



# Lazada

**Brands & Beyond Sale**

**9-11 Sep 2022**

Performance Review

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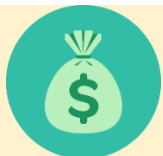
## **Overview** | Campaign, D-Days

1. **GMV** | Daily GMV, Category GMV, Sub Category GMV, Onsite/Offsite
2. **Traffic** | Daily UV, Onsite/Offsite, Traffic Sources, Sponsored Discovery, Sponsored Affiliate
3. **Conversion** | Daily CR%
4. **Basket** | Daily AOV/ABS, Orders, Installments
5. **Commercial** | Vouchers, Flash Sales, Visibilities
6. **Store Ranking**
7. **Key Learnings**

# OVERVIEW

- For 9.9 2022, the total GMV of three days standing at **17.26M**. The highest record among each mega campaign so far.
- CBMO** was contributed around **42.82%** of total campaign GMV (We already achieved **55%** of the total target during CBMO period).
- Compared with previous mega campaign (LZD BD 2022 and 9.9 2021), the **store visitors** was lower but the **CR%** was way higher than those campaigns; it could be implied that we have **higher quality of traffic**.
- Furthermore, we can acquire more visitors to **PDP**, especially **GC and KA** which help to boost our GMV.
- GC** still be the leading category for the campaign; the contribution was around **50%** of the total GMV.
- Offsite GMV** was contributed higher despite lower in traffic visitors, more than **78.96%** compared to LZD BD 2022, and more than **229.42%** compared to 9.9 2021.

**TOTAL GMV**  
**17.26M**



**STORE VISITORS**  
**46K**



**PDP VISITORS**  
**37K**



**CR%**  
**10.17%**



**AVERAGE AOV**  
**3,475**



**VOUCHER RR**  
**4.56%**



	09-09	10-09	11-09
Target	10,800,000	1,350,000	1,350,000
Achieved	14,125,063	1,930,013	1,202,945
Target	34,286	12,857	12,857
Achieved	25,811	10,939	9,529
Target	27,027	10,574	10,635
Achieved	20,566	9,016	7,856
Target	9.00%	3.00%	3.00%
Achieved	14.49%	5.31%	4.05%
Target	3,500	3,500	3,500
Achieved	3,574	3,159	2,978
Collected	26,003	9,111	4,900
Redeemed	3,592	512	320

Achieved  
**127.84%**

▲ **+55.41% vs LZD BD 2022**  
▲ **+92.29% vs 9.9 2021**

Achieved  
**77.13%**

▼ **-6.91% vs LZD BD 2022**  
▼ **-11.54% vs 9.9 2021**

Achieved  
**77.62%**

▲ **+7.02% vs LZD BD 2022**  
▲ **+21.06% vs 9.9 2021**

Achieved  
**158.15%**

▲ **+81.61% vs LZD BD 2022**  
▲ **+107.98% vs 9.9 2021**

Achieved  
**99.29%**

▼ **-8.02% vs LZD BD 2022**  
▲ **+3.45% vs 9.9 2021**

ROI  
**3.87**

▼ **-24.12% vs LZD BD 2022**  
▼ **-48.05% vs 9.9 2021**



CBMO GMV  
**7,389,523**

**42.82% of Campaign GMV**



Offsite GMV  
**2,131,235**

**12.35% of Campaign GMV**

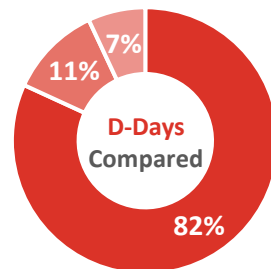
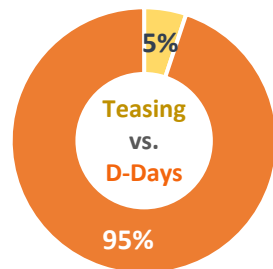
Offsite Store UV  
**11,993**

**25.91% of Campaign UV**

Offsite PDP PV  
**12,679**

# 1. GMV

## BY DAY

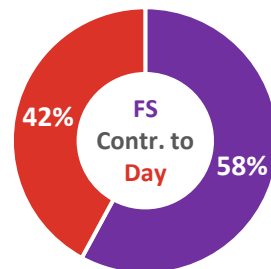


- ❑ Breaking down the performance by day, the first day was contributed the highest at **82%**.
- ❑ The second day was contributed at **11%**, higher than LZD BD 2022 by **33%** due to the ongoing of **co sub vouchers**, and contribution on **FS of HD9200**.
- ❑ For the third day, GMV was slightly decrease due to the discontinue of co sub vouchers, and FS on the last day was not that performed.

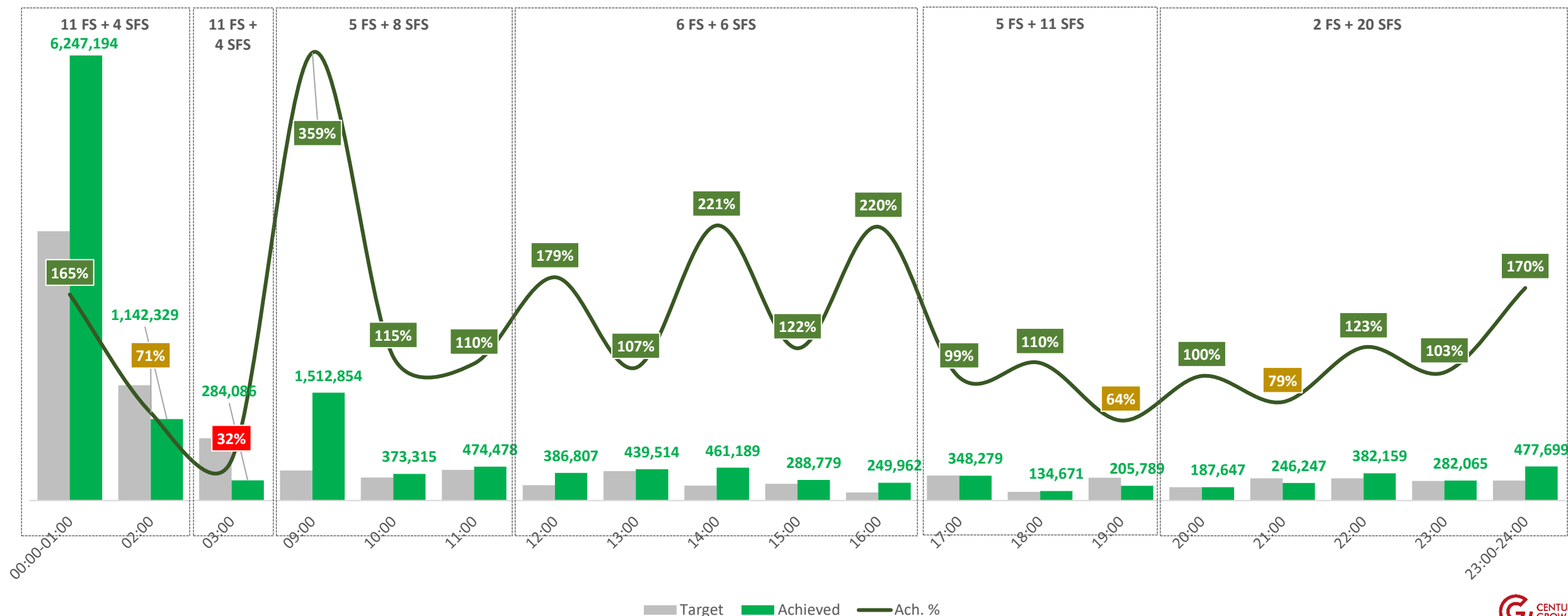


# 1. GMV

## D-DAY by hours (September 9)

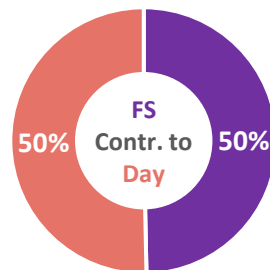


- ❑ For the first D-Day, we received around **93 slots** of FS (including repeated slots and store FS); LZD slot was 40 slots, while store FS slot was 53 slots; **HD9200** and **GC6815** contributed mostly here.
- ❑ The FS contribution of the first day was at **58% (8.18 M)**. If count only LZD Slot, the contribution will be at **44% (6.23 M)**.
- ❑ Besides FS contribution from HD9200 and GC6815, **PSG9050** was highly contributed by achieving **97 units** sold on the first day.

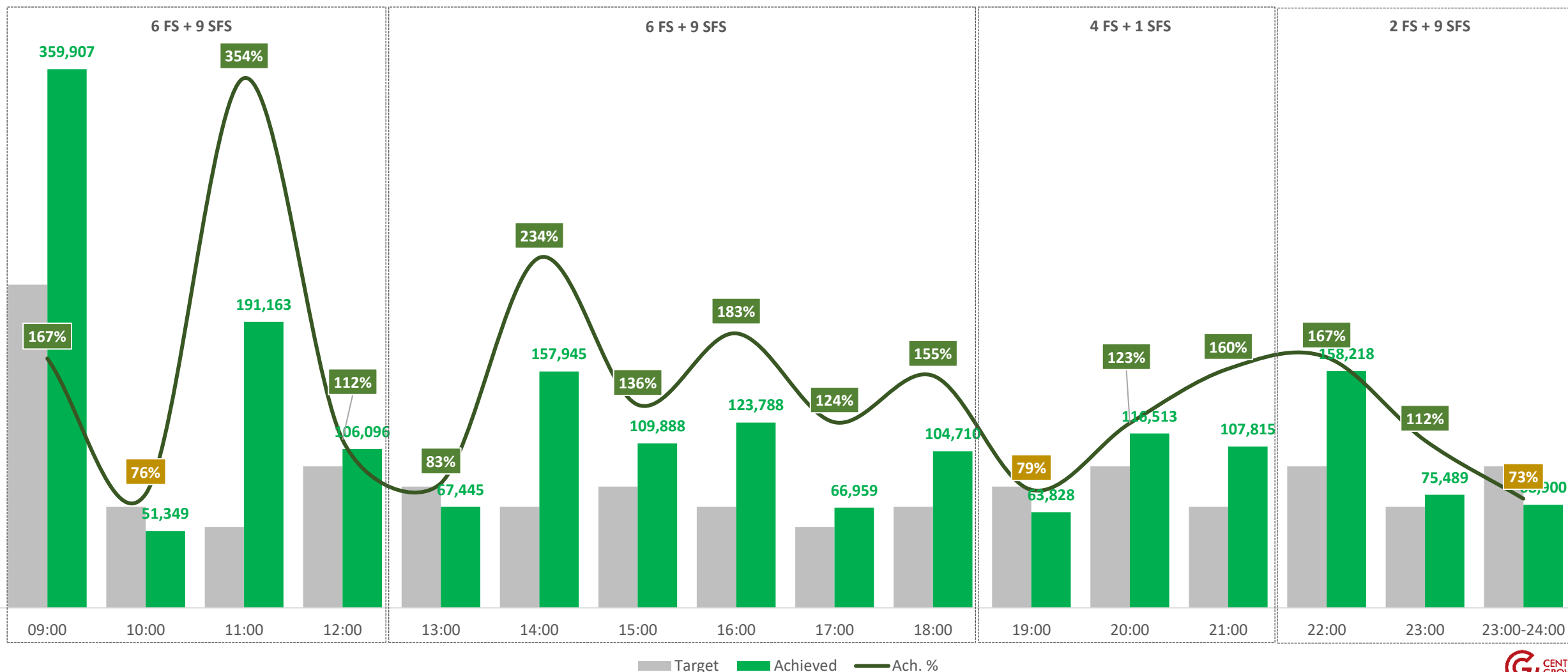


# 1. GMV

## D-DAY by hours (September 10)

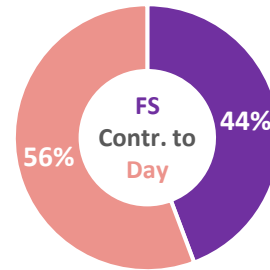


- ❑ For the **2<sup>nd</sup> day**, we have around **46 slots of FS** (about 50% lower than the first day slots); we could generate around **958K** from FS; contributed around **50%** of overall GMV.
- ❑ **HD9200** had been placed into every FS round these day, leading to the highest contribution for the second day at **14%** (263K).

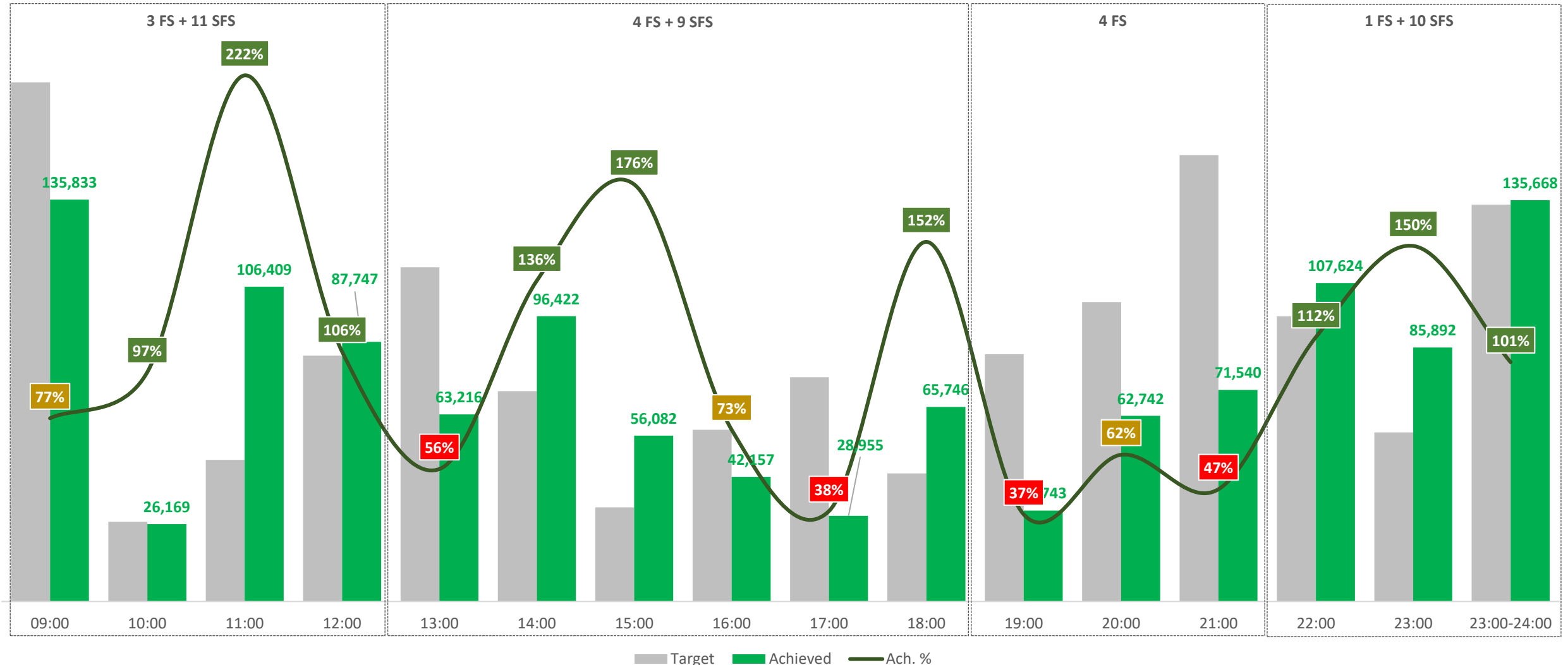


# 1. GMV

## D-DAY by hours (September 11)



- ❑ For the last day of 9.9 2022 campaign, **PSG9050** was dominated in term of GMV driven; contributed at **12%** (**146K**).
- ❑ **AC1215** and **AC0820** had been pushed a lot into last day FS, but the achievement per slot was not that high. We may need to keep pushing the products that received visibility to search in order to receive more of converting opportunity; moreover, we could use **CEM** tool to notice our audiences as well.



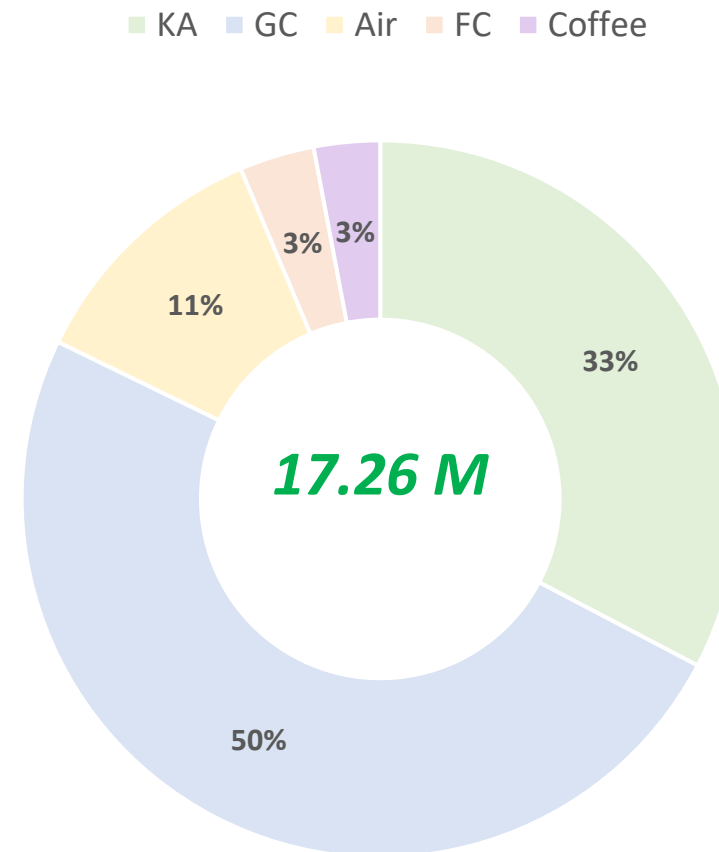
# 1. GMV BY CATEGORY

- ❑ For 9.9 2022, GC was highly dominated in term of category contribution (50%); PSG9050, GC6815, PSG6064, GC628, GC9315 and PSG8160 were the top SKUs contribution for the category.
- ❑ KA was contributed at 32.69%, the main contribution was from HD9200, HD9270 and HR2225; contributed at 67.52% of GMV for KA Category.
- ❑ Compared with LZD BD 2022 and 9.9 2021, all category was dominated those 2 campaigns GMV except Air category that was dropped by 22.61% compared to LZD BD 2022.

▲ +92.29% vs 9.9 2021

9-11 Sep 2022 GMV: 17,258,021 THB

KA GMV	5,642,071	▲ +82.29% vs LZD BD 2022	▲ +9.52% vs 9.9 2021
GMV (%)	32.69%		
GC GMV	8,547,379	▲ +88.46% vs LZD BD 2022	▲ +261.47% vs 9.9 2021
GMV (%)	49.53%		
AIR GMV	1,970,362	▼ -22.61% vs LZD BD 2022	▲ +82.05% vs 9.9 2021
GMV (%)	11.42%		
FC GMV	583,137	▲ +27.17% vs LZD BD 2022	▲ +181.97% vs 9.9 2021
GMV (%)	3.38%		
Coffee GMV	515,071	▲ +9.62% vs LZD BD 2022	▲ +203.99% vs 9.9 2021
GMV (%)	2.98%		





# 1. GMV

## BY SUB CATEGORY

- For sub category performance, **System** was dominated at **35.87%** contribution due to high performance of **PSG9050, GC628, PSG6064, GC9315 and PSG8160**.
- Airfryers** and **Air Cleaners** were the 2nd and the 3rd at **21.74%** and **10.55%** respectively.
- Compared with LZD BD 2022 and 9.9 2021, we can see that **Air Cleaners** was dropped by **24.79%** from LZD BD 2022, while **rice cookers, others KA** and **Bag** were dropped by **22.46%, 14.94%, and 20.67%** consecutively from 9.9 2021.

Sub-category	Revenue	%Contribution		
System	6,168,115	35.87%	▲ +67.35% vs LZD BD 2022	▲ +442.73% vs 9.9 2021
Airfryers	3,738,713	21.74%	▲ +80.35% vs LZD BD 2022	▲ +2.10% vs 9.9 2021
Air Cleaners	1,814,082	10.55%	▼ -24.79% vs LZD BD 2022	▲ +79.20% vs 9.9 2021
Stand steamers	1,121,638	6.52%	▲ +234.26% vs LZD BD 2022	▲ +107.63% vs 9.9 2021
Blenders	1,047,185	6.09%	▲ +95.97% vs LZD BD 2022	▲ +34.88% vs 9.9 2021
Steam	781,656	4.55%	▲ +96.62% vs LZD BD 2022	▲ +97.02% vs 9.9 2021
Espresso	515,071	2.99%	▲ +9.62% vs LZD BD 2022	▲ +203.99% vs 9.9 2021
Stick	450,005	2.62%	▲ +30.37% vs LZD BD 2022	▲ +188.99% vs 9.9 2021
Food Preparation excl Blender	399,824	2.32%	▲ +78.84% vs LZD BD 2022	▲ +79.07% vs 9.9 2021
Handheld steamers	355,963	2.07%	▲ +237.79% vs LZD BD 2022	▲ +59% vs 9.9 2021
Rice cookers	213,065	1.24%	▲ +71.85% vs LZD BD 2022	▼ -22.46% vs 9.9 2021
Others KA	183,213	1.07%	▲ +30.64% vs LZD BD 2022	▼ -14.94% vs 9.9 2021
Air Cleaners Accessories	156,280	0.91%	▲ +16.67% vs LZD BD 2022	▲ +123.32% vs 9.9 2021
Dry irons	120,007	0.70%	▲ +973.16% vs LZD BD 2022	▲ +78.26% vs 9.9 2021
Bagless	109,543	0.64%	▲ +6.88% vs LZD BD 2022	▲ +412.98% vs 9.9 2021
Bag	23,589	0.14%	▲ +117.21% vs LZD BD 2022	▼ -20.67% vs 9.9 2021

# 1. GMV BY SUB CATEGORY

- From the previous slide, we can see that the decreasing in GMV of Air Cleaners sub category was from **AC1215** and **AC0820/21 BOGO**. If we want to increase the sale of those 2 SKUs further, we may need to increase traffic for the SKUs since the traffic was highly dropped when compared to LZD BD 2022.

Rank	SKU	SUB CAT	9.9 Revenue	LZD BD Revenue	G%	9.9 SKU Visitors	LZD BD SKU Visitors	G%	9.9 CR%	LZD BD CR%	G%
#1	AC1215/20	Air Cleaners	1,201,765	1,800,891	-33.27%	2,041	6,117	-66.63%	12.05%	7.44%	62.04%
#2	AC0820/21 BOGO	Air Cleaners	33,600	81,009	-58.52%	91	697	-86.94%	7.69%	2.58%	197.86%

Rank	SKU	SUB CAT	(2022) 9.9 Revenue	(2021) 9.9 Revenue	G%	(2022) 9.9 SKU Visitors	(2021) 9.9 SKU Visitors	G%	(2022) 9.9 CR%	(2021) 9.9 CR%	G%
#1	HD3030/35	Rice cookers	15,211	26,132	-41.79%	316	1,318	-76.02%	3.48%	1.29%	169.85%
#2	HD2581/00	Toaster	35,406	39,755	-10.94%	382	802	-52.37%	12.30%	5.49%	124.26%
#3	HD4911/35	Induction Cooker	48,518	66,674	-27.23%	307	555	-44.68%	7.49%	4.86%	54.00%
#4	FC8294/01	Bag	23,589	29,734	-20.67%	152	358	-57.54%	5.92%	3.63%	63.11%

# 1. GMV

## BY SKU

September 9 - 11



Ranked on  
Units Sold



Ranked on  
Revenue

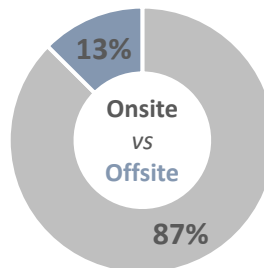


Ranked on  
CR%

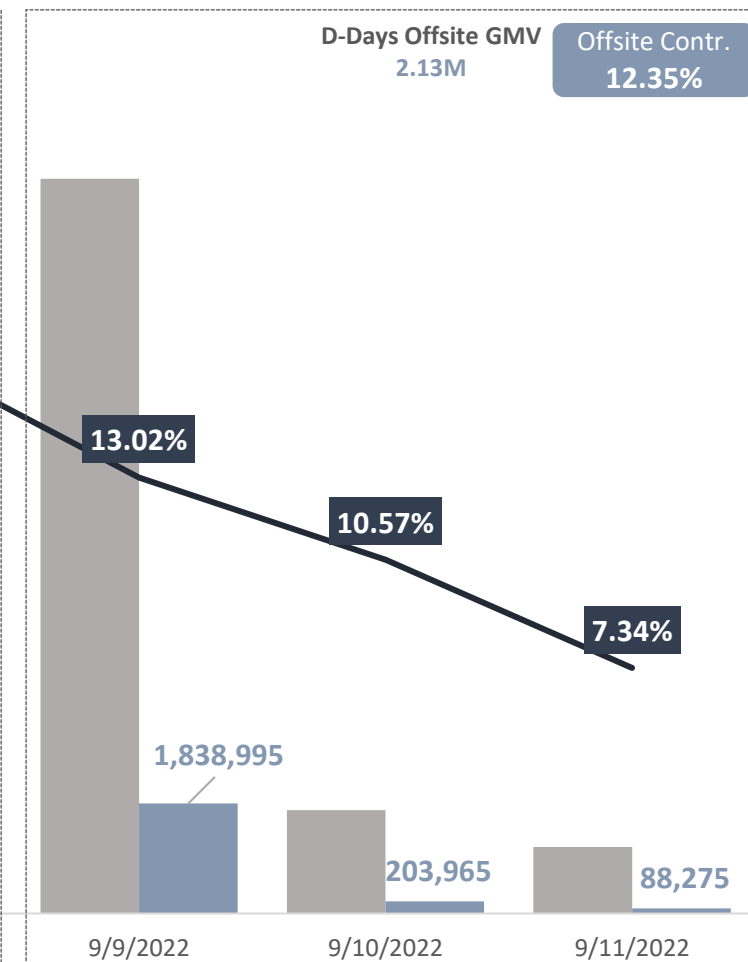
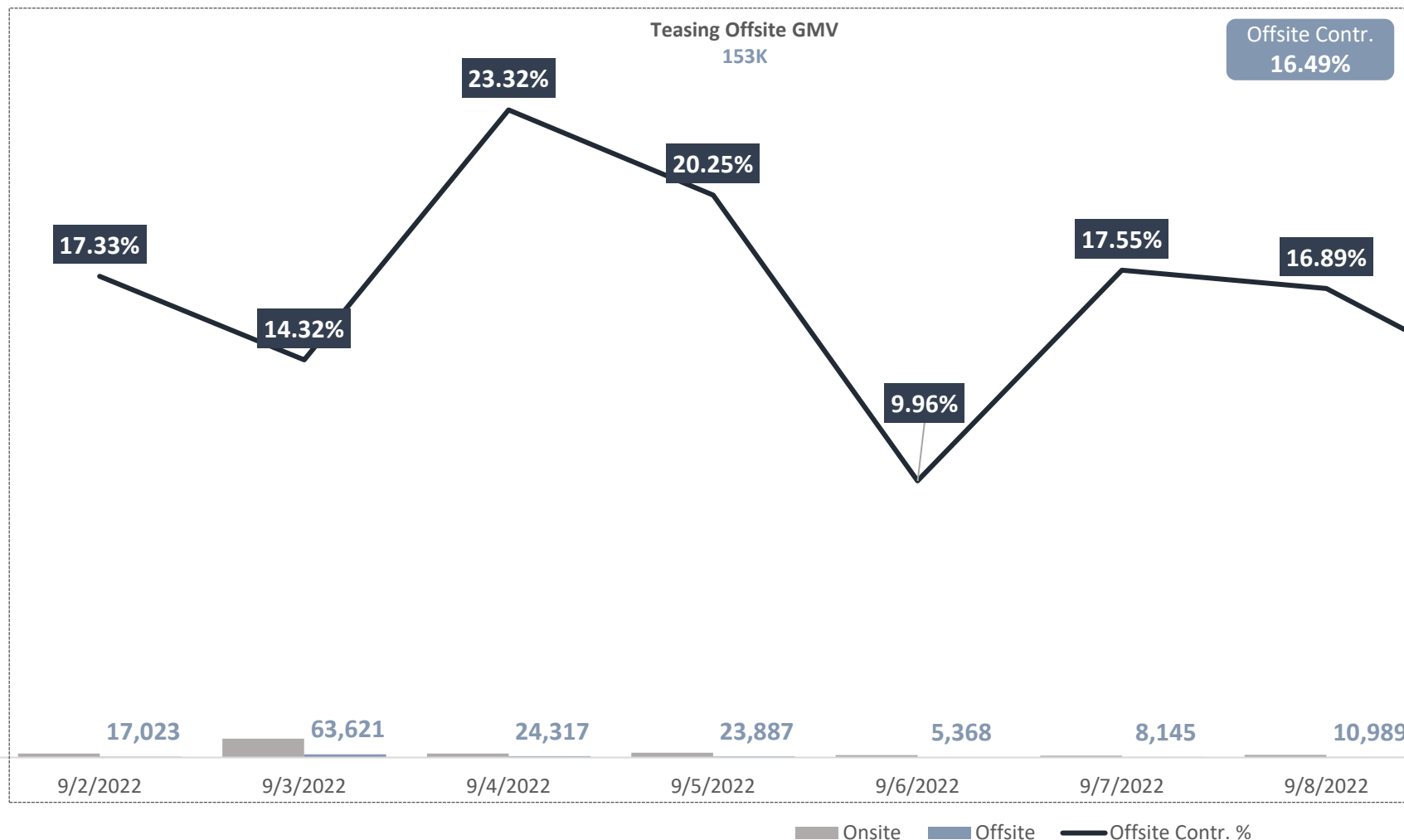
Category	SKU	Units Sold	Revenue	CR%
KA	Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ความจุ 4.1 ลิตร HD9200/91	1,019	2,087,484	12.95%
KA	Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ดิจิตอล ขนาด XL ความจุ 6.2 ลิตร HD9270/91	352	1,240,103	9.56%
GC	Brand Handheld Garment Steamer เครื่องรีดไอน้ำแบบมือถือ STH3000/20	341	280,528	12.66%
Air	Brand Air Purifier เครื่องฟอกอากาศ รุ่น AC1215/20 สำหรับห้องขนาด 21-63 ตร.ม. - NanoProtect HEPA	306	1,201,765	12.05%
GC	Brand Compact steam generators เตารีดระบบแรงดันไอน้ำ GC6815/20 - OptimalTEMP, การันตีไม่มีผ้าไหม้	300	1,426,478	14.02%
KA	Brand Blender เครื่องปั่นเอนกประสงค์ ความจุ 2 ลิตร บดน้ำแข็งได้เร็วขึ้น 2 เท่า HR2225/00 - ProBlend Crush	280	481,993	11.33%
GC	Brand Featherlight Plus เตารีดไอน้ำ GC1426/40	192	90,876	8.84%
KA	Brand เครื่องบดสับ รุ่น HR1393/00 0.7 ลิตร (White/Clear)	168	138,545	8.01%
GC	Brand Diva GC122/30 เตารีดแห้ง น้ำหนักเบา ไม่เปลืองแรง รีดเรียบเร็ว	158	61,406	6.30%
GC	Brand PerfectCare Series 9000 Series เตารีดระบบแรงดันไอน้ำอัจฉริยะ PSG9050/20	116	2,103,747	8.42%
GC	Brand PerfectCare Series 9000 Series เตารีดระบบแรงดันไอน้ำอัจฉริยะ PSG9050/20	116	2,103,747	8.42%
KA	Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ความจุ 4.1 ลิตร HD9200/91 - Rapid Air, NutriU app	1,019	2,087,484	12.95%
GC	Brand Compact steam generators เตารีดระบบแรงดันไอน้ำ GC6815/20 - OptimalTEMP, การันตีไม่มีผ้าไหม้	300	1,426,478	14.02%
KA	Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ดิจิตอล ขนาด XL ความจุ 6.2 ลิตร HD9270/91	352	1,240,103	9.56%
Air	Brand Air Purifier เครื่องฟอกอากาศ รุ่น AC1215/20 สำหรับห้องขนาด 21-63 ตร.ม. - NanoProtect HEPA	306	1,201,765	12.05%
GC	[Online Exclusive] Brand PerfectCare 6000 series เตารีดไอน้ำแยกหม้อต้ม PSG6064/80	65	728,996	7.43%
GC	Brand All-in-One 8000 Series Garment Steamer เครื่องรีดถอนลมผ้าไอน้ำ แบบตั้งได้ GC628/80	67	644,311	7.84%
GC	Brand PerfectCare Aqua Pro เตารีดแรงดันไอน้ำ รุ่น GC9315/30 ฟรี! ไม้รีดผ้า มูลค่า 2,190 บาท	79	626,618	7.06%
GC	Brand PerfectCare Series 8000 เตารีดระบบแรงดันไอน้ำอัจฉริยะ PSG8160/30 ฟรี! ไม้รีดผ้า มูลค่า 2,190 บาท	38	603,234	4.79%
KA	Brand Blender เครื่องปั่นเอนกประสงค์ ความจุ 2 ลิตร บดน้ำแข็งได้เร็วขึ้น 2 เท่า HR2225/00 - ProBlend Crush	280	481,993	11.33%
Air	Brand แผ่นกรอง NanoProtect ซีรีส์ 2 FY0194/30 สำหรับเครื่องฟอก AC0820	74	72,491	23.88%
Air	Brand แผ่นกรอง Nano Protect FY1410/30 สำหรับเครื่องฟอก AC1215	33	41,868	16.02%
GC	Brand Dry Iron เตารีดแห้ง 1,200 Watt GC160/22	91	58,602	14.78%
GC	Brand Compact steam generators เตารีดระบบแรงดันไอน้ำ GC6815/20 - OptimalTEMP, การันตีไม่มีผ้าไหม้	300	1,426,478	14.02%
Air	Brand Air Purifier เครื่องฟอกอากาศ AC0820/20 สำหรับห้องขนาด 16-49 ตร.ม. - NanoProtect HEPA	115	287,340	13.96%
GC	Brand EasyTouch เครื่องรีดไอน้ำ แบบตั้งได้ GC484/40	93	173,637	13.49%
GC	Brand 3000 Series Steam Iron เตารีดไอน้ำ DST3020/20	91	75,989	13.44%
KA	Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ความจุ 4.1 ลิตร HD9200/91	1,019	2,087,484	12.95%
GC	Brand 5000 Series Steam Iron เตารีดไอน้ำ DST5010/10	93	103,889	12.82%
GC	Brand Handheld Garment Steamer เครื่องรีดไอน้ำแบบมือถือ STH3000/20	341	280,528	12.66%

# 1. GMV

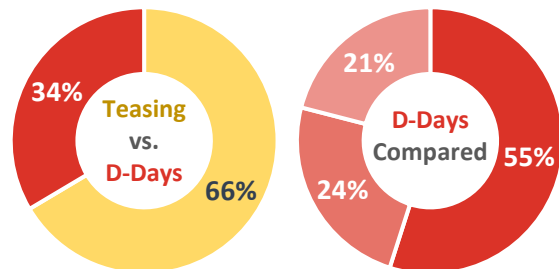
## ONSITE vs OFFSITE



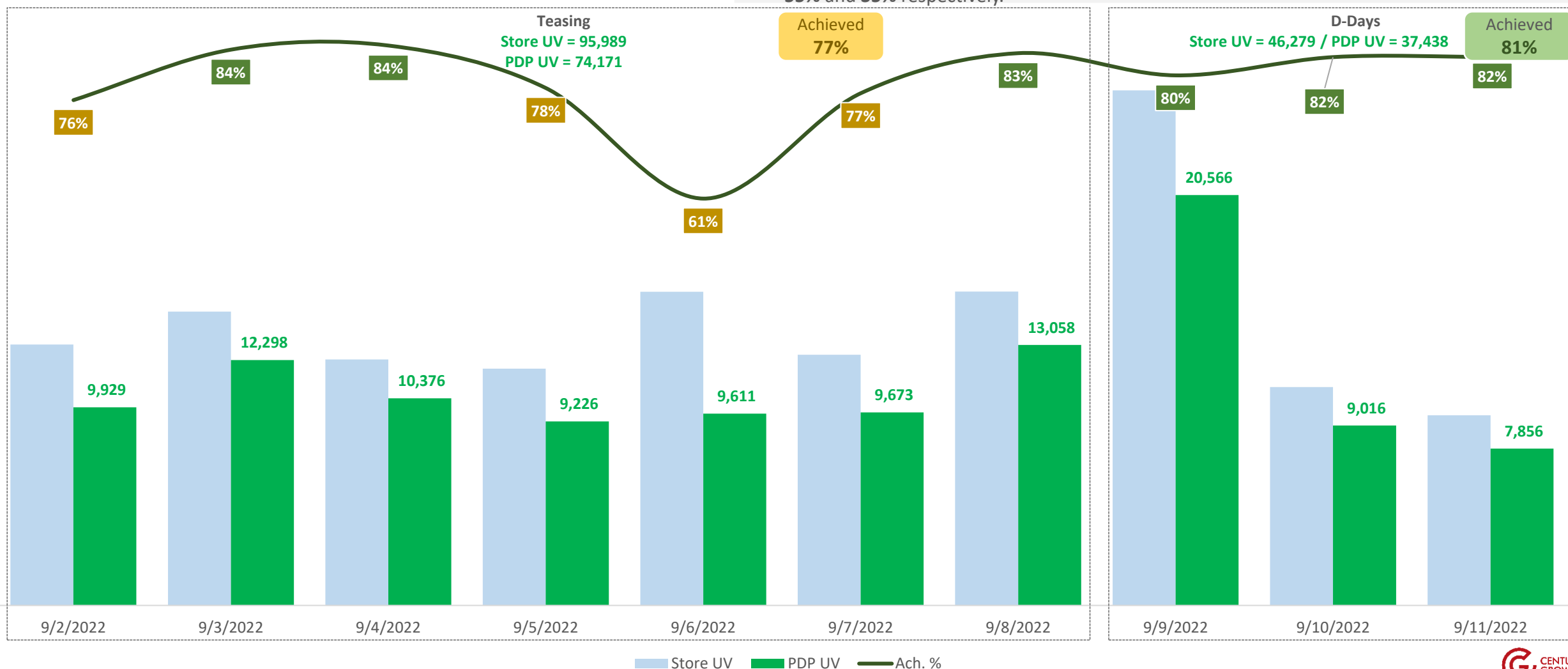
- ❑ In terms of offsite GMV contribution, the offsite contribution was higher compared to LZD BD 2022 (**12.35% vs 10.72%**).
- ❑ Furthermore, if we compared the exact number of offsite GMV generated, we have increased by **78.96%** from LZD BD 2022.



## 2. TRAFFIC BY DAY

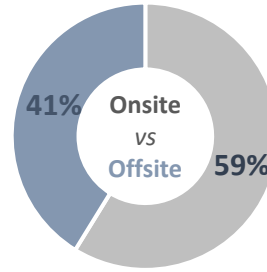


- For D-Day, our **Store UV**, the number was slightly lower compared to LZD BD 2022 and 9.9 2021; lower by **6.91%** and **11.54%** respectively.
- However, the **PDP UV** was higher compared to previous LZD BD 2022 and 9.9 2021, leading to higher CR% for the campaign.
- During Teasing, we achieved PDP UV over Store UV by **77%**, the ATC% was at **14.18%**; the number was higher than LZD BD teasing period in which ATC% was at **14.05%**, but the rate was lower when compared to 9.9 2021, which we achieved at **16.93%**.
- Nevertheless, the actual **ATC number** was higher than LZD BD 2022 and 9.9 2021, higher than **55%** and **35%** respectively.

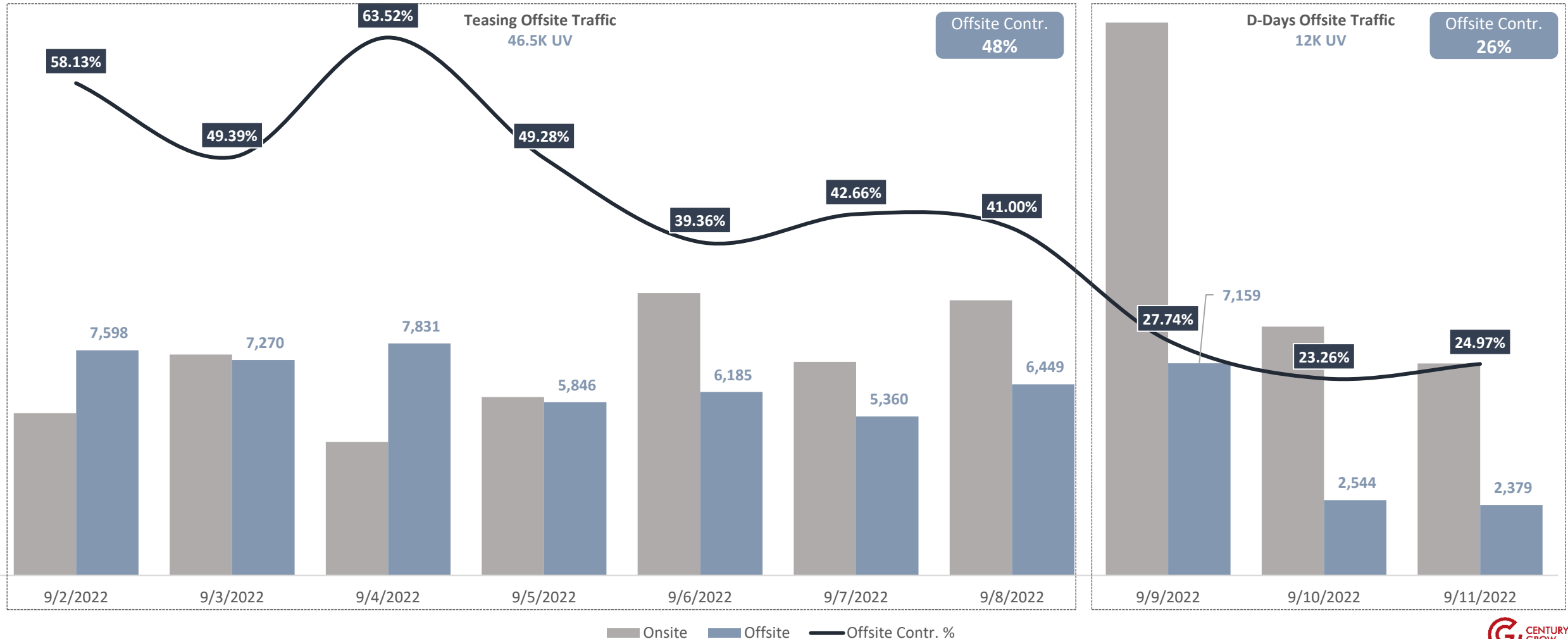


# 2. TRAFFIC

## ONSITE vs OFFSITE

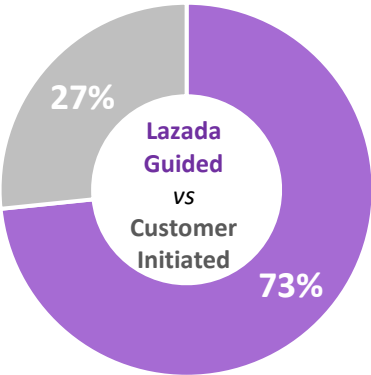


- ❑ For **teasing offsite traffic**, the number of **UV** was highly compared to LZD BD 2022 and 9.9 2021, higher than **19%** and **47%** respectively, indicated that we have strengthen our media strategy better and better.
- ❑ **PDPPV** was way higher; higher than **79.51%** compared to LZD BD, and higher than **195%** compared to 9.9 2021.
- ❑ For **D-Day offsite traffic**, even though the UV number was lower compared to previous LZD BD, but the conversion was more higher than 2x; the **D-Days conversion** was at **6.25%**, while LZD BD was at **2.67%**.



# 2. TRAFFIC

## TRAFFIC SOURCES (D-DAYS ONLY)



- ❑ About traffic sources, for overall D-Days, **Others**, **Search** and **Flash Sale** are still our most important traffic channels from LZD guided traffic.
- ❑ Focusing on **Search** and **FS**, there was more **UV** from search compared back to LZD BD 2022 (**10.8K vs 7.7K**), buyers also increased, leading to higher **CR%** (**14.89% vs 10.31%**). The top keywords for search will be Brand, Brand official store, เติร์ด ใจน้ำ Brand, เติร์ด ใจน้ำ etc.
- ❑ For **FS**, we have more FS slots than LZD BD campaign (**76 vs 45**); however, UV was lower but we can convert more buyers, so CR% increased.

▲ *Ranked UV*

Source	UV	Buyers	CR%
Others	18,438	2,188	11.87%
Search	10,860	1,617	14.89%
Cart	6,970	2,150	30.85%
Flash Sale	6,066	487	8.03%
From Other Stores	4,579	386	8.43%
Orders	3,077	1,641	53.33%
Direct visit	1,839	86	4.68%
Just For You (Home page)	1,419	132	9.30%
Chat	309	32	10.36%
Messages	305	33	10.82%
LazMall and prestige (New Traffic)	235	13	5.53%
Wishlist (New Traffic)	185	44	23.78%
Feed	154	7	4.55%
Homepage Banner Top (New Traffic)	154	4	2.60%
Coins (New Traffic)	119	5	4.20%

▲ *Ranked CR%*

Source	UV	Buyers	CR%
Orders	3,077	1,641	53.33%
Cart	6,970	2,150	30.85%
Wishlist (New Traffic)	185	44	23.78%
Search	10,860	1,617	14.89%
Others	18,438	2,188	11.87%
Messages	305	33	10.82%
Chat	309	32	10.36%
Just For You (Home page)	1,419	132	9.30%
From Other Stores	4,579	386	8.43%
Flash Sale	6,066	487	8.03%
LazMall and prestige (New Traffic)	235	13	5.53%
Direct visit	1,839	86	4.68%
Feed	154	7	4.55%
Coins (New Traffic)	119	5	4.20%
Homepage Banner Top (New Traffic)	154	4	2.60%

# 2. TRAFFIC

## Sponsored Discovery

(9.9 2022)

- Spend 247.3K and get 8.9M, compared with the plan, it reached 100.1% and 166.6% . Clicks and ROI reached 123.9% and 166.4% of the plan, GMV Contribution reached 131.7%.
- In this campaign, we has a better control on CPC price, click and revenue had a good completeness. Compared with 6.6 campaign spending had increased 26.6% but click ROI and GMV growth rate had increased more.

TOTAL SPEND

247.3K

TOTAL CLICKS

35.8K

TOTAL REVENUE

8.9M

TOTAL CPC

6.9

TOTAL ROI

36.3

GMV Contribution

49.4%

Traffic Contribution

24.4%

Plan

Achieve

6.6

MOM

247.0K

100.1%

195.4K

26.6%

28.9K

123.9%

22.3K

60.0%

5.4M

166.6%

4.6M

93.4%

8.6

80.9%

8.7

-20.9%

21.8

166.4%

23.8

52.8%

37.5%

131.7%

47.8%

3.3%

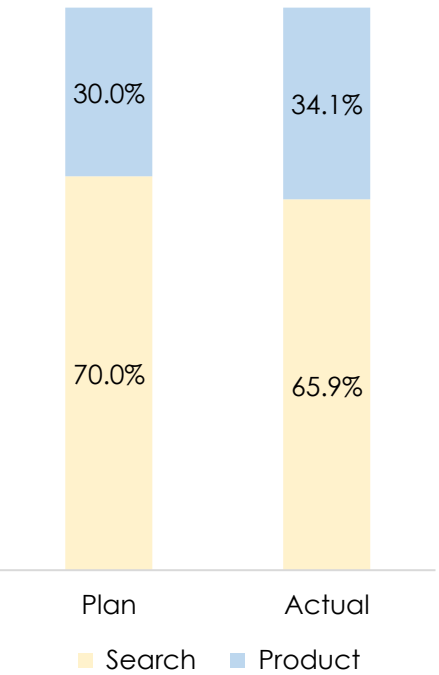
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-

21.1%

15.4%

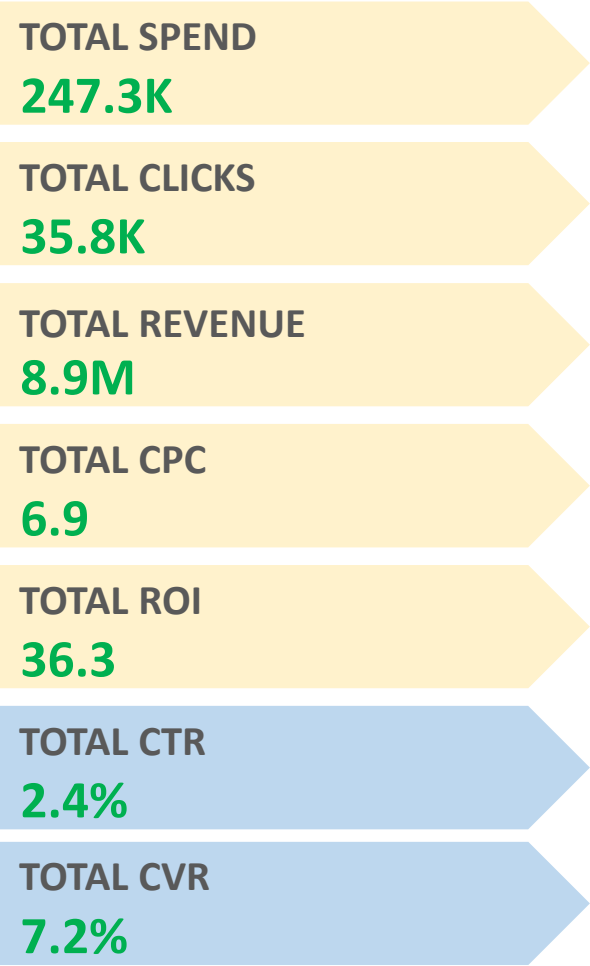
Spend Percentage Of  
Each Sponsored  
Channel





# 2. TRAFFIC

## Sponsored Discovery (9.9 2022)

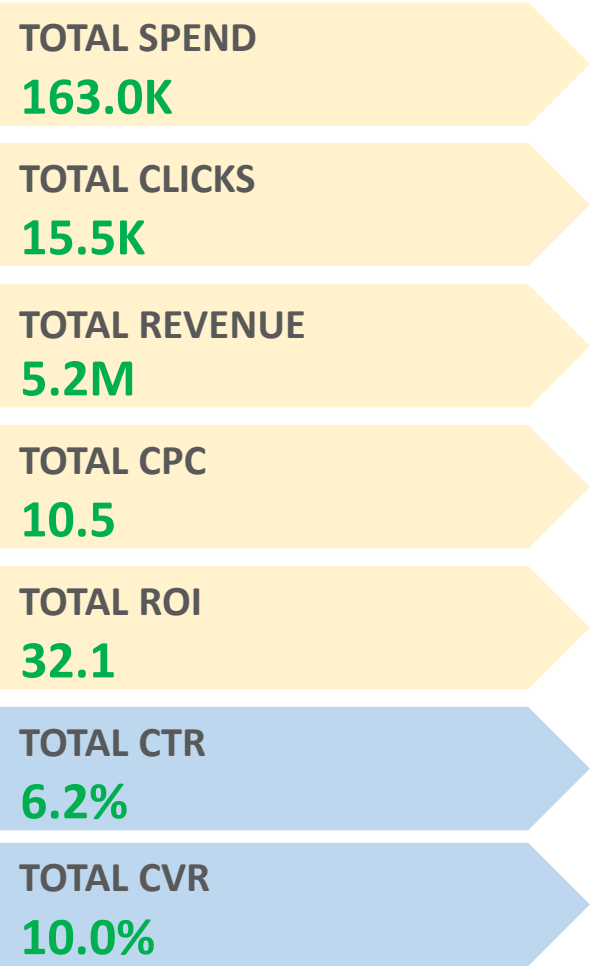


- 9.9 teasing day clicks increased 104.6% as the spending more 45.8% than 6.6 teasing , due to the lower CPC price and the better CTR rate.
- Compared with 6.6 D day , ROI had improved due to the CVR and the number of clicks had increased. We should focus on push the higher CVR products.

	Teasing	6.6 Teasing		D day	6.6 D day	
SPEND	107.7K	73.9K	45.8%	139.5K	121.5K	14.8%
CLICKS	18.8K	9.2K	104.6%	17.0K	13.2K	28.9%
REVENUE	4.1M	1.9M	118.6%	4.9M	2.8M	76.4%
CPC	5.7	8.0	-28.7%	8.2	9.2	-10.9%
ROI	38.0	25.3	49.9%	35.1	22.8	53.6%
CTR	2.1%	1.6%	36.6%	2.8%	2.0%	42.1%
CVR	5.9%	8.6%	12.4%	8.6%	6.0%	43.9%

# 2. TRAFFIC

## Sponsored Search (9.9 2022)



- Spend 163.0K and get 5.2M revenue, compared with the plan, it reached 94.3% and 148.1%. Clicks and ROI reached 92.7% and 157.1% of the plan.
- Compared with 6.6, click had increased 55.9% when spend increased 27.3% due to the better CTR performance and lower CPC price, ROI increased by 63.8% due to the Sponsored search channel's ROI has improved 63.8%.

	Plan	Achieve	6.6	MOM
SPEND	172.9K	94.3%	128.0K	27.3%
CLICKS	16.7K	92.7%	9.9K	55.9%
REVENUE	3.5M	148.1%	2.5M	108.0%
CPC	10.4	101.7%	12.9	-18.3%
ROI	20.4	157.1%	19.6	63.8%
CTR	-	-	6.2%	0.5%
CVR	6.5%	153.8%	7.5%	32.9%

# 2. TRAFFIC

## Sponsored Search

(9.9 2022)

TOTAL SPEND

163.0K

TOTAL CLICKS

15.5K

TOTAL REVENUE

5.2M

TOTAL CPC

10.5

TOTAL ROI

32.1

TOTAL CTR

6.2%

TOTAL CVR

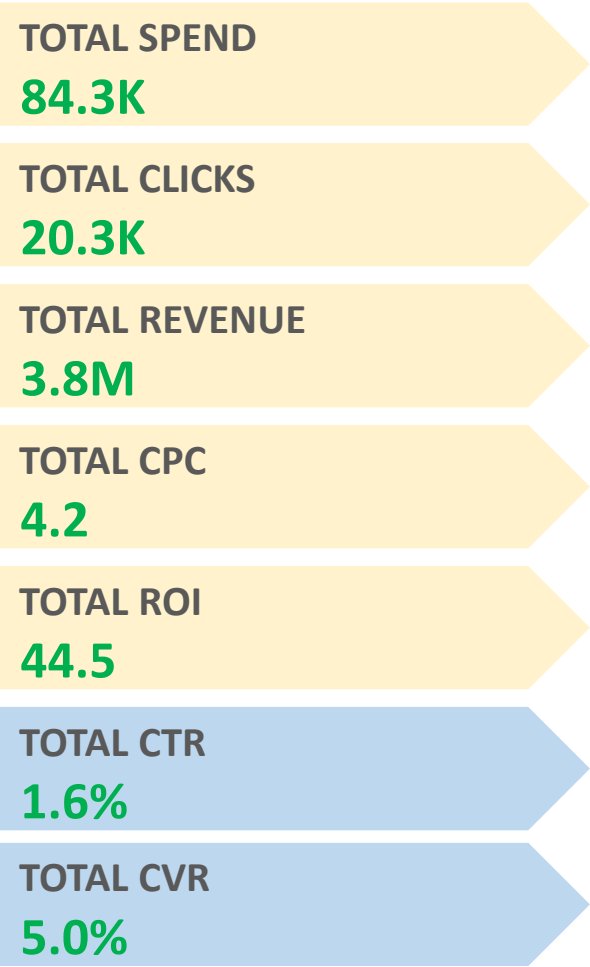
10.0%

- 9.9 Sponsored search spending more than 6.6 campaign ,D day spending more 18.6% got increased revenue 107%. Teasing period should focus more on drive traffic use the competitive products price and TOP products, ensure that each category SKUs always appear on the first slot.

	Teasing	6.6 Teasing		D day		6.6 D day	
SPEND	67.5K	47.6K	42.0%	95.5K		80.5K	18.6%
CLICKS	7.5K	3.9K	92.7%	7.9K		6.0K	31.9%
REVENUE	1.9M	905.0K	109.9%	3.3M		1.6M	107.0%
CPC	9.0	12.2	-26.3%	12.1		13.4	-10.1%
ROI	28.1	19.0	47.8%	34.9		20.0	74.4%
CTR	5.4%	5.4%	0%	7.4%		6.8%	8.8%
CVR	7.3%	6.3%	16.0%	12.5%		8.3%	50.2%

# 2. TRAFFIC

## Sponsored Product (9.9 2022)

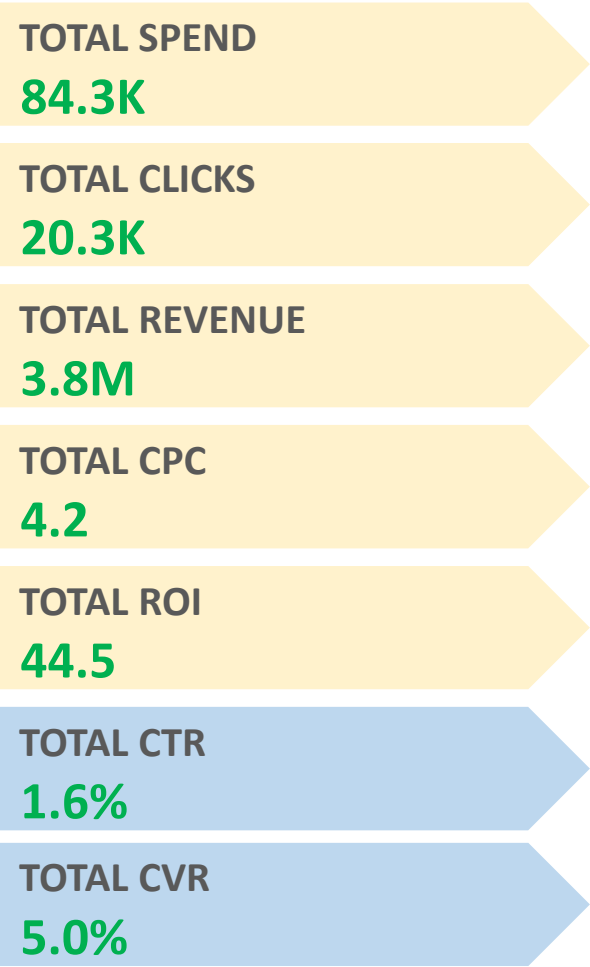


- Spend 84.3K and get 3.8M revenue, compared with the plan, it reached 113.7% and 201.6%. Clicks and ROI reached 166.7% and 177.3 % of the plan.
- As the higher ROI performance, we had allocated budget form SS to SP, SP budget has increased 4.1%. So we would like to recommend on adding budget into SP because we can get more traffic and higher ROI.

	Plan	Achieve	6.6	MOM
SPEND	74.1K	113.7%	67.3K	25.1%
CLICKS	12.2K	166.7%	12.4K	63.3%
REVENUE	1.9M	201.6%	2.1M	76.1%
CPC	6.1	68.2%	5.4	-23.1%
ROI	25.1	177.3%	31.6	40.8%
CTR	-	-	1.1%	49.6%
CVR	4.1%	121.3%	4.2%	19.3%

# 2. TRAFFIC

## Sponsored Product (9.9 2022)



- 9.9 Sponsored products spending more than 6.6 campaign ,D day spending more 7.3% got increased revenue 34.1%. Sponsored products channel had a better ROI performance than Sponsored search, Teasing day focus on drive similar audience ,D day should focus on promote higher AOV products .

	Teasing	6.6 Teasing		D day		6.6 D day
SPEND	40.2K	26.3K	52.9%	44.1K		41.0K 7.3%
CLICKS	11.3K	5.3K	113.3%	9.0K		7.2K 26.3%
REVENUE	2.2M	965.2K	126.8%	1.6M		1.2M 34.1%
CPC	3.6	5.0	-28.3%	4.9		5.7 -15.0%
ROI	54.4	36.7	48.4%	35.4		28.4 -25.0%
CTR	1.5%	1.0%	48.9%	1.8%		1.2% 46.9%
CVR	4.9%	4.4%	11.0%	5.1%		4.0% 29.0%

# 2. TRAFFIC

## Top 10 SKUs by Revenue

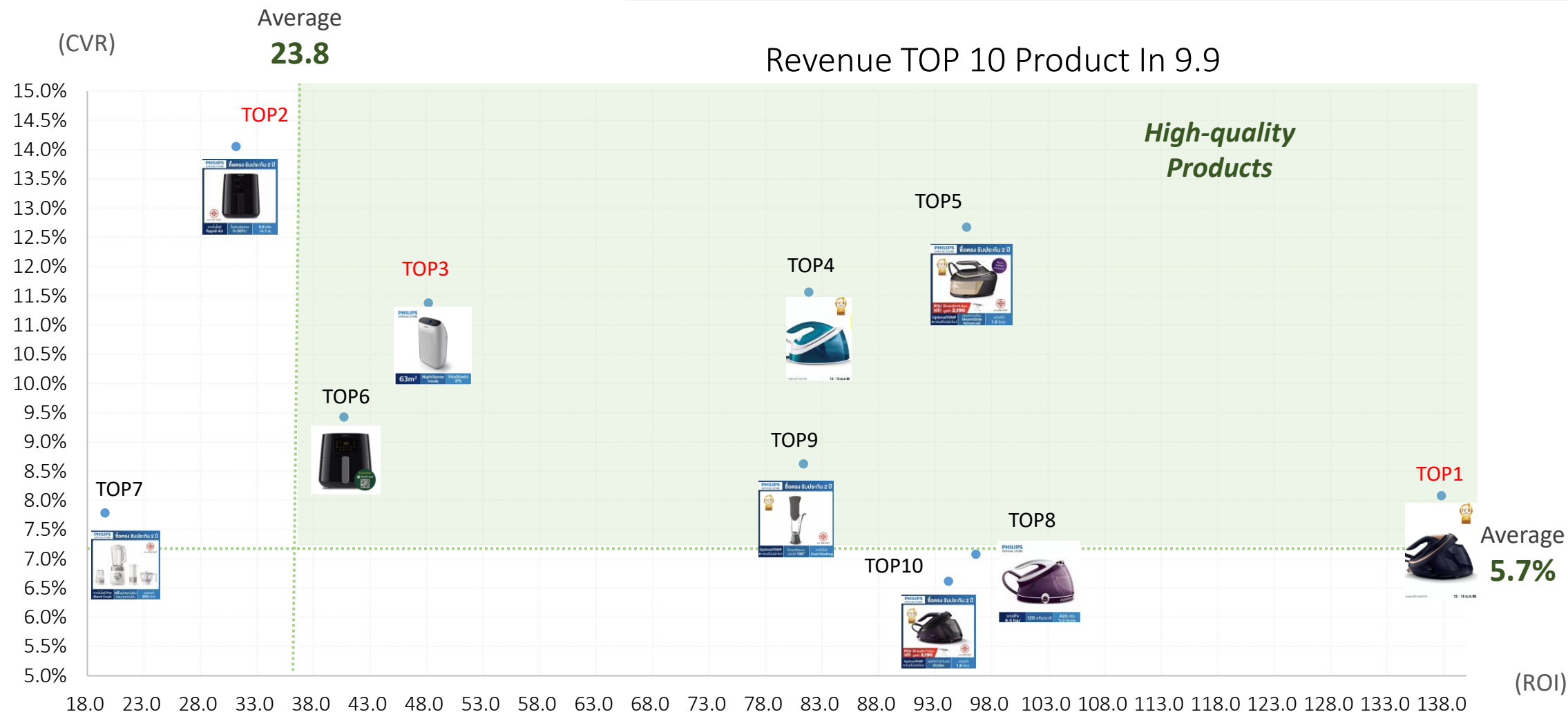
- The SSL top 10 SKUs by revenue accounted for 40.8% and 62.1% of the total SSL spend and revenue.
- Compared to 6.6, the top 10 sku’s total spending have increased from 35.4% and 40.8% and revenue percentage have increased from 33.7% to 62.1% . We should focus more on the TOP SKU and the higher AOV products to built the better sale performance.

sku	spend	Store Revenue	CPC	ROI	CTR	CVR	Spending percentage9.9	revenue percentage 9.9	Spending percentage 6.6	revenue percentage 6.6
Brand PerfectCare Series 9000 Series เตาไร้ระบบแรงดันไอน้ำอัจฉริยะ PSG9050/20	9,827	1,354,000	8.3	137.8	2.3%	8.1%	4.0%	15.1%	3.9%	2.6%
Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ความจุ 4.1 ลิตร HD9200/91	27,473	856,096	10.8	31.2	14.7%	14.1%	11.1%	9.5%	14.2%	7.2%
Brand Air Purifier เครื่องฟอกอากาศ รุ่น AC1215/20	12,322	593,448	10.2	48.2	2.7%	11.4%	5.0%	6.6%	3.8%	3.2%
Brand Compact steam generators เตาไร้ระบบแรงดันไอน้ำ GC6815/20	6,643	543,503	6.9	81.8	2.9%	11.6%	2.7%	6.1%	3.4%	6.0%
[Online Exclusive] Brand PerfectCare 6000 series เตาไร้ไอน้ำแยกหม้อต้ม PSG6064/80	5,192	497,227	12.2	95.8	6.0%	12.7%	2.1%	5.5%	0.4%	1.7%
Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ดิจิตอล ขนาด XL ความจุ 6.2 ลิตร HD9270/91	11,723	476,998	7.5	40.7	3.3%	9.4%	4.7%	5.3%	3.8%	4.3%
Brand Blender เครื่องปั่นเอนกประสงค์ ความจุ 2 ลิตร บดน้ำแข็งได้เร็วขึ้น 2 เท่า HR2225/00	17,524	342,676	8.6	19.6	2.8%	7.8%	7.1%	3.8%	3.6%	1.8%
Brand PerfectCare Aqua Pro เตาไร้แรงดันไอน้ำ รุ่น GC9315/30	3,274	316,297	5.0	96.6	2.3%	7.1%	1.3%	3.5%	1.0%	2.2%
Brand All-in-One 8000 Series GC628/80 - Dual Heating	3,833	311,762	7.9	81.3	2.0%	8.6%	1.6%	3.5%	0.9%	2.8%
Brand PerfectCare Series 8000 เตาไร้ระบบแรงดันไอน้ำอัจฉริยะ PSG8160/30	3,082	290,275	7.8	94.2	1.4%	6.6%	1.2%	3.2%	0.5%	1.9%
total	100,893	5,582,284	14.1	55.3	2.8%	7.7%	40.8%	62.1%	35.4%	33.7%

# 2. TRAFFIC

## CORE SKU (9.9 2022)

- This products are in the Top 10 Products by revenue contribution in sponsored channel, and 6 products are high-quality products.
- The follow-up for high-quality goods (high CVR and ROI) will be add more budget and higher CPC , we will add great keywords that have high performance to get better ROI.



- *High-quality Products:* The product which CVR>7.2%,ROI > 36.3.

# 2. TRAFFIC

## KEYWORDS ATTACHMENT (9.9 2022)

- Here is the top 25 keywords ranked by impression focus on ‘Category Keywords’-the small application related.
- The dark section is high-quality keywords with CTR >6.4% and CPC <12.8(average).

Store Impression Top 25 Keywords		Spend	Impression	Cicks	Revenue	CTR	CVR	CPC	ROI
เครื่องปั่น	blender	7,553	16,945	656	100,346	3.9%	7.6%	11.5	13.3
เครื่องปั่นน้ำ	blender	10,360	16,319	917	165,456	5.6%	8.1%	11.3	16.0
เตารีดไอน้ำ	steam iron	8,978	11,305	657	278,109	5.8%	9.7%	13.7	31.0
Brand	Brand	7,458	7,515	575	897,258	7.7%	14.4%	13.0	120.3
เครื่องฟอกอากาศ	air purifier	8,779	7,030	554	303,254	7.9%	13.7%	15.8	34.5
เตารีด	iron	3,424	6,315	271	207,320	4.3%	12.2%	12.6	60.5
เครื่องรีดไอน้ำ	steam iron	5,868	5,489	506	317,287	9.2%	15.0%	11.6	54.1
หม้อทอดไร้น้ำมัน	airfrier	5,760	5,462	489	225,362	9.0%	13.7%	11.8	39.1
เครื่องปั่นเอนกประสงค์	multipurpose blender	1,531	3,520	129	15,933	3.7%	8.5%	11.9	10.4
เครื่องกรองอากาศ	air purifier	4,794	3,353	317	112,988	9.5%	12.0%	15.1	23.6
เครื่องปั่นบด	grinder	2,130	3,336	167	12,264	5.0%	6.0%	12.8	5.8
เตารีดผ้า	iron	2,100	3,146	153	65,727	4.9%	17.0%	13.7	31.3
เตารีดผ้าไอน้ำ	steam iron	1,943	2,967	131	6,788	4.4%	6.1%	14.8	3.5
หม้อทอดไร้น้ำมันBrand	steam iron Brand	3,741	2,669	399	137,943	14.9%	12.8%	9.4	36.9
หม้อทอดไร้น้ำมัน	airfrier	3,198	2,370	173	48,800	7.3%	8.7%	18.5	15.3
หม้อทอดไร้น้ำมัน	airfrier	1,499	2,344	124	53,067	5.3%	9.7%	12.1	35.4
Brand official store	Brand official store	1,194	2,327	95	39,376	4.1%	4.2%	12.6	33.0
หม้อทอดไร้น้ำมัน2022	airfrier 2022	1,293	2,302	105	19,838	4.6%	4.8%	12.3	15.3
Brandหม้อทอด	Brand airfrier	9,331	2,243	666	288,079	29.7%	19.4%	14.0	30.9
เตารีดไอน้ำ	steam iron	2,214	2,206	166	97,512	7.5%	13.9%	13.3	44.0
airfrier	airfrier	2,477	2,045	291	69,810	14.2%	11.0%	8.5	28.2
เตารีด ไอน้ำ Brand	Brand steam iron	1,635	1,992	136	43,725	6.8%	8.8%	12.0	26.7
หม้อทอดไร้น้ำมัน	airfrier	1,033	1,698	83	35,349	4.9%	9.6%	12.4	34.2
เครื่องปั่นBrand2021	Brand blender 2021	725	1,693	62	1,322	3.7%	1.6%	11.7	1.8
เครื่องรีดไอน้ำ	steam iron	1,923	1,581	121	42,605	7.7%	12.4%	15.9	22.2

\* High-quality keywords: Impression TOP 25 keywords, CTR quality high than average, CPC lower than average.



# 2. TRAFFIC

## Sponsored Affiliate (Overall)

- Spent 294.7K in 9.9 and brought in revenue 5.7M , compared with the plan, it reached 119.3% and 107.7%, GMV Contribution and ORDER Contribution reached 31.5% and 29.0% .
- Spending of Affiliate increased 87.3% more than last 6.6 campaign, but AOV price had decreased 5% made the lower ROI performance.

TOTAL SPEND

294.7K

TOTAL ORDERS

1,498

TOTAL REVENUE

5.7M

TOTAL SOLD

2,044

TOTAL ROI

19.5

GMV Contribution

32.9%

ORDER Contribution

29.8%

Plan

Achieve

6.6

MOM

247.0K

119.3%

157.4K

87.3%

1,521

98.5%

820

82.7%

5.3M

107.7%

3.3M

74.1%

1.1K

189.4%

948

115.6%

21.6

90.3%

20.9

-7.0%

37.0%

85.1%

33.9%

-7.0%

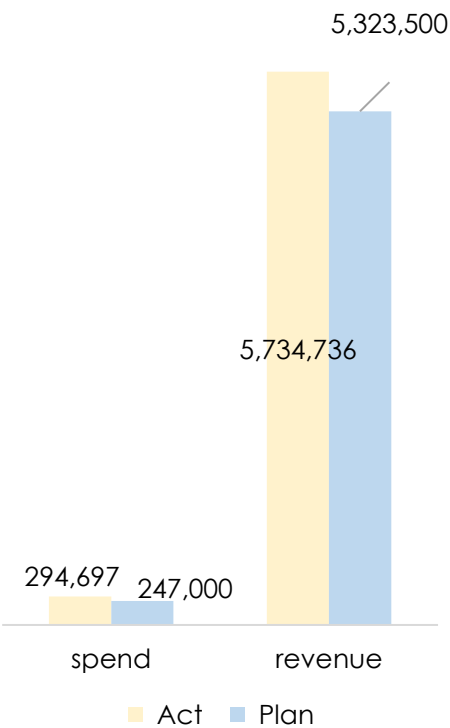
-

-

27.4%

6.0%

Spend and Revenue  
compare  
For Act and Plan



# 2. TRAFFIC

## Sponsored Affiliate (Teasing / D-Days)

TOTAL SPEND

294.7K

TOTAL ORDERS

1,498

TOTAL REVENUE

5.7M

TOTAL SOLD

2,044

TOTAL ROI

19.5

GMV Contribution

32.9%

ORDER Contribution

29.8%

Teasing	6.6 Teasing		D day	6.6 D day	
314	788	-60.2%	294.4K	156.6K	88.0%
3	10	-70.0%	1.5K	810	84.6%
7.9K	19.8K	-60.2%	5.7M	3.3M	74.9%
3	10	-70.0%	2.0K	938	117.6%
25.2	25.2	-0.2%	19.5	20.9	7.0%
0.0%	0.2%	-77.8%	32.9%	33.7%	-2.5%
0.1%	0.3%	-82.1%	29.7%	27.0%	10.0%

# 2. TRAFFIC

## Top 10 SKUs by Units Sold

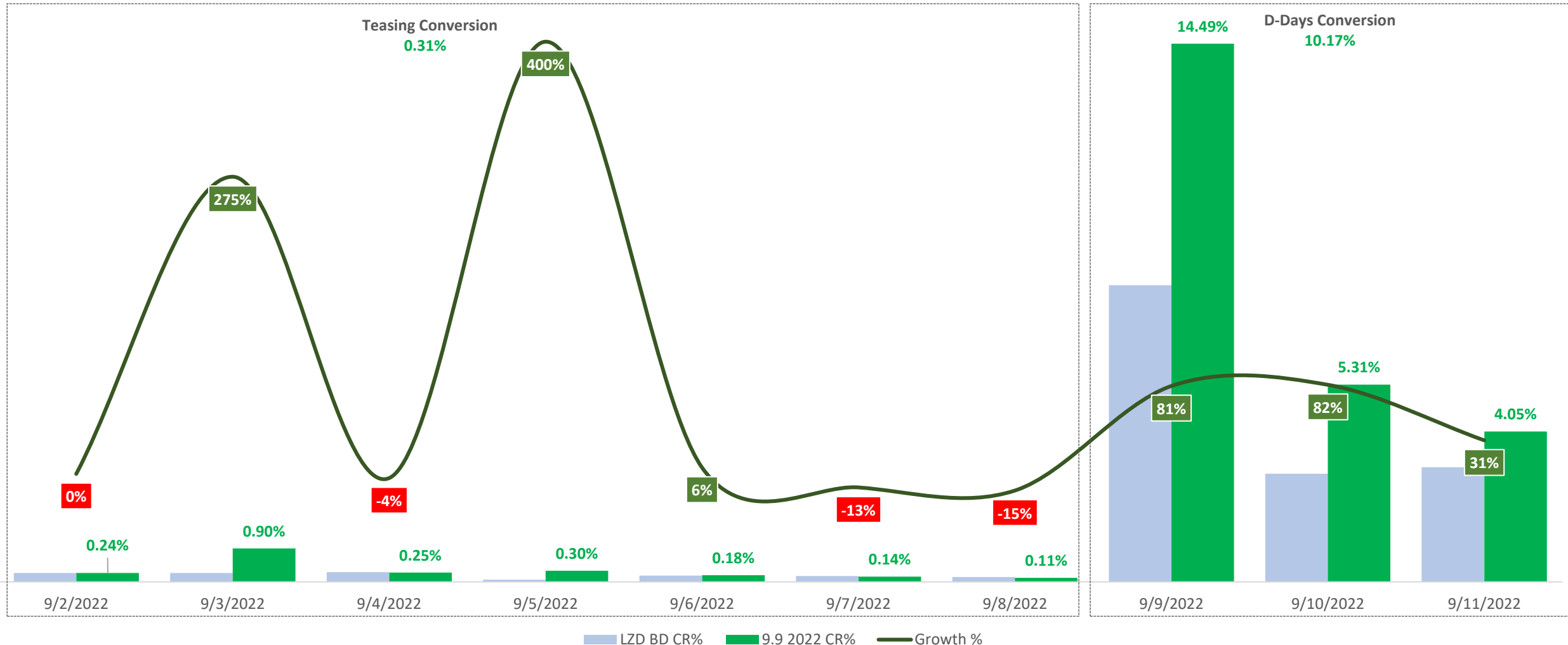
TOP 10 Products by units sold revenue contribution in affiliate is 57.5%.

SKU	Spend	Store Revenue	ROI	Units sold	Spending percentage 9.9	Revenue percentage 9.9	Spending percentage 6.6	Revenue percentage 6.6
Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ความจุ 4.1 ลิตร HD9200/91	26,183	654,593	25.0	320	8.9%	11.4%	5.0%	6.0%
Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ดิจิตอล ขนาด XL ความจุ 6.2 ลิตร HD9270/91	16,232	405,818	25.0	115	5.5%	7.1%	8.7%	5.2%
Brand Air Purifier เครื่องฟอกอากาศ รุ่น AC1215/20	14,601	365,023	25.0	92	5.0%	6.4%	4.0%	4.8%
Brand Compact steam generators เตารีดระบบแรงดันไอน้ำ GC6815/20	17,256	431,403	25.0	91	5.9%	7.5%	9.0%	10.8%
Brand Handheld Garment Steamer เครื่องรีดไอน้ำแบบมือถือ STH3000/20	2,765	69,158	25.0	83	0.9%	1.2%	0.9%	1.1%
Brand PerfectCare Series 9000 Series PSG9050/20	87,913	1,098,913	12.5	61	29.8%	19.2%	18.8%	22.5%
Brand Featherlight Plus เตารีดไอน้ำ GC1426/40	1,061	26,519	25.0	60	0.4%	0.5%	0.9%	1.1%
Brand Blender เครื่องปั่นเอนกประสงค์ ความจุ 2 ลิตร HR2225/00	3,888	97,194	25.0	56	1.3%	1.7%	0.8%	0.9%
Brand Air Purifier เครื่องฟอกอากาศ AC0820/20	4,650	116,259	25.0	47	1.6%	2.0%	2.4%	2.9%
Brand เครื่องบดสับ รุ่น HR1393/00 0.7 ลิตร (White/Clear)	1,313	32,876	25.0	40	0.4%	0.6%	0.4%	0.4%
Total	175,862	3,297,756	18.8	965	59.7%	57.5%	50.9%	55.6%

# 3. CONVERSION

## BY DAY

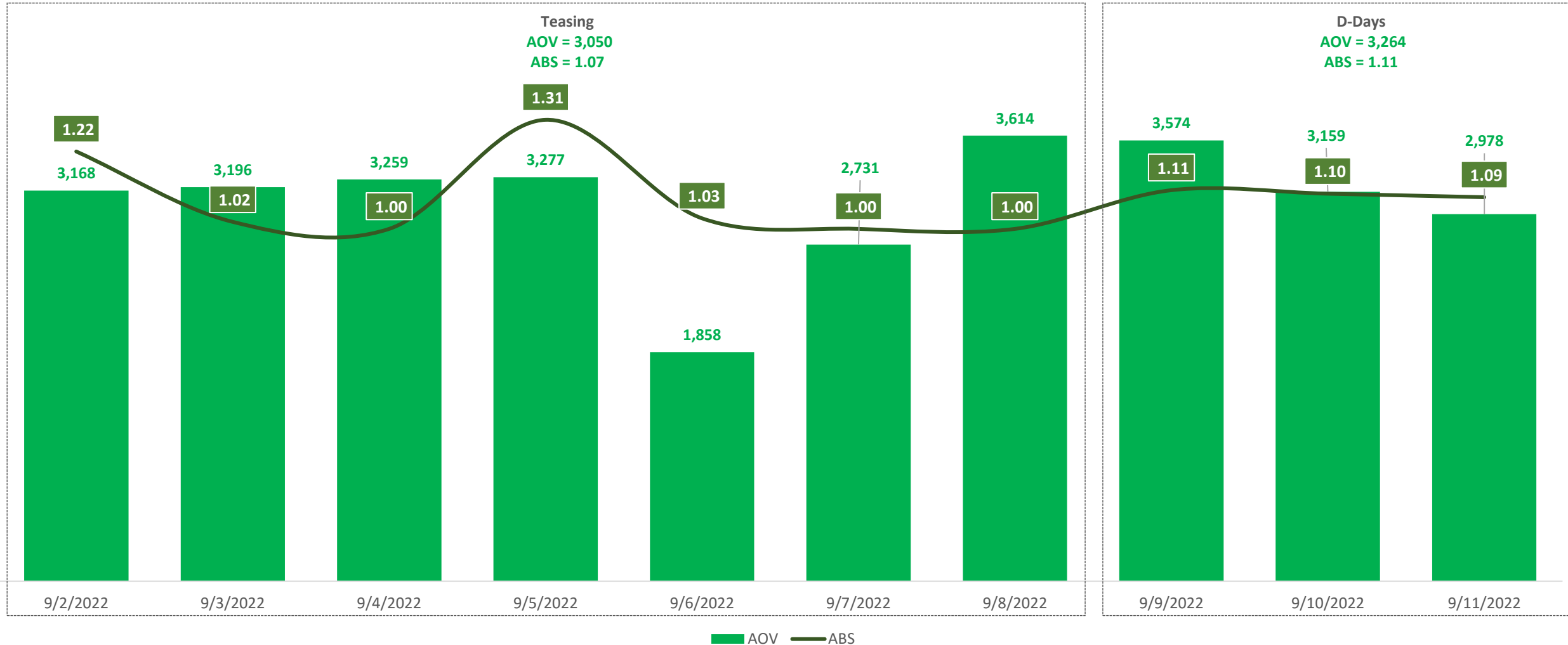
- ❑ CR% during D-Days was massive, we could achieved **14.49%** on the first D-Day (higher than the first day of LZD BD CR% by **81%**).
- ❑ CBMO CR% was at **30.72%**, even higher than 12.12 CBMO by **21%**.
- ❑ **Quality of traffic** from both onsite and offsite were a crucial component for conversion rate uplifting for this campaign.



# 4. BASKET

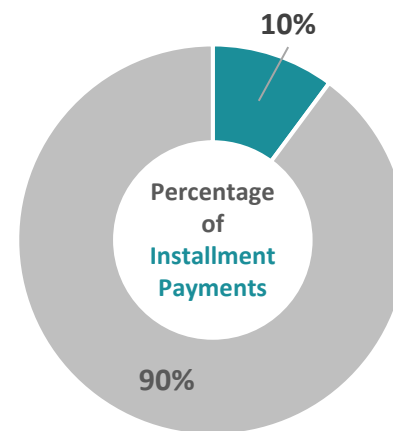
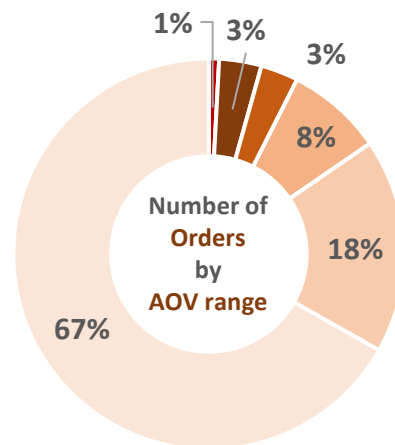
## BY DAY

☐ AOV was around **3.2K** on average. The first day had higher AOV due to a lot of GC contribution.

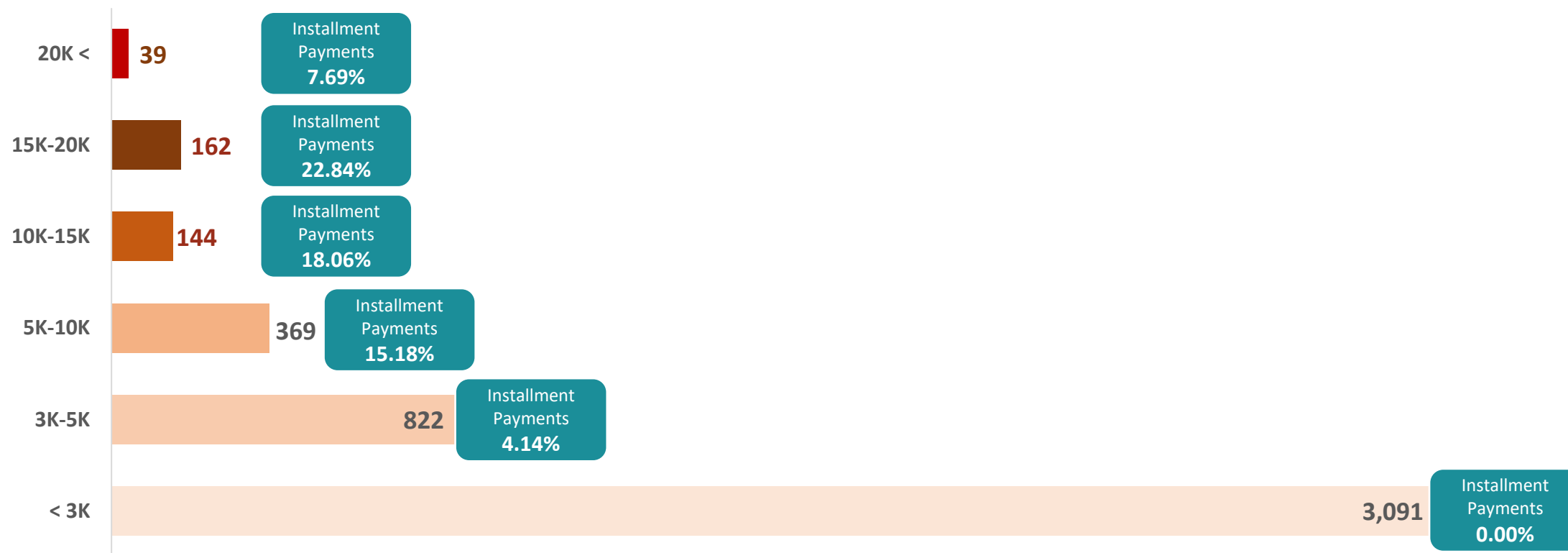


# 4. BASKET

## ORDERS BY AOV & INSTALLMENTS



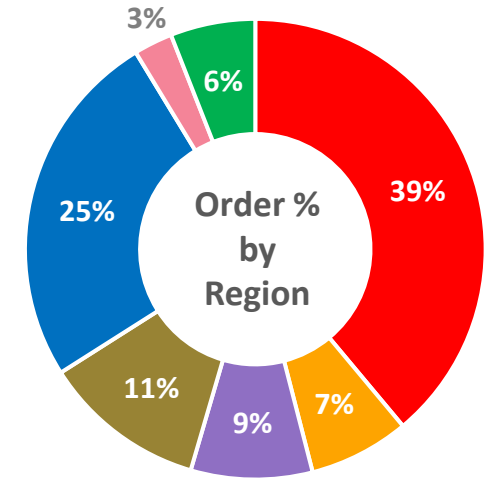
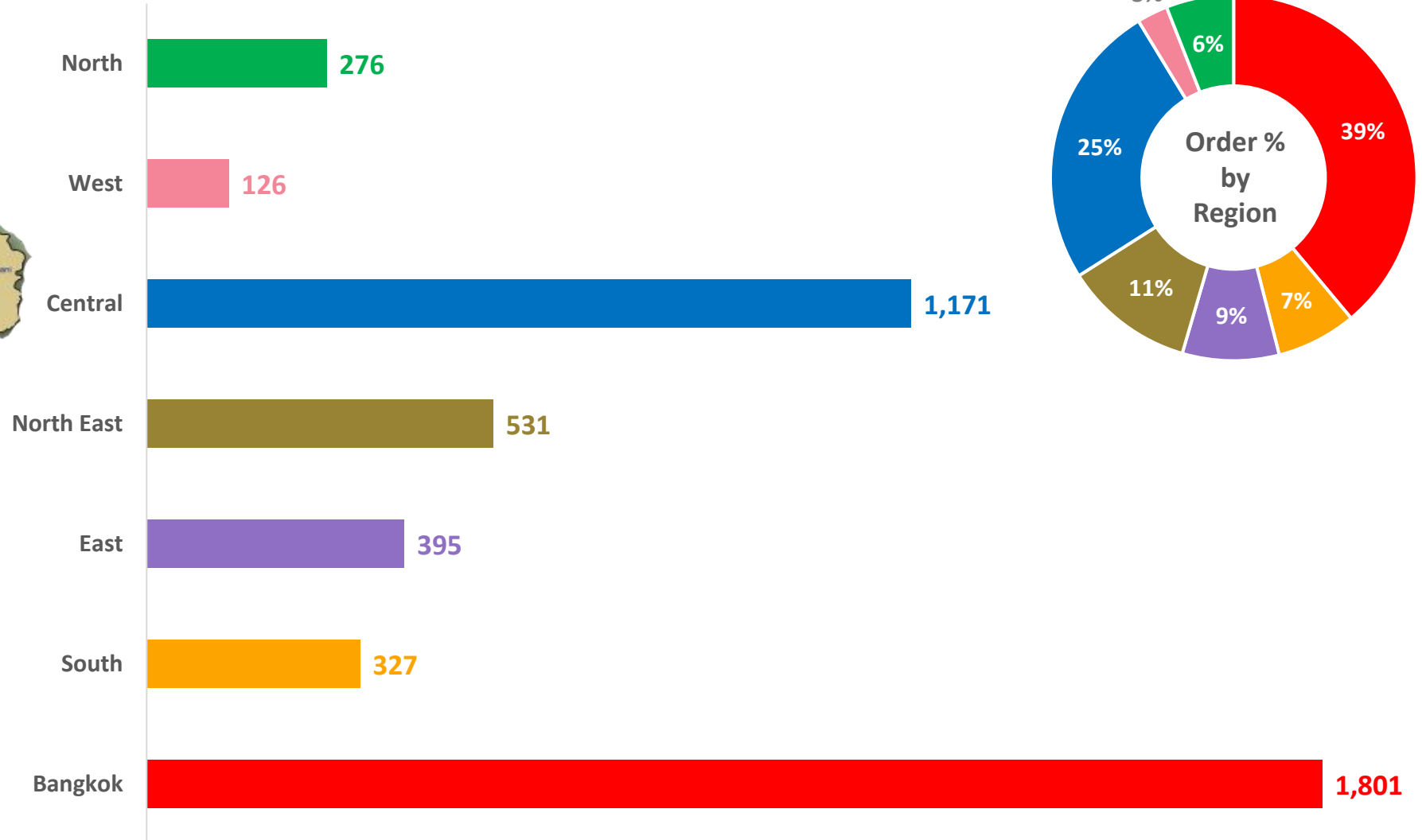
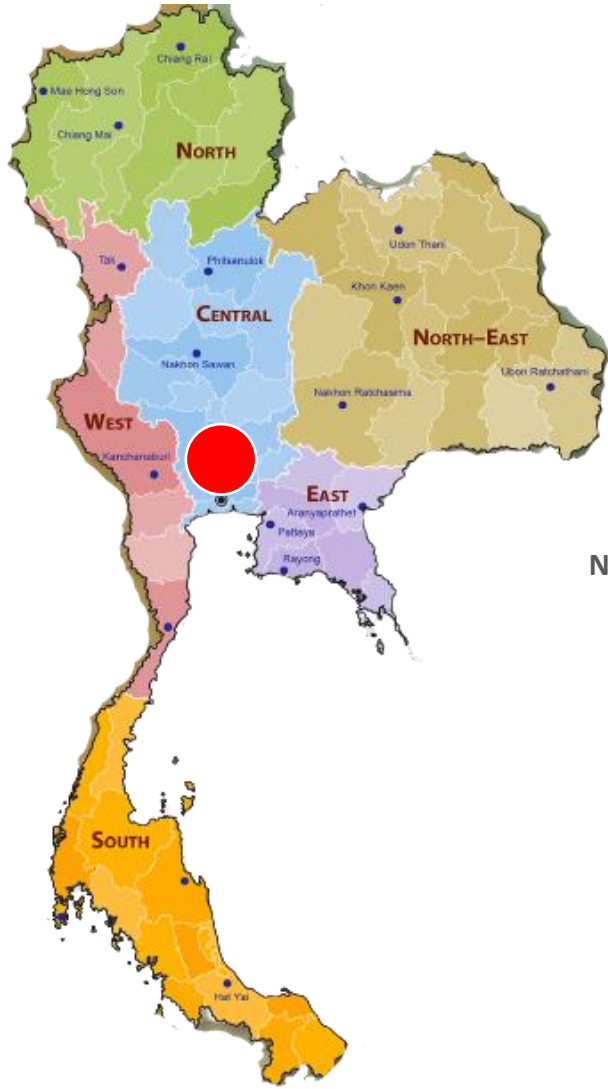
- ❑ Installment contribution was high for 15K – 20K order range; around **22.84%** contribution.
- ❑ Installment payment was increasing compared to LZD BD (**10% vs 4%**) and recent MYS (**10% vs 7%**).
- ❑ So, we should continue on **advertising** the **installment option** in order to receive more orders from high value basket size.



# 4. BASKET

## ORDERS BY REGION

- ❑ **Bangkok** and **Central Region** contributed the most as previous; accounted for **64%** of total contribution.
- ❑ In order to increase others region contribution, we may need to diversify our target group, and penetrate more upcountry.
- ❑ We could also use **free shipping** as our main communication strategy to reach out the upcountry customers.



# 5. COMMERCIAL

## VOUCHERS

- Vouchers are really important to our GMV driven, since around **95%** of our revenue came from orders with voucher applied.
- Voucher redeemed rate was at **4.56%**, which was higher than LZD BD by **68%** and higher than 9.9 2021 by **22%**.
- 15% co sub voucher, and specific SKUs co sub voucher for PSG9050, EP5447, EP4321 had the highest **redemption rate** among other voucher; insisting that the vouchers were seemed attractive to customers.
- We should continue to do both **co sub voucher by AOV range**, and **specific SKUs co sub voucher** since it could attach customers willingness to buy. Although the cost may slightly increase but we can have more discount than our stand alone vouchers as well.

Redeemed Revenue  
16,416,988

Voucher Redeemed  
4,343

ROI  
3.87

%Redeemed Revenue  
to Total Revenue  
95.13%

Voucher Name	Voucher Collected	Voucher Redeemed	Redeemed Rate	Spending	Revenue	ROI	AOV
9.9>>Disc 18% Min 4,000 Max 2,000 (Co Sub LZD 30 : Brand 70)	39,558	1,109	2.80%	1,201,847	5,272,029	4.39	4,754
9.9>>Disc 15% Min 2,000 Max 500(Co Sub LZD 33 : Brand 67)	11,064	1,394	12.60%	552,092	3,090,490	5.6	2,217
9.9>>PSG9050, EP5447, EP4321>>Disc 8000 Min 26,990 (Co Sub LZD 30 : Brand 70)	861	130	15.10%	1,040,000	2,522,283	2.43	19,402
9.9>>Disc 20% Min 15,000 Max 7,500	7,931	98	1.24%	409,704	1,560,993	3.81	15,929
9.9>>Disc 100 Min 999	12,502	591	4.73%	59,100	737,562	12.48	1,248
9.9 CBMO>>Disc 50% No min Max 200	11,912	743	6.24%	148,600	708,363	4.77	953
9.9>>PSG6064, HD9860>>Disc 4500 Min 15,990 (Co Sub LZD 25: Brand 75)	997	64	6.42%	288,000	699,103	2.43	10,923
9.9>>GC628>>Disc 3000 Min 12,990 (Co Sub LZD 30 : Brand 70)	1,404	62	4.42%	186,000	591,666	3.18	9,543
9.9>>PSG8160 >>Disc 6000 Min 22,590 (Co Sub LZD 20 : Brand 80)	770	36	4.68%	216,000	568,891	2.63	15,803
9.9>>Disc 12% Min 4,000 Max 1,500	3,429	57	1.66%	45,200	318,825	7.05	5,593
9.9>>PSG8040 >>Disc 5000 Min 19,990 (Co Sub LZD 20 : Brand 80)	838	17	2.03%	85,000	242,069	2.85	14,239
9.9>>Disc 10% Min 2,000 Max 300	4,022	42	1.04%	11,398	104,714	9.19	2,493





# 5. COMMERCIAL

## FLASH SALES (D-DAYS ONLY)



Total GMV  
9,670,956

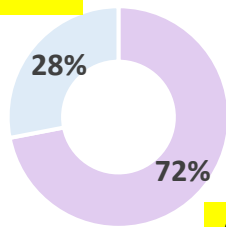
56.04% of GMV



Total Units Sold  
3,142

53.65% of Units Sold

2.71MB



6.96MB

■ LZD FS ■ Store FS

- ❑ We have total of **185 FS Slots**; **76 Slots** from **LZD**, and **109 Slots** from **store FS**.
- ❑ For our top ten contribution by revenue, every slots were from the first day of campaign **HD9200** had performed the highest (we received subsidy and also have Dis 15% Max 500.- voucher / platform voucher / LZD Bonus).
- ❑ **Store FS** contributed around **28%** for total FS GMV; compared to LZD BD, the number was increased by **150%**.
- ❑ We could sell a lot of **GC** products through store FS such as **GC628 / PSG8160** etc. which we have a specific voucher to apply for them as well.
- ❑ We should continue with our **PDP strategy**, and **stack vouchers** in order to receive attention from end-user as many as possible.

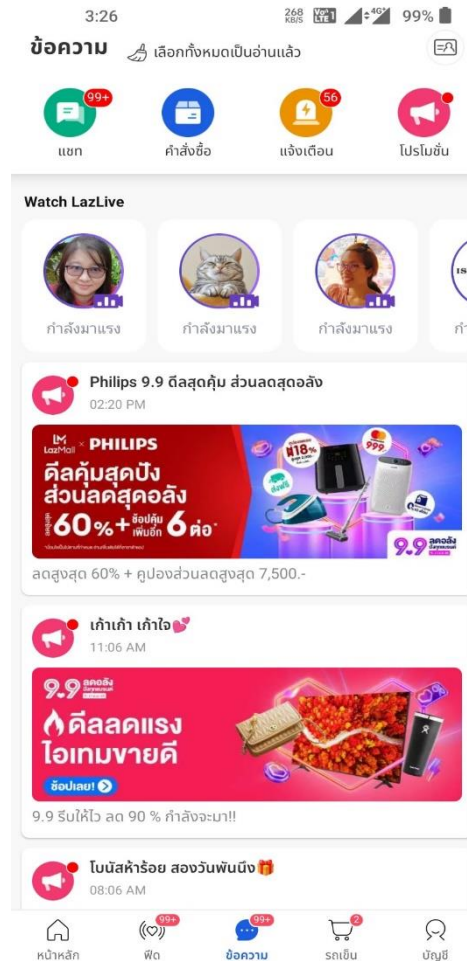
▲ Top 10 ranked by Revenue

Date	Time Slot	Product	FS Price	Rebate	Final FS Price	FS Stock	Unit Sold	%ACH	Revenue
9-Sep	00:00-02:00	Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ความจุ 4.1 ลิตร HD9200/91 - Rapid Air, NutriU app	2,490	241	2,249	400	391	97.75%	819,924
9-Sep	00:00-02:00	Brand Compact steam generators เครื่องระเหยไอน้ำ GC6815/20 - OptimalTEMP, การันตีไม่มีผ้าไหม้	5,990	300	5,690	200	142	71.00%	696,584
9-Sep	00:00-02:00	Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ดิจิตอล ขนาด XL ความจุ 6.2 ลิตร HD9270/91 - Rapid Air, Digital, NutriU app	4,490	400	4,090	200	171	85.50%	625,061
9-Sep	00:00-02:00	Brand Air Purifier เครื่องฟอกอากาศ รุ่น AC1215/20 สำหรับห้องขนาด 21-63 ตร.ม. - NanoProtect HEPA	4,990	400	4,590	200	134	67.00%	543,963
9-Sep	00:00-02:00	Brand PerfectCare Aqua Pro เครื่องรีดไอน้ำ รุ่น GC9315/30 ฟรี! ไม้รีดผ้า มูลค่า 2,190 บาท	9,999	700	9,299	100	48	48.00%	393,101
9-Sep	12:00-17:00	Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ความจุ 4.1 ลิตร HD9200/91 - Rapid Air, NutriU app	2,490	241	2,249	200	184	92.00%	389,112
9-Sep	00:00-08:00	Brand PerfectCare Series 8000 เครื่องรีดไอน้ำอัจฉริยะ PSG8160/30 ฟรี! ไม้รีดผ้า มูลค่า 2,190 บาท	22,590	-	22,590	30	19	63.33%	318,174
9-Sep	00:00-08:00	Brand All-in-One 8000 Series Garment Steamer เครื่องรีดไอน้ำแบบตั้งได้ GC628/80 - Dual Heating	12,990	-	12,990	50	31	62.00%	310,765
9-Sep	20:00-24:00	Brand Air Fryer หม้อทอดอากาศ หม้อทอดไร้น้ำมัน ความจุ 4.1 ลิตร HD9200/91 - Rapid Air, NutriU app	2,490	241	2,249	200	126	63.00%	268,427
9-Sep	00:00-02:00	Brand PerfectCare 6000 series เครื่องรีดไอน้ำแยกหม้อต้ม PSG6064/80 - OptimalTEMP, การันตีไม่มีผ้าไหม้	15,990	-	15,990	80	20	25.00%	240,216

# 5. COMMERCIAL VISIBILITIES



5 Sep  
FB Story



6 Sep  
Inbox Message



6 Sep  
LazMall Banner









6 Sep  
Line Timeline







# 6. STORE RANKING







Sep 9

Sep 10

Sep 11

Small Appliances ⓘ			Day (2022-09-09 ~ 2022-09-09)	<	>
Store					
Top 20 Lazada Stores					
By Revenue					
Ranking	Store Name		Ranking Change vs Previous Day		
1	 <b>dyson</b>	Dyson	1 ↑		
2	  <b>PHILIPS</b>	Philips Home Appliances	4 ↑		
3	 <b>AUTOBOT</b>	Official Store	New on the list		
4	 <b>Simplus</b>	Official Store	3 ↓		
5	 <b>Xiaomi</b>	YouPin Official Store	New on the list		

Small Appliances ⓘ			Day (2022-09-10 ~ 2022-09-10)	<	>
Store					
Top 20 Lazada Stores					
By Revenue					
Ranking	Store Name		Ranking Change vs Previous Day		
1	 <b>dyson</b>	Dyson	0 —		
2	  <b>PHILIPS</b>	Philips Home Appliances	0 —		
3	 <b>Tefal</b>	Official Store	7 ↑		
4	 <b>Simplus</b>	Official Store	0 —		
5	 <b>Xiaomi</b>	YouPin Official Store	0 —		

Small Appliances ⓘ			Day (2022-09-11 ~ 2022-09-11)	<	>
Store					
Top 20 Lazada Stores					
By Revenue					
Ranking	Store Name		Ranking Change vs Previous Day		
1	 <b>dyson</b>	Dyson	0 —		
2	  <b>PHILIPS</b>	Philips Home Appliances	0 —		
3	 <b>Tefal</b>	Official Store	0 —		
4	 <b>Simplus</b>	Official Store	0 —		
5	 <b>Xiaomi</b>	YouPin Official Store	0 —		

# 7. KEY LEARNINGS



## SUMMARY

- ❑ For 9.9 2022, we did very well on **CR%**; the highest record among each individual mega campaign. CR% was higher due to the increased number of **PDP visitors**; **7.02%** higher than LZD BD 2022 and **21.06%** higher than 9.9 2021.
- ❑ **Add to cart units** during teasing periods were higher compared to the previous mega campaigns; higher than **55%** compared to LZD BD 2022 and higher than **35%** compared to 9.9 2021. **CR%** from cart was higher when compared to LZD BD 2022 (**31% vs 26%**), and to 9.9 2021 (**31% vs 23%**)
- ❑ **GC** and **KA** were the top leading categories, **CR%** of the category was at **8.22%** and **8.59%** respectively, higher than LZD BD 2022 by **39%** and **75%** consecutively.
- ❑ As a result, our **traffic quality** was higher than the previous campaigns, since we have more number of buyers despite lower store visitors.
- ❑ **Always on CPAS** for GC products should also help on the contribution of GC category; we should also try the always on CPAS for others category also, especially for **Air** Category that we have a huge drop in traffic; lower than LZD BD 2022 by **54.57%**.
- ❑ **Store visitors** was lower due to lower UV on **Others** (LZD asset visibilities) and **Flash Sale** sessions; by having a **package on D-Days** should help to boost the number of visitors to the shop further.
- ❑ **Air category** was the only category that the revenue was dropped behind the previous mega campaign (if compare to LZD BD 2022), **AC1215** was the main reason of the dropping revenue.
- ❑ **Installment payment** contribution keep increasing compared to the previous campaigns, so we should continue on advertising about our installment option.



## SUGGESTIONS FOR NEXT CAMPAIGN

- ❑ **Still focusing towards GC:** Since GC is becoming more important to us in term of contribution, and it also could help us on GMV driven (high price point), so we should grasp these opportunity towards GC.
- ❑ **Air category:** According to our dropping revenue and visitors towards Air Category (especially AC1215), we may need to advertise more (maybe trying an always on CPAS like GC category, or find some special mechanics to boost more sales for Air products ex. Bundle, GWP etc.)
- ❑ **Continue with co subsidy vouchers:** Since voucher could help leading the sales, and for specific SKUs co sub voucher also help leading the checkout of high price point products (since we will have a dedicated advertising section as well), so we should continue with the co sub voucher mechanics (both AOV range / Specific SKUs).
- ❑ **Installment option:** Since installment option contribution is increasing, so we need to keep continue of advertising the payment option since we can increase more of our basket size as well. We should put 0% installment icon on the PDP as well in order to receive more awareness from the customers.
- ❑ **Onsite Assets on D-Days:** We already receive massive CR% but the overall traffic was decreasing, so we may need to gain more traffic on D-Days so that we should have higher of sellout chance. Thus, by having more and more of visibility assets during D-Days should help in gaining traffic opportunity.



# Lazada

Thank you  
For your attention