





BURBERRY

FOSSIL  
GROUP



*Roger Vivier*  
PARIS

STUART  
WEITZMAN















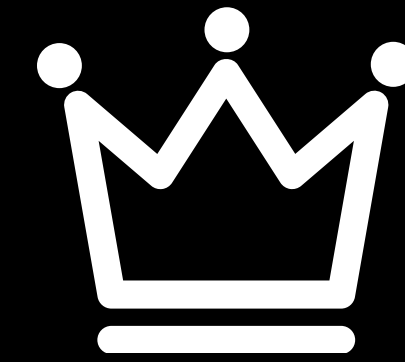




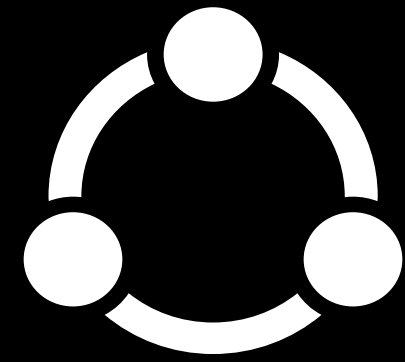
REVENUE

PROFITABILITY

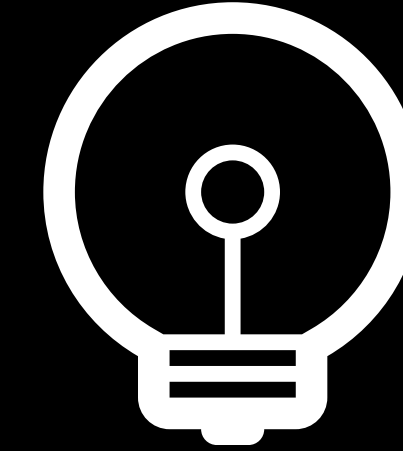




BRAND BUILDING



CHANNEL MANAGEMENT



PRODUCT INNOVATION



# ALIBABA CONSUMER-CENTRIC APPROACH

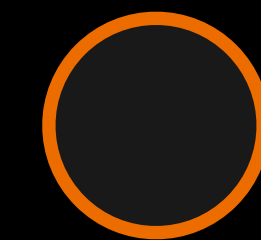
CONSUMER ACQUISITION

CONSUMER RETENTION

OPERATING EFFICIENCY

We Help Brands Understand Their Consumers Better





UNIFIED ID



# UNIFIED ID - OUR DATA ENABLES BRANDS TO CONNECT MEDIA EXPOSURE WITH RETAIL CONVERSION



UNIFIED ID





INTERESTS

LOCATION

UNIFIED ID

DEMOGRAPHIC

SOCIAL

PURCHASE BEHAVIOR







INTERESTS

LOCATION

UNIFIED ID

DEMOGRAPHIC

PURCHASE BEHAVIOR

SOCIAL

WEIBO SOCIAL  
RELATIONSHIPS

淘宝网  
Taobao.com

天猫  
TMALL.COM

农村淘宝  
cun.taobao.com

天猫国际  
TMALL GLOBAL

AliExpress

零售通  
LST.1688.com

天猫超市  
CHAOSHI.TMALL.COM

天猫企业采购



INTERESTS

LOCATION

UNIFIED ID

DEMOGRAPHIC

SOCIAL

PURCHASE BEHAVIOR







INTERESTS

COMMUNITY  
VIEWING HISTORY  
SEARCH  
MARKETING INTERACTION

LOCATION

UNIFIED ID

DEMOGRAPHIC

PURCHASE BEHAVIOR

SOCIAL





INTERESTS

LOCATION

UNIFIED ID

DEMOGRAPHIC

SOCIAL

PURCHASE BEHAVIOR







INTERESTS

LOCATION  
LOCAL SERVICE CONSUMPTION DATA  
PHYSICAL LOCATION  
DELIVERY ADDRESS

UNIFIED ID

SOCIAL

DEMOGRAPHIC

PURCHASE BEHAVIOR





INTERESTS

LOCATION

UNIFIED ID

DEMOGRAPHIC

SOCIAL

PURCHASE BEHAVIOR







INTERESTS

LOCATION

UNIFIED ID

SOCIAL

DEMOGRAPHIC

SPENDING POWER  
EDUCATION  
CITY TIER / RURAL  
GENDER  
AGE

PURCHASE BEHAVIOR





INTERESTS

LOCATION

UNIFIED ID

DEMOGRAPHIC

SOCIAL

PURCHASE BEHAVIOR







INTERESTS

LOCATION

UNIFIED ID

DEMOGRAPHIC

SOCIAL

PURCHASE BEHAVIOR

PURCHASE RECORDS  
BOOKMARK  
SHOPPING CART  
BROWSING  
REVIEW

淘宝网  
Taobao.com

天猫  
TMALL.COM

农村淘宝  
cun.taobao.com

天猫国际  
TMALL GLOBAL

AliExpress

零售通  
LST.1688.com

天猫超市  
CHAOSHI.TMALL.COM

天猫企业采购



INTERESTS

LOCATION

UNIFIED ID

DEMOGRAPHIC

SOCIAL

PURCHASE BEHAVIOR







UNIFIED ID: TRACE AND OPTIMIZE PATH TO PURCHASE = ENHANCED KNOWLEDGE OF THE CONSUMER



**AWARE**

Exposure  
Browse  
Click



**INTEREST**

Search  
Cart  
Favorites



**PURCHASE**

New Consumers  
Basket Size



**LOYALTY**

Repeat  
New Repeat







YOUKU 优酷  
世界都在看

AD

30 MILLION EXPOSURES  
(ALL PLATFORMS)



EXPOSURE  
→







EXPOSURE  
→



CONVERSION  
→



PURCHASE

↑  
**CONVERSION**



EXPOSURE  
→

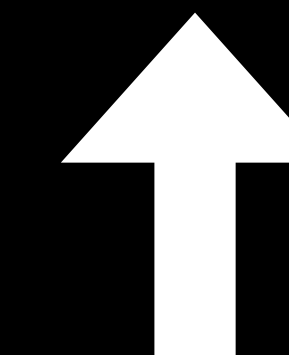
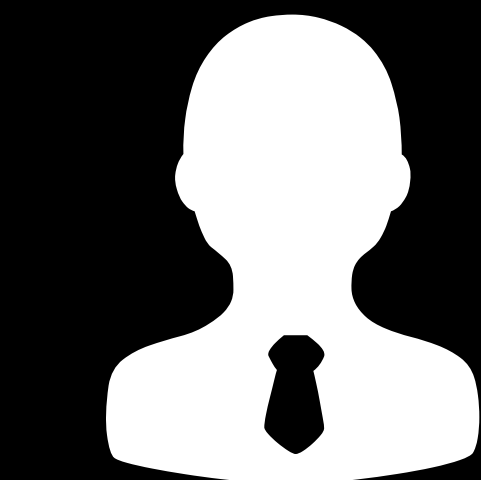


RETARGET  
→



淘宝网  
Taobao.com

PURCHASE  
→







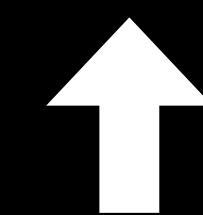


BRAND BUILDING

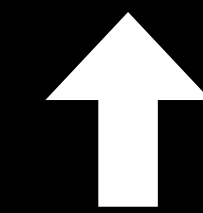


INTERACTIVE MARKETING CAMPAIGN

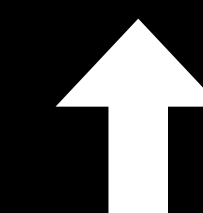




POTENTIAL CONSUMERS

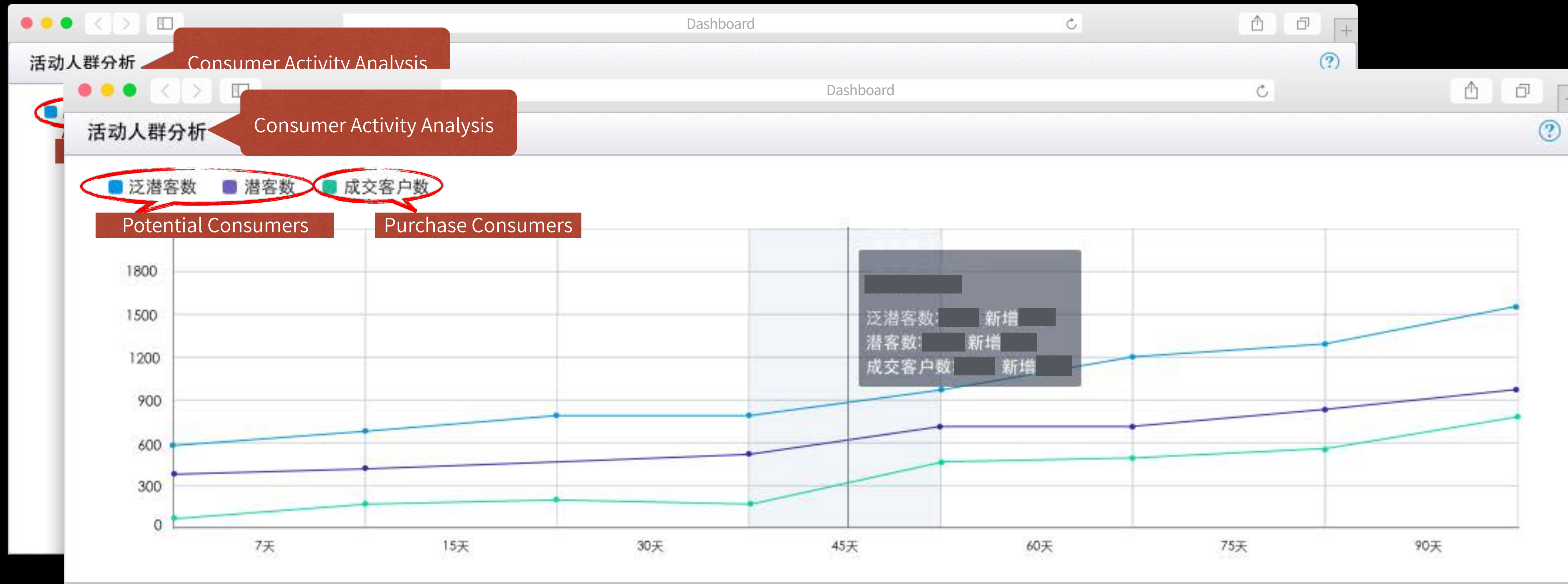


PURCHASE CONSUMERS



SALES





天猫  
超级品牌日



MASERATI

Tmall LIVE STREAMING





1,100,000  
CONSUMERS  
PARTICIPATION  
IN 1 DAY



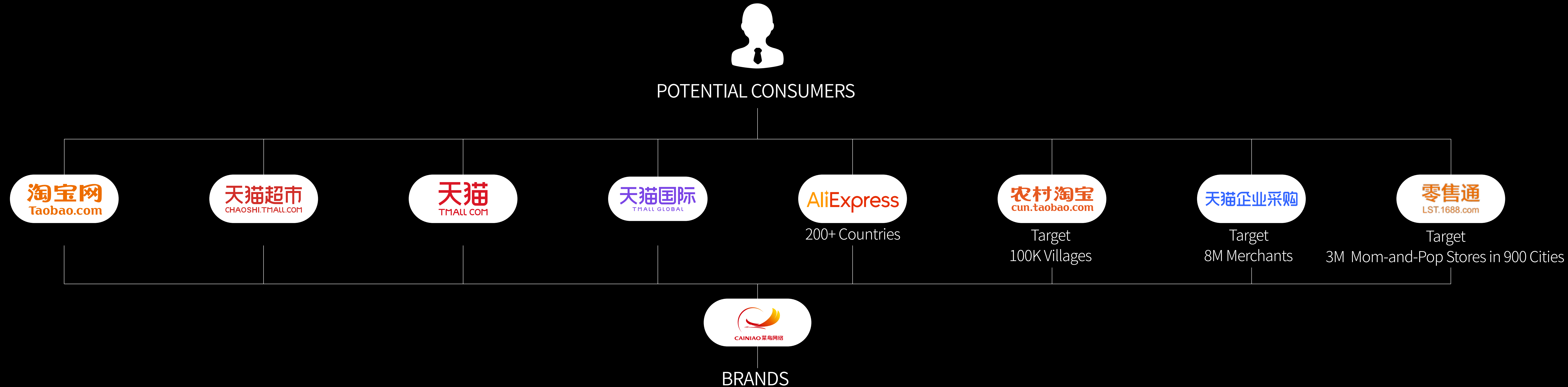
00:00:00

100 Cars Sold In



# CHANNEL MANAGEMENT





Unilever

RURAL EXPANSION









L'ORÉAL  
PARIS

LOGISTIC EFFICIENCY



↓  
DELIVERY TIME

↓  
DISTRIBUTION COST



# SIEMENS

OMNI-CHANNEL





↑3X OFFLINE SKUs





PRODUCT INNOVATION



RAPID PRODUCT VALIDATION



1  
WEEK

343  
CITIES

17,000  
SAMPLES

7,000  
TARGETED QUESTIONNAIRES

Traditional Solution

SAMPLING: **2 WEEKS**

QUESTIONNAIRES: **4 WEEKS**

DATA CLEANING: **2 WEEKS**

**8 WEEKS**

Alibaba Solution



Traditional Solution

SAMPLING: **2 WEEKS**

QUESTIONNAIRES: **4 WEEKS**

DATA CLEANING: **2 WEEKS**

**8 WEEKS**

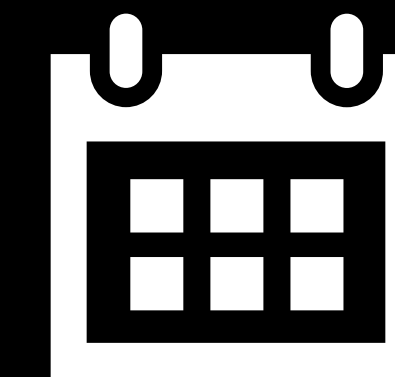
Alibaba Solution



**1 WEEK**

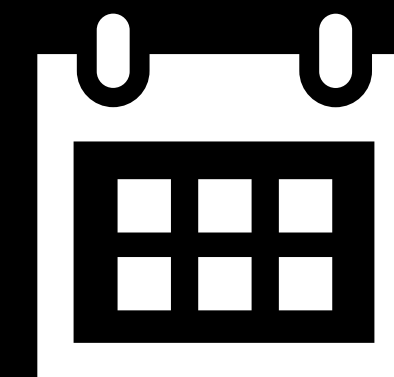


NEW LAUNCH



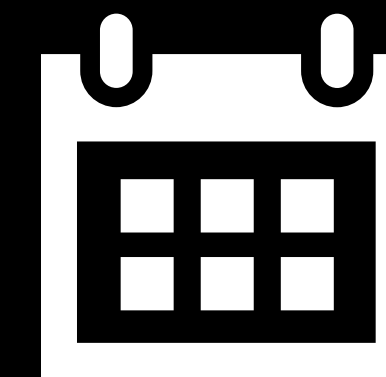
2014.12  
TMALL ONLINE LAUNCH



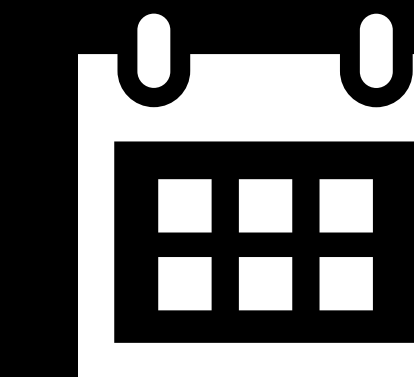


2014.12  
TMALL ONLINE LAUNCH

MARKET SHARE IN 6 MONTH



2014.12  
TMALL ONLINE LAUNCH

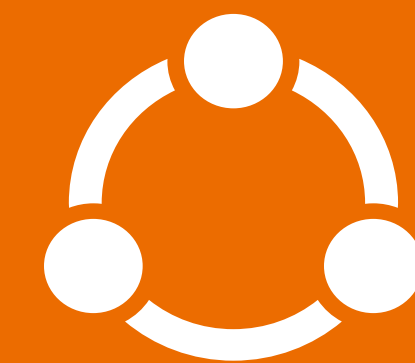


2015.06  
OFFLINE LAUNCH

No. 1 Imported Sanitary Napkin



BRAND BUILDING



CHANNEL MANAGEMENT



PRODUCT INNOVATION



RETAILER

Competitor

Brands Do Not Own Consumers

ALIBABA PLATFORM

Enabler

Brands Own Relationship With Consumers





hr赫莲娜粉丝趴



lamer海蓝之谜粉丝趴



飞利浦粉丝趴



东风日产粉丝趴



德芙粉丝趴



dji大疆粉丝趴



博世家电粉丝趴



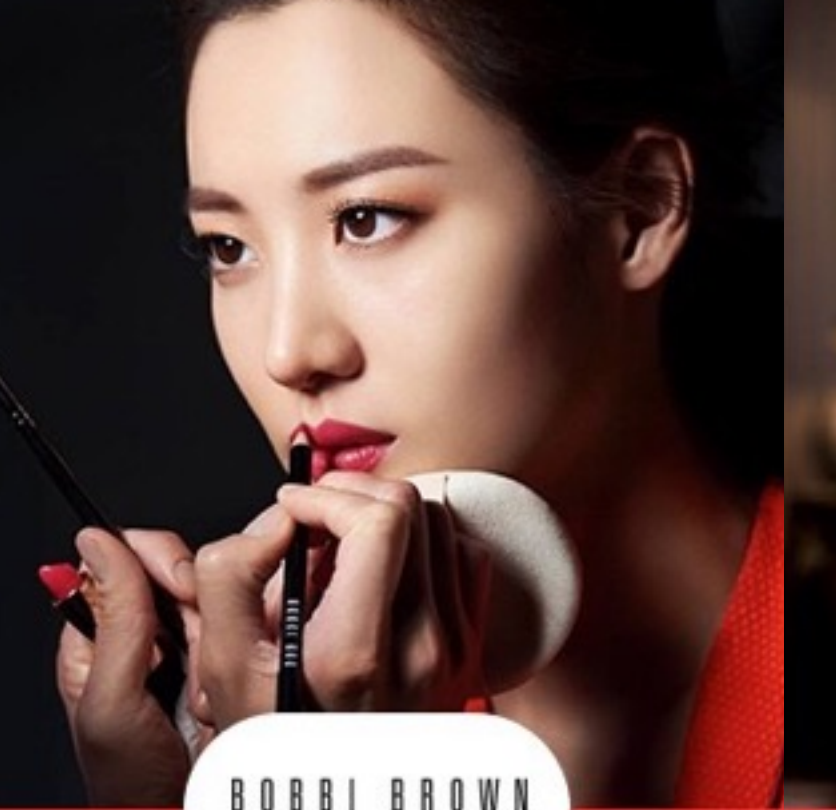
博朗粉丝趴



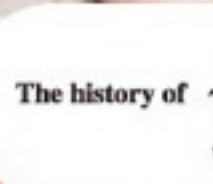
biotherm碧欧泉粉丝趴



保乐力加粉丝趴



芭比波朗粉丝趴



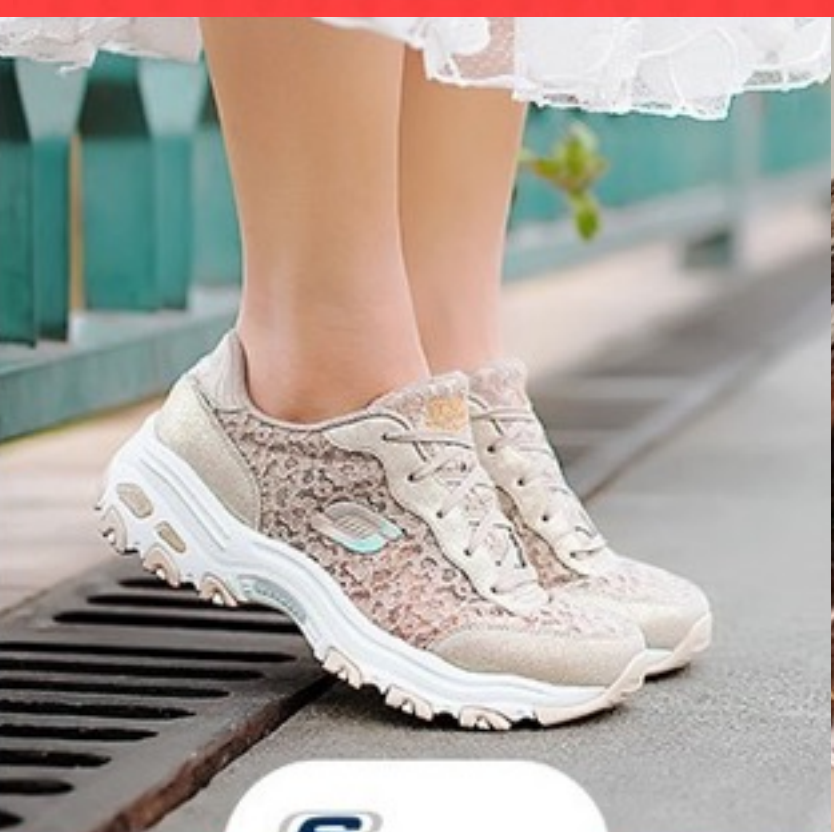
后粉丝



法国娇韵诗粉丝趴



casio粉丝趴



skechers运动粉丝趴



施华洛世奇粉丝趴



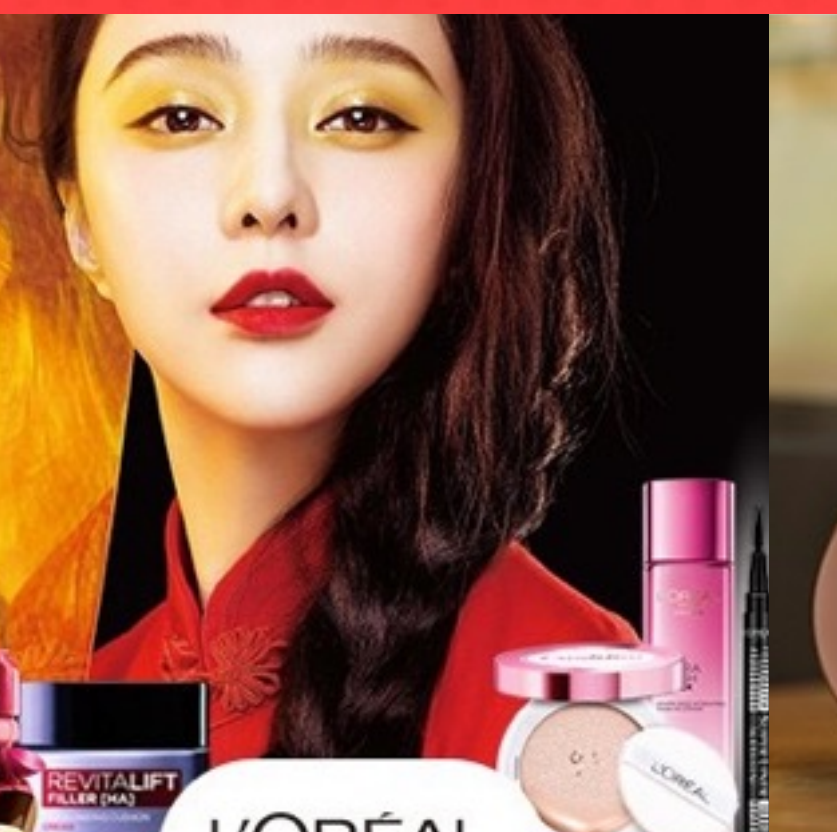
施华蔻粉丝趴



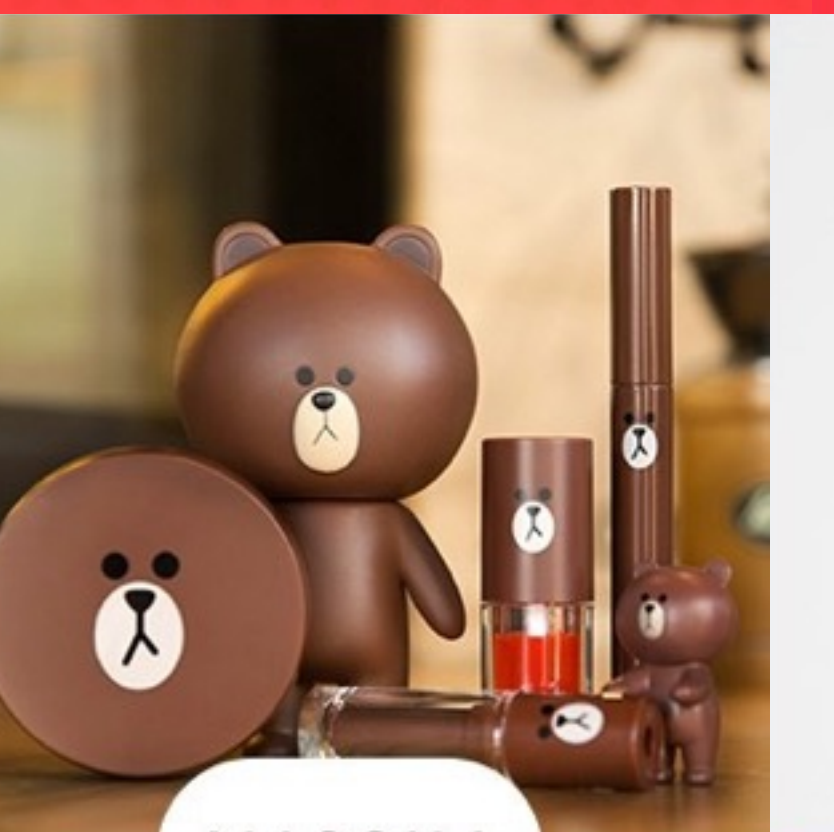
屈臣氏粉丝趴



clinique倩碧粉丝趴



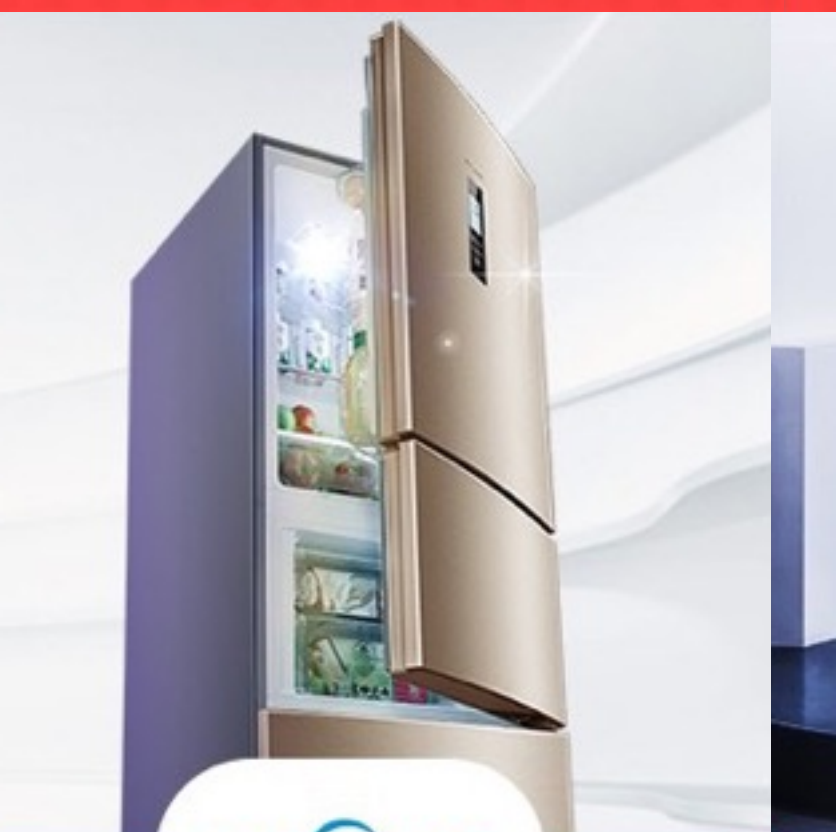
欧莱雅粉丝趴



谜尚粉丝趴



美旅粉丝趴



美的粉丝趴



科勒粉丝



