

Integration of channel resources,
conversion rate increased by 231%

PRODUCT DESCRIPTION

AliExpress is a cross-border e-commerce platform created by Alibaba for the international market. It was launched in 2010 and is currently the most popular shopping website in Russia and the tenth most popular shopping website in Brazil. It started as a B2B model, and then expanded to B2C, C2C, cloud computing and payment services. It consists of small businesses in China and other regions (such as Singapore) that provide products to international online consumers. AliExpress facilitates small businesses Sell products to customers all over the world.

Today, AliExpress has opened 18-language sites around the world, supporting local payment methods in 51 countries around the world, and the cumulative number of overseas buyers has exceeded 150 million. 22 industries include daily consumption categories, and products are popular with overseas consumers. Become an important cross-border export B2C retail platform for "Made in China" going global.

AliExpress

Aliexpress

ABROAD AREA



ABROAD CHALLENGE

- 1 Competitive products are well-known overseas and have strong competitiveness;
- 2 Brand penetration rates in various countries are uneven;
- 3 The global market facing is a market full of differentiation and difficulties in localization of operations;
- 4 Due to logistics restrictions, the products are mainly light and small pieces and accessories, and the absolute base of products and the richness of categories still have potential.

MARKETING GOAL

- 01 raise popularity of brand
- 02 Improve the acquisition of new users and new buyers
- 03 Improve overall ROI

MARKETING STRATEGY

Integrate channels

Youtube ads enhance brand awareness, and increase Youtube ads before promotional activities; PC end uses Google search, Google display, WEB DR and SSC ads to increase user volume and ROI; APP end uses TikTok, google AC1.0 2.0 2.5 Increase the number of new users, optimize new buyers and new payment costs; App-side remarketing improves user level and ROI through ACe, APP DR, and SSC

Performance marketing

Brand word search has been refined and optimized according to the structure of country-core words/non-core words-device-matching methods. Each country builds campaigns and ad groups for core words to distinguish equipment and keyword matching methods. Control bidding and budget allocation on a separate basis;

Audience positioning

Design customized delivery strategies for different KPI assessments by end and user to achieve customer marketing goals; audience coverage from new recruits to remarketing users, forming a complete marketing closed loop.

CORE ACHIEVEMENT

231%



Conversion rate increased 231%

1.5 times



App remarketing ROI increased 1.5 times