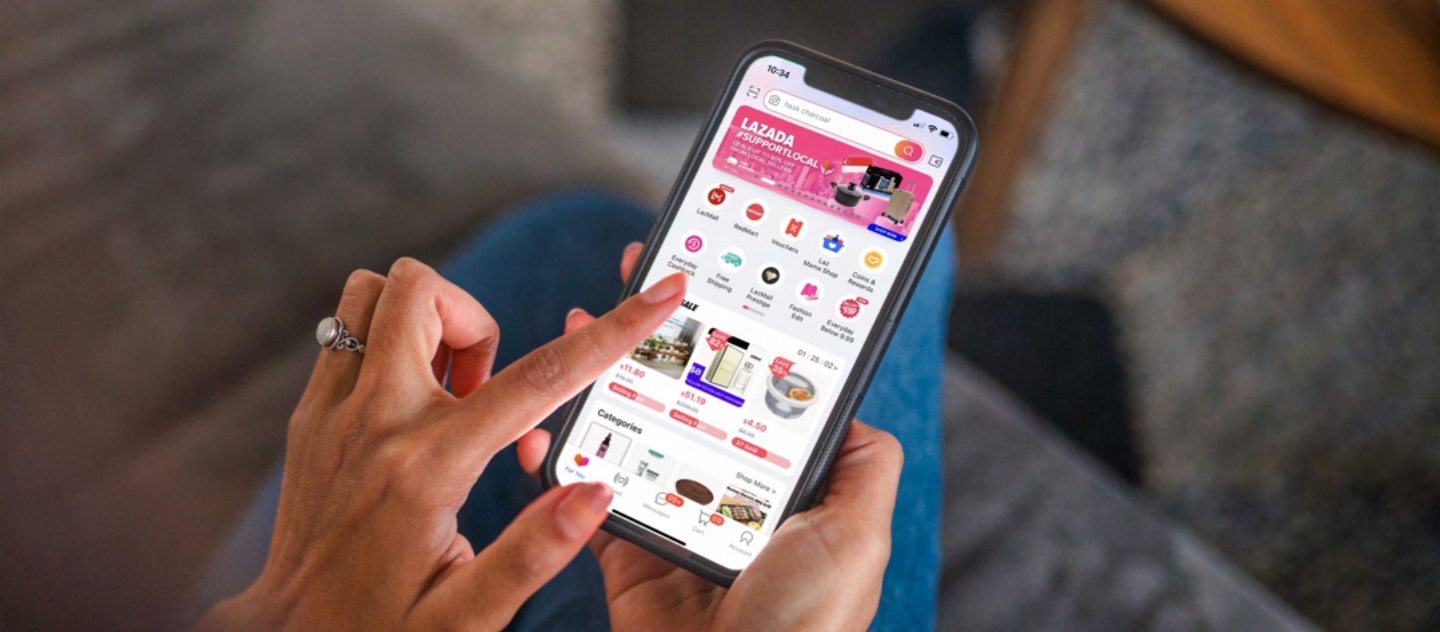
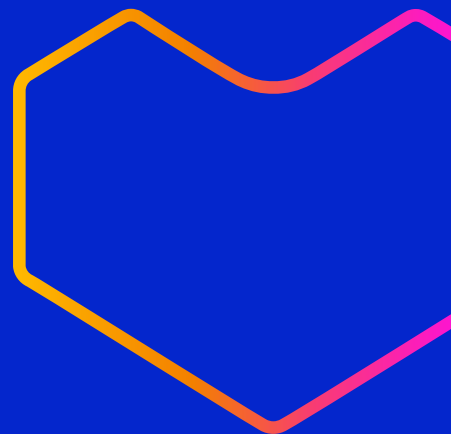




TRANSFORMING SOUTHEAST ASIA FROM DISCOVERY TO DELIVERY



THAILAND



Lazada Sponsored Solutions
POWERED BY **SMART**

groupm

Synagie



About this report

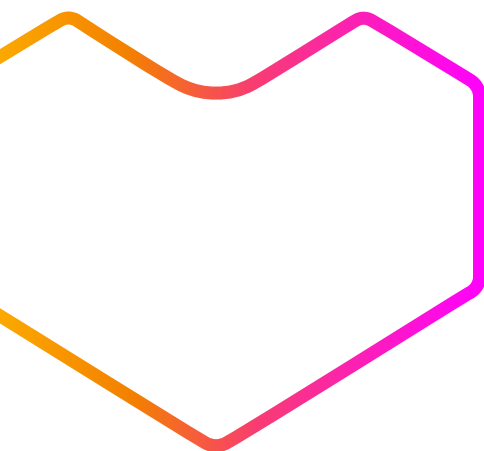
When you are interested in shopping for something – be it an idea, a category or a particular product – what do you do?

Search.

Millions of Southeast Asian shoppers embark on their shopping journeys by searching on Lazada, and this shift in consumer behaviour has established the eCommerce marketplace as a major search engine.

“Transforming Southeast Asia – From Discovery to Delivery” is an eCommerce shopper behavior report brought to you by Lazada in partnership with Synagie and GroupM. The ultimate goal of this report is to provide insights into how eCommerce is driving transformation in Southeast Asia, specifically in terms of the shopper journey from product search to product delivery.

In this report, Lazada aims to help business leaders delve deeper into the behaviors of shoppers along their paths to purchase. The report concludes with key actions that brands and sellers can take to transform their businesses.



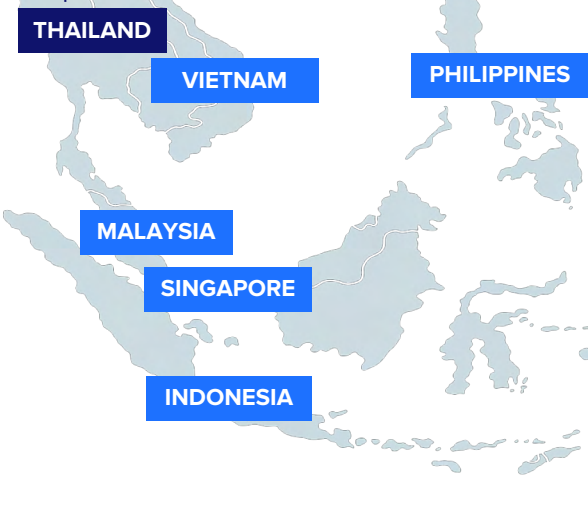
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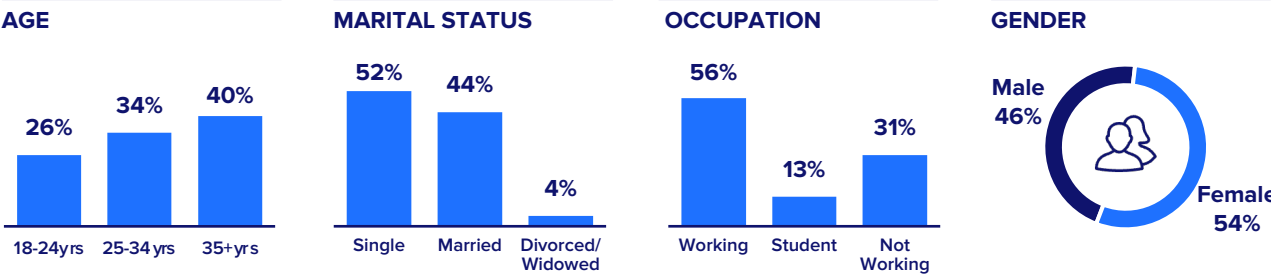
Research methodology

2,923
respondents



38,138

Overall responses achieved



To better understand Southeast Asia's consumers, Lazada surveyed 38,138 eCommerce users across genders, age groups and household income levels in six Southeast Asian countries, namely Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

This report also uses data from other quantitative surveys (including Lazada's user experience surveys, GroupM 2022 Consumer Eye Research and Synagie's Southeast Asia Research) and trustworthy sources in market and consumer data (including Statista and Kantar).

Lazada conducted further in-depth interviews with consumers to better understand their eCommerce behaviors, purchase journeys, key drivers and expectations.

The way shoppers in Southeast Asia **discover and buy** products is changing

Southeast Asia's transition from an offline to an online economy outpaced any earlier projections. This accelerated digital transformation has been due in part to the impact of COVID-19, with the post-pandemic era bringing about new patterns in the way the region's consumers discover and buy products and also due to the prominence of ecommerce marketplaces in the region.

Discovery via search is playing an important role in online shopping. An increasing number of shoppers are discovering products within eCommerce platforms. The following sections detail how the online marketplace is transforming in tandem with the shopper path to purchase journey.

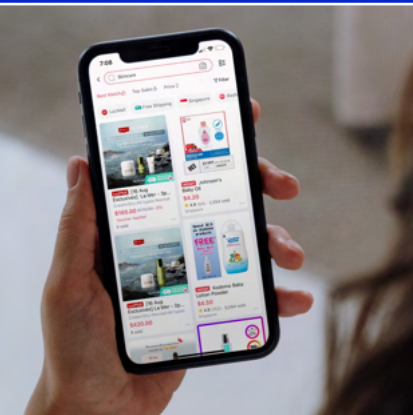


01

The Evolution of eCommerce

How eCommerce is transforming the way Thai shoppers shop online.

6



02

The Discovery Disruption in eCommerce

How potential shoppers find and explore products via eCommerce.

14



03

The Shopper Journey from Click to Cart to Checkout

What are the motivations behind shoppers' paths to purchase?

22

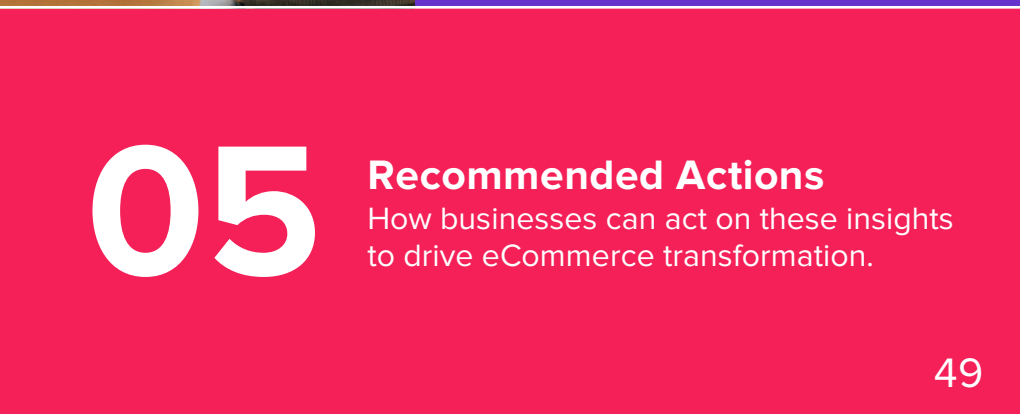


04

Transformation of Delivery

How businesses can transform their delivery services to meet shoppers' expectations.

36



05

Recommended Actions

How businesses can act on these insights to drive eCommerce transformation.

49



01

THE EVOLUTION OF ECOMMERCE

How eCommerce is transforming the way
Thai shoppers shop online.



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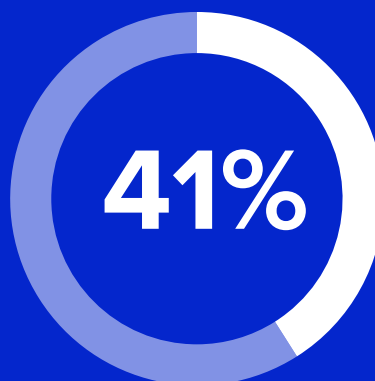
Synagie

eCommerce user penetration in Thailand is increasing and is expected to reach a total of 43.5 million users by 2025

eCommerce has evolved into a crucial component of the retail landscape in recent years. As a result of the ongoing digitalization of modern life, shoppers from almost every country today benefit from online purchases. The user penetration of eCommerce in Thailand is **56% in 2022⁽¹⁾** and is expected to hit 61.8% by 2025⁽¹⁾.



The number of active-selling sellers in Thailand has grown by



on Lazada within the first seven months of 2022⁽²⁾



Shopping on smartphone is becoming more popular while eCommerce shopping frequency is also rising, making this a must-have channel for brands and sellers



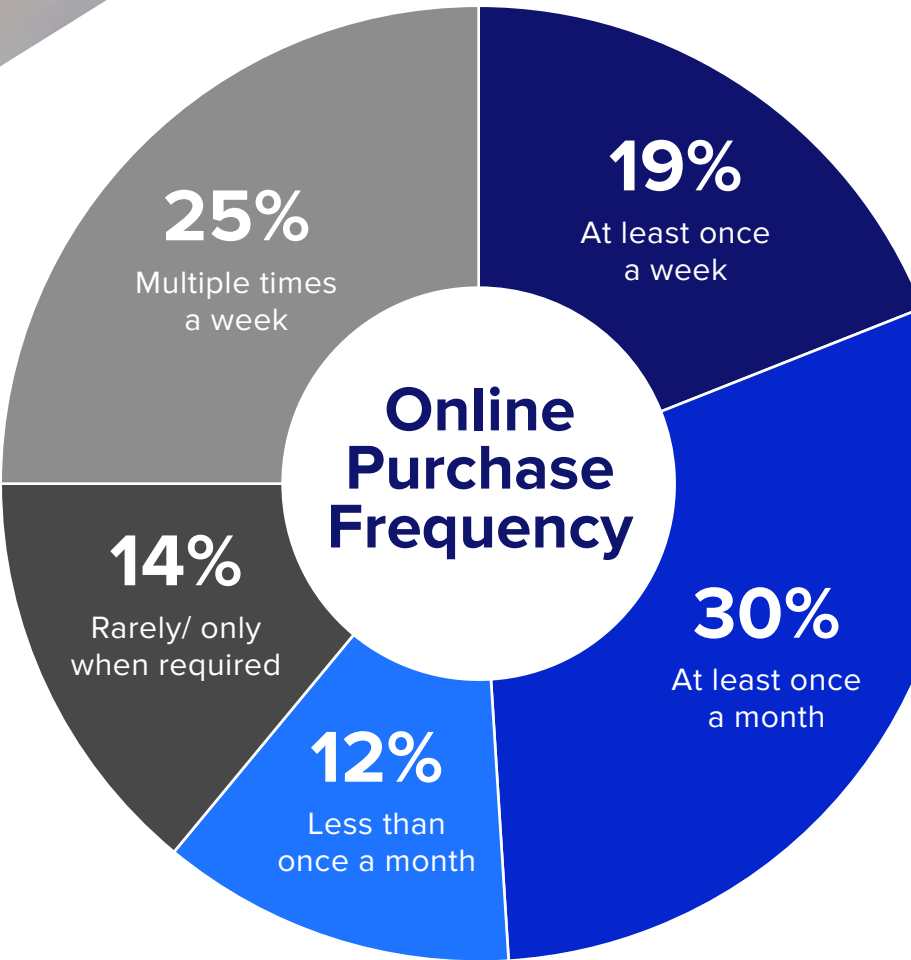
79%

of Lazada users in Thailand prefer online shopping via smartphone over other devices ⁽³⁾

74%

of online consumers in Thailand shop at least once per month.

In addition to that figure, 19% of online consumers shop online once a week, and **25% shop multiple times a week** ⁽⁴⁾



(3) Source: Southeast Asia eCommerce research by Lazada (a research of 5,076 respondents from ID, MY, PH, SG, TH, VN – TH sample size is 1,161). Research conducted in May 2022. (4) Southeast Asia eCommerce research by Lazada (a research of 38,138 respondents from ID, MY, PH, SG, TH, VN - TH sample size is 2,923). Research conducted in June 2021.

Online ads and influencers play an important role in pre-purchase influence

Today's consumers are constantly surrounded by sources of inspiration, such as social media, brand websites, blogs, friends, television, celebrities and influencers, among many other things.

“With universal access to mobile phones, shoppers overwhelmingly prefer mobile app for online shopping and this 24x7 access to shopping has increased impulse purchases. This has given rise to a group of shoppers who are keen on buying what is trending and sharing the joy of their purchases on social media, all from the convenience of their phone.”

—
Soumya Roy,
Senior UX & User Researcher,
Lazada Design Studio



52%

of eCommerce users in Thailand look to online ads for shopping inspiration ⁽⁵⁾

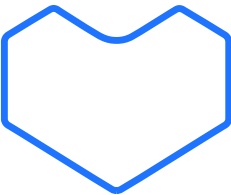
12%

turn to online influencers and bloggers ⁽⁵⁾

Search recommendations (paid search) are among the most effective ads that influence purchase decisions on eCommerce platforms

Newsfeed ads are the most effective type of advertising on online shopping platforms and influences 44% of the purchases driven by top 3 eCommerce advertising channels as below.⁽⁶⁾ Meanwhile, **Paid Search** is the second most effective form of ads on eCommerce platforms and have a 39% success rate in triggering conversions from consumers.⁽⁶⁾ Consumers tend to search instead of browse when on eCommerce platforms, and it is vital for brands to have their products appear on the first search results page and at the highest possible positions if they want a greater conversion rate.

Livestreams are the third most effective, with 36% of consumers indicating that they found a product via a livestream that led them to make a purchase.⁽⁶⁾



Top 3 Online Shopping Platform Ads in Thailand (%) (That Influenced Purchase)



44%

Newsfeed ads



39%

Paid Search



36%

Livestreams

(6) Consumer Eye report by Group M (a research of 7,209 respondents from ID, MY, PH, SG, TH, VN - TH sample size is 766). Research conducted in July 2022.

Top product categories on eCommerce: a deeper look at Fashion and Beauty



The most popular product categories among online shoppers in Thailand in the past 12 months were **fashion**, with 48% of consumers surveyed indicating that they bought products in this category, followed by **groceries** category (44%) and **beauty & personal care** (43%).⁽⁷⁾ The number of consumers who purchased products in these categories increased compared to the past two years, as markets emerge from the pandemic and consumers return to the office and resume their social activities.

According to GroupM's 2022 Consumer Eye survey, fashion consumers are predominantly females aged 18-39. The beauty & personal care category skews even more toward female shoppers, with the main age group being 30-39. The grocery category, meanwhile, is more balanced between females and males, and the predominant age group to purchase this category online are 40+, followed by those in the 30-39 age group.⁽⁷⁾

Top 3 Product Categories in Thailand (%)

(Bought online in the past 12 months)



48%

Fashion



44%

Groceries



43%

Beauty & personal care

(7) Consumer Eye report by Group M (a research of 7,209 respondents from ID, MY, PH, SG, TH, VN - TH sample size is 766). Research conducted in July 2022.

A snapshot of the fashion category

eCommerce fashion industry’s total number of users in Thailand is predicted to reach 20 million in 2022 and 25.6 million by 2025, with a projected revenue of \$3.14 billion.⁽⁸⁾



Key shopping behaviors in the fashion category in Thailand



Key purchase considerations

Price (66%) and trustworthy reviews (49%) are the key considerations for consumers who purchase fashion products online. Other considerations include shipping fees and speed (44%) and discount offers (44%).⁽⁹⁾



Important search information

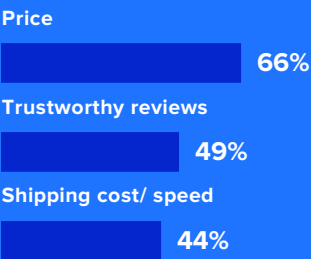
Price (63%) is also the most important information for consumers when they search for fashion products online, followed by free shipping offers (56%) and promotions (46%).⁽⁹⁾



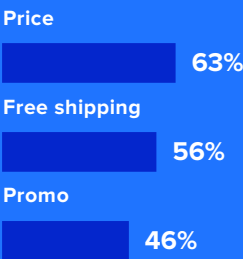
Preferred online content

For fashion content, shoppers across Thailand prefer to see brand stories (44%).⁽⁹⁾

Main considerations when purchasing fashion products online (%)



Important product info/features (%)



Preferred fashion content (%)



(8) Source: Data compiled and modeled from eCommerce Report 2021, Southeast Asia by Statista. (9) Source: Southeast Asia eCommerce research by Lazada (a research of 7,058 respondents from ID, MY, PH, SG, TH, VN - TH sample size is 2,089). Research conducted in June 2022.

A snapshot of the beauty category

The number of online shoppers in the beauty category in Thailand is predicted to reach 12.5 million in 2022 and 15.8 million by 2025, generating a total revenue of \$6.39 billion.⁽¹⁰⁾

Key shopping behaviors in the beauty category in Thailand



Key purchase considerations

Trustworthy reviews (47%) and Brand reputation (47%) top the list of considerations for consumers who buy beauty products online. Other key considerations include price (46%) and discount offers (44%).⁽¹¹⁾



Important search information

Price (53%) is the most important information for consumers when they search for beauty products online, followed by Free shipping (45%) and Authenticity (42%).⁽¹¹⁾



Popular online content

Brand stories (49%) as well as information about product ingredients (48%) and Tutorial (33%) top the list of preferred online content about beauty products.⁽¹¹⁾

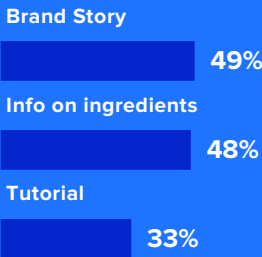
Factors considered when buying beauty products (%)



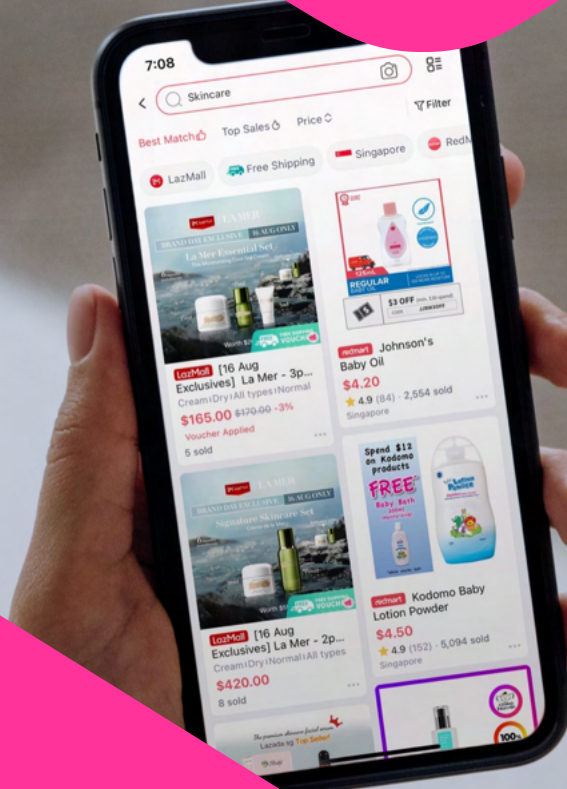
Important info/feature when searching for beauty products online (%)



Preferred online content on beauty (%)



(10) Source: Data compiled and modeled from eCommerce Report 2021, Southeast Asia by Statista. (11) Source: Southeast Asia eCommerce research by Lazada (a research of 5,076 respondents from ID, MY, PH, SG, TH, VN - TH sample size is 1,161). Research conducted in May 2022.



02

THE DISCOVERY DISRUPTION IN ECOMMERCE

How potential shoppers find and explore products via eCommerce.

Discovery stage of shopping is the most crucial as it facilitates the browsing experience and ensures that shoppers can easily find what they're looking for.

Almost 50% of purchases on eCommerce in Thailand are unplanned.⁽¹²⁾

A majority of shoppers begin their purchase journeys with ideas about what to buy but no specific products in mind. They may ask the salespeople in a store for advice or recommendations, or they may organize their ideas into keywords that can be searched online. **This makes the discovery stage very important.** When consumers are ready to purchase, brands must not only provide items that precisely meet consumers' expectations but also offer these products at the right moments. The best technique to attract and convert high-intent consumers is through the discovery stage.

Although it seems straightforward, providing a frictionless product discovery experience at scale is a challenging task that most brands find difficult to master.



“We believe that purchases can be stimulated by an unexpected need, a visual stimulus and/or a promotional campaign. The interaction between the consumer and an eCommerce platform is becoming increasingly important to the purchasing process.”

— Vishal Khanchandani,

Senior Vice President, Head of Market Intelligence at Lazada Group

(12) Southeast Asia eCommerce research by Lazada (a research of 38,138 respondents from ID, MY, PH, SG, TH, VN - TH sample size is 2,923). Research conducted in June 2021.

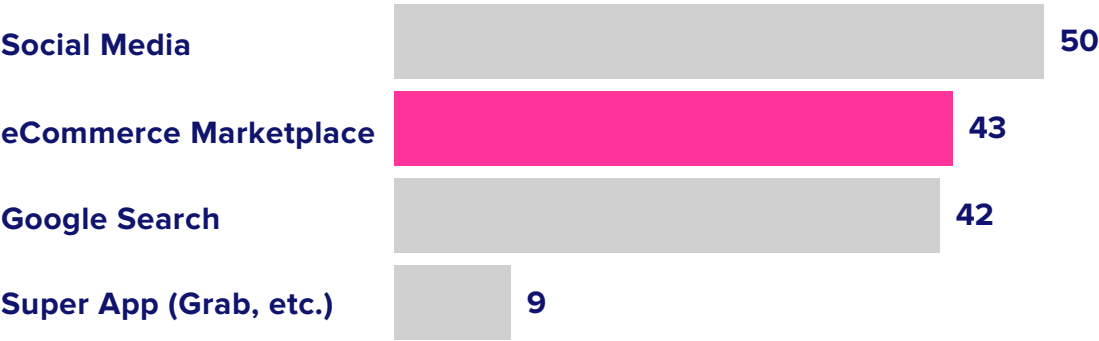


43%

of shoppers
in Thailand search
for products
directly from
eCommerce
marketplaces.⁽¹³⁾

eCommerce marketplaces are among the major search engines and discovery channels in Thailand

Today’s online shopping journeys are dynamic. They’re no longer just straightforward transactions of buying and selling products. From social media to online marketplaces, shoppers have numerous ways to shop and discover products. **eCommerce marketplaces have grown in popularity as discovery channels along with social media and Google search.**



The power of search on Lazada

The key to successful product discovery is surfacing the right products to the right audience at the right time.



SEARCH

91%

of shoppers in Thailand use the search function to discover products on Lazada.⁽¹⁴⁾

FIND

85%

of shoppers in Thailand found the items they were looking for from the search results on Lazada.⁽¹⁴⁾



BUY

92%

of shoppers in Thailand purchased the products they found from using the search function.⁽¹⁵⁾

(14) Source: Southeast Asia eCommerce research by Lazada (a research of 38,138 respondents from ID, MY, PH, SG, TH, VN – TH sample size is 2,923). Research conducted in June 2021. (15) Source: Southeast Asia eCommerce research by Lazada (a research of 5,356 respondents from ID, MY, PH, SG, TH, VN – TH sample size is 983). Research conducted in July 2022.



Product Recommendations aid the decision-making process

Have you ever gone to a clothing store and had a salesperson recommend an item to go with the outfit you're considering? Or have you visited a beauty shop and had an advisor recommend a new moisturizer to go with the other products you are purchasing?

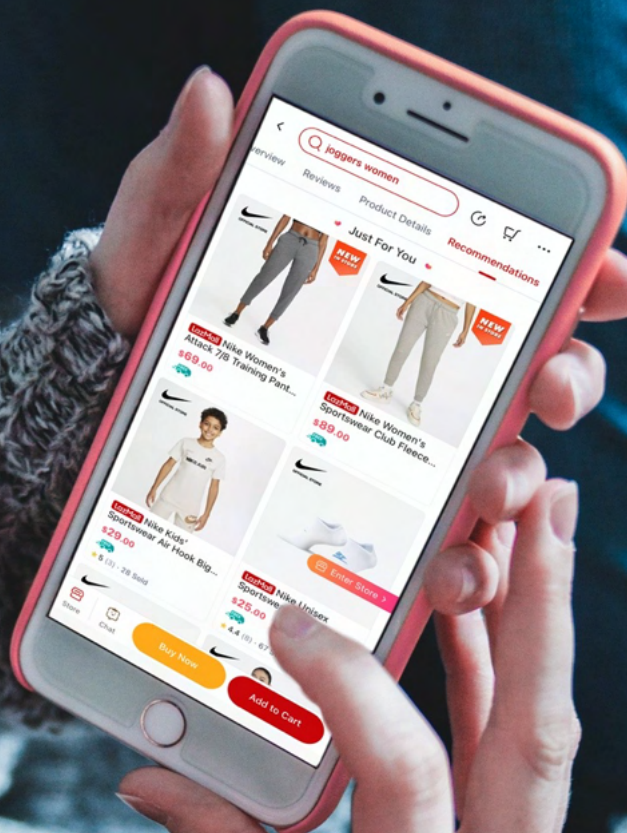
The same thing happens in eCommerce marketplaces, where personalized product recommendations can be created based on previous items that consumers have browsed, clicked on or purchased.

Product recommendations are the results of complex algorithmic decisions that leverage shoppers' interactions to craft personalized experiences. These experiences are built to meet shoppers' needs and demands as well as to drive engagement and sales.



“With the absence of face-to-face interactions, consumers call for a more personalised online purchase journey to differentiate their experience.”

—
Lalaine Gozun,
Senior UX & User Researcher,
Lazada Design Studio



65%
of shoppers in Thailand
purchased products as a
result of Lazada's
'Recommendations'
function ⁽¹⁶⁾

What are eCommerce shoppers saying?



“Recommended products help me to decide what to buy when they offer more variants/ type/ colors.”

“Recommended products help me decide what to buy when those products have higher product quality (based on reviews), come from star seller or official stores with lower price.”

“Product recommendations give me more options and more promotional offers.”⁽¹⁷⁾

03

THE SHOPPER JOURNEY FROM CLICK TO CART TO CHECKOUT

What are the motivations behind shoppers' paths to purchase?



What drives the click?

The search results page is a crucial part of the eCommerce shopping experience and presents an opportunity to meet consumers’ needs and engage in a dialogue that guides them. Find out more below on what makes the shopper click.

Key drivers for clicks



Product placement



Product photos



Free shipping option



Product price, vouchers and discounts



Product placement and photos play an important role in driving shoppers to click into specific products while product price, vouchers and discounts are also among the top drivers.





58%

of the shoppers in Thailand click the first product that appears in their search results page, with the belief that it is the most relevant option suggested by the system.



45%

click to choose free-shipping options



31%

use the filter functions to choose products only from LazMail



25%

click to filter for the best price options⁽¹⁹⁾

(19) Source: Southeast Asia eCommerce research by Lazada (a research of 5,356 respondents from ID, MY, PH, SG, TH, – TH sample size is 983). Research conducted in July 2022.

Importance of product detail pages (PDPs) to aid decision making

When shoppers arrive at an online store or a product detail page, brands have very often already won half the battle of consumer acquisition. A good store or PDP that provides an immersive yet clear shopping journey reinforced by compelling product merchandising can effectively guide shoppers further down

the funnel from discovery to consideration, intent and final purchase. Effective use of seller features and promotional tools and maintenance of exceptional store operations are further levers that can tip consumers toward uncovering moments of truth with a brand and its offerings.

Key drivers for consumers to add to cart



Product ratings and reviews



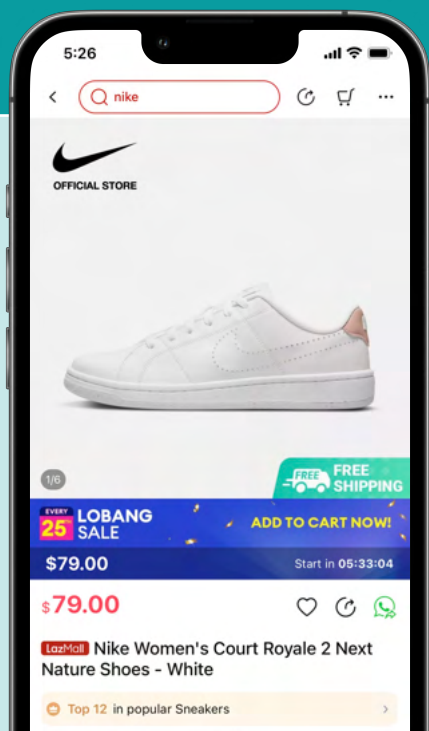
Delivery fee



Free shipping option



Product price, vouchers and discounts



Product ratings and product reviews play very important roles in driving consumers' decisions while product price, vouchers and discounts are also top-of-mind drivers for purchases.

Why are ‘product reviews’ critical to the success of online stores?

Product reviews are a significant source of social proof in eCommerce. Real consumer reviews offer thorough overviews in addition to descriptions and images of products. Reviews build trust and give potential buyers more confidence to take a chance on a new brand. Product reviews also work to help promote a brand.

Product reviews are most critical to establish the genuineness of products. Potential buyers look for genuine feedback, especially for higher-priced products, and often have the following criteria:

- Ratings or stars.
- Descriptions and explanations of how others used the products. Positive words, such as “excellent” and “highly recommended,” are seen as encouraging.
- Product visuals to see if there are any defects as well as to know what to expect with the product.
- Absence of negative reviews or elements that other consumers did not like.

“I will usually check the seller details and ratings. At times I also check out the ratings and reviews with videos and photos to decide if the product is really hot or popular.”

—
Lazada shopper,
Female, 40 years old (20)



Key drivers for checkout and purchases



Promotions and discounts



Product price is within consumers' budget



Free shipping



Urgency to buy the product



Along with promotions, discounts and product price, free shipping offers are among the most important considerations for online shoppers when checking out or purchasing their cart items.

Achieving excellence in store operations

“Good store designs and product merchandising are as much an art as they are a science. They require expertise, mastery and experience with the constantly evolving marketplace tools as well as insights into consumers’ expectations and shopping behaviors.”

—
Micheas Chan,
Chief of Staff at Synagie

Store Creation Best Practices

Synagie is a certified Lazada Partner with the highest rating of 3 stars. The company works with 600 brand partners and operates close to 1,000 e-stores across Southeast Asia. In this section, Synagie shares some best practices and insights for online store execution and operations:

APPROACH STORE CREATION AND OPERATIONS WITH A MOBILE-FIRST MENTALITY

When designing a store and plotting its layout, Synagie recommends always approaching it with a **mobile-first mindset**, since the majority of consumers shop using their phones. **Punchy and succinct copy, evocative and engaging images and video content** should be used to bring out the brand story and its unique value proposition.

CATEGORIZE PRODUCT OFFERINGS IN A THREE-TIER APPROACH

When categorizing product offerings to maximize their discovery, Synagie recommends a **three-tier approach**:

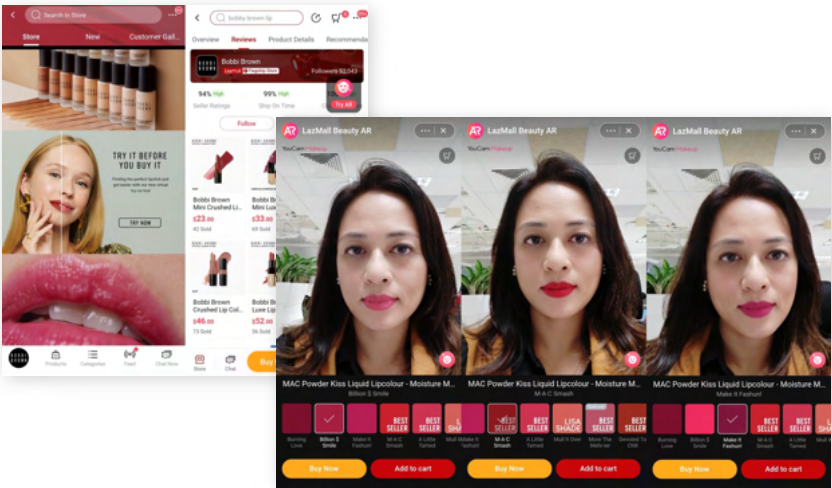
1. The first tier is by **categories, collections or brands** (in the case of a multi-brand store).
2. The second is by **best sellers, hero products or new products**.
3. The third is by **brand or category associated shopping behaviors or price points to build basket size**.
(see image on the right)



STRATEGIC PLACEMENTS OF SPECIAL SERVICES AND
MARKETING RESOURCES

Throughout the store, banners should be deployed strategically to highlight unique services offered by the brand. These may include virtual try-ons, concierge services or expert chat services as well as glowing key opinion leader endorsements and consumer reviews.

Virtual try-on feature



HIGHLIGHT ADD-TO-CART DRIVERS

Brands should highlight features that seasoned eCommerce consumers have come to expect, such as 100% product authenticity, return guarantees as well as fast and free deliveries.

HAVE NO MORE THAN THREE CLICKS TO PURCHASE

Brand offers need to take center stage during promotional campaigns, but they also need to create a sense of excitement, exclusivity and urgency, with clear calls-to-action and concise link-outs with no more than three clicks to purchase.

Mastering Lazada’s store builder allows brands to creatively use available widgets and tools to set them apart from competitors and present their online stores in refreshing and engaging ways that elevate the consumer experience.

User engagement best practices

GroupM recommends the Followers function, which helps sellers set up a shop-in-a-shop to promote their products.

The function is similar to a Facebook Page in that customers can decide whether or not to follow a brand and, in doing so, enables the brand's content to be shown in customers' newsfeeds on the platform, creating a free channel for brands to engage and communicate with shoppers directly.

Brands can reach out to their followers via Lazada's chat function, which also allows them to offer promotional vouchers to shoppers.

Brands and sellers should constantly look to build their stores' followers through different activities and engagements, such as issuing vouchers to those who follow their stores.

The 'Feed' enables brands and sellers to communicate with their store followers via –

- Brand story
- New products, including product benefits
- Top-selling products
- Promotions
- And more...

As mentioned earlier in the report, newsfeeds are the third most effective way to engage and drive sales, according to the Consumer Eye research.



Tips and tricks for product merchandising

In terms of product merchandising, Synagie recommends that brands examine and **optimize their product titles, descriptions, images and videos** to build trust and improve conversions.



Optimize product titles

Apply consumer-language insights to arrive at the perfect product name that has been optimized for searches and conversions. The product title should be clear, concise and follow basic naming conventions, with the inclusion of relevant brand and category keywords to improve relevancy scores to boost searchability.



Optimize descriptions

Descriptions should be crafted to engage and influence shoppers. Brands should talk to their shoppers instead of at them and should go beyond merely listing features to highlight benefits, unique selling points and problem-solving features.

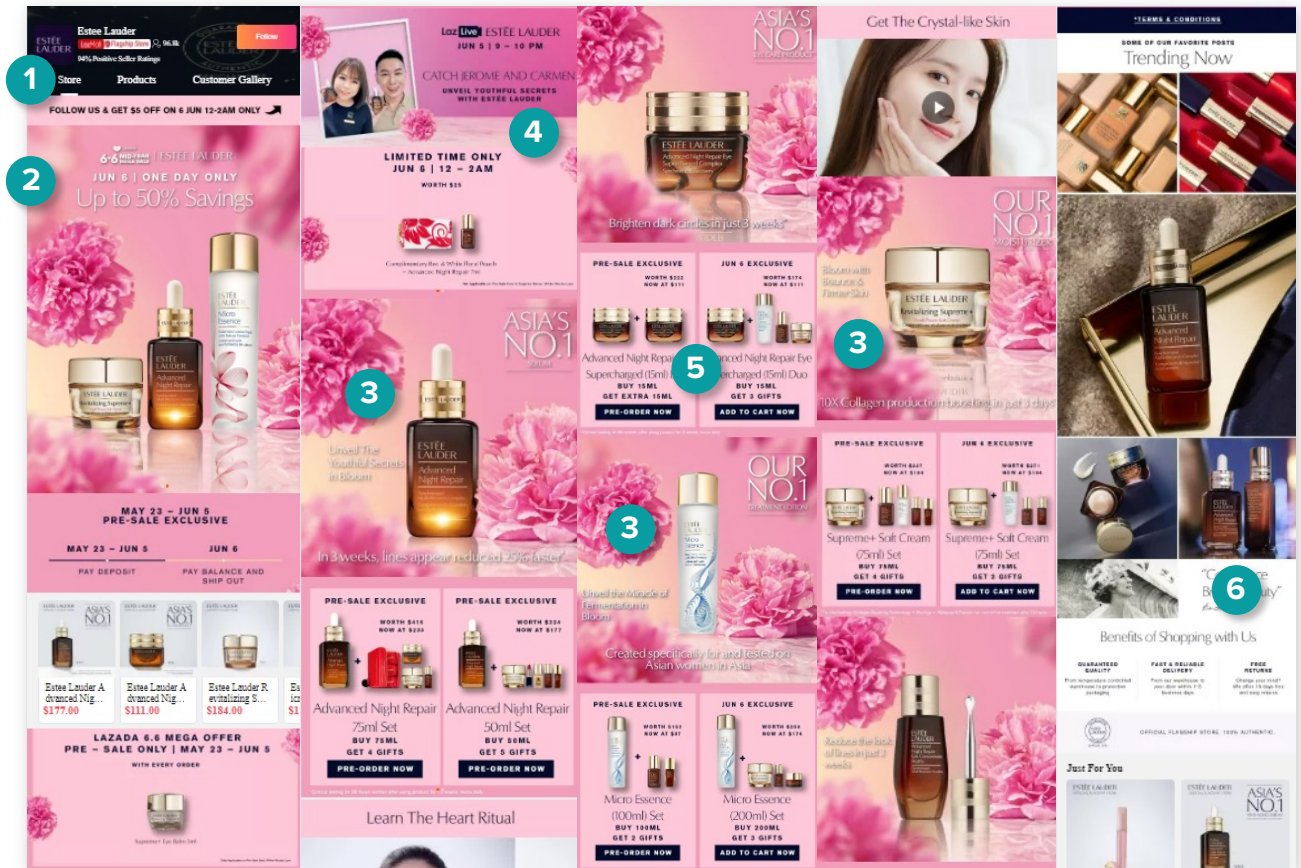


Enhance content with images and videos

Since online shoppers tend to swipe and scan rather than read, images and videos should be used where possible to simplify the communication and engagement process and to make it more effective. 98% of online shoppers add to cart just by looking at thumbnail images. Product detail pages with videos also have an 80% higher chance of converting shoppers than those without.⁽²¹⁾

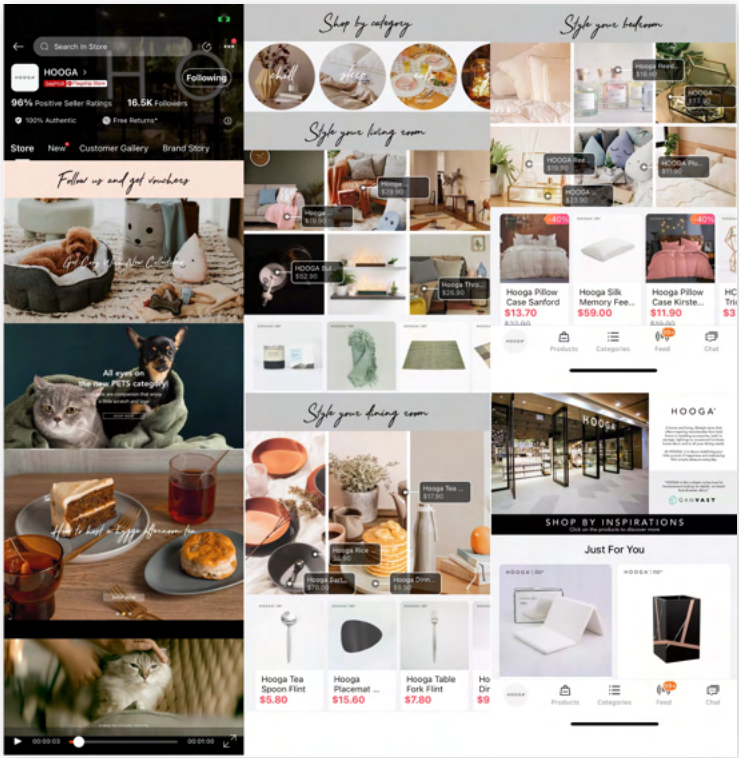


Example of a Good Store Design (Mega Campaign) Estée Lauder LazMall Flagship Store

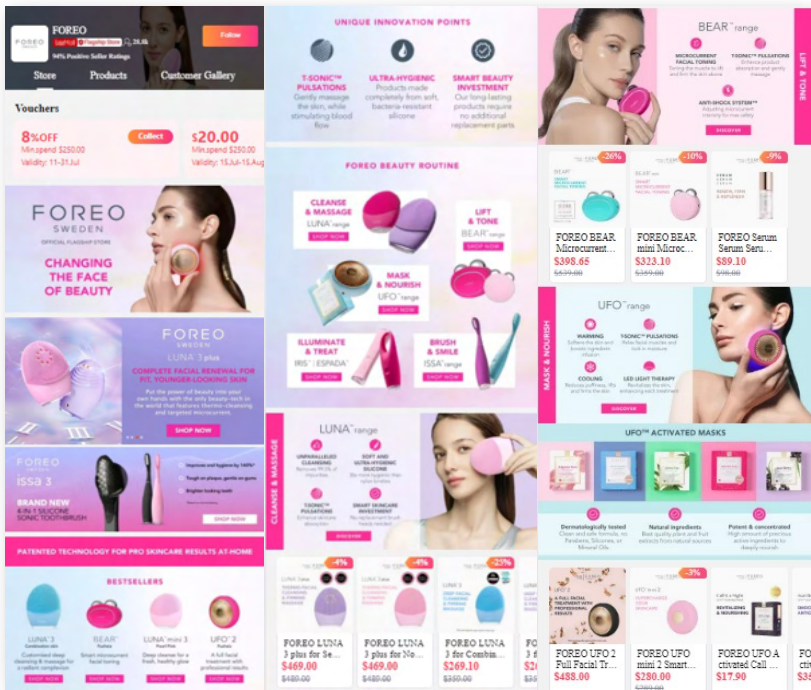


1. Encouraging Store Followership
2. Clear savings call out for the 6.6 campaign with urgency to buy on that day
3. Hero product call out with strong claim
4. Communicating LazLIVE featuring Hero products for shoppers to know more from the experts
5. Visualization of pre-sale exclusive benefit
6. Communicating i) Guaranteed Quality ii) Fast & Reliable Delivery iii) Free Returns and iv) 100% authentic products in the official flagship store

Other Examples of a Good Store Design
HOOGA LazMall Flagship Store



FOREO LazMall Flagship Store



Displayed store performance scores

After a shopper discovers and engages with a seller's store and products, consistently excellent store operations can help encourage their final decision to purchase.

Studies show that close to

90%

of shoppers will review a store's displayed operational performance before purchase

with 80% stating they will not purchase should they decide the scores are not satisfactory.⁽²²⁾

On Lazada, displayed store performance scores include:



Ratings & Reviews

A benchmark for a good seller rating is 95% or higher, with every product listing having at least 10 five-star reviews. A brand should balance the impact of every one negative review with at least 10-12 positive reviews.



Ship on Time

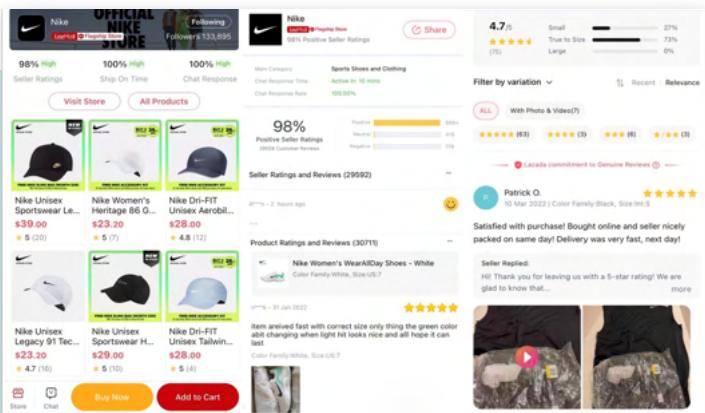
To give potential shoppers the confidence of assured, speedy and successful fulfillment, ship-on-time scores should be >98%, with a cancellation rate that is less than 0.5%.



Chat Response

A >95% chat-response rate and response times of less than 10 minutes reflect good customer service and make shoppers feel that they will be well taken care of should there be any issues with their purchases.

DISPLAYED STORE PERFORMANCE SCORES



(22) Source: Compiled paper by Invesp. Published May 2022.

Best practices for marketing & promotion operational excellence



Leverage free shipping for orders

Free shipping is one of the more effective ways to convert to sales says **Toni Ruotanen**, Head of Commerce, APAC at GroupM.

Receiving free shipping of the goods are seen as a promotion for the product and shoppers are willing to take this. Brands can offer to define a minimum spend before the free shipping goes into effect. This helps to drive average basket size upward and assist in staying cost neutral or potentially profitable



Consider free gifts if there are limitations on discounts

If there are limits to providing discounts, then consider exclusive gifts that consumers can only get if they buy specific products. The gifts should have some material value and should be products that shoppers use but potentially not frequently. Some examples could be travel luggage and toiletry bags.



Flexi combos

There is also an option to allow shoppers to select products they want to bundle together. Brands and sellers can define different tiers for bundles. For example, consumers can get 10% discounts for two-item bundles, 15% discounts on three-item bundles and 20% discounts on four-item bundles. This method encourages shoppers to stock up on the products they want.



Discounts for repeat purchase

Some businesses provide discount codes that can be used for the next purchases. This provides incentives for repeat purchases and helps businesses retain shoppers.

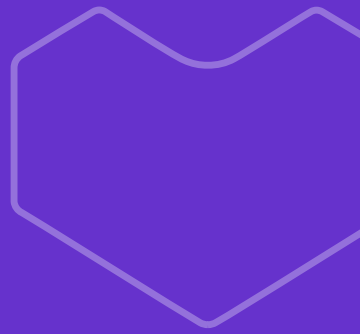
Achieving and maintaining consistently excellent store operations require meticulous and diligent monitoring, coordination and teamwork across different business functions, such as supply chain, operations and customer service. At Synagie, the Channel Development & Management (CDM) business unit is dedicated to taking care of this aspect of brands' eCommerce needs. Together with other business units, CDM allows Synagie to provide unparalleled standards of service to the brand partners it works with.



04

TRANSFORMATION OF DELIVERY

How businesses can transform their delivery services to meet shoppers' expectations.



Lazada Sponsored Solutions
POWERED BY *SMART*

groupm

Synagie

New norms for delivery services

The COVID-19 pandemic has hastened the growth of eCommerce, and as the sector evolves, the need for speedy delivery services has grown in demand in Southeast Asia, with **more shoppers unwilling to wait for more than three days.**



80%

of Southeast Asia shoppers want **same-day delivery**, with 61% wanting delivery within two hours.⁽²³⁾



55%

of those surveyed said **satisfactory fast delivery options increase their purchase levels by 12%** while 48% said **unsatisfactory delivery options may prevent future purchases or reduce their spending by 45%.**⁽²⁴⁾



69%

stated they are more likely to click into a product if **fast and free delivery is advertised.**⁽²⁵⁾



43%

of respondents stated they expect **next-day delivery**, with 73% expecting it to be free. 17% stated they will abandon their purchases if these criteria are not met.⁽²⁶⁾



Shoppers are willing to pay for delivery within the same day, with satisfied consumers willing to pay

4.6%

of their order value for same-day delivery and 4.9% for delivery within two hours.⁽²⁶⁾



(23) Source: Invesp; Reuters. Cited from Tech Logistics in SEA paper published by INSEAD, 2019. (24) Source: A global survey by Capgemini of 2,874 respondents. Survey conducted in Nov 2018. (25) Source: A global survey by Ware2Go of 1,000 respondents. Survey conducted in May 2021. (26) Source: A UK survey by KPMG of 1,000 respondents. Survey conducted in Jan 2020.



Consumer expectations toward free shipping

Free shipping has been repeatedly voted as one of the most important considerations for online consumers. Find out how Lazada can help you implement this for your business in the following section.

Free shipping can boost online shoppers' order values

Online retailers often set a minimum order amount to qualify for free shipping. Such a requirement is a great incentive for potential shoppers to add more items to their online shopping carts to unlock this delivery benefit.

- Consumers are likely to **increase their purchase** or top up their orders in order to meet the minimum amount **to be eligible for free shipping**.
- Most agree that it is reasonable for free shipping to come with certain conditions to be fair to sellers. Overall, having a minimum spending amount is the most accepted condition, as it is easy to understand and straightforward. Female shoppers expect minimum spending to be lower as compared to males, as they make more mini purchases.



- Brands and sellers should focus on offering free shipping for premium items on LazMall.
- High-value and easily damaged items, such as electronic gadgets, household appliances, furniture and cosmetics, are expected to have free shipping options, as the revenue and, likely, the profit margins, are higher for sellers.
- Brands and sellers should offer free shipping for cross-border purchases with slower delivery times, as free shipping on international sites has become an expected feature for users.

Lazada has several solutions to address the importance of free shipping as a decision-making driver for consumers

Lazada Free Shipping Max

The Free Shipping Max program is a subscription model for sellers to provide easy-to-use free shipping benefits to customers. Key benefits of the program include:



For sellers

- Lazada covers free shipping of up to a specific amount* per order
- Sellers only need to pay a 2% fee and GST for all chargeable items to participate in the program
- Better visibility for products with free shipping icons. Items will also be featured under the Free Shipping tab in the search results page



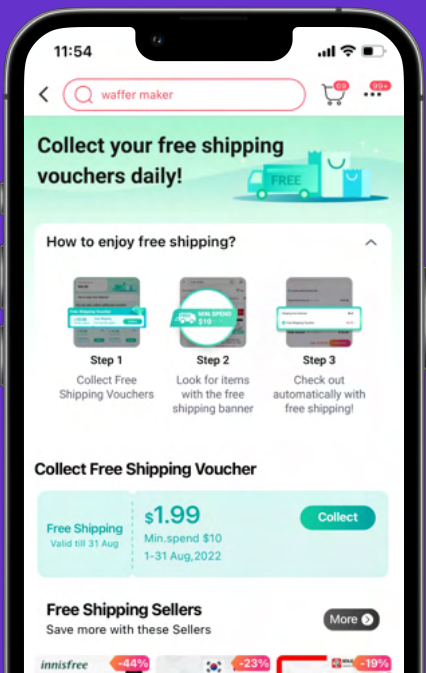
For consumers

- Easy-to-view free shipping promotion
- Low minimum spend to be eligible for free shipping
- Simple and transparent free shipping shopping experience
- Can be used across stores that are participating in the Free Shipping Max program

*This specific amount varies by country.

Lazada Free Shipping Voucher

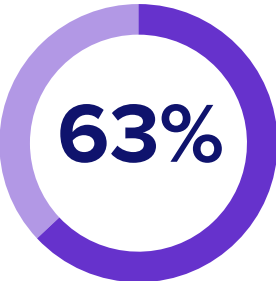
Lazada consumers can collect free shipping vouchers across the platform to enjoy free shipping services every day.



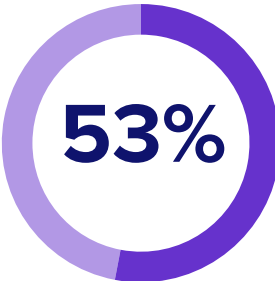
The importance of sustainable delivery packaging

A good fulfillment center should be green and environmentally sustainable.

According to Kantar’s 2021 Asia Sustainability Foundational Study:



of Asian consumers factor in sustainability concerns, at least occasionally, when making purchase decisions. ⁽²⁸⁾



have stopped buying products and/or services when made aware that they have a negative impact on the environment and society. ⁽²⁸⁾



⁽²⁸⁾ Source: 2021 Asia Sustainability Foundational by Kantar (a research covers 9 markets Singapore, Malaysia, Philippines, Thailand, THAILAND, Vietnam, India, Japan, and South Korea). Research conducted in 2021.

Lazada's LazEarth campaign supports sustainable practices

In conjunction with Earth Day 2022, Lazada launched the LazEarth campaign as part of the company's ongoing efforts to support sustainable practices in the digital commerce ecosystem. The campaign focused on reducing plastic waste, which is one of the major concerns for consumers in Southeast Asia. By partnering with more than 70 brands to identify and showcase products that are made, packed or shipped with reduced or better plastics, Lazada hopes to steer more consumers towards more sustainable options for high-use everyday products.



“As part of our commitment to build a lasting digital commerce business in Southeast Asia, we recognize that sustainability and value creation will become increasingly important to our long-term success. With the launch of LazEarth, we look forward to forging more collaborative partnerships and green initiatives that will empower our brands, partners and consumers to collectively create responsible and sustainable shopping and consumption habits.”

—
James Chang,
Chief Business Officer at Lazada Group

At Lazada, brands have executed sustainable choices in packaging. Some examples include:



Unilever x Lazada Easy Green Partnership (Lazada Logistics Green Parcel)

On Earth Day 2022, Unilever and Lazada announced an exclusive three-year eCommerce sustainability partnership that caters to millions of Southeast Asian consumers who are adopting an eco-friendlier lifestyle. The partnership involves an exchange of insights to uncover what consumers find most important when shopping online as well as the development of corresponding impactful solutions.

Under the partnership, Unilever announced the pilot launch of its Easy Green label to spotlight eco-friendly products that have formulations that are biodegradable; meet a minimum threshold of renewable carbon sources in their formulations; have reduced greenhouse gas emissions compared to their previous formulations; or use better, less or no plastic packaging.

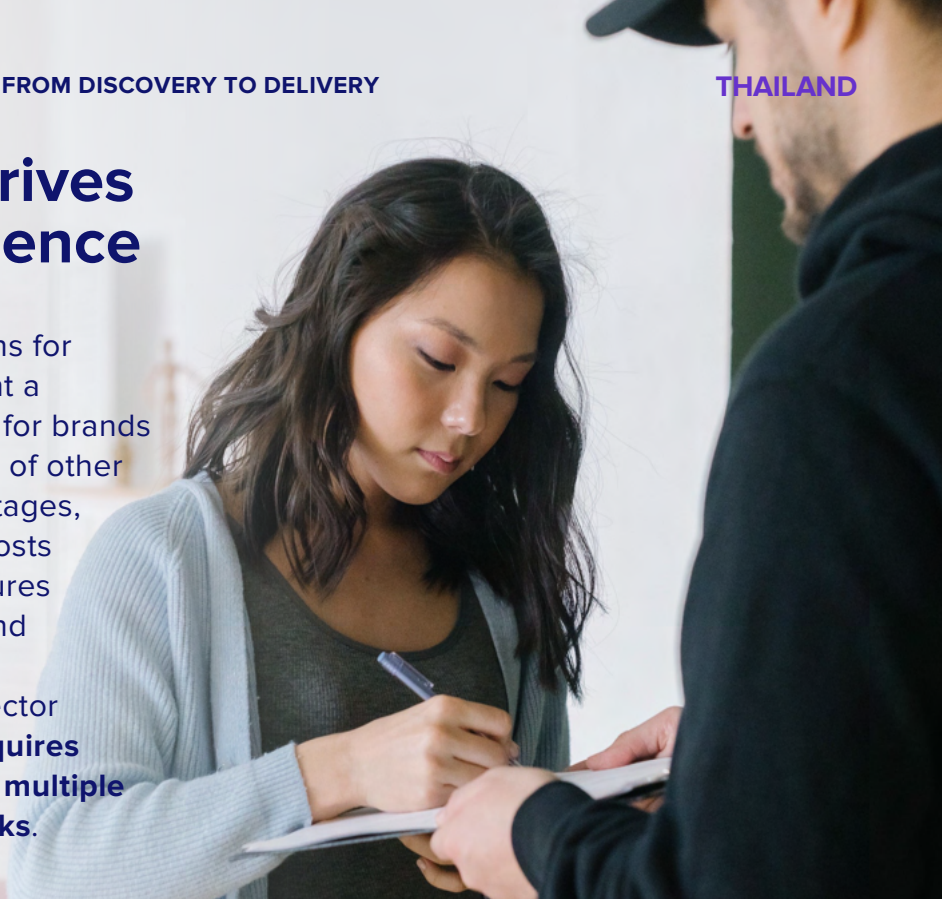
In addition, starting in Vietnam, THAILAND and the Philippines, Unilever and Lazada are working closely together to reduce the use of plastic packaging materials in parcels by leveraging Lazada Logistics' green packaging solutions. These solutions include the use of FSC-certified* carton boxes as well as shredded recycled paper to replace plastic fillers.

Procter & Gamble Ship-In-Own-Container

As part of the LazEarth campaign in 2022, Procter & Gamble and Lazada kicked off a series of sustainable innovations for shoppers across THAILAND, Malaysia, the Philippines, Singapore, Thailand and Vietnam. Among these innovations was the Ship-In-Own-Container initiative launched by Pampers and Olay, which enabled products to be delivered to shoppers in fully recyclable cartons without any additional protective packaging, thereby reducing the use of shrink wrap, bubble wrap and other plastic materials.

How Lazada drives delivery excellence

Rising consumer expectations for fast and free delivery present a growing logistical challenge for brands and retailers, adding to a list of other issues caused by labor shortages, increasing freight and fuel costs as well as inflationary pressures exacerbated by COVID-19 and geopolitical developments. Furthermore, the logistics sector is highly fragmented and **requires expert management across multiple teams, services and networks.**



“Our digitized, integrated logistics and supply chain network have enabled us to consistently push the envelope of Southeast Asia ecommerce delivery services”

—

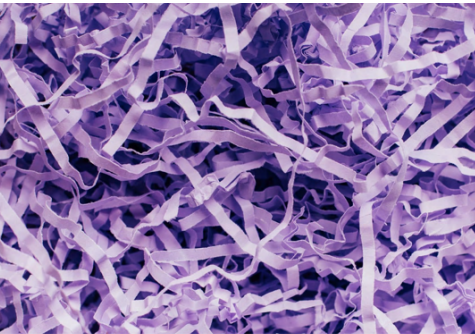
Yau Fun Heng

Group Head, Fulfillment by Lazada
at Lazada Group



Inventory management is a complex but essential component of cultivating the best customer experience. A solution for brands and sellers to manage their warehousing and order fulfillment would be to send their products to a fulfillment center like **Fulfillment by Lazada (FBL)**.

Fulfillment by Lazada solves the logistics hassle of eCommerce, making it easy for brands and sellers to sell on Lazada. FBL allows Lazada sellers to simply leave their products with Lazada Logistics, which handles all the end-to-end logistics operations, including fulfillment, delivery and returns. Lazada Logistics' data-powered fulfillment process is handled in state-of-the-art facilities across Southeast Asia and is seamlessly integrated with an extensive delivery network driven by proprietary smart-routing technology. FBL also prides itself on maintaining its consistently high standards even while handling volume surges during major campaigns.



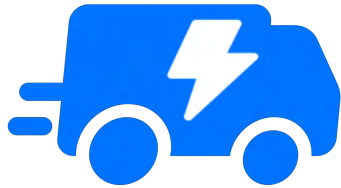
Lazada continues to innovate and introduce new solutions that help merchants and eCommerce partners meet the growing demands and expectations of their customers. For example, FBL offers sustainable packaging options, such as FSC* cartons and shredded packaging fillers, to brands and sellers amid growing demands for sustainable delivery solutions.

Lazada Logistics has also introduced multi-channel logistics (MCL) services, which provide a single stock fulfillment solution to help eCommerce enablers and brands fulfill across all eCommerce channels seamlessly. Whether a consumer orders on Lazada or through other eCommerce sites, Lazada Logistics will process and fulfill all the orders. MCL ensures that a consistent brand experience is delivered and solves many logistics pain points for brands and sellers, freeing them to focus on sales, marketing and scaling their businesses.



*FSC: Forest Stewardship Council. FSC certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits

Faster and better delivery service with FBL



In certain metro cities, consumers who purchase products that are delivered through FBL can receive their orders as early as the next day with the introduction of the Priority Delivery Program. There will also be end-to-end customer visibility on priority delivery and date definitive tags in various places such as the Search Result Pages and Product Display Pages. Consumers in these metro cities will be able to shop with greater confidence and clarity on the delivery dates and receive their purchases faster.

The LazMall One program also provides consumers with a faster and better delivery experience, allowing them to save on shipping fees as they basket build and consolidate their purchases for products from different stores that are coming from Lazada Logistics fulfilment centres. Consumers only need to pay one shipping fee when they purchase and consolidate different products from different stores that are on FBL and Retail.



Lazada Logistics is recognized for its high-quality service and standards and is trusted by many brands and sellers across the region to deliver a superior logistics experience to their customers.





Lazada also leverages third-party logistics (3PL) service providers like Synagie to ensure excellent logistics management.

Choosing the right 3PL providers

One of the main advantages of using 3PL providers is that it allows a business to immediately acquire the right teams, tools and technologies to provide the operational know-how and support needed for growth. With logistics networks becoming increasingly complex, fragmented and opaque, costs can often be hard to identify, let alone reduce. A good and seasoned 3PL partner can provide the expertise, connections and digital solutions to help businesses navigate and link disjointed logistics networks into digitally connected ecosystems for transparency, accountability and financial sustainability.

How can businesses identify a good 3PL solutions provider in Southeast Asia, particularly for eCommerce?

Synagie's logistics overview

“A good 3PL provider, especially for eCommerce in Southeast Asia, is one that has adequate scale but is also agile and adaptable to the differing needs of markets, channels and businesses. It should also be forward-looking and sustainable; have deep know-how, networks and experience; and be able to digitally orchestrate an end-to-end ecosystem to facilitate the whole supply value chain.”

—
Olive Tai

Co-founder & Managing Director at Synagie



Synagie has fulfillment centers across Southeast Asia that act as regional or local distribution centers for B2B (business-to-business) and B2C (business-to-consumer) commerce. Unique eCommerce services offered by the company include virtual product bundling, customized brand staging, brand concierge services as well as the integration of order and warehouse management systems via proprietary technology. Working with its partners, It currently covers all trade lanes in Southeast Asia and offers businesses at-origin or at-destination warehousing options for their cross-border operations. Synagie implements sustainability across the eCommerce value chain and aims to offer affordable eco-friendly packaging in all its fulfillment centers across the region by the end 2023.

05

RECOMMENDED ACTIONS

How businesses can act on these insights
to drive eCommerce transformation.



Lazada Sponsored Solutions
POWERED BY *SMART*

groupm

Synagie

01

Tap into the power of search to capture high-intent shoppers

Given that 50% of shoppers do not have specific products in mind when they visit an eCommerce marketplace, search functions are a great tool for brands, especially since 9 out of 10 consumers use this function to guide their purchase decisions. Brands can tap into this functionality with both organic and paid solutions on eCommerce. eCommerce media solutions can also lead to smarter targeting to achieve “closed loop” communication with shoppers.



What is Lazada Sponsored Solutions?

Lazada Sponsored Solutions is a full suite of paid visibility solutions both in-app and external for brands & sellers to increase traffic & sales and optimize performance via data insights.

Powered by Alibaba Group’s technological and AI infrastructure, Lazada Sponsored Solutions’ unique SMART features enable brands and sellers to achieve convenience, effectiveness and efficiency in campaign management. SMART features also help brands and sellers increase sales, attain measurable insights, access AI-powered and auto features, achieve strong return on investment (ROI) and sharper targeting.

Brands and sellers that have executed SMART campaigns have seen an improved conversion rate of 15%, improvements in ROI of 21% and increased click-through rates of 41%. In 2021, 400,000 brands and sellers that implemented Lazada Sponsored Solutions saw 48% more growth compared to those that did not use these solutions as well as an ROI of up to 10.



SALES INCREASE

+48%
vs. not using
Lazada
Sponsored
Solutions

MEASURABLE

Measure data & insights for efficient optimization

AI POWERED & AUTO

Leverage Alibaba’s AI, Cloud & big data technology infrastructure

ROI

Achieve an ROI of up to **10x**

TARGETED

Deliver **precise & personalized targeting** to achieve conversion



Unlock Sponsored Discovery through Lazada's AI powered Search & Product Recommendation Engine

Brands, Sellers and Agencies can leverage the power of Lazada's Sponsored Discovery solution that matches promoted products with the most relevant shoppers. Sponsored Discovery combines Sponsored Search and Sponsored Products into one powerful solution. Businesses can also further scale Sponsored Search with First Search Slot (first slot position within Sponsored Search).

This is an opportunity for brands to get prime visibility and maximize performance on search results by winning the first slot through Sponsored Discovery campaigns.

Unique advantages of the First Search Slot are:

FIRST IN VISIBILITY

Drive up to

2X

more traffic vs. other Sponsored Search slots



FIRST IN PERFORMANCE

Sellers saw

6X

growth in sales and an average ROI of 9



SPONSORED DISCOVERY
BRAND SPOTLIGHT



UNILEVER THAILAND

Take a category approach in sponsored discovery to drive up campaign scale while maintaining a healthy ROI

#IMPROVE-SALES

#SCALE-UP

#SPONSORED-DISCOVERY

Challenges and needs

Unilever is an industry leader in Personal care category and has performed well in Sponsored Discovery last year. In 2022 they have pivoted the strategy to grow share of voice and market share of key product categories as well as maintaining healthy ROI.

Approach taken

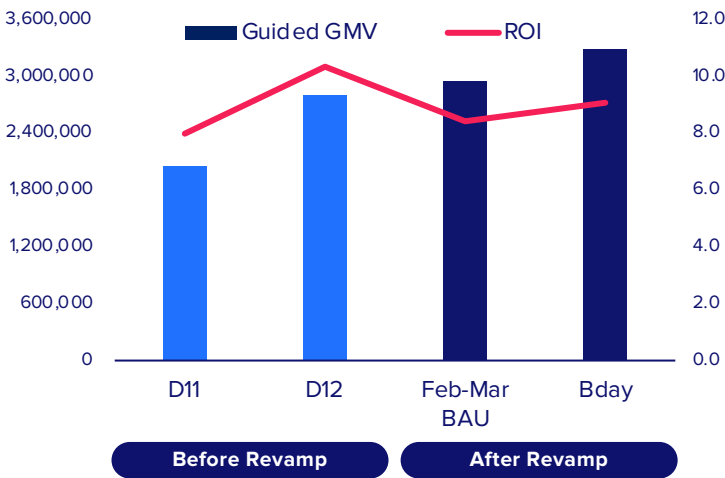
- Extensive data analysis and insights to define the right category / product strategy based on platform demand and Unilever’s store performance
- Drive a category approach in Sponsored discovery set-up
- Ongoing optimization from BAU leading to the Birthday Mega

Results

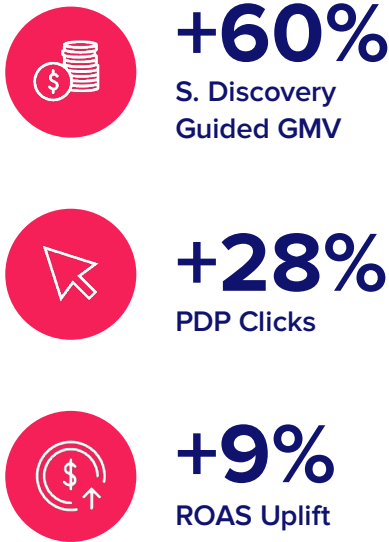
With the new approach, Unilever was able to further improve the performance both Sponsored Discovery as well as overall store performance on the strategic categories.

Performance growth from D11 – BDAY:

SPONSORED DISCOVERY INVESTMENTS
& OPTIMIZATIONS M-O-M



Performance uplift
after 2 Mega Campaigns:



“Brand owners like us, are always on a hunt to streamline the number of campaigns and optimize our budgets. Automation capabilities available on Lazada Sponsored Solutions have not only allowed us to achieve this, but it has also enabled us to conduct even more experimentation with our engagement strategies as well.”

—

Suchaya C.
Campaign Performance Manager,
Philips Home Appliances Thailand

Brands and sellers seeking to include SMART features in their eCommerce strategies can access Lazada Sponsored Solutions directly through the Lazada Seller Center. Enterprises can also opt to learn more through their dedicated Lazada Key Account Managers, media agencies or eCommerce enablement partners.

“We’re empowering our brands and sellers on Lazada with Lazada Sponsored Solutions powered by SMART that unlock possibilities for businesses to drive their growth.”

—
James Chang,
Chief Business Officer at
Lazada Group

02

Invest in the key drivers from click to cart to checkout

It is important to have the right focus and investments in the below key drivers throughout shoppers' paths to purchase. It is especially crucial for new brands to have product ratings and reviews to drive credibility and motivate shoppers to add products to their online carts.



Key drivers for clicks

- Product placement
- Product photos
- Free shipping option
- Product price, vouchers and discounts



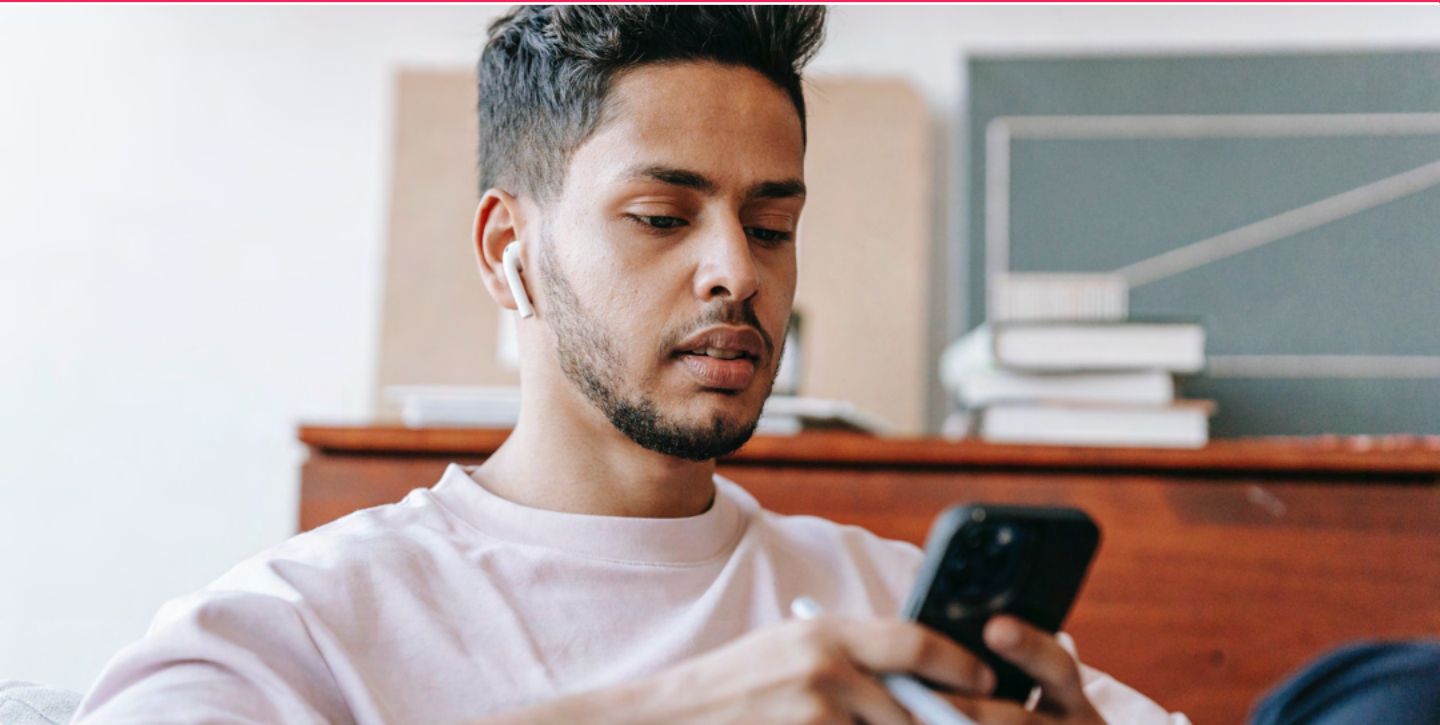
Key drivers for adding to cart

- Product ratings and reviews
- Product price, vouchers and discounts
- Delivery fee
- Free shipping option



Key drivers for checkout

- Promotions and discounts
- Product price is within consumers' budgets
- Free shipping
- Urgency to buy the product



03

Maintain excellent online store operations

Best practices for store creation



Approach it with a mobile-first mentality

with punchy and succinct copy, evocative and engaging images and video content to bring out the brand story and its unique value proposition.



Strategic placements

of unique services offered by the brand.



Highlight add-to-cart drivers,

such as 100% product authenticity, return guarantees as well as fast and free deliveries.



Categorize product offerings in a three-tier approach:

- Categories, collections or brands (in the case of a multi-brand store).
- Best sellers, hero products or new products.
- Customized brand or category associated shopping behaviors or price points to build basket size.



Have no more than three clicks to purchase

to create a sense of excitement, exclusivity and urgency, with clear calls-to-action and concise link-outs.

Best practices for user engagement

Leverage the Followers function as a free channel to engage and communicate with shoppers directly. Brands and sellers can also use Lazada's chat function to offer promotional vouchers to their followers to purchase products.

In addition, Lazada's Feed function enables brands and sellers to communicate with their followers via:

- Brand stories
- New products and product benefits
- Top-selling products
- Promotions

Tips and tricks for product merchandising

Optimize product titles

to be clear, concise and follow basic naming conventions, with the inclusion of relevant brand and category keywords to improve relevancy scores to boost searchability.

Optimize descriptions

to engage and persuade customers by highlighting benefits, unique selling points and problem-solving features.

Enhance content with images and videos

to simplify and make the communication and engagement process more effective to create higher chances of converting shoppers.

Best practices for marketing & promotion operational excellence

- Leverage free shipping for orders
- If there is a limitation on discounts then consider free gifts
- Implement Flexi Combos
- Provide discounts for Repeat Purchase



Master the Lazada Store Builder and Lorikeet to enhance business performance quickly and efficiently

Lazada Store Builder

Lazada Store Builder is a free solution for businesses to create effective store designs that are more engaging and easier to navigate for consumers. Below are some best practices for mastering the Store Builder tool.

Store decorations

- Highlight the value proposition message
- Have promotions with calls-to-action
- Customize categorization with product grouping
- Personalize store with a “Just For You” section for every consumer

Store visuals

- Ensure good product images are used
- Have a clean look with consistent colors
- Visuals should be in line with the season and the theme



Lazada Lorikeet

Lorikeet is a decoration tool designed to help businesses create and beautify their product descriptions from scratch or with one of Lazada’s professionally made templates. Below are some best practices for mastering Lorikeet:



Understand the features in Lorikeet, including layers, modules and templates, decoration areas, and more.



Be sure to highlight products’ key features, images and unique selling points as well as the brand story and calls-to-action.



Monitor the conversion rate of Lorikeet products using the Business Advisor tool.

04

Choose the right logistics option for your business

Lazada helps businesses and sellers stand out against their competitors by relieving logistics concerns that often require high capital and operational expenses to alleviate. Lazada Logistics provides hassle-free end-to-end services that cover everything from first-mile pickups, storage and packing to last-mile delivery and returns. Businesses should determine their needs, expectations and category requirements and choose the right logistics solutions to suit their needs.

“Lazada Logistics continues to innovate and introduce new solutions that help merchants and eCommerce partners meet the growing demands and expectations of their customers.”

—
Yau Fun Heng,
Group Head, Fulfillment by Lazada
at Lazada Group



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Lazada

Add to Cart. Add to Life.