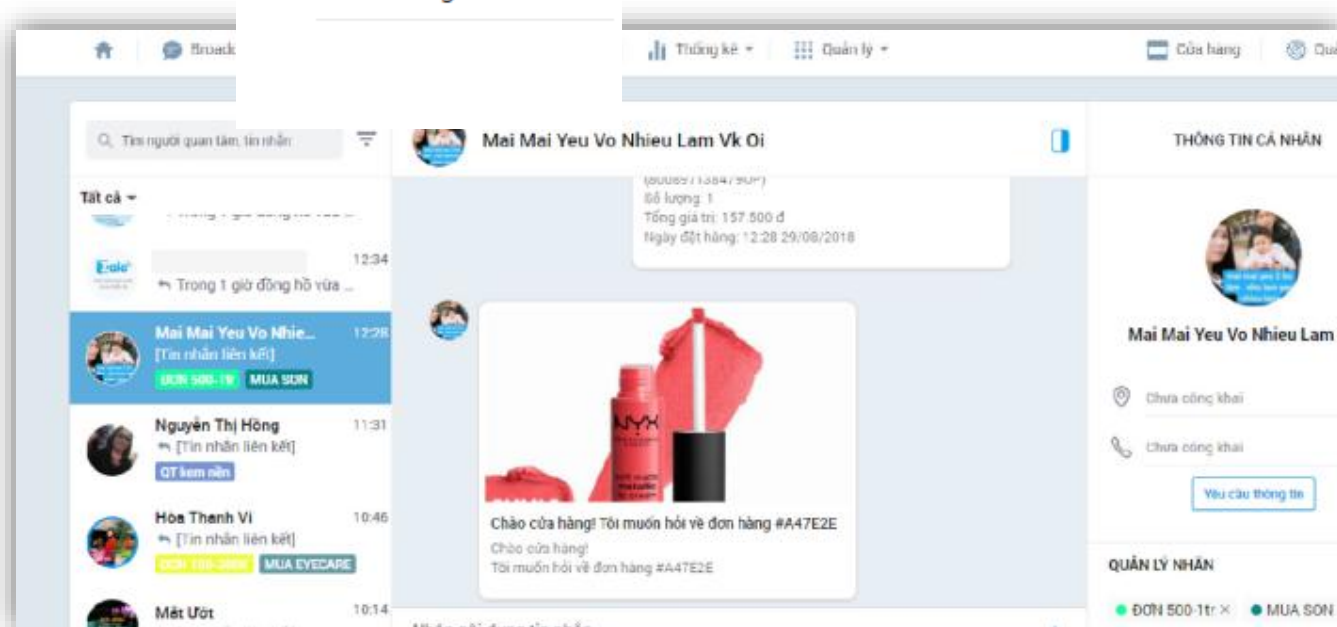


## PROVIDE BETTER CUSTOMER SERVICE TO THE EXISTING CUSTOMERS



# Personalize your conversation

- ☒ Tất cả
- ☐ Khách đồng (1)
- ☐ Khách Bạc
- ☐ Khách Vàng



Use Chat box's functions to make personalized conversations

## Functions supported:



Tag



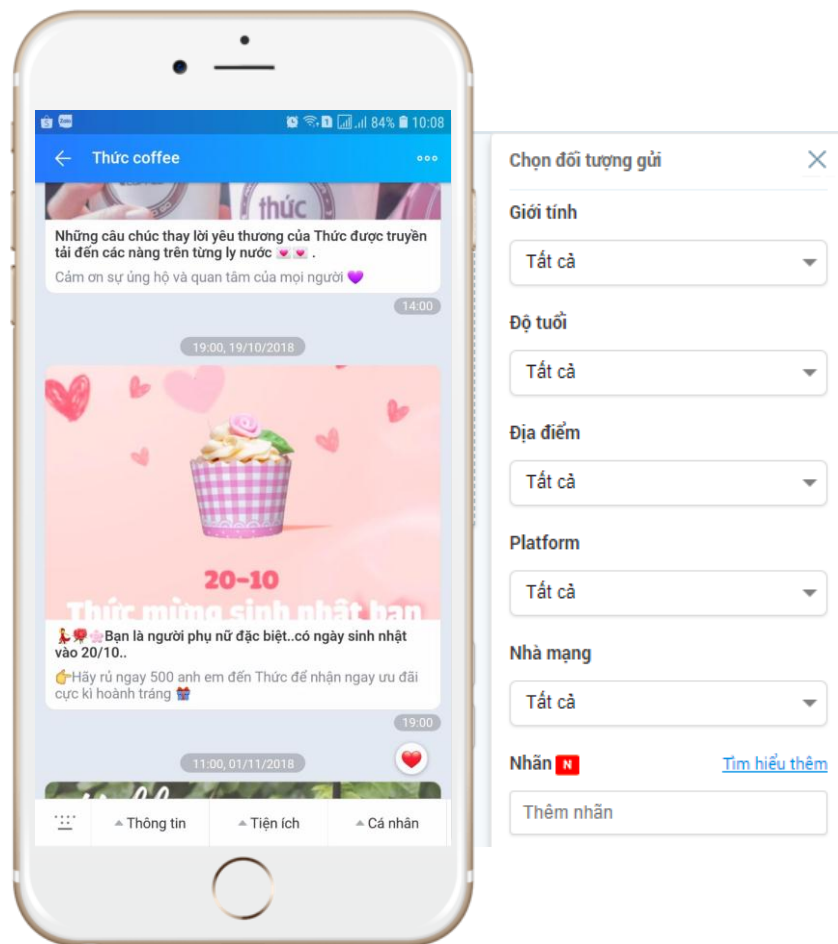
Note









Transaction history



# Personalize your broadcast message



**Filter target segments to personalize messages sent based on:**

-  Gender
-  Age
-  Location
-  Platform
-  Telecom Service Provider
-  Customer's Tag

# Automate your response



Auto Reply



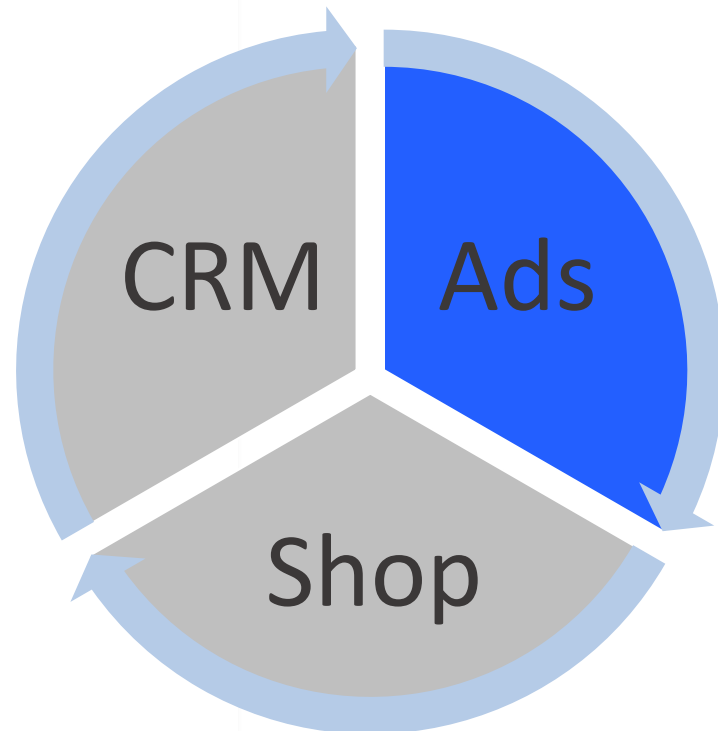
Auto Query



Auto Personalized Response



## EXTEND YOUR REACH TO THE POTENTIAL CUSTOMERS



## What Zalo Ads can do?



**Get more  
Zalo Shop OA followers**



**Increase sales order**

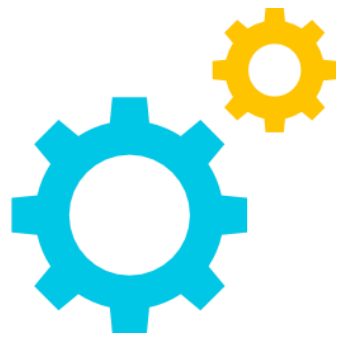


**Drive traffics to  
business's website**

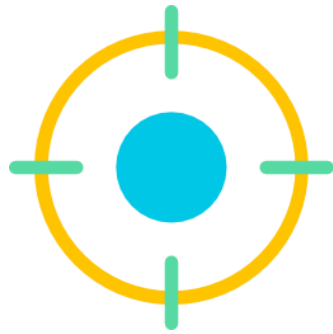
# Leader on Mobile



## Easy to set up & optimize on your own



Create account  
and Top-up



Choose your  
target audience



Design your  
content



Measure  
your result

# Objective-based Ad Formats



Promote Zalo  
Official Account



Promote Shop



Promote Article



Promote Video



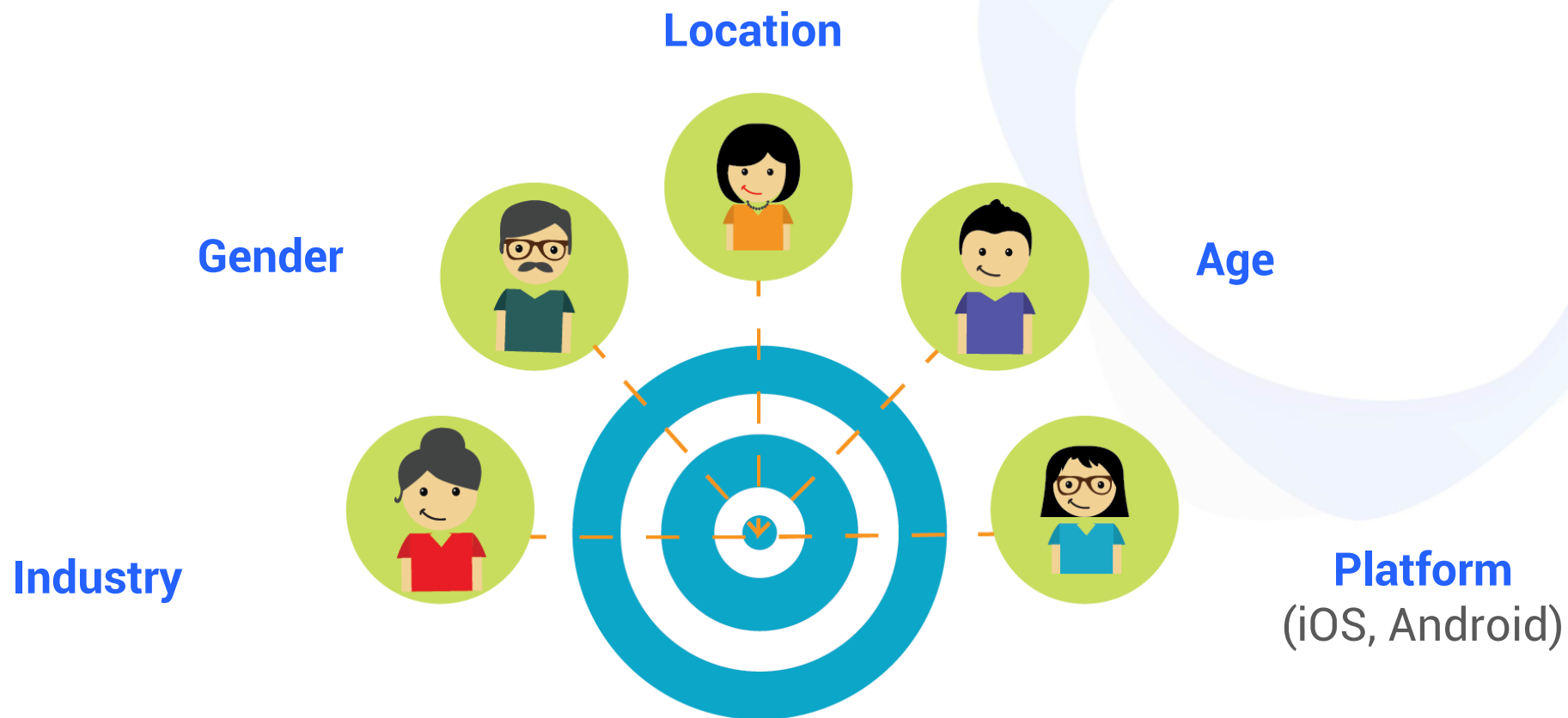
Promote Website



Promote Product

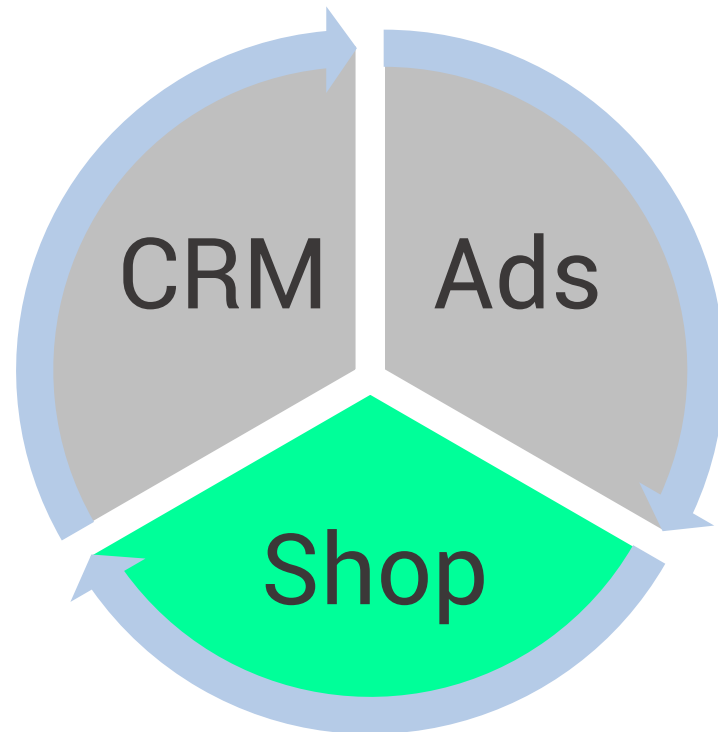


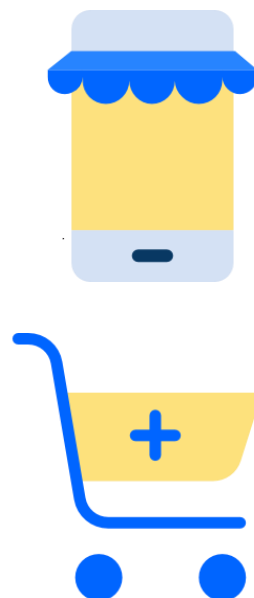
# Targeting capabilities





## BUILD THE INTEGRATED E-COMMERCE SOLUTION ON ZALO





**50K+** daily active stores

**2.5M+** products on Zalo

# A suite of function for your e-commerce business



Create products and portfolios



Create promotion programs



Establish payment methods



Manage orders & inventory

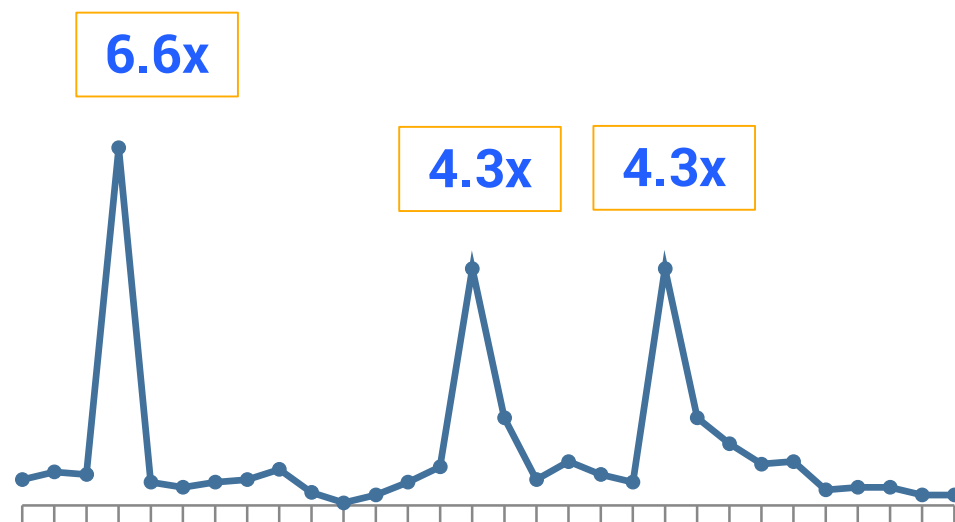


Create shipment policies

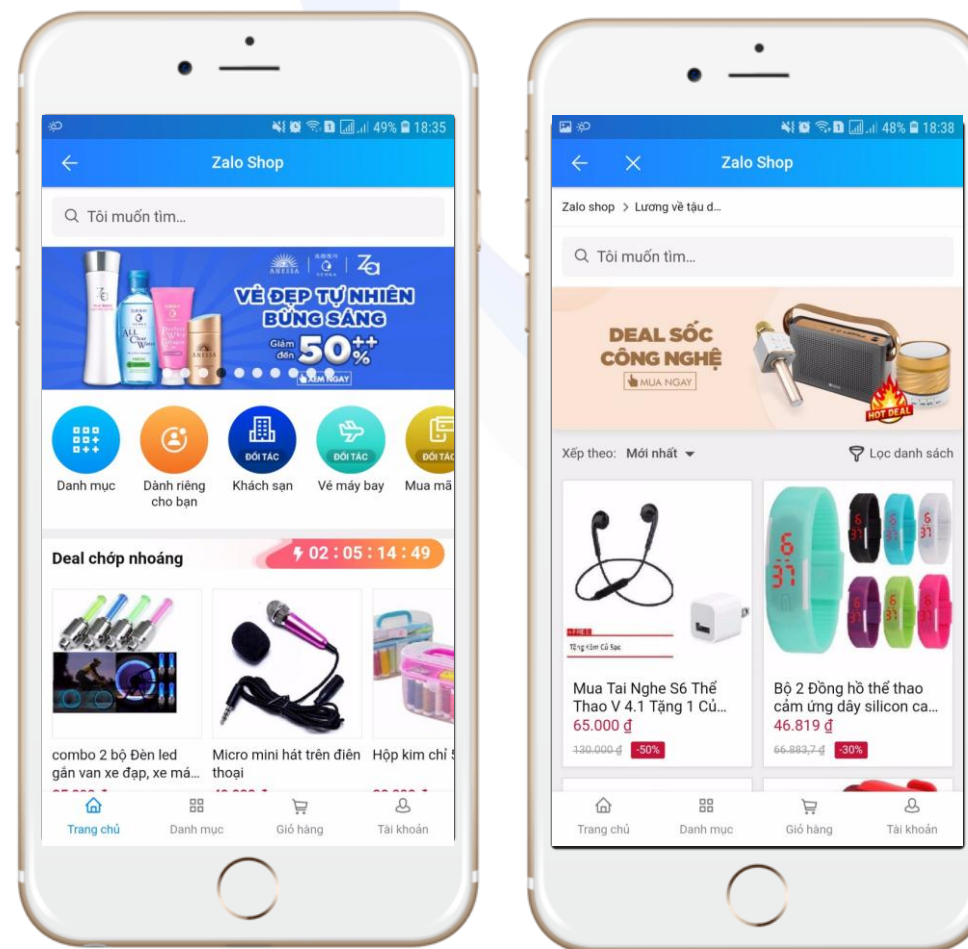


Design shop's interface

# Grow organic orders with Zalo Shop Marketplace

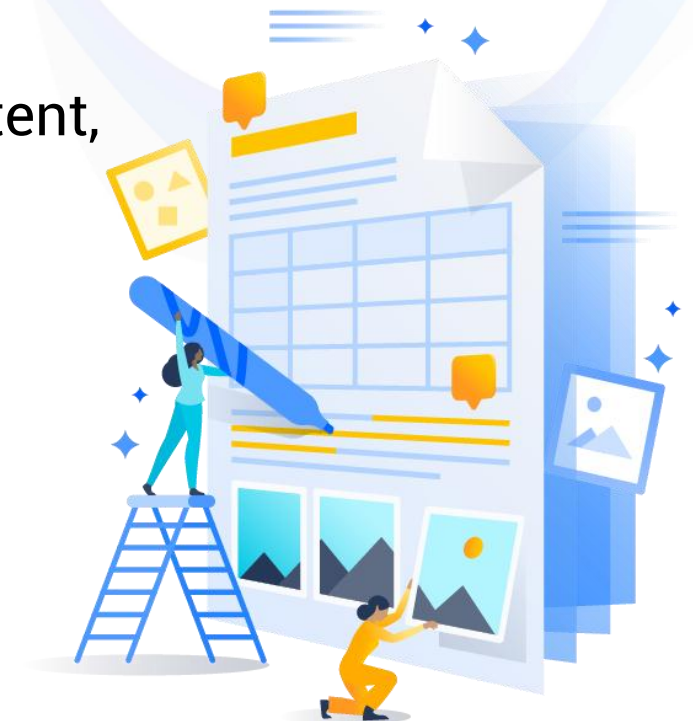


Register on Zalo Shop Marketplace  
and promotion events



# Technical integration

- Connect O2O with Zalo (QR Code, Wifi API, Location API...)
- Sync your e-commerce system with Zalo  
(products, order status, articles, customer profile)
- Build CMS (automation message, personalized content, customer feedback)
- Chatbot
- Zalo Call Center
- Membership/Loyalty



# Technical integration partners

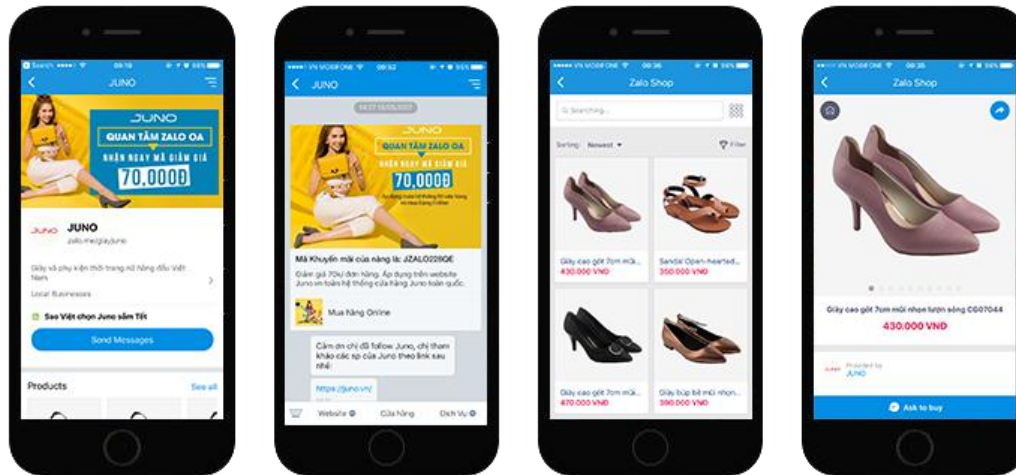


# CASE STUDY





## Case study - Juno



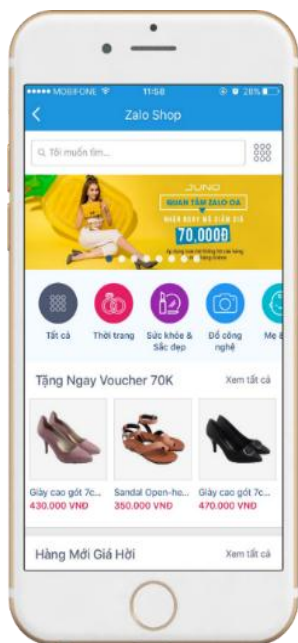
## OBJECTIVE

- Increase the voucher redeem rate
- Connect online to offline



# Case study - Juno

## Activities on Zalo



Promote on  
Zalo Shop  
Marketplace



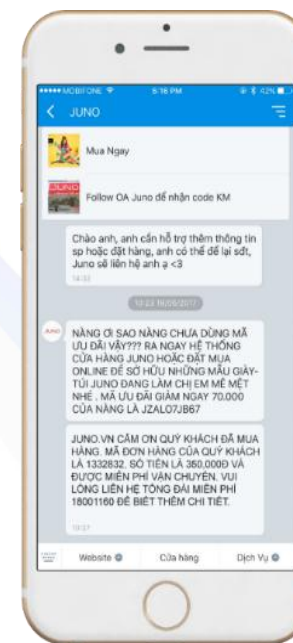
Follow OA >>  
Receive voucher



Ask to buy



Search nearby  
stores



Remind & update  
order status



Send  
Broadcast  
Message

# Case study - Juno

## Result



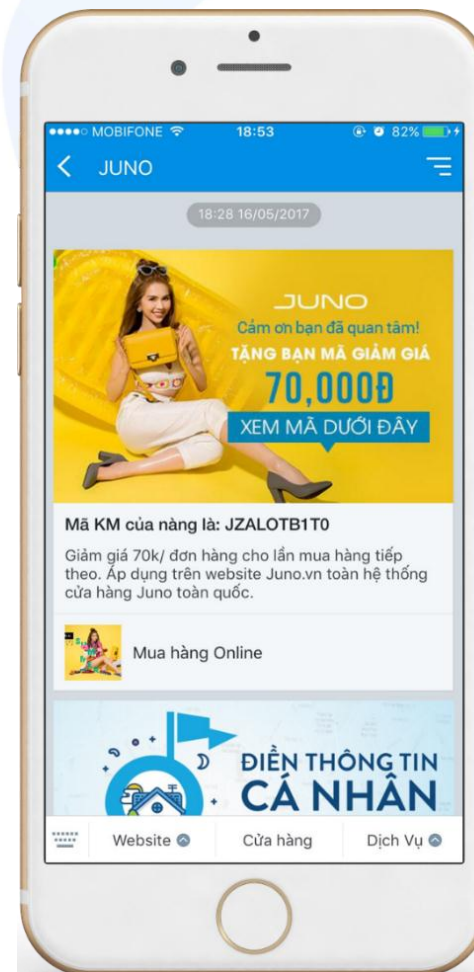
**3x** followers



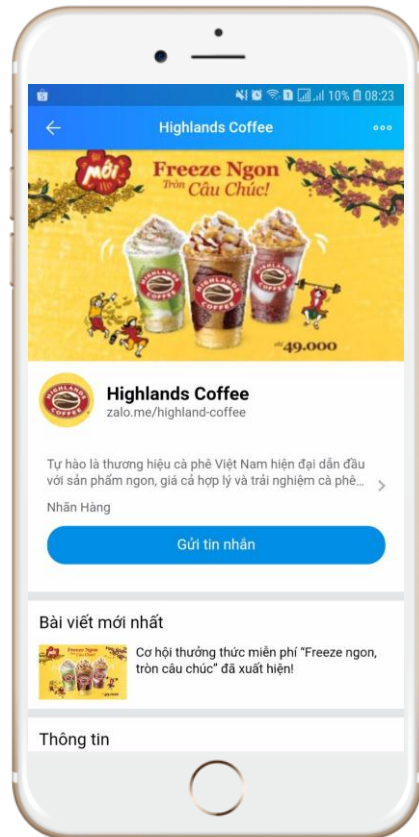
**3M** engagement



**18K+** vouchers were distributed



# Case study – Highlands Coffee



## OBJECTIVE

- Increase the new product trial rate

# Case study – Highlands Coffee

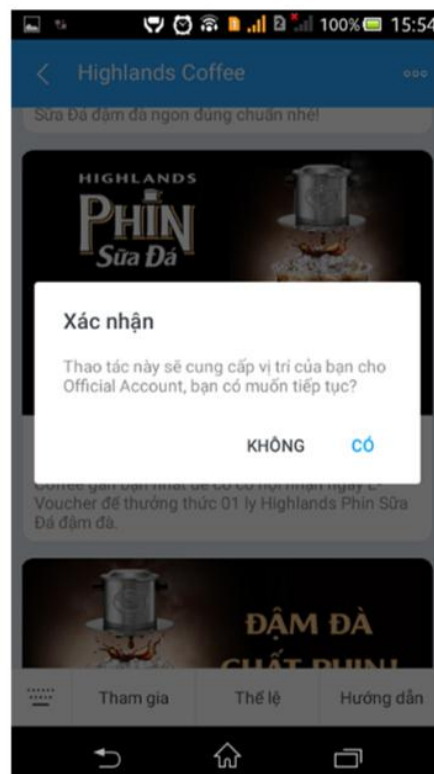
## Activities on Zalo



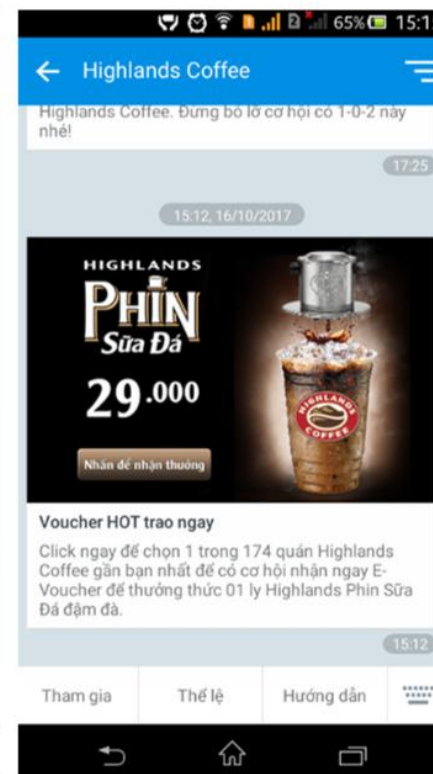
Follow OA



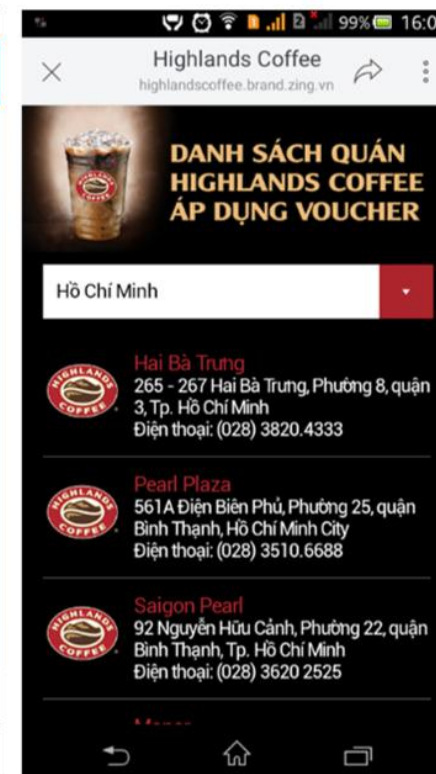
Welcome Message



Share location



Play game



Search nearby store



# Case study – Highlands Coffee

## Activities on Zalo



Not Win message



Win message



Voucher Got it

## Case study – Highlands Coffee

### Result

**22m<sup>+</sup>**

Reach through  
Zalo Ads

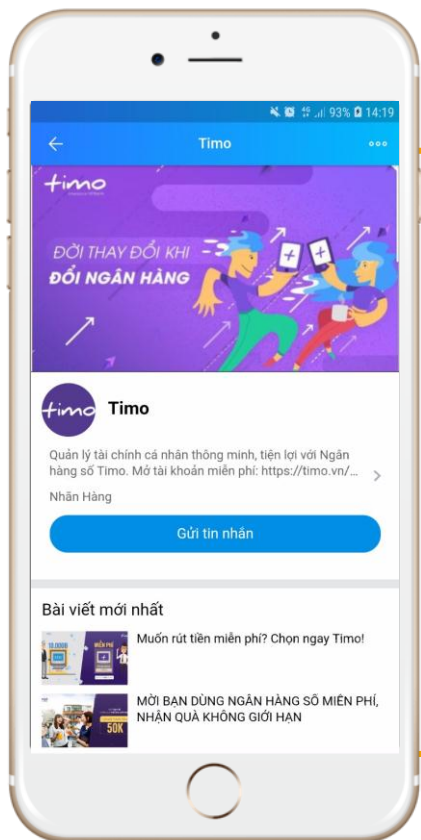
**94k<sup>+</sup>**

Click through  
Zalo Ads

**14k<sup>+</sup>**

Zalo OA  
Follower

## Case study – Timo



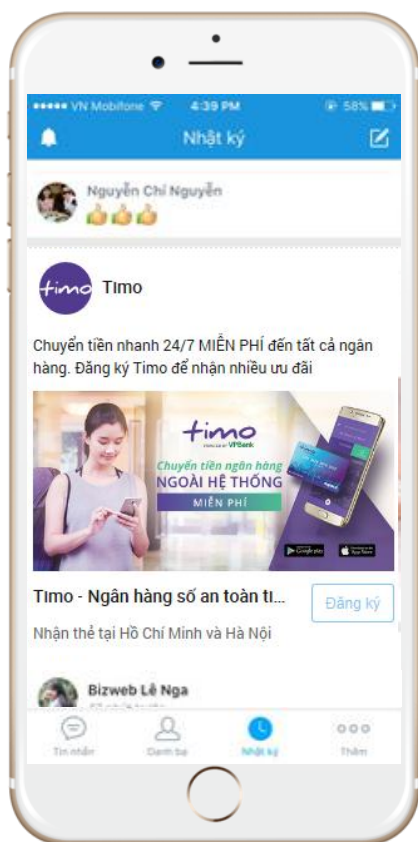
**timo**  
POWERED BY **VPBank**

### OBJECTIVE

- Generate new leads on Zalo

# Case study – Timo

## Activities on Zalo



Promote Zalo  
Official Account



Promote  
Website

A/B

A/B Testing



Broadcast  
Message



## Case study – Timo

### Result

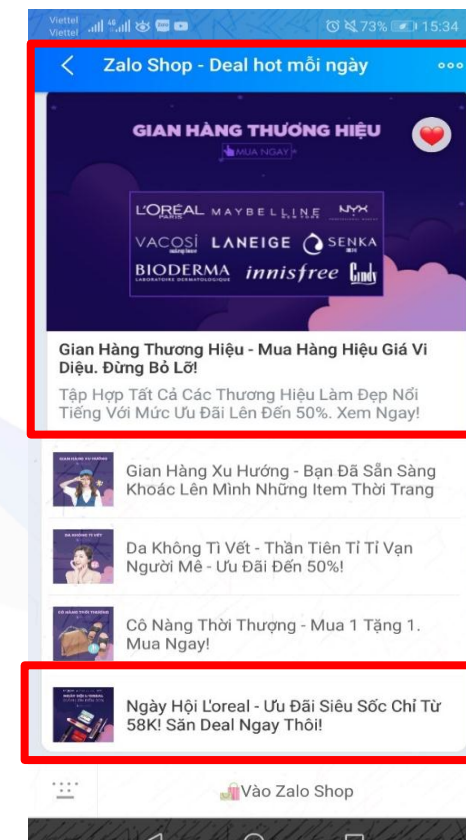
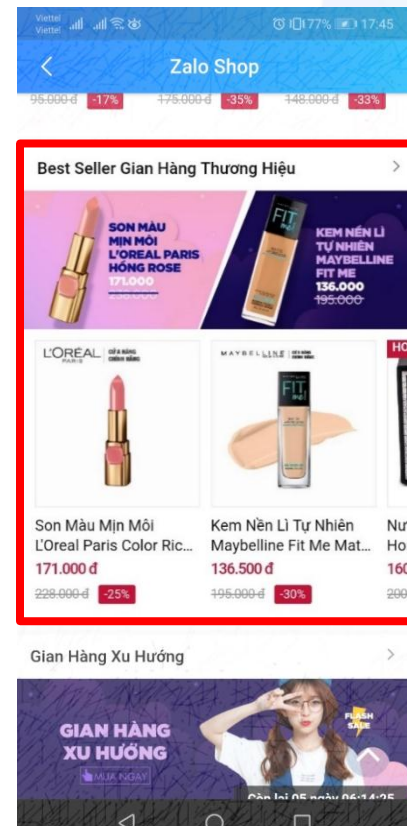
**50 %**

Total **Lead** generated  
from Zalo in 4 months

**1.5**

**CPL lower 1.5 times**  
than other channels

# Case study – L'Oreal



## Video Story

250K - 400K views in 24 hours

## Promotion Banner

CR 187% higher than average

## Broadcast Message

Reach 8M female customers

# Case study – L'Oreal



**Broadcast message**

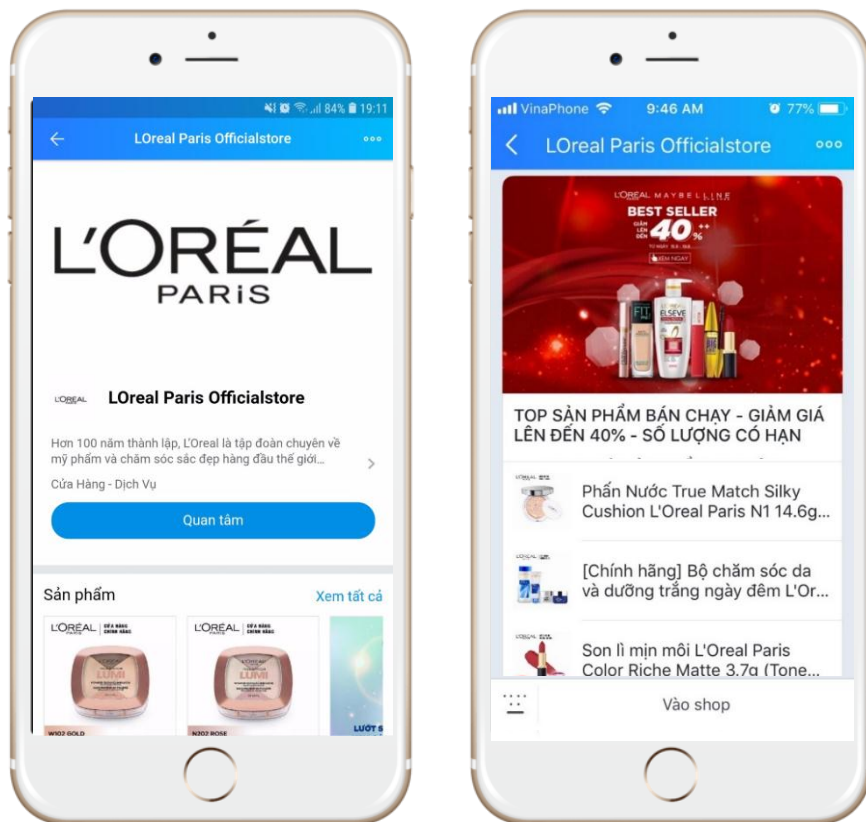
**CTR: 47,3%**



**Call-to-action "Order Now" & Suggested Product List to increase sales rate**



## Case study – L'Oreal



# 30%

increase **30%** orders  
monthly

# 230%

OA customer growth  
rate **230%** higher than  
average

# 10%

**10%** loyal customers

# SUMMARY

## How To Leverage Messaging App To Grow Your Ecommerce Business

- 1 Provide better customer service by automated and personalized messages
- 2 Use E-commerce functions to manage your online store efficiently
- 3 Generate more orders by using Zalo Shop Marketplace and Zalo Ads
- 4 Use Zalo API to enhance omni-channel experience

# THANK YOU!



<http://business.zalo.me>



<https://developers.zalo.me>

