



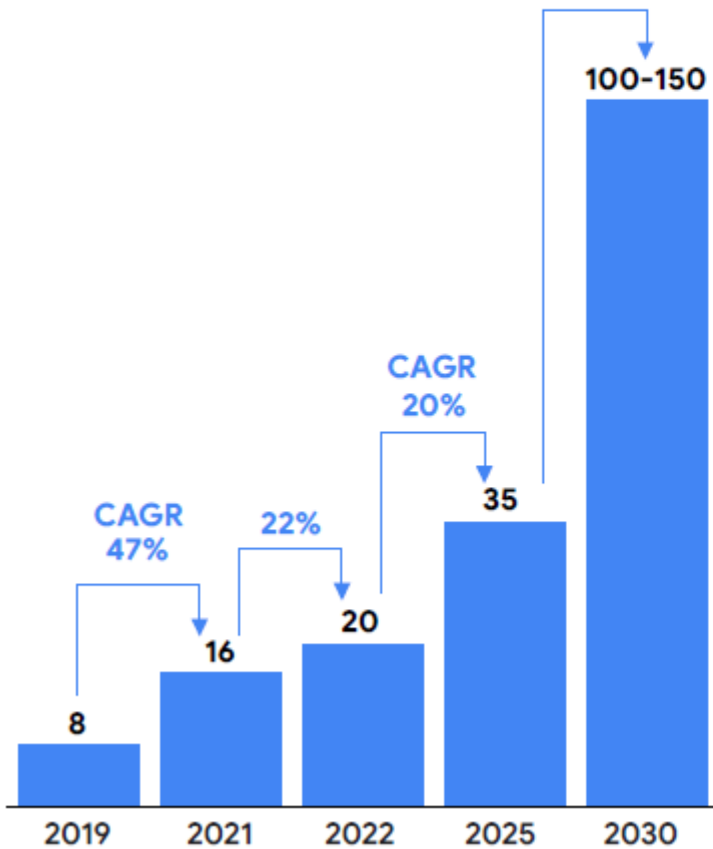
LAZADA SELLER CASE STUDY



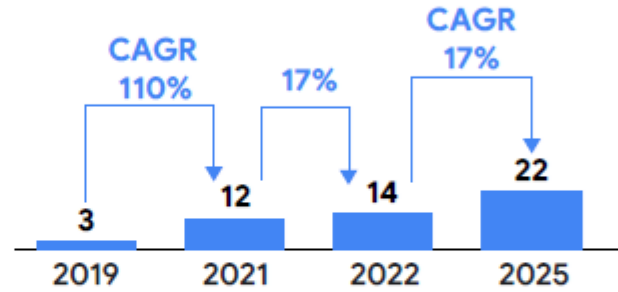
## GMV (\$B)

The digital decade continues its upward trend at 20% YoY to reach \$20B this year, with e-commerce propelling it to \$35B by 2025.

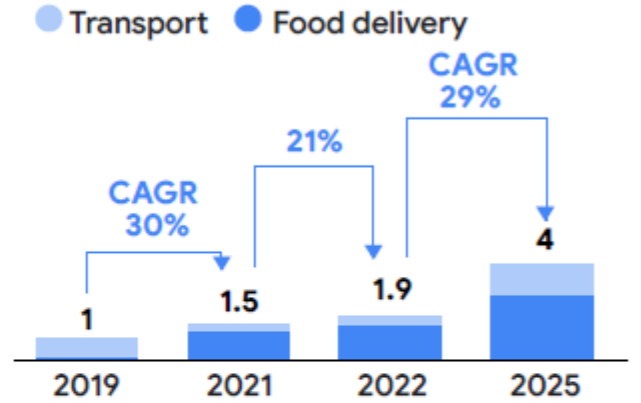
### Overall digital economy



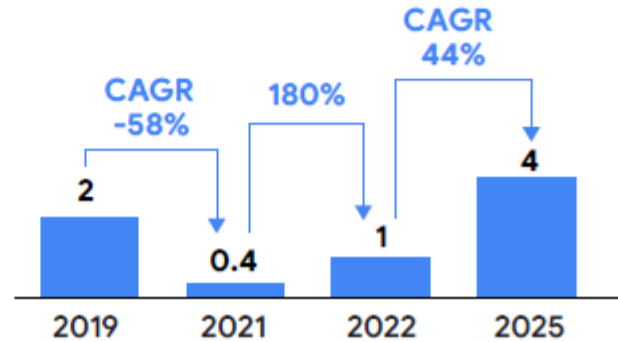
### E-commerce



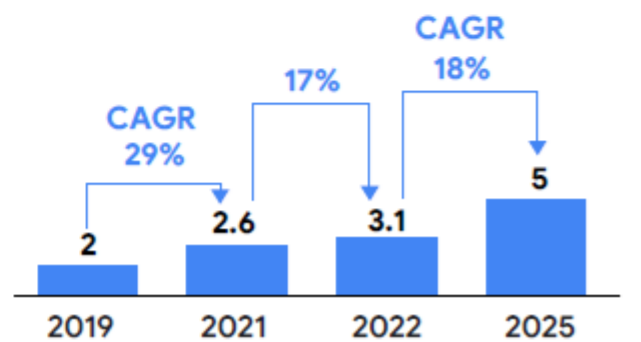
### Transport and food



### Online travel



### Online media



## OPERATIONAL CHALLENGES:

- No KPI was set and lack of EC Strategy and direction.
- Lack of process in defining the challenges.
- Lack of tests to assess existing initiatives.

## LAZADA PLATFORM CHALLENGES

- Low GMV and CVR during normal days (non-sale events)
- Promotional activities during sale events were not attractive enough to get more sales
- Some SKU's did not fare well on search campaigns (both auto and manual) during sale campaigns
- ROAS is usually low and just reaches the target slightly
- Spending is too low and while it led to high ROAS, it gives more room to efficiently spend the budget to get more visitors.

# CLIENT'S CHALLENGES

## SOLUTIONS

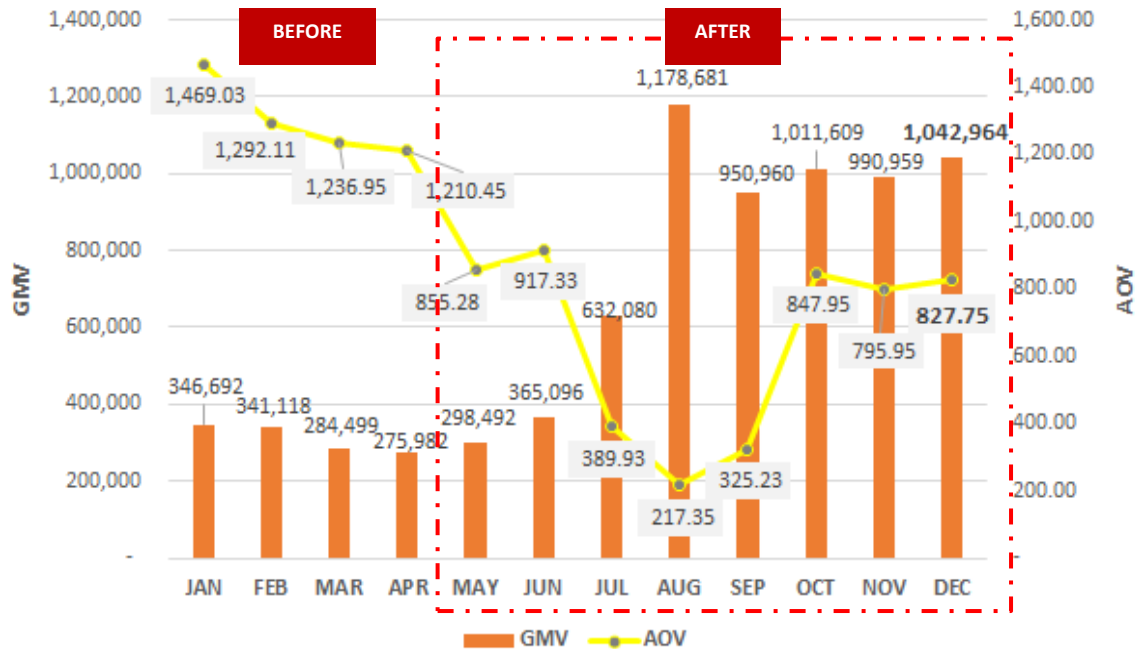
### OPERATIONAL SOLUTIONS:

- Develop EC strategy and operation directives (KPIs) and manage the partner by agreed KPIs.
- Implement Plan, Do, Act, Check (PDCA) cycle as a culture.
- Accumulate knowledge by trial and error.

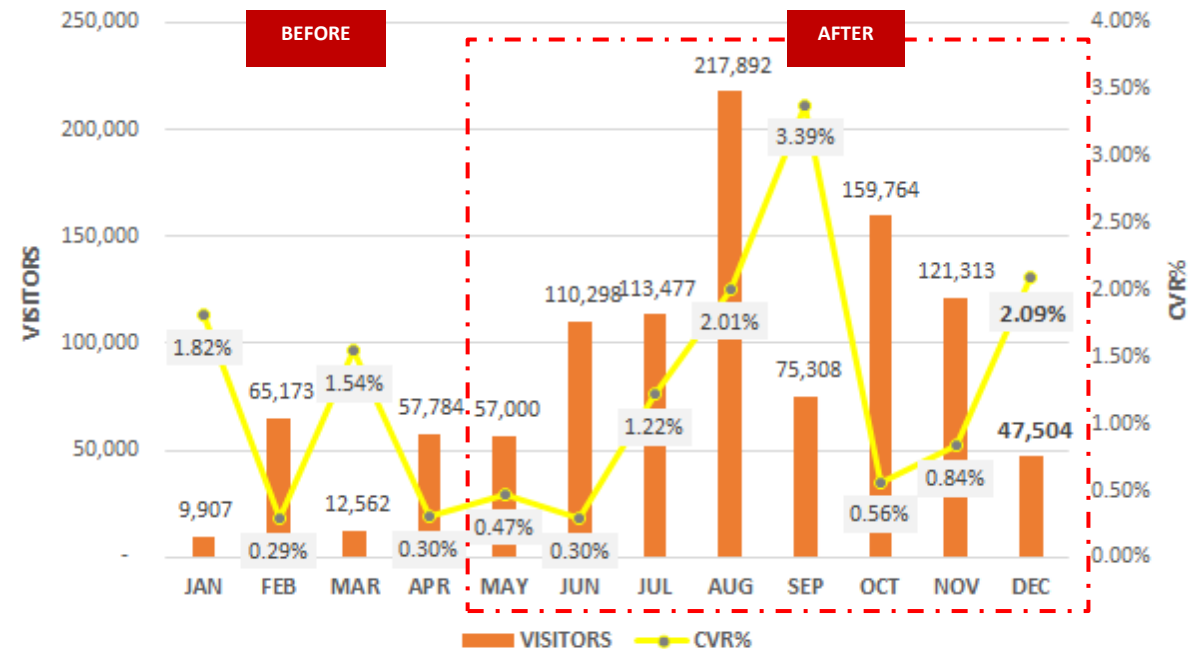
### LAZADA PLATFORM SOLUTION

- To improve the KPIs set, deep analysis on the raw data is needed to be able to understand the weakness of the marketing efforts. Data driven analysis and recommendation has played a huge part in improving the performance of the products in all e-Commerce platform.
- A dedicated team composed of Digital Marketing Strategist, Data Analyst, Digital Marketing Lead, and E-Commerce Manager has been built to fully translate the raw data into actionable items that will result to positive and desired outcome.

2023 GMV & AOV TRENDS



2023 VISITORS & CVR% TRENDS



## RESULT

Project Banso was tested from May to June 2023 and was officially launched July 2023. Since then, the KPI targets grew significantly compared to the months of Jan – Apr of 2023. The numbers has more than doubled compared to year 2022 of the same period when PROJECT BANSO was launched.

As you can see from the graph, the revenue (GMV) has performed really well and made the client really happy with the performance of their e-Commerce stores with the support of TCAP's BANSO SUPPORT.

*"The success of our client is our success."*

*\* Banso is a Japanese word meaning "accompaniment"*