

Getting Started on Tmall Global

Sell online to China using cross-border e-commerce



Azoya International

May 2020 / Shenzhen, China

About

About this Report

This report is designed to help international brands & retailers understand the intricacies of launching and scaling a store on Tmall Global, China's largest import cross-border e-commerce platform.

The report covers basic information on set-up requirements, user base analysis, category breakdown, and crucial tips on how to drive sales. The reader will walk away with a basic understanding of how to get started selling on the platform.

Introduction

An Introduction to Azoya

Azoya is a borderless commerce enabler that helps international brands & retailers build and scale China e-commerce businesses. Our services include e-commerce set-up & operations, digital marketing, managed logistics, IT infrastructure construction, and more.

We are based in Shenzhen, China with nearly 200 employees worldwide.

■ General Information

- About Tmall Global[04]
- Categories & Brands[16]
- Users on Tmall Global[21]

■ Practical Tips

- Setting Up Store & Product Pages[26]
- Driving Traffic/Sales
 - Ads, Content, Livestreaming[30]
 - Campaigns[39]

■ How Tmall Rates Your Store & Summary[48]



**Your Bridge to
China Retail**



General Information

About Tmall Global



About Tmall Global

Tmall Global is China's largest **cross-border e-commerce platform** for customers to purchase quality, imported products. Combined with its recent acquisition of Kaola, it holds over **52% share** of the market



22,000+ international brands



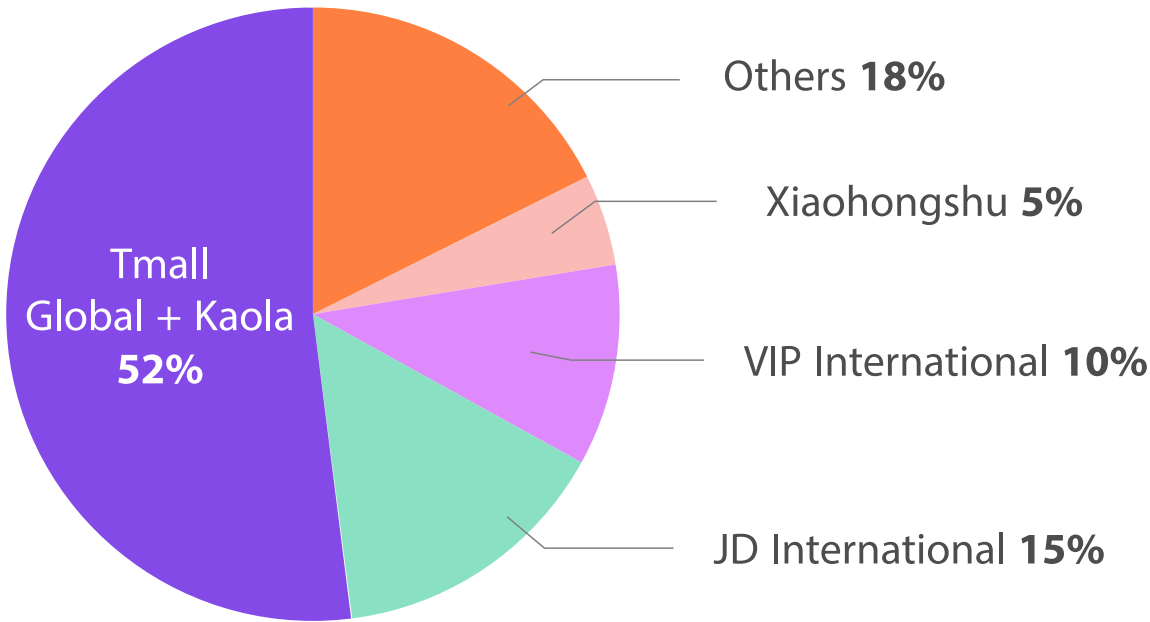
78 countries and regions represented



4,300+ product categories

Source: iiMedia Research, Tmall Global, CBN Data

China Cross-Border E-Commerce
Market Share (Q3 2019)



Tmall vs Tmall Global

Tmall Global enables foreign brands and retailers to set up a China e-commerce store without a localized China business. No need for product registration, import documents, or other processes associated with general trade importing.

TMALL 天猫

Tmall is China's largest **domestic B2C e-commerce platform** with over 666 million monthly active users

Merchant Requirements

- Chinese legal entity
- Chinese corporate bank account
- China registered trademark
- Goods have passed China CIQ and general imported to China
- Goods stored and fulfilled from China warehouse

TMALL GLOBAL 天猫国际

Tmall Global is a subsidiary of Tmall and **China's largest cross-border e-commerce platform**

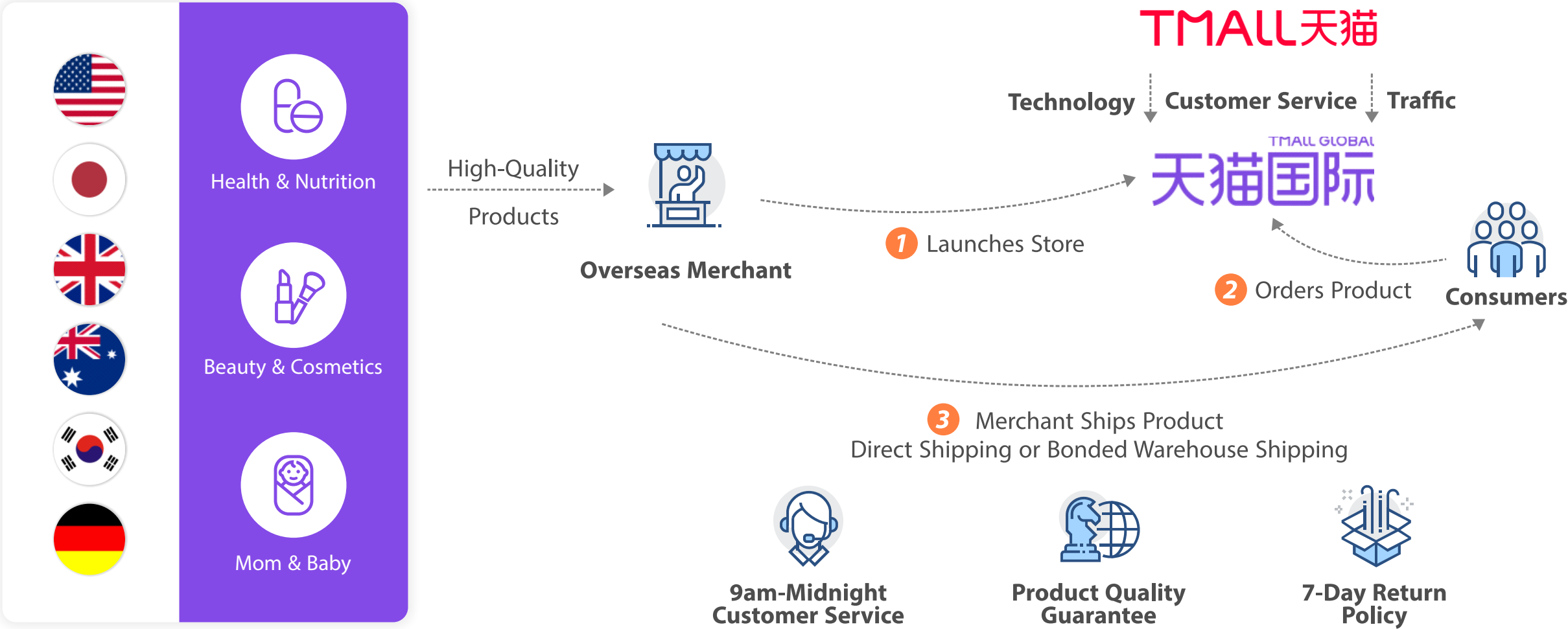
Merchant Requirements

- International legal entity
- Corporate bank account in home country
- Trademark registered in home country
- Goods stored & fulfilled from overseas warehouse, Hong Kong warehouse, or China bonded warehouse, no need for CIQ and general importation.

Source: Tmall, Tmall Global

How Cross-Border E-Commerce on Tmall Global Works

Under cross-border e-commerce, merchants ship quality, imported products to customers after they order products on Tmall Global



Source: Tmall, Tmall Global

Brands vs. Multi-Brand Retailer Stores

Brands use Tmall Global as an official China storefront for both brand-building and sales growth, while multi-brand retailers use it as one of many sales channels.

Tmall Global for Brands

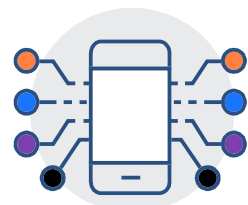


Purpose

Brand-Building, Official China Presence, Sales Growth

A Tmall Global store acts as a **launchpad** for a brand's official China business. It can be used to **gain initial brand exposure, build a story & identity**, and **grow sales** to a point where the brand can formally enter China through general trade & import.

Tmall Global for Multi-brand Retailers



Purpose

One of Many Sales Channels

For retailers, a Tmall Global store acts as one out of many **sales channels**. It enables retailers to reach a **general user base** because it fits within Alibaba's Taobao/Tmall ecosystem. This is contrast to smaller platforms which may have a more niche user base.

Different Business Models on Tmall Global

There are different options for different merchants



Brands looking to set up a B2C e-commerce store

Store Options:

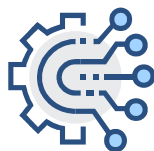
Flagship Store, Authorized Store

Business Model:

Direct shipping or bonded warehousing consignment

Who Runs the Store:

Merchant



Merchants looking to set up a multi-brand B2C e-commerce store

Store Options:

Authorized Store, Specialty Store, Web2Web Flagship Store

Business Model:

Direct shipping or bonded warehousing consignment

Who Runs the Store:

Merchant



Merchants looking for a direct B2B2C buying relationship

Store Options:

Tmall Direct Import, Tmall Fashion, Tmall Beauty, Tmall Health, Tmall Overseas Fulfillment, etc.

Business Model:

Bulk sales to Tmall, shipping to Tmall/ Cainiao warehouses

Who Runs the Store:

Tmall operations teams

Different Business Models on Tmall Global

Tmall Global offers different types of stores for different merchants

Options for Brands



Flagship Store (brand owners) (品牌旗舰店)

Only brands with a ® or TM trademark can have a flagship store. The owner of the store can either be the brand or an authorized agent, who must possess all documents required.



Authorized Store (专卖店)

For merchants that have a permit from the brand to sell its products, but not on an exclusive basis. Products need to have trademark registration in Hong Kong.

Options for Multi-Brand Stores



Flagship Store (Industry) (行业卖场型旗舰店)

Multi-brand stores set up by class-35 trademark holders with at least five years of operating experience and a B2B/B2C e-commerce site OR at least five offline stores in their respective countries



Flagship Store (Marketplace) (卖场型旗舰店)

Multi-brand stores set up by supermarkets, marketplace retailers, etc. Merchants need to be able to trace goods to the class-35 trademark holders.



Web2Web store (官网同购)

For multi-brand retailers with many SKUs. Tmall store uses an API to connect back-end with existing e-commerce website, uploading and updating many SKUs.

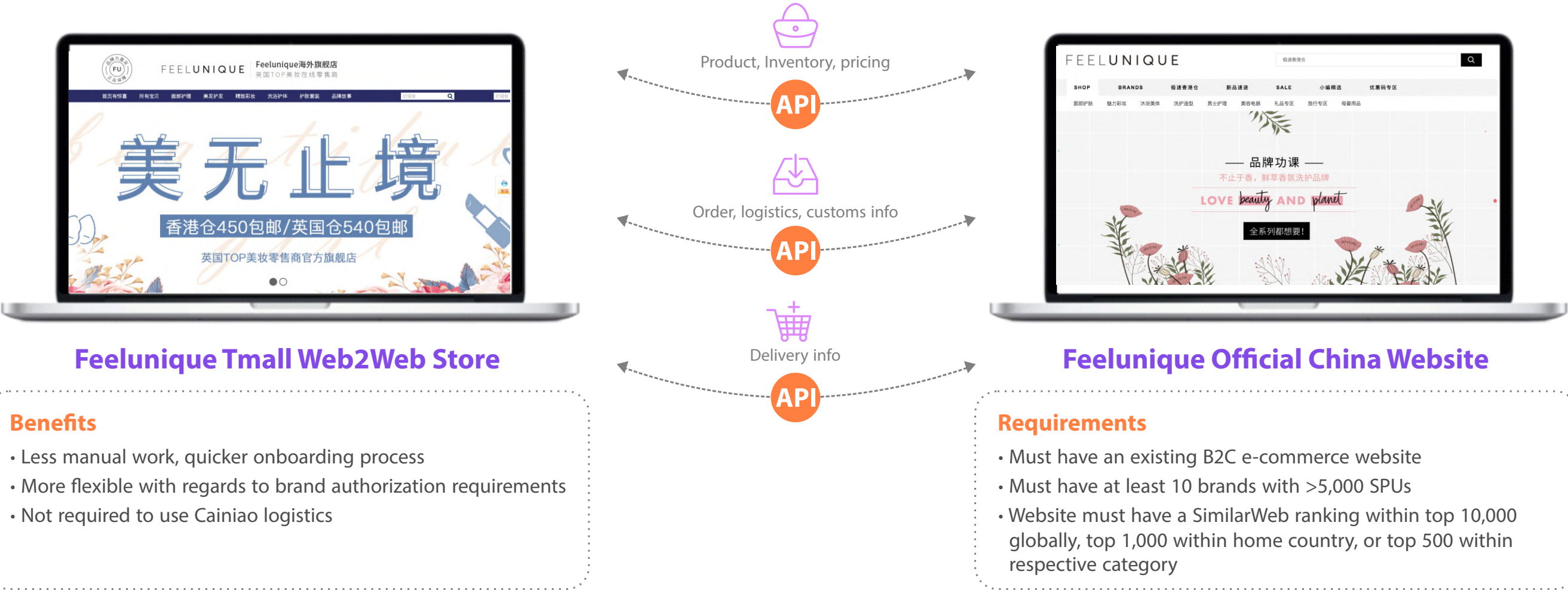


Specialty Store (专营店)

Stores operating two or more brands under the same business category on Tmall Global. Distributors must have evidence of product source & invoice. Shop name cannot conflict with others.

Tmall Global Web2Web (W2W) Program

The Web2Web program enables **multi-brand retailers** to **quickly build a Tmall store** and **upload large numbers of SKUs** from an **existing e-commerce website**. This **speeds up the onboarding process** for retailers with many SKUs



Tmall Global Direct Import

Tmall Global has a number of in-house teams that run category-specific stores for imported goods. Merchants can negotiate direct sales with their procurement teams. Each store's product images have a different color trim.



Tmall Global Fashion
fashionglobal.tmall.hk



Tmall Global Beauty
beautyglobal.tmall.hk



Tmall Global Supermarket
jinkou.tmall.hk



Tmall Global Home
homeglobal.tmall.hk



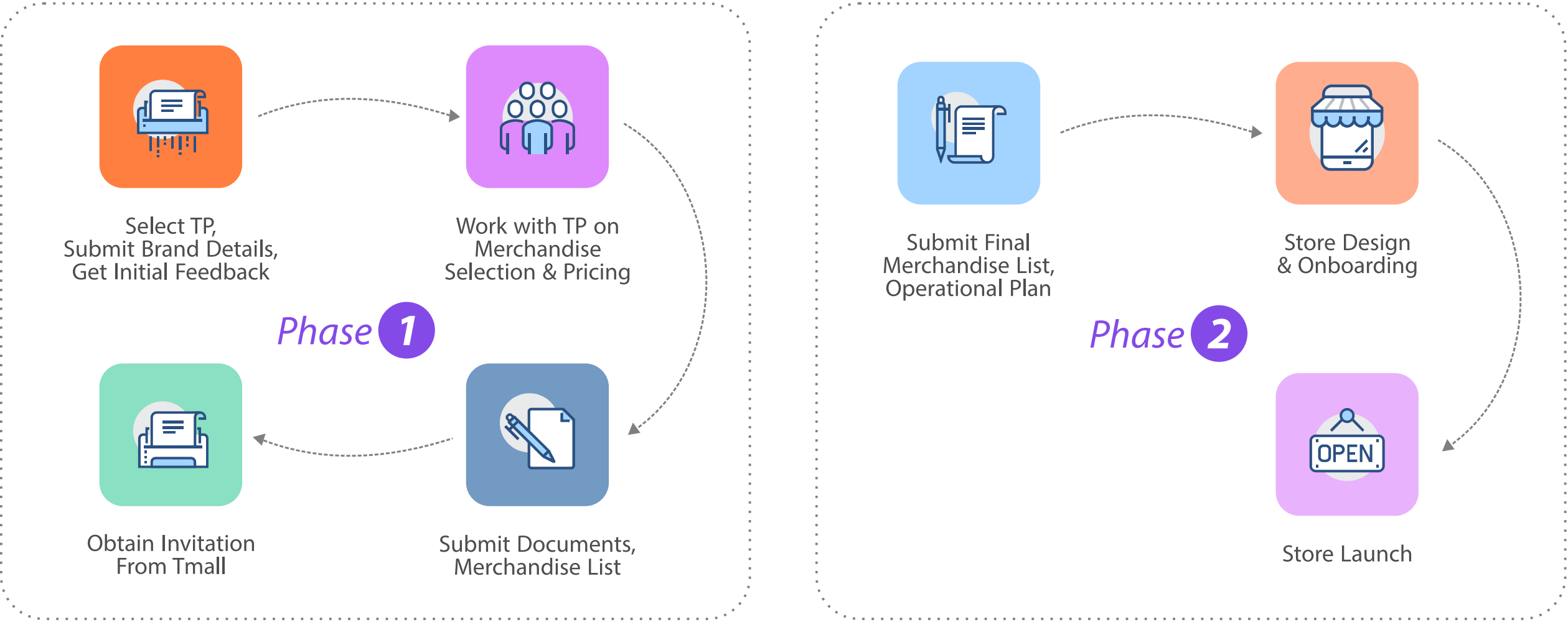
Tmall Overseas Fulfillment
tof.tmall.hk



Tmall Global Baby
babyglobal.tmall.hk

Tmall Store Application Process

The Tmall store application process is typically conducted with the help of a trusted trade partner (TP).



Picking a Tmall Partner (TP)

A TP is your crucial China e-commerce partner. They handle e-commerce operations on Tmall Global. Choosing the right TP is crucial because they run the day-to-day management of your business. Your TP will work with you to prepare a pitch for and negotiate with Tmall Global.

An Ideal TP can Offer Services such as....



Daily Project Management
& Communication



Web Store Maintenance
& Operations



Managed Logistics



IT Infrastructure Build-Out



Payments & Settlements



Digital Marketing



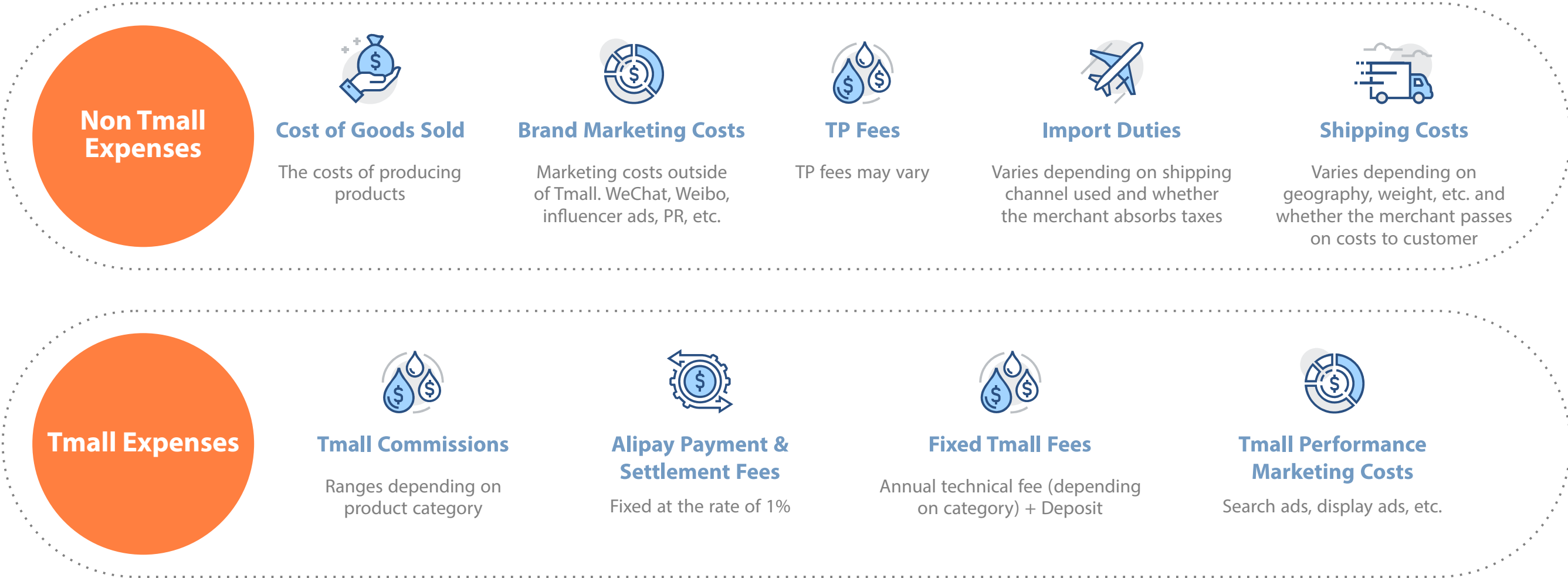
Merchandising & Pricing



Sourcing

Budgeting for Tmall Global

Brands looking to enter China through Tmall Global have a host of different fees and costs to handle. In some cases brands pay the taxes & shipping costs, and in other cases they pass on the expenses to customers.





General Information

Categories & Brands



Top Categories on Tmall Global

These categories are in particular demand because they are **high-quality** and either **too hard to find** or **too expensive** when purchased through traditional retail channels. Merchants sell cross-border on Tmall Global because they may face **difficulties in exporting and registering products under traditional trade regulations**.

Apparel & Shoes

Chinese consumers still prefer to purchase imported fashion brands, especially those in the luxury and sportswear subcategories. However, domestic brands are on the rise and challenging the supremacy of foreign brands

Mother & Baby

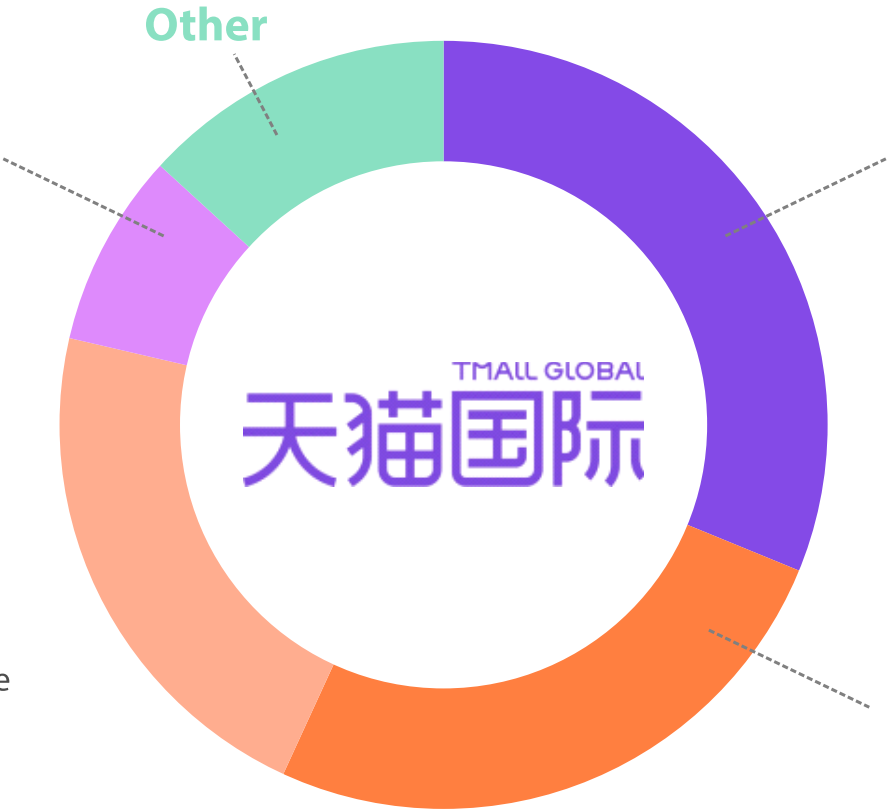
Many Chinese consumers prefer to purchase imported products for their perceived quality, especially after the melamine milk scandal of 2008

Beauty & Personal Care

Many beauty brands cannot export to China due to their stances against animal testing. Others face lengthy product registration processes

Food & Groceries (incl. Health Supplements)

Certain organic foods are hard to find in China because they cannot be grown in the country's environment. Other products face complex registration processes, or consumers prefer imports for their quality.



Source: Tmall Global, CBNDData

Emerging Subcategories on Tmall Global

These emerging subcategories are currently popular on Tmall Global.



Science-Backed Dermaceuticals

Consumers are increasingly looking for specific ingredients to solve certain skin problems



Trendy Sportswear

Athleisure is the new fashion trend amongst millennials, as China's hip-hop culture takes off and white-collar workers pursue more active lifestyles



Animal Food & Accessories

More and more millennials are raising pets than ever before, and are starting to look towards imported goods for quality



Diet/Weight Loss Products

Millennials are more conscious of their health and look for products to help them lose weight



OTC Pharmaceuticals

Some OTC products cannot be found in mainland China. Imported children's cough syrup, special creams, and vitamin tablets are popular

Source: Tmall Global

Tmall Global on Singles Day 2019

Singles Day acts as a good benchmark for how a brand will do in the China market. 2019 Singles Day showed that Tmall Global remains a strong platform for imported products.

Top 5 Countries



Japan



USA



South Korea



Australia



Germany

Top 5 Categories



Health & Nutrition



Beauty & Cosmetics



Mom & Baby



Fashion



Electronics

- Tmall Global sold over **620,000 products** from 78 different countries
- 167 brands sold over **10 million RMB** of merchandise
- Eight brands sold over **100 million RMB** of products

Is My Brand Right for Tmall Global?

Tmall Global makes sense for products that have some brand awareness in China. Here's a few questions to ask yourself if you're thinking of getting on Tmall Global.

Risk/Reward Analysis	
Market Sizing	<ul style="list-style-type: none">How big is the market opportunity in my subcategory?
Competitive Analysis	<ul style="list-style-type: none">How competitive is my subcategory?
	<ul style="list-style-type: none">Who are the other competitors and what prices are they selling at?
Forecasting	<ul style="list-style-type: none">Is my budget large enough for launching a store on Tmall Global?
	<ul style="list-style-type: none">Is the opportunity worth the risk?

Testing for Reputation How Well-Known is My Brand in China?	
 Taobao.com Gray Market Demand	<ul style="list-style-type: none">Are daigou and C2C sellers selling my product on the gray market via Taobao or WeChat?
 Search Engine Results	<ul style="list-style-type: none">Can my brand be found in Baidu search results? Are there articles about my brand?
 Social Media Buzz	<ul style="list-style-type: none">Can my brand be found on Chinese social media platforms? Are people talking about it on WeChat, Weibo, Xiaohongshu, etc.?



General Information

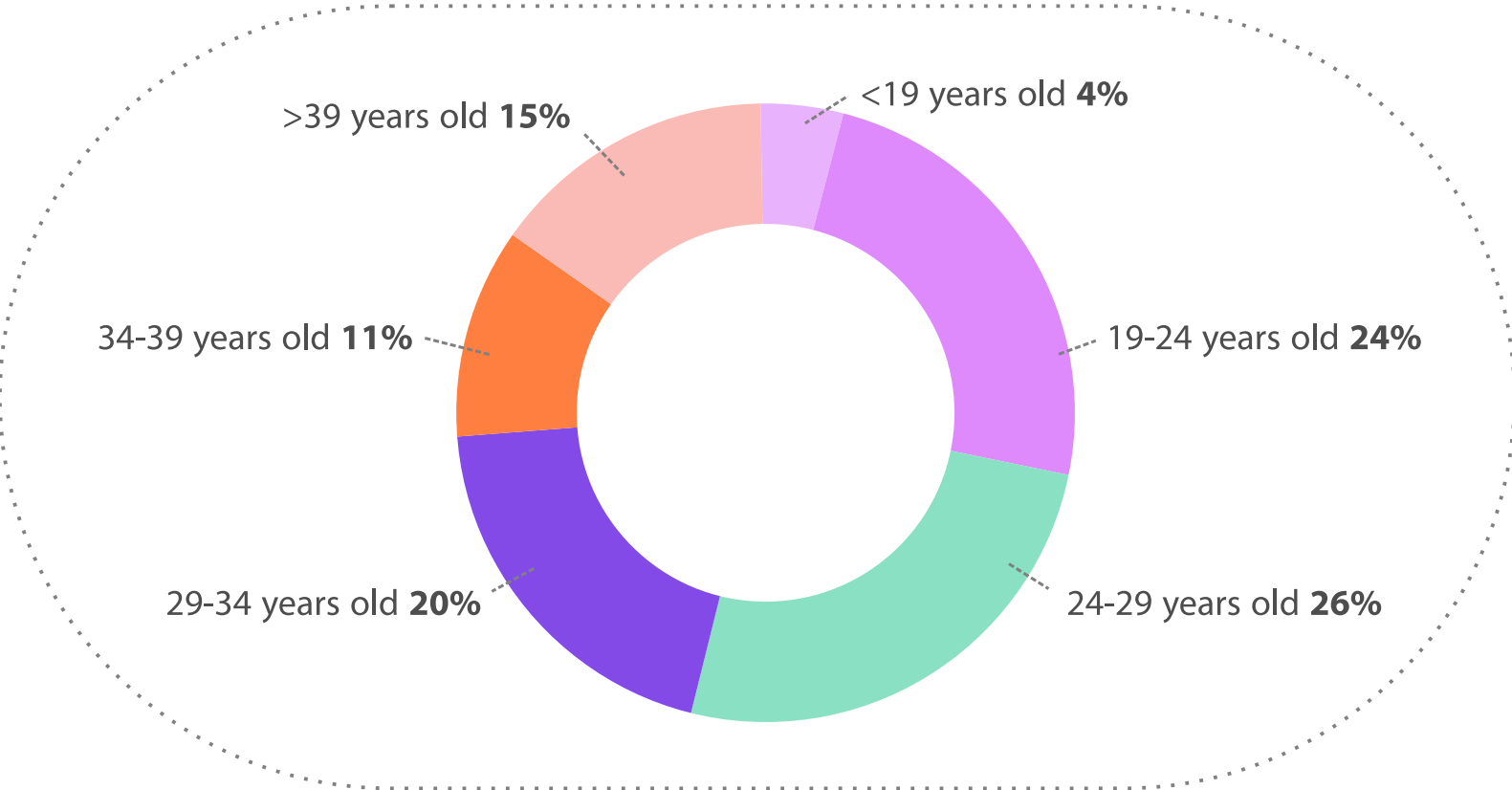
Users on Tmall Global



Who is the Tmall Global Customer?

Tmall Global customers are young, middle-class consumers who are looking for safe, high-quality imported products. They are primarily based in China's Tier-1 and Tier-2 cities.

Tmall Global Singles Day 2019
Sales Breakdown by Age Group



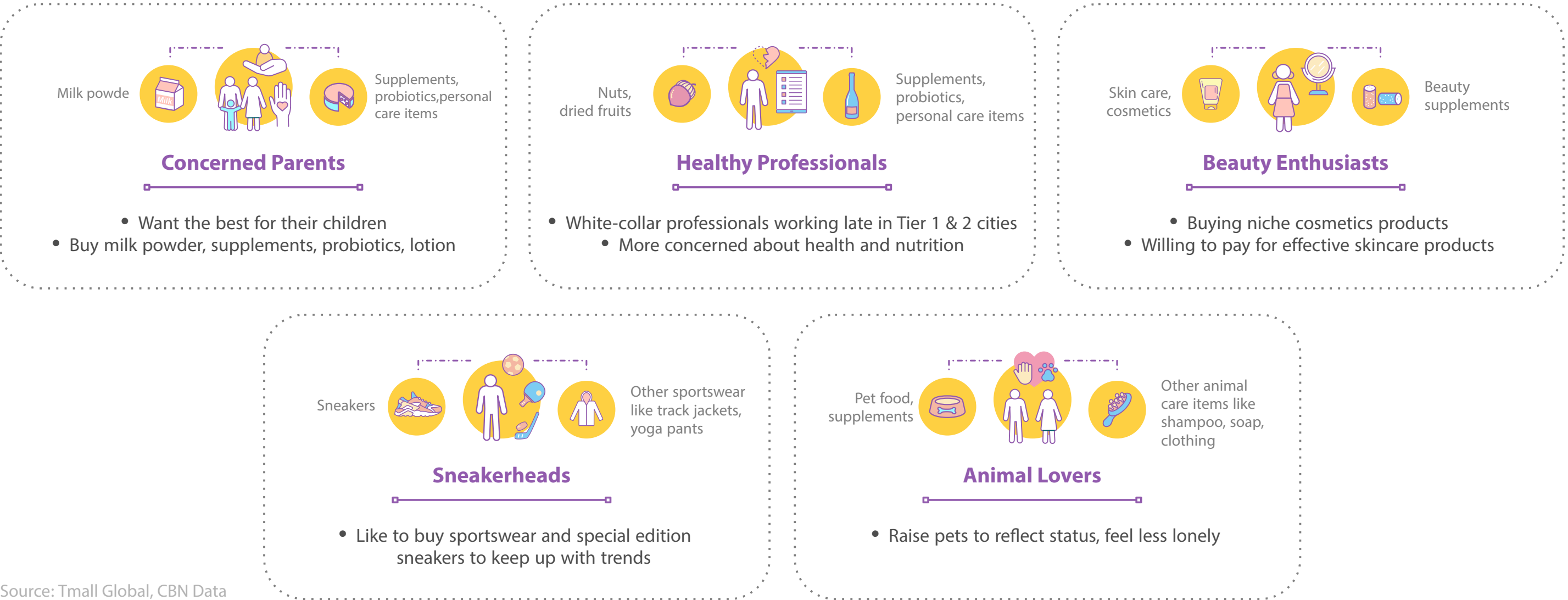
Source: Tmall Global

Tmall Global Singles Day 2019
Top 10 Cities for Sales



Different User Groups on Tmall Global

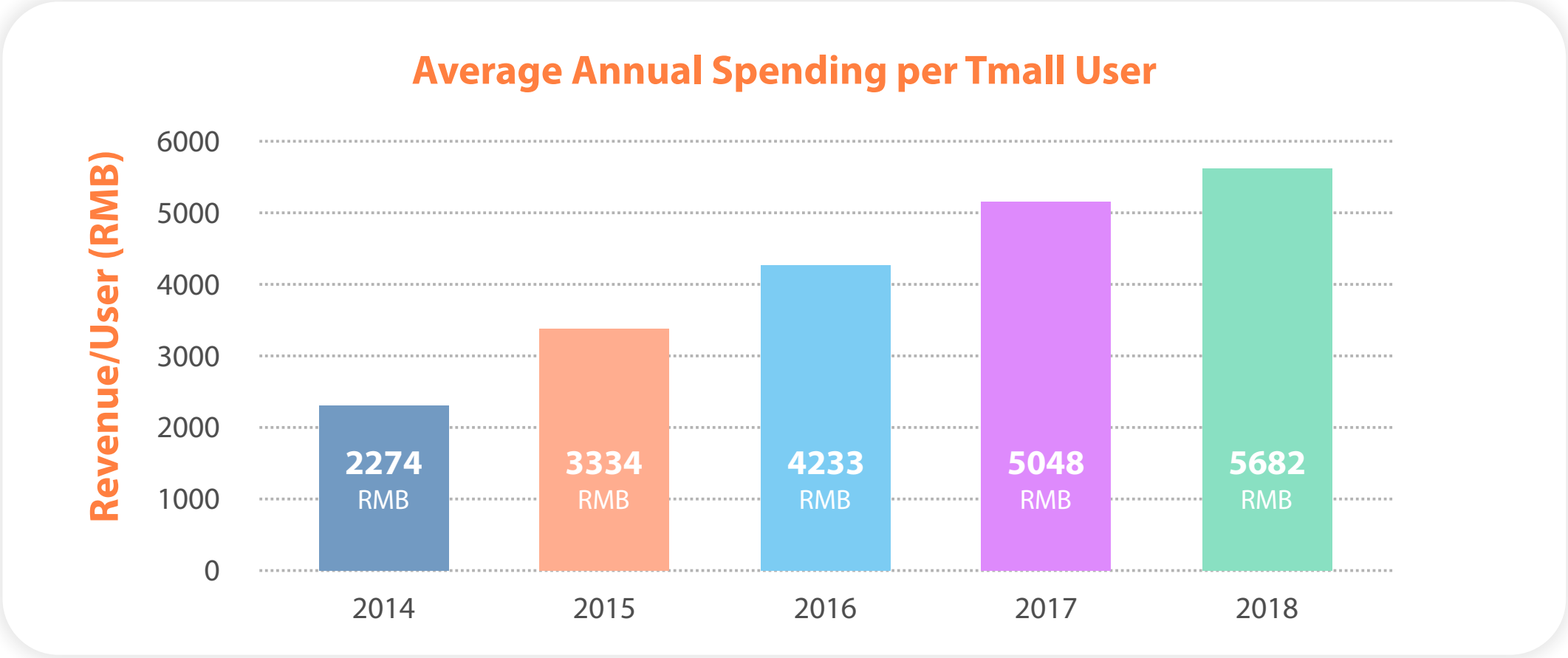
Brands can target different customer segments on Tmall Global.



Source: Tmall Global, CBN Data

Tmall & Tmall Global Average Annual Spending / User

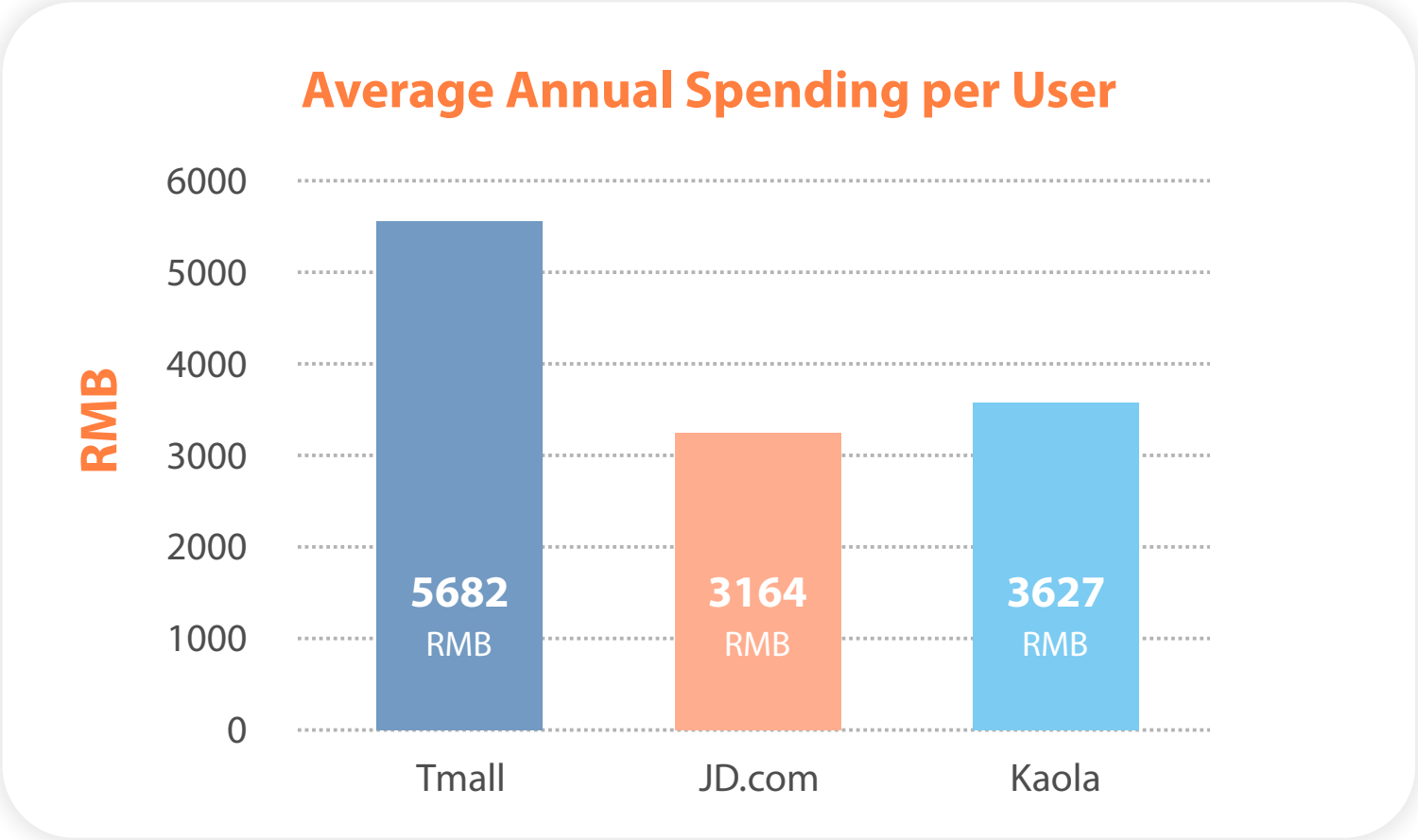
The average user spends over 5,600 RMB a year on Tmall, up from 2,200 RMB in 2014. Order frequency and average basket value per transaction have both increased, indicating the loyalty of Tmall's user base.



Source: CTR Fiscal reports of Tmall/Taobao/JD. 2. iiMedia Research <2018-2019 China Cross Border ecommerce Report>

How Users on Tmall Stack Up Against Other Platforms

While JD.com is known for electronics/FMCG products and Kaola has a user base of daigou and moms, Tmall has a much more general and larger user base. Tmall Global is better for launching new products because of its wide reach.



Source: CTR Fiscal reports of Tmall/Taobao/JD. 2. iiMedia Research <2018-2019 China Cross Border ecommerce Report>



Practical Tips

Setting Up Store & Product Pages



Designing Your Store Page – Brand Flagship Store

For a brand, the store page and layout is focused on 1. portraying the brand identity properly, 2. highlighting hero SKUs, and 3. using promotions to encourage conversions. This is because brands often have limited numbers of SKUs and want customers to focus on their “hero product”

Key Factors

Visual Identity:

Colors, logos, themes must match brand identity

Product Layout:

Products reflect hero products. Categories are presented in order of importance

Campaign Highlights:

Run promotions to encourage customers to make a purchase

55 RMB off if customer spends 300 RMB.



1 Color scheme reflects Pixi’s soft pink/green theme

2 60% of Pixi SKUs are skin toner products, so toner is in the front, followed by eye creams

Designing Your Store Page – Multi-Brand Store

For multi-brand stores, customers are faced with the challenge of navigating hundreds of SKUs from different brands. Store owners must position their store layout and promotions to help customers make decisions easier.

- **Landing Page:**
highlights promotion to entice conversion
- **Page Layout:**
focus on presenting the highest volume SKUs to drive sales
- **Product Selection:**
Many SKUs so objective is to help users quickly find product requirements
- **Value-added services:**
retailers must provide other services to differentiate themselves, such as beauty tips, gift sets, etc.



Product Page – Selling Points

In China, the product page is very important because consumers rarely go to a brand’s official website to do research. Thus, brands in China must put more information on product ingredients, selling points, etc. It’s not uncommon for a product page to have 8-10 pages of content.

pixi × 天猫38节

活动时间：3月5日0点-3月8日24点



实付满130元

前1500名送

面膜泥15ml*2

*赠品不叠加

赠

实付满299元

前1700名送

果酸面膜1盒(3片装)

*赠品不叠加

赠

¥145元

前1小时 臻享9折

入会领10元无门槛券

It's common to change the **color trim** of product images to match certain holidays and highlight promotions

- Soft, glowing skin, reduce yellow

1
- Exfoliate pores, soften skin

2
- Improve skin quality, balance moisture & oil

3

商品详情评价...

Pixi 5%果酸
光采焕肤去角质爽肤水

改善粗糙肤质 焕发肌肤光彩

—— 天然亲肤 简约高效 ——

01 温柔焕肤 去黄提亮
擦走老废角质，轻松告别暗沉脸

02 疏通毛孔 改善粗糙
击退闭口和痘痘，重塑光滑肤质


03 舒缓抗炎 调节水油平衡
肌肤维稳好帮手，打造柔嫩健康肌

目录


Many customers look to beauty products to solve certain **functions**, so it's important for the brand to highlight this

商品详情评价...


4大成分 效果加成



Glycolic acid
I 乙醇酸(5%)
去角质、提亮肤色



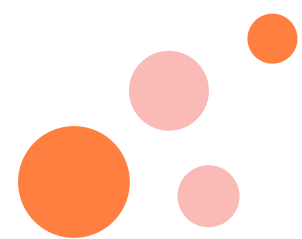
Ginseng
I 人参成分
抗氧化、抗炎
提升肌肤活力



Aloe vera
I 芦荟成分
可有效舒缓肌肤

目录

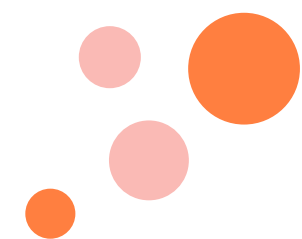
Ingredients are an important selling point. Many customers will search for specific ingredients when doing product research



Practical Tips

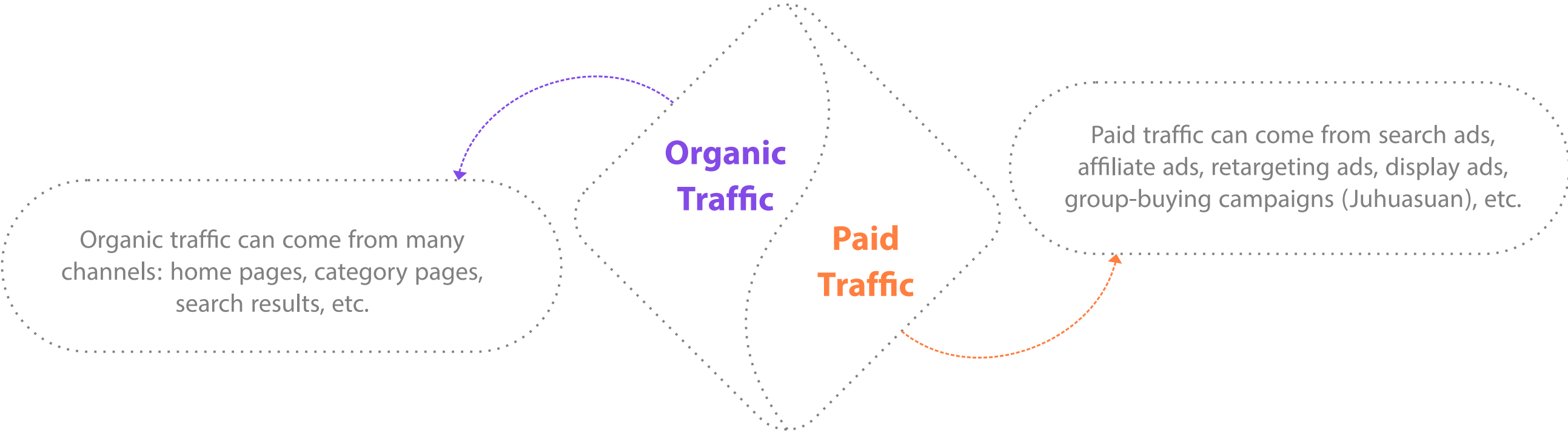
Driving Traffic/Sales

- Ads, Content, Livestreaming*



Where Your Traffic Will Come From

On Tmall, your customers will come primarily from two channels: organic traffic and paid traffic. In the early stages, customers won't be searching for your brand so there will be low organic traffic. Brands have to spend heavily on paid ads and brand marketing outside of Tmall to build awareness.



Where Do Platform Promotions Fit In?

Brands can register to participate in Tmall platform-wide promotions in which a handful of discounted goods from different merchants are highlighted on the front page or category page. We get more into platform promotions later on.

Paid Traffic Options

Within Tmall, merchants have the options to spend their budget on these paid advertising tools.



Zhitongche SEM



Taobaoke Affiliate



Diamond Booth Display Ads



Pinxiaobao DSP Ads



Super Recommendation Retargeting Ads



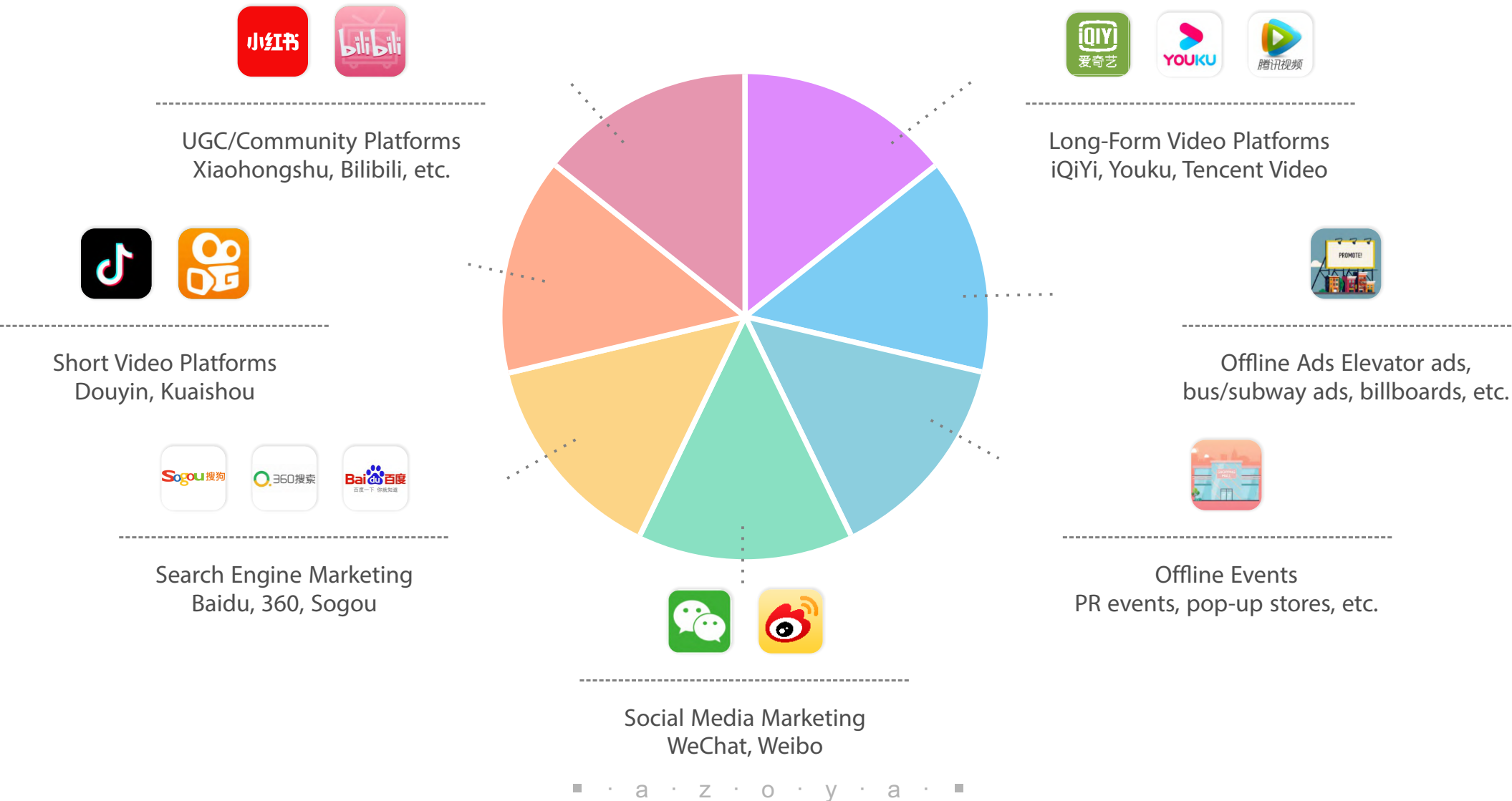
Juhuasuan Group-Buying Ads

Paid Traffic Options

Name	Model	ROI	How It Works	Suitable for which products	Suitable for which users
Juhuasuan Ads (聚划算)	Fixed fee + CPS commission	High	Tmall posts your product promotion on Juhuasuan landing page which drives traffic; product pictures are denoted with special marker	Discounted products	Price-sensitive users
Taobaoke affiliate ads (淘宝客)	CPS	High	Affiliate partners link to your product in exchange for sales commissions. Affiliate partners include content sites, Weibo, online forums, QQ groups, and even Douyin videos.	Those with some brand recognition; affiliates will only take if they think they can sell	Social users with higher purchasing intent
Zhitongche SEM ads (直通车)	CPC	Medium	Sponsored search result ads that boosts your product in search rankings for certain keywords.	Products must have some recognition for people to be searching for them	Those who searched for your product and have high buying intent.
Pinxiaobao SEM ads (品销宝)	CPM	Medium	Search result banner ads that drop down from the search bar. Relatively new, ROI increases as brand becomes better known.	Products must have some recognition for people to be searching for them	Targets more visual users
Super Recommend Retargeting Ads (超级推荐)	CPM, CPC	Medium	Image display ads that show up for users who have browsed your pages. Can show up on the front page, shopping cart page, post-transaction page, etc.	Products must have some recognition for people to be already browsing them	Those who searched for your product and have high buying intent.
Diamond Booth Display Ads (钻展)	CPM, CPC	Low-Medium	Image display banner ads that may show up at the side or bottom of the screen.	Visually attractive products	New customers

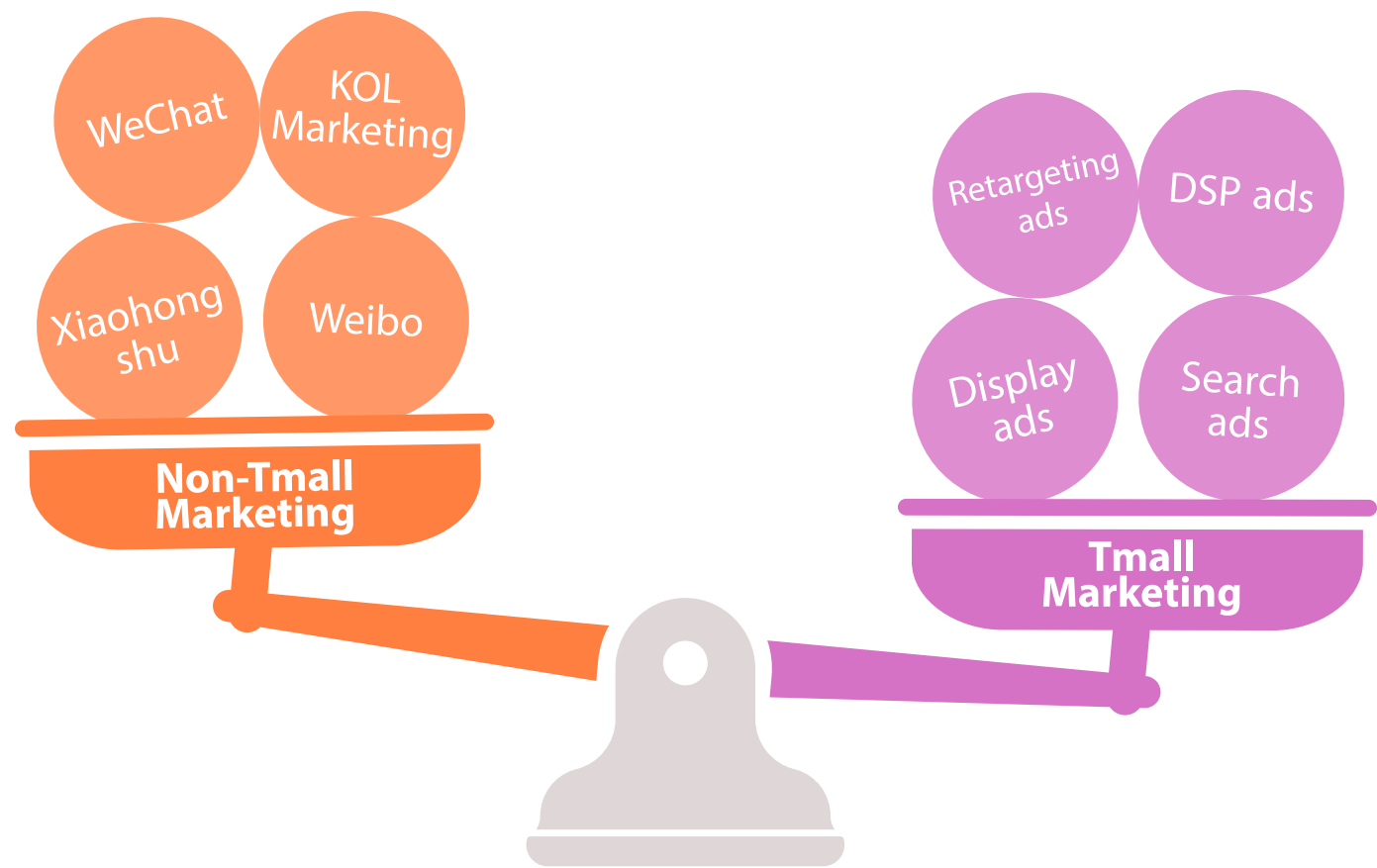
Brand Marketing Outside of Tmall

Investing time and effort in building a brand outside of Tmall is important, especially in the initial stages when your brand isn't as well-known and customers aren't as likely to search for it on Tmall.



Planning Your Marketing Budget

In the beginning, lesser known brands will typically spend more money on marketing outside of Tmall and Taobao affiliate ads, which drive traffic from other channels. As your brand gains awareness amongst target customers, more of the budget will be spent on Tmall ads to drive sales conversions.



What Do Multi-Brand Sellers Spend Their Marketing Budget on?

- Multi-brand stores are different in that they sell larger numbers of SKUs from brands that are already well-known.
- In these cases these popular SKUs already have high brand awareness and existing demand, so the seller will spend more on ads within Tmall that can quickly convert sales.

Livestreaming to Drive Sales Conversions

Hosts can hold livestreaming sessions on Taobao Live (within Tmall ecosystem) to present and discuss their products in real time with potential customers. Customers can interact directly with the host and ask questions about products, increasing brand engagement and driving sales.

Seller Link 1

Product List 2

A 4-hr livestreaming session hosted by Viya, China's top livestreaming host

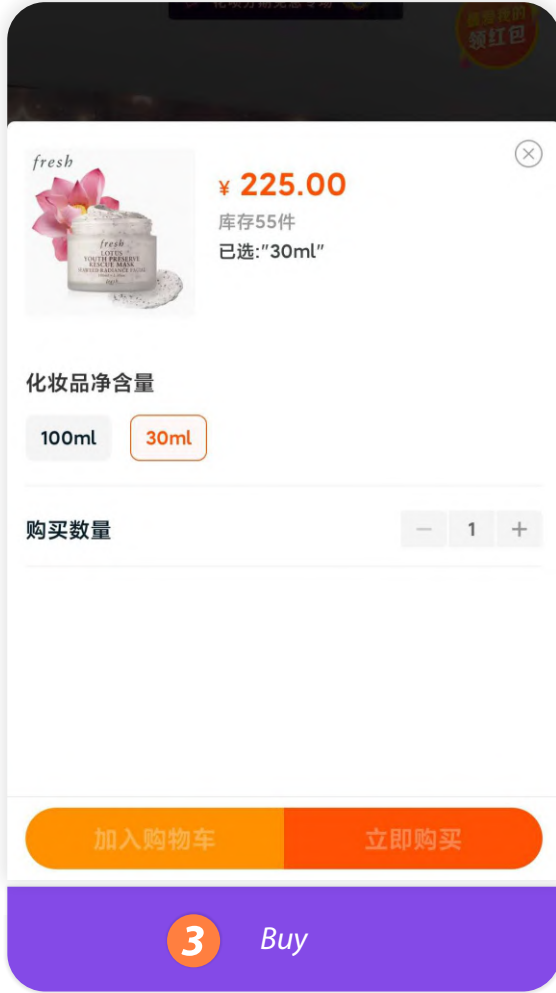
What Happens During a Livestreaming Session?

- A brand introduction
- Interactive element such as raffle or quiz
- Product by product introduction & demonstration (host tries on product)

In addition to these, the host typically engages in live Q&A about the products throughout the session. Altogether, the session can last from 30 minutes to 2 hours

Livestreaming to Drive Sales Conversions

Hosts can hold livestreaming sessions on Taobao Live (within Tmall ecosystem) to present and discuss their products in real time with potential customers. Customers can interact directly with the host and ask questions about products, increasing brand engagement and driving sales.



Why Livestream?

- It entertains the customer, personalizing your brand
- It educates the customer about your brand and builds trust with him/her
- Customers have a higher propensity to buy your products
- Livestreaming can be a good way to launch new products

Hiring a KOL to do Livestreaming

Hiring a KOL and livestreaming your products on their existing channel ensures access to their fan base, which could be an entirely new subset of target customers for you. However, KOLs are getting more expensive to work with and in many cases only the top KOLs can drive sales with a high ROI

Pros

New Channel

- Can reach new customers because KOLs have pre-existing fan bases

Immediate Sales Conversions

- Since their fans trust the KOLs, they can drive sales

Professional & Experienced

- KOLs are professionals at entertaining and educating customers, saving you the hassle of doing everything yourselves

Cons

Expensive

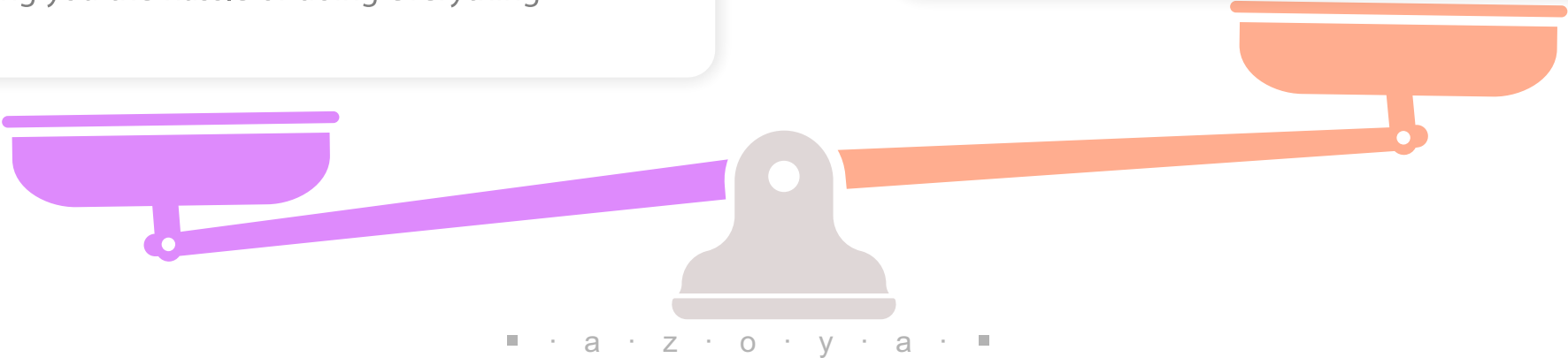
- Top KOLs charge high fixed fees + sales commissions, which can erode your profits

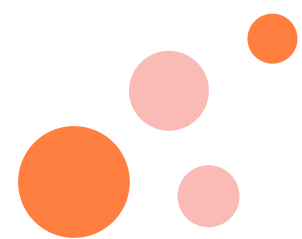
Customers Loyal to the KOL, Not You

- Customers are buying the product because they trust the KOL, and may not stay loyal to you

Price-Sensitive & Discount-Driven

- Now every brand is livestreaming, and KOLs are getting more picky with regards to brands they work with, oftentimes opting for those with the highest discounts

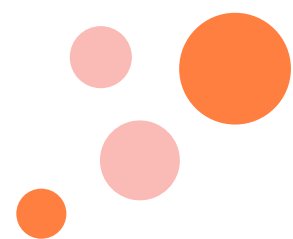




Practical Tips

Driving Traffic/Sales

• *Campaigns*



What are Tmall Campaigns?

For holidays such as Singles Day or Valentines Day, Tmall will aggregate discount promotions from different sellers to draw attention from users. It is a good option for merchants to drive traffic and sales conversions as customers' propensity to buy is high.

天猫国际

原装进口全世界

进口超市 妙颜社 母婴馆 时尚馆 海外直邮

开礼箱 瓜分10000红包 点击参与

领红包 每月25日提取 每日登机

前N件 | 2月17日0-1点 限时疯抢

2.17限量67.5元 2.17限量502元 2.17限量96.25元

Hi, 我也宅在家 爆款抢先加购

无接触式配送 | 天猫国际全面启动

Promotion on Front Page

今日必Buy

为你推荐 美妆 保健 个护 母婴

前N件

新西兰进口zeal狗零食狗肉干 萨摩耶哈士奇狗狗磨牙耐啃风 2.17限量67.5元 券300减30 前N件: ¥67.5 ¥100

CREATE ION 负离子懒人直发梳 2.17限量502元 满500减100元 前N件: ¥502 ¥799

暖春战役 澳洲bio-e进口代餐奶昔低热量膳食纤维素粉正品低卡代 2.17限量96.25元 前N件: ¥96.25 ¥169

List of Products on Sale

3分钟出门 造型急救梳

到手价 ¥378 6期免息 每日仅需2.1

¥558 火爆促销 价格 ¥799 暖春价 ¥558 暖春节 距开始 01:51:59:2

前200件限时502元, 活动于2月17日 00:00开始, 每人限购2件, 超过全部恢复活动价

一梳直发梳神器不伤发短发蓬松负离子懒人两用便携小型电动卷发棒

Product Page Japanese Hair Press

Platform campaigns can account for the bulk of one's annual sales

Source: Tmall Global

Types of Campaigns

Tmall promotions revolve around discounts. Here are the many different kinds of promotions that exist.



Juhuasuan 聚划算

Group buying
Need to pay to participate



SecKill (limited-time only deep discount) 秒杀活动

Offers a discount on a single item for a limited time only, oftentimes with a countdown timer to give a sense of urgency.



Buy One Get One Free 买一送一活动

Such promotions are less common in China, and usually for low-priced items. Sometimes the merchant will send an accessory free of charge.



Buy One Get Second Discounted 买降活动

Mainly used by retailers who bought their inventory at a low wholesale price and can still make a profit after discounting.



Buy a Certain Amount, Get More Free 满赠活动

Similar to buy one get one free promotions, but for multiple quantities.



Buy a Certain Amount, Get a Discount 满折/满减活动

Get a discount on the order for that particular item if you purchase a certain amount.



Single Item Discount 特价

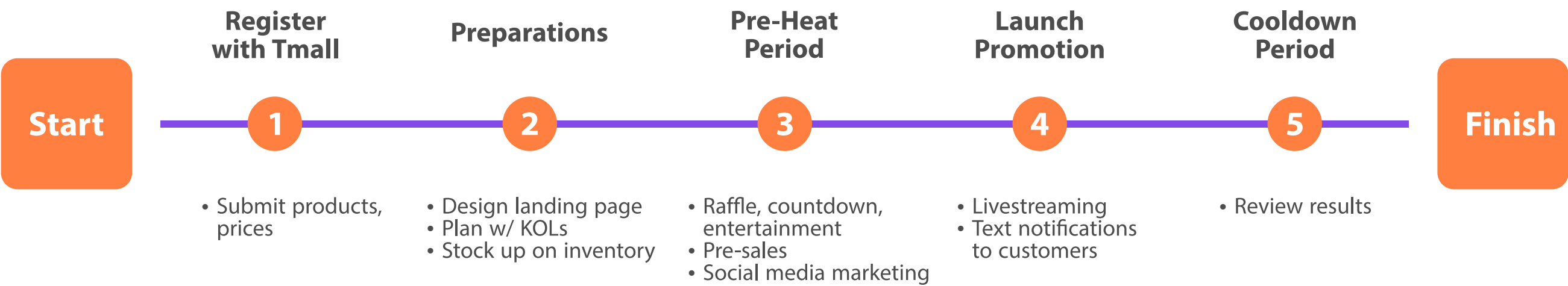
Self-explanatory. This promotion offers a discount on any one item.

Source: Tmall Global

■ · a · z · o · y · a · ■

Timeline for Campaigns

To qualify, you must have a strong seller rating and submit your products & prices to Tmall for approval.



Tips

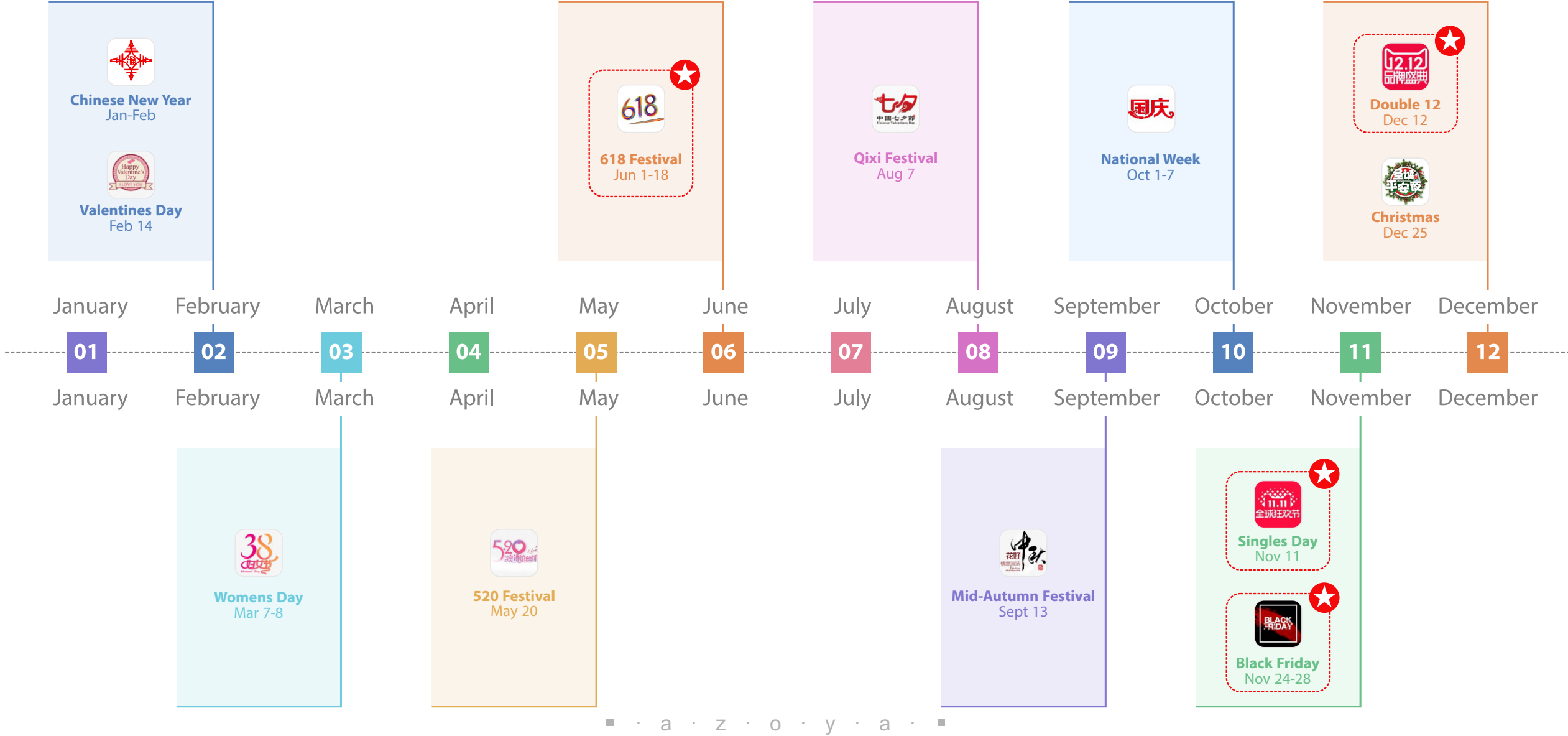
Your Seller rating is important. Sellers with a rating below 3.8 are not allowed to participate in Tmall promotions, depriving them of a large source of traffic.

Make sure you have enough inventory. For large promotions such as Singles Day, demand can spike dramatically and it is common for merchants to run out of inventory, giving customers a bad experience.

Pre-sales can account for a large portion of sales. In the period leading up to the promotion, merchants are allowed to launch pre-sales in which customers can pre-pay a deposit for goods and have them delivered once the promotion starts.

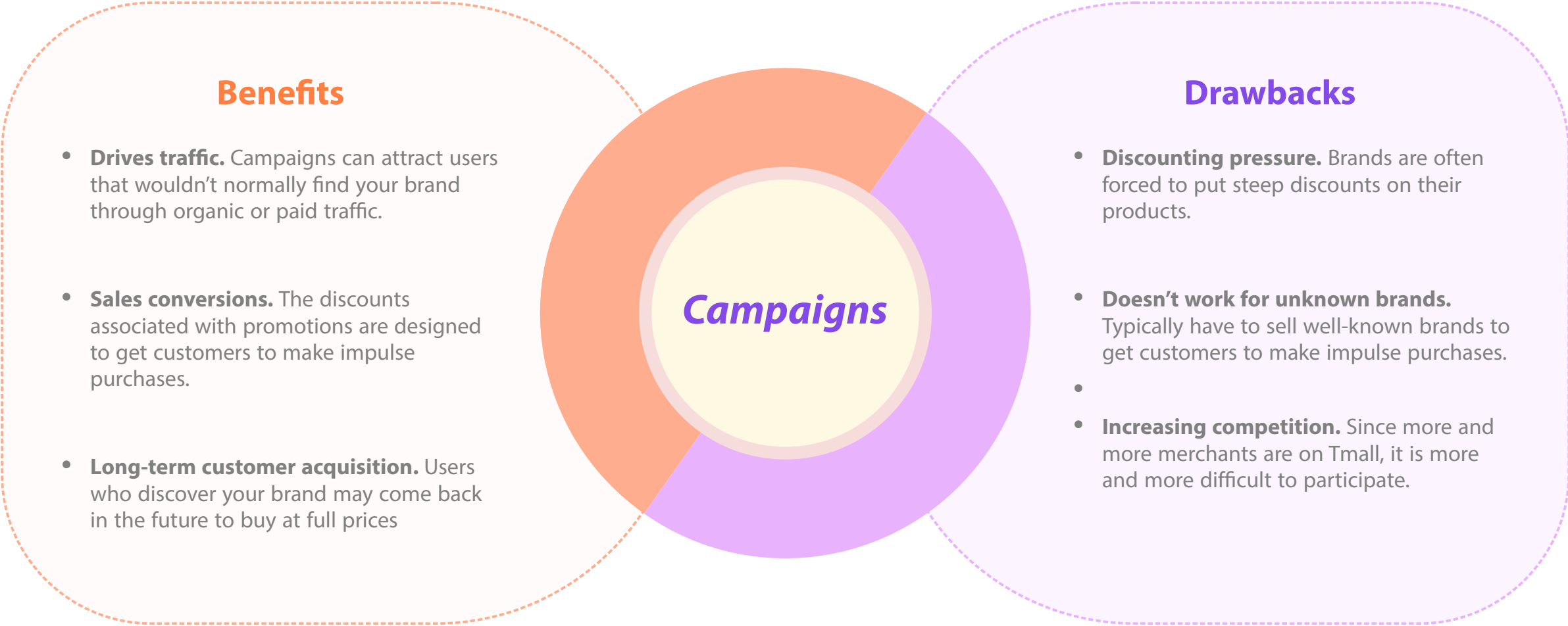
Tmall Campaign Calendar

Tmall holds four big promotions every year, as well as a handful of other smaller ones.



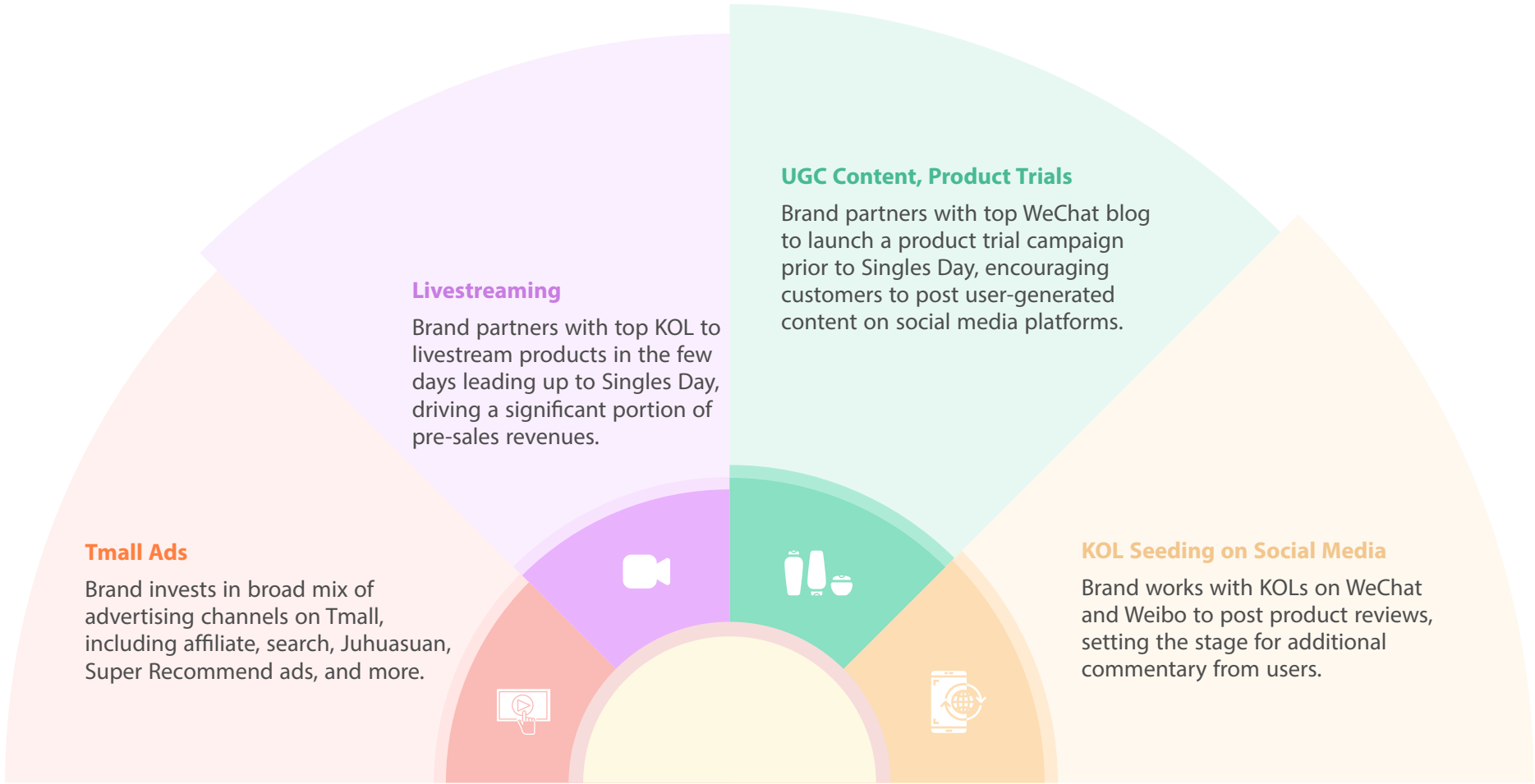
Benefits & Drawbacks of Tmall Campaigns

The point of Tmall campaigns is to help brands drive traffic & sales.



Example Singles Day Campaign

Here is an example of an ideal Singles Day Campaign. Mixing KOL marketing with Tmall ads, livestreaming, and free sampling is a good way to drive sales conversions.



Reviewing Campaign Results

After completing a major campaign such as Singles Day or the 618 Festival, you should ask yourselves these questions to measure performance and prepare for future campaigns.

01 Merchandise	Which product categories did well? Which products did well? How did the “hero” product perform vs others? Were there issues with inventory supply?
02 Traffic	How did organic traffic channels perform vs paid traffic channels? Which advertising methods worked the best? What were the ROIs for KOL and other media partnerships?
03 Customers	How much sales came from new vs old customers? What was the age breakdown of the customers? Which categories and search keywords were popular amongst customers?
04 Competitors	How was sales performance vs that of other competitors? What did they do that was more successful?
05 Learnings	What were some of the major issues with this campaign? What can we improve on for the next campaign?

Ways to Create a Long-Term Membership Program

New customer acquisition costs are getting higher and higher, so sellers have to spend more time and effort on retaining existing customers. Here are the different ways to create a membership program.



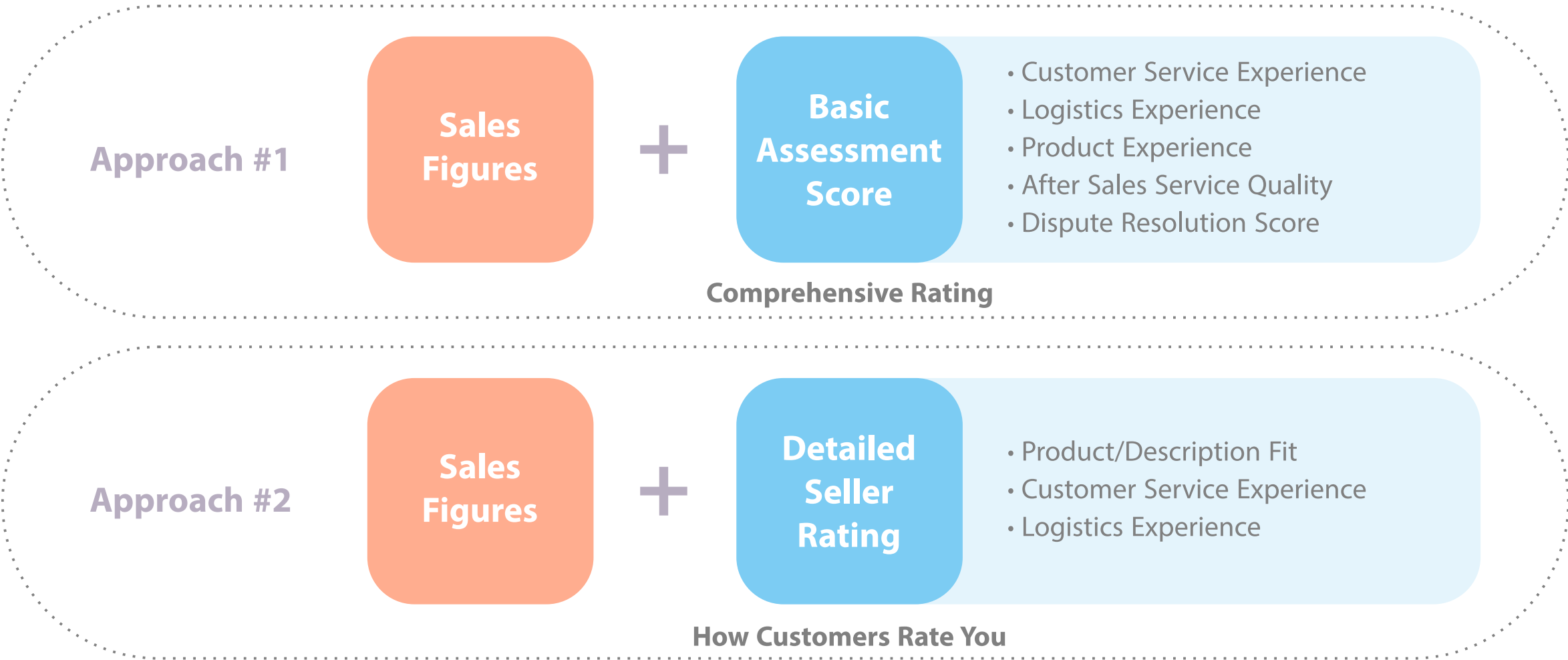


How Tmall Rates Your Store & Summary



How Tmall Rates Your Store

Tmall rates your store based on your sales figures and customers' experience buying from you; there are two approaches that are taken. If your rating and sales figures don't hit a certain level, you may be barred from participating in campaign promotions or removed from the platform completely.



Summary

About Tmall Global (pages 4-15)

- Tmall Global is a great channel for imported brands looking to sell to Chinese consumers **without having to set up a Chinese company** and building a local Chinese team
- There are **many different types of business models** for both brands and retailers looking to do business on Tmall
- International brands & retailers typically use **TPs, or trade partners**, to manage their China cross-border e-commerce businesses. **Selecting a suitable TP that understands the brand is much more important than picking the one with the cheapest services**

Categories & Brands (pages 16-20)

- The top product categories are **health, beauty, and mom & baby**. Rising subcategories include science-backed dermaceuticals, sportswear, animal food, diet products, and OTC pharmaceutical products

Users on Tmall Global (pages 21-25)

- Tmall Global customers consist of **well-educated, high-income millennials** living in Tier 1 and 2 cities

Practical Tips (pages 26-47)

- Tmall offers a variety of different advertising tools for merchants, though sellers should invest heavily in non-Tmall marketing for newer, less established brands
- **Livestreaming** is a new method of driving sales conversions, though it is getting more competitive. Sellers should **strive to use the top KOLs for best results**
- **Campaigns are an important part of Tmall marketing** and can comprise the bulk of your sales. The most important ones are Singles Day, 618 Festival, Double Twelve, and Black Friday

Summary (pages 48-50)

- Tmall has a **rigorous rating system for scoring new sellers**. Those that don't reach a certain sales level or rating aren't eligible to participate in campaign promotions, and may be removed from the platform
- Now that customer acquisition costs are higher than in the past, brands should have a good strategy to maintain the **loyalty of existing customers**

Who We Are

We are a borderless e-tailing group. We power global retailers and brands with digital commerce solutions and services to help them to grow in China.

What We Do

- Cross-border e-commerce solutions
- All-channel China digital expansion
- Stand-alone D2C e-commerce
- Marketplace operations
- E-commerce technical solutions
- Consulting and research



Established
in 2013



Shenzhen+
Chengdu



200+staff



50+international
retailer & brand
partners

CN Webshop



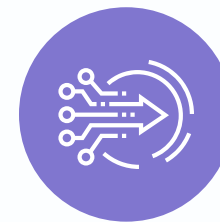
Marketplaces



WeChat E-Commerce



Technology



Operations



Marketing



Supply Chain



Consulting

Contact

Contact Information

To inquire about our China e-commerce solutions and how we can help grow your retail business in China, please write to us at info@azoyagroup.com

For more information about our company and what we do, please visit our official website at www.azoyagroup.com



**Your Bridge to
China Retail**



OUR VISION



**CONNECT GLOBAL BRANDS
WITH CONSUMER MARKETS**

www.azoyagroup.com