

#### Friso as 9.9 Lazada's E-commerce Success Case

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FrieslandCampina & Mindshare









### Truong Thi Thanh Nguyen

Performance Media Manager



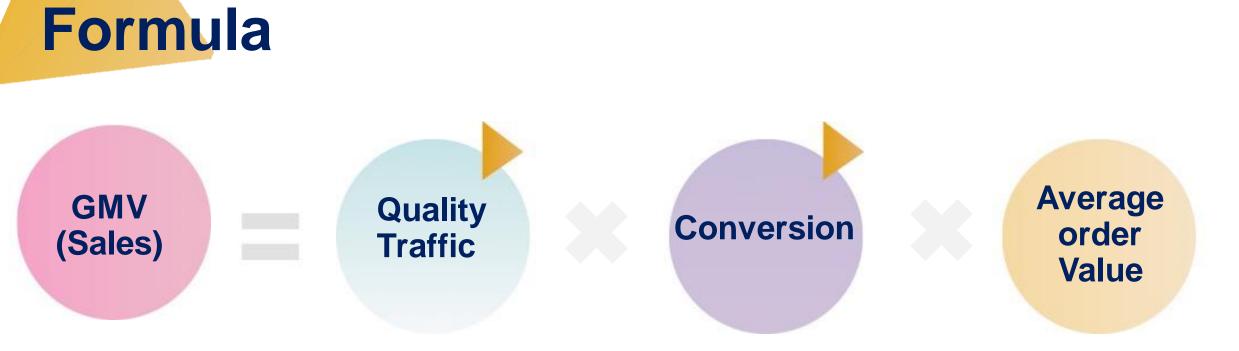
### Hung Do

Head of Performance



# How an FMCG brand Wins in E-com?





1. Data 2. Data-driven Media & Creatives

Winning

- 1. Hero SKUs
- 2. Onsite UX/UI
- 3. Marketing Solutions
- Bundling
  Up-sales Promotion



Friso

Factor 1

## **Quality Traffic**

Reach high intent Shoppers at the right time to drive sales

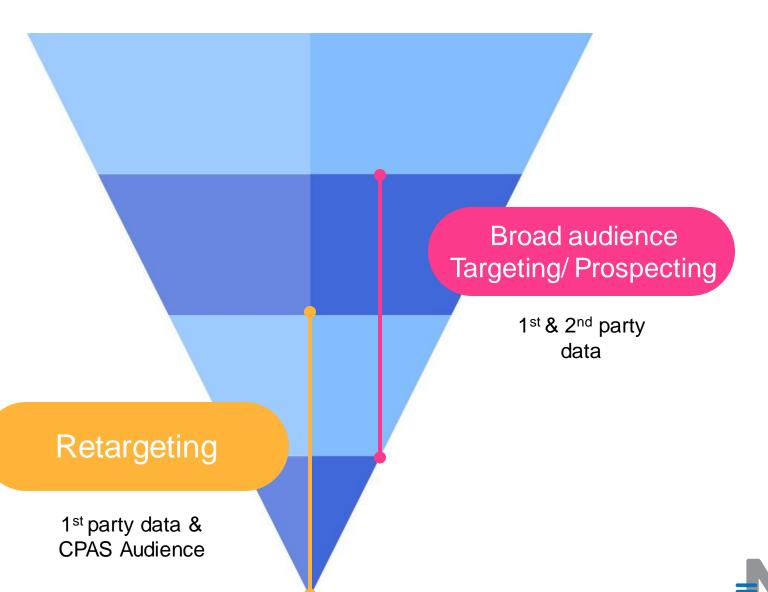




Friso

- Data-driven MEDIA
- Dynamic CREATIVES

## Data-Driven Media





MOBILE MARKETING ASSOCIATION

## **Dynamic Creatives**

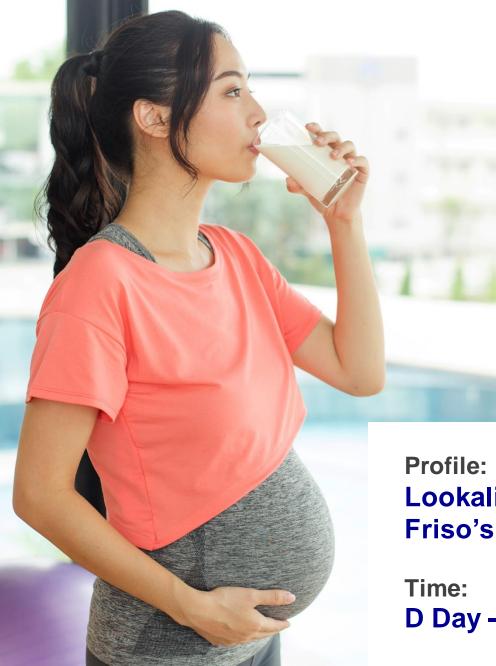






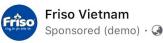


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Lookalike Friso's purchasers

D Day -1



🔸 Chờ đón ngày 09.09 🔸 Bổ sung dưỡng chất kép cho mẹ Tặng ba... Continue Reading



GIÁ SIÊU TỐT - QUÀ SIÊU XINH









2+ 1.5 QUA

2+ 10 miso sou set phe sin

2+ 900 QUÁ TÂNG









Friso ưu đãi  $\frac{4}{7}$  Chỉ hôm nay  $\frac{4}{7}$ Voucher ngập tràn, giảm thêm 200k Freeship toàn quốc ch... Continue Reading



Mẹ NHANH TAY - MUA NGAY GIÁ ƯU ĐÃI





Friso

...

Factor 2

## Conversion

# Drive conversion channels & optimize in cost per sales



- Hero SKUs
- Onsite UX/UI & A/B testing
- Affiliate Marketing

### **Onsite UX/UI**



### **Affiliate Marketing**



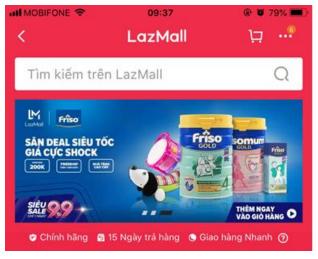
# 24.2%

**GMV** Contribution

**24x** 

vs Affiliate GMV before investing

#### **Hero SKUs**



Chương trình đặc biệt Thời gian giới hạn



Factor 3

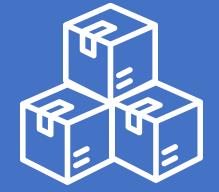
## **Average Order Value**

Maximize **purchase power** with fixed investment





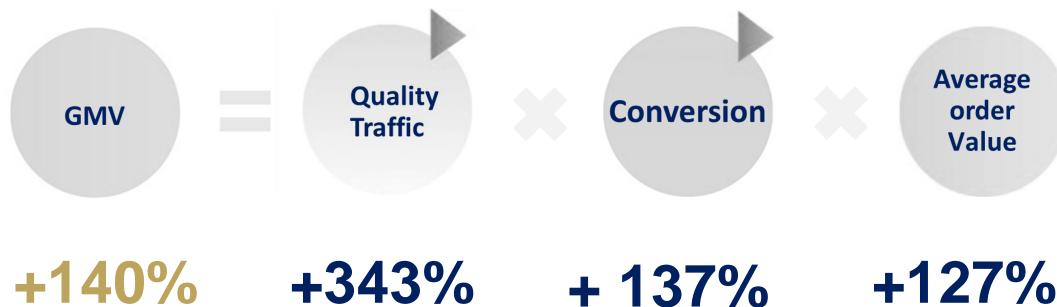
Bundling





## **Remarkable Results**





vs target

vs target

vs target

+127%

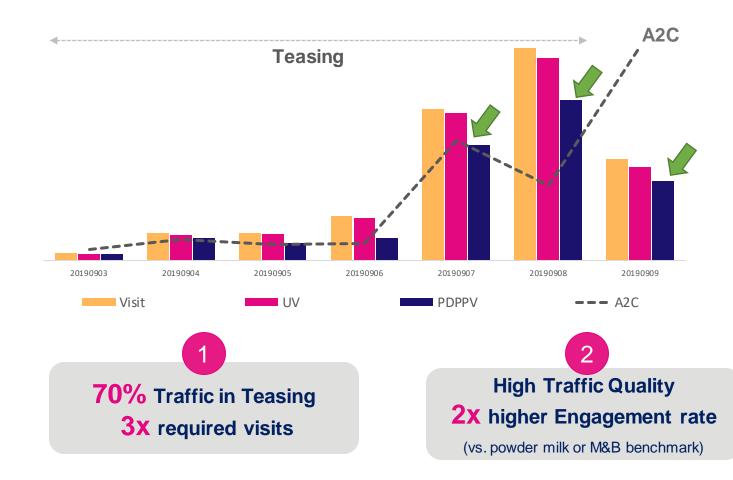
vs target



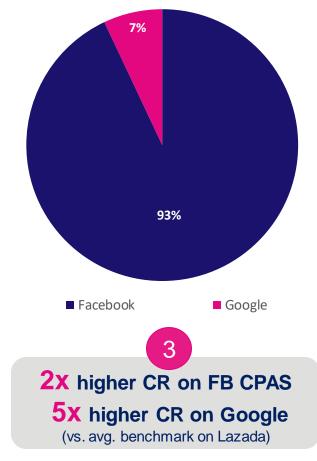
## **Breaking Media Benchmark**



#### Excellent traffic allocation



#### Facebook-focused media allocation



## **Key Takeaways**





- 1. Find the right partner ©
- 2. Teamwork works!
- 3. Mobile first
- 4. Be **single-minded** on key deliverables
- 5. Maximize e-com partners' Marketing Solutions



1. Don't make promotion hero in your creatives

2. Trade **quality** with quantity.

3. Be late





## **THANK YOU**



