Google x Shopify

Accelerating your e-commerce business

Alan Poon
Google
Agency Account Manager

Frankie Ng
Shopify
Hong Kong Lead

Doris Chung
Hong Kong Retail Management Association
Manager, Programme

2019 / 07 / 12

7:00pm - 9:00pm

Google Hong Kong Office
Suite 2501, Tower 2, Times Square
1 Matheson Street, Causeway Bay
Language: English (HKRMA Section: Cantonese)

Organizer
HKEBA

Funded by SME Development Fund
工業貿易署
Trade and Industry Department

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the Project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, Trade and Industry Department or the Vetting Committee of the SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme).

Event Organizer
主辦機辦

HKEBA
香港電子商務業協會

HKEBA
Hong Kong E-Commerce Business Associa

Trade and Industry Departme
工業貿易署

工 業 貿 易 署
Trade and Industry Department

Past Seminars
過往講座

Introduction to Omnichannel Sales & Commerce

新世界發展有限公司
New World Development Company Limited

Google

Asiaray
Inspiration Everywhere

Applications of Platform and Enterprise Data Analytics

the cage

Lane Crawford

amazon

WTIA
香港無線科技商會

Boosting your brands in China

天猫 TMALL.COM

EXPLORIUM
HONG KONG
A FUNG GROUP INITIATIVE

HKRMA

Google x Shopify

Accelerating your e-commerce business

Alan Poon
Google
Agency Account Manager

Frankie Ng
Shopify
Hong Kong Lead

Doris Chung
Hong Kong Retail Management Association
Manager, Programme

2019 / 07 / 12

7:00pm - 9:00pm

Google Hong Kong Office
Suite 2501, Tower 2, Times Square
1 Matheson Street, Causeway Bay
Language: English (HKRMA Section: Cantonese)

Organizer
HKEBA

Funded by SME Development Fund
工業貿易署
Trade and Industry Department

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the Project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, Trade and Industry Department or the Vetting Committee of the SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme).

Lazada x AsiaPay

Growing crossborder e-commerce for brands in South East Asia

Joseph Chan
AsiaPay Group
CEO

2019 / 08 / 02 (Friday)

4:00pm - 6:00pm (Registration starts at 3:45 pm)

Explorium HK
1/F, Li Fung Tower
868 Cheung Sha Wan Road

Language: English

Terry Chan
Lazada Group / Alibaba
Former General Manager (CEO of ec-Post)

Organizer
HKEBA

Funded by SME Development Fund
工業貿易署
Trade and Industry Department

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the Project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, Trade and Industry Department or the Vetting Committee of the SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme).

Lazada x AsiaPay

Growing crossborder e-commerce for brands in South East Asia

Joseph Chan
AsiaPay Group
CEO

Terry Chan
Lazada Group / Alibaba
Former General Manager (CEO of ec-Post)

Clare Li
Li & Fung Limited
General Manager

2019 / 08 / 02 (Friday)

4:00pm - 6:00pm (Registration starts at 3:45 pm)

Explorium HK
1/F, Li Fung Tower
868 Cheung Sha Wan Road

Language: English

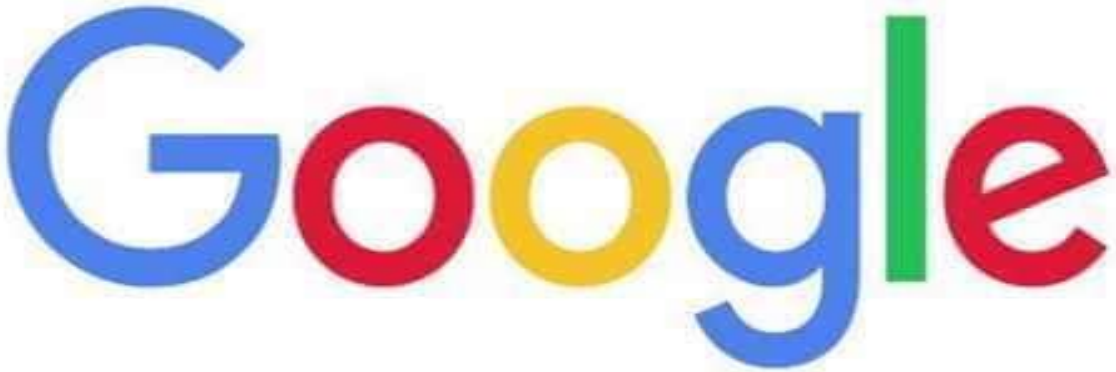
Organizer
HKEBA

Funded by SME Development Fund
工業貿易署
Trade and Industry Department

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the Project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, Trade and Industry Department or the Vetting Committee of the SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme).

Supporting Organizations
合作機構

Google Hong Kong Office
谷歌香港辦事處



Speakers
演講者

Alan Poon
Agency Account Manager

Doris Chung
Manager, Programme

Frankie Ng
Hong Kong Lead

Purdence Chow
Key Account Manager

Photo Taking
拍照

Google
谷歌

Alan Poon
Agency Account Manager

Google

Ecommerce Trend

Alan Poon
Agency Acquisition Manager, HK/ TW

Google

Confidential + Proprietary

Raise your hands if

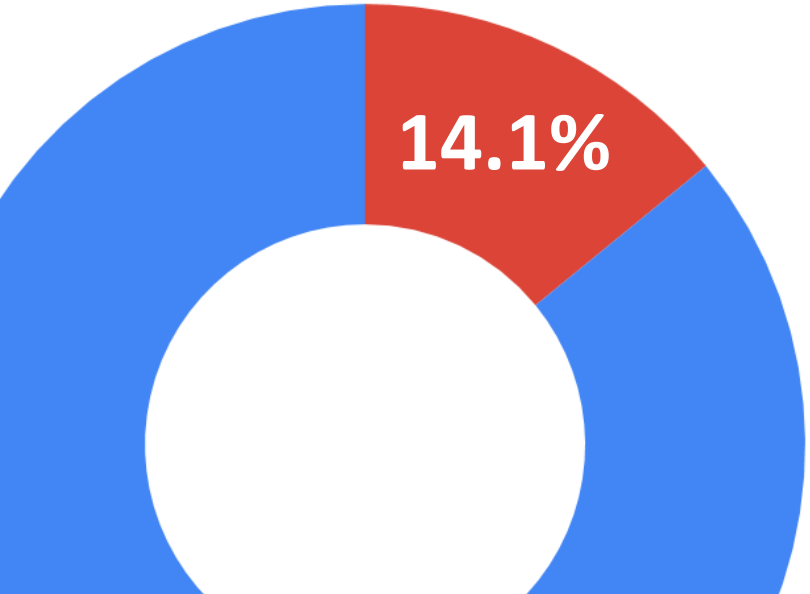
If you have been to an ecommerce website / App last month

Raise your hands if

If you have completed a transaction online last month

Ecommerce Sales

USD3,535,000,000,000.-



Confidential + Proprietary

Clap your hands if

Your ecommerce store is targeting more than 5 countries

Clap your hands if

Your ecommerce store is targeting more than 2 countries

Clap your hands if

Your Ecommerce store is targeting local HK only

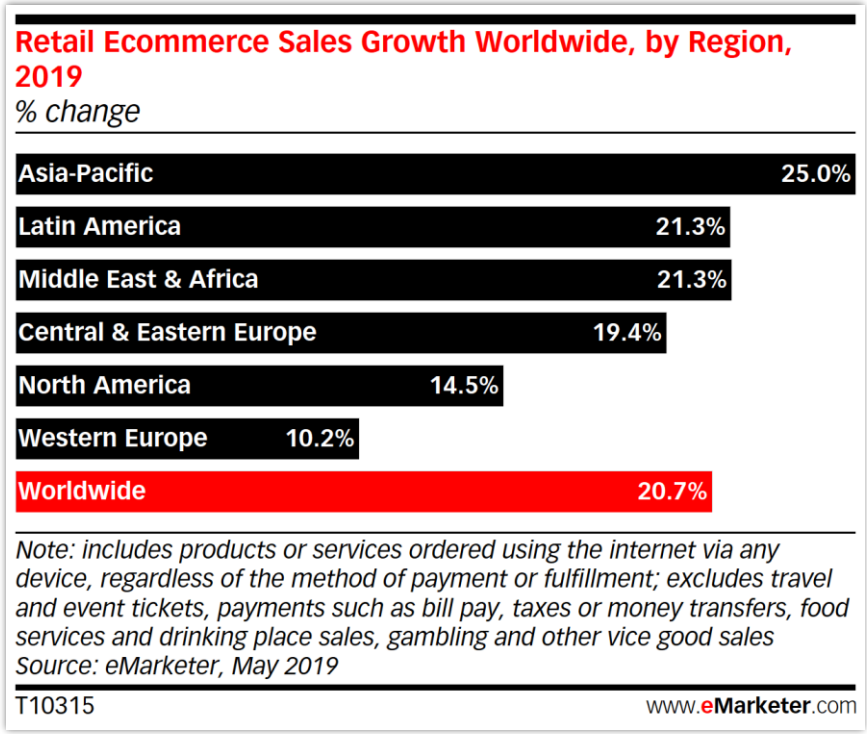
On average, online business will grow at

21%

Worldwide

25%

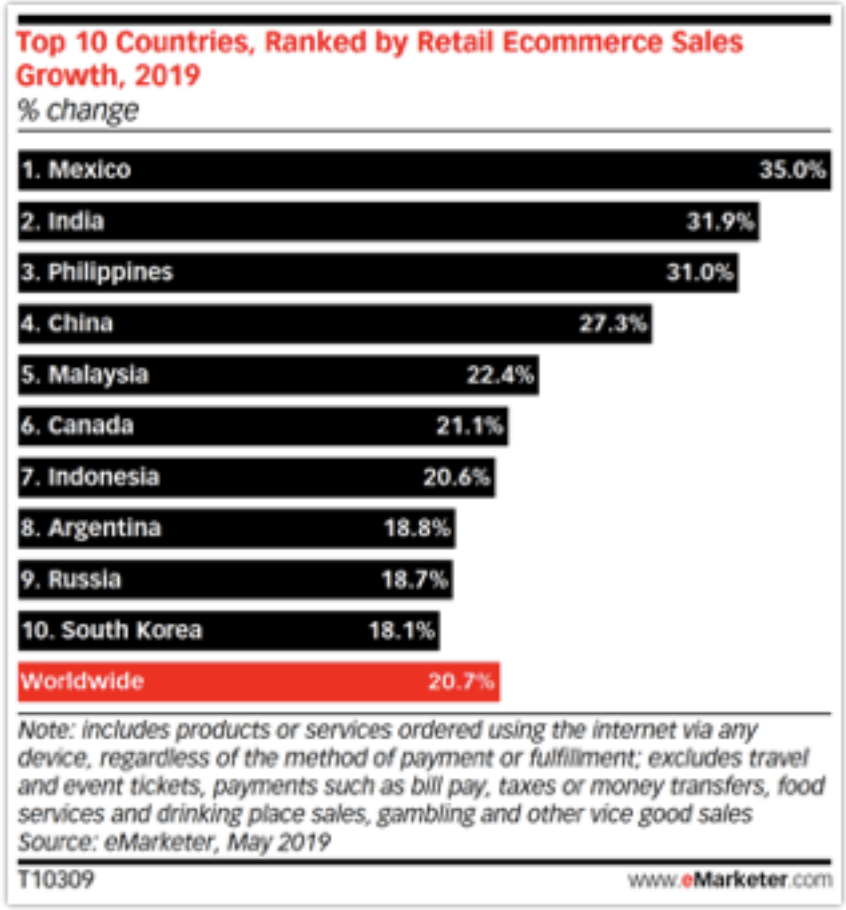
APAC



Confidential + Proprietary

Despite China's economic slowdown, Asia-Pacific (APAC) remains the top-growing ecommerce region

Six of the top 10 fastest-growing countries come from the APAC region, led by India (31.9%) and the Philippines (31.0%).

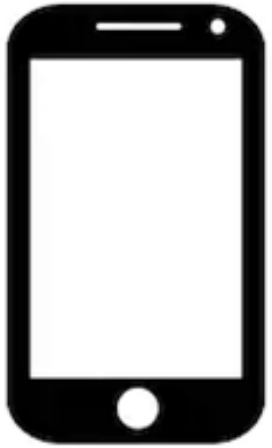


Confidential + Proprietary

Key Trends #1 - Mcommerce

77%

APAC



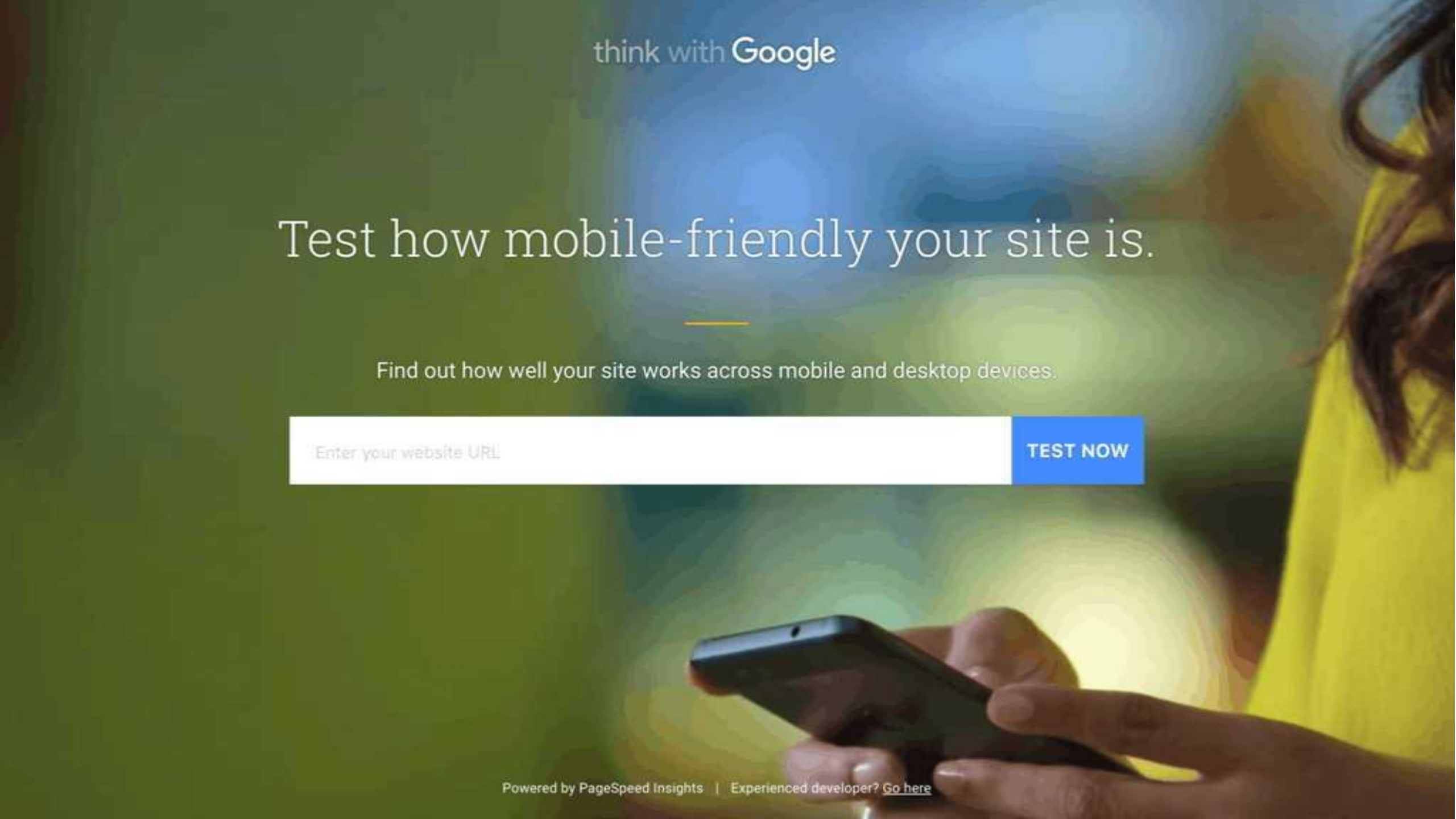
Purchase Journey
UI/UX/Payment

Consumer Behavior
In-store Searches

Search Engine Ranking
SEO/SEM

Google

Confidential + Proprietary


think with Google
Test how mobile-friendly your site is.
Find out how well your site works across mobile and desktop devices.
Enter your website URL
TEST NOW
Powered by PageSpeed Insights | Experienced developer? Go here

think with Google | https://google.com TEST ANOTHER URL

GET MY REPORT

Here are the scores for **google.com**

MOBILE FRIENDLINESS	MOBILE SPEED	DESKTOP SPEED
100/100	**100**/100	**100**/100
GOOD	GOOD	GOOD

It looks like you're in good shape. Get a detailed report to see what went into your scores.

GET MY FREE REPORT

Keep up the good work. Read "25 Principles of Mobile Site Design."

Key Trends #2 - Cross-border commerce

25%

Hong Kong

Shop Domestic Only

Competitive Landscape in Hong Kong

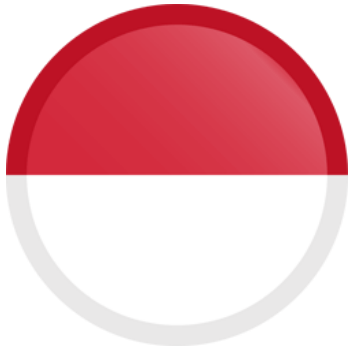
Focus on the Region with Future Growth

Overseas Fulfilment Capability

Google

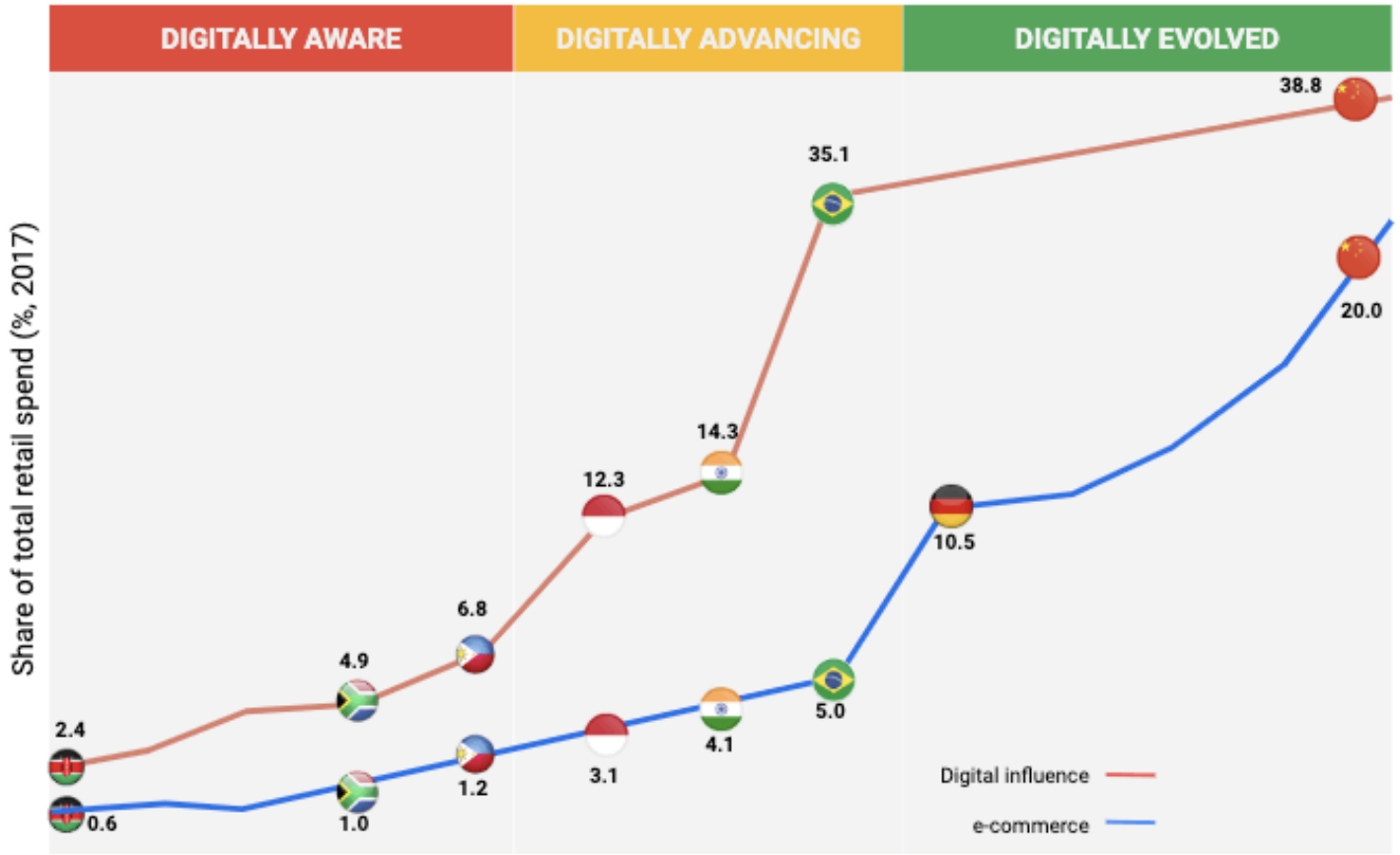
Confidential + Proprietary

+46%



+32%

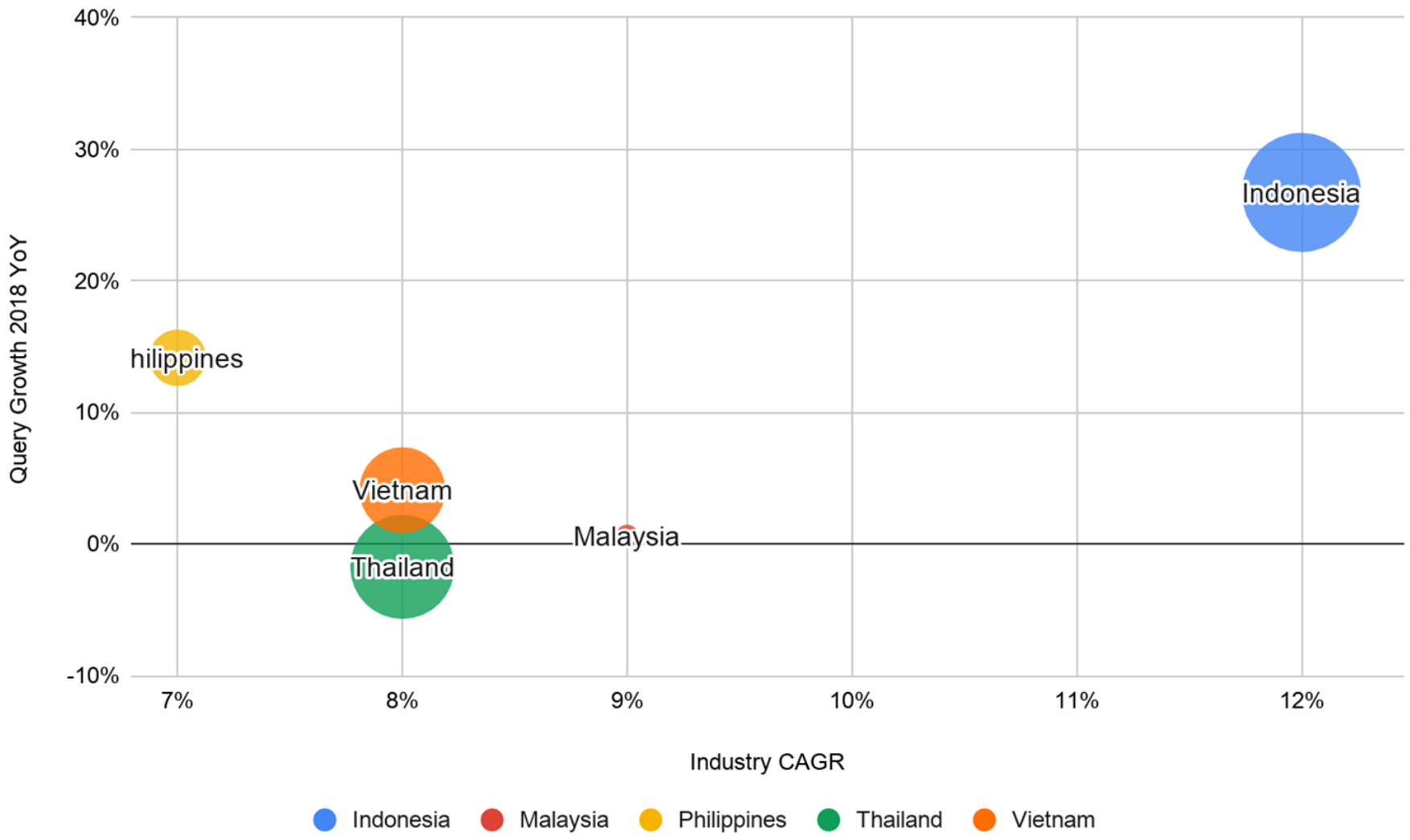
+59%



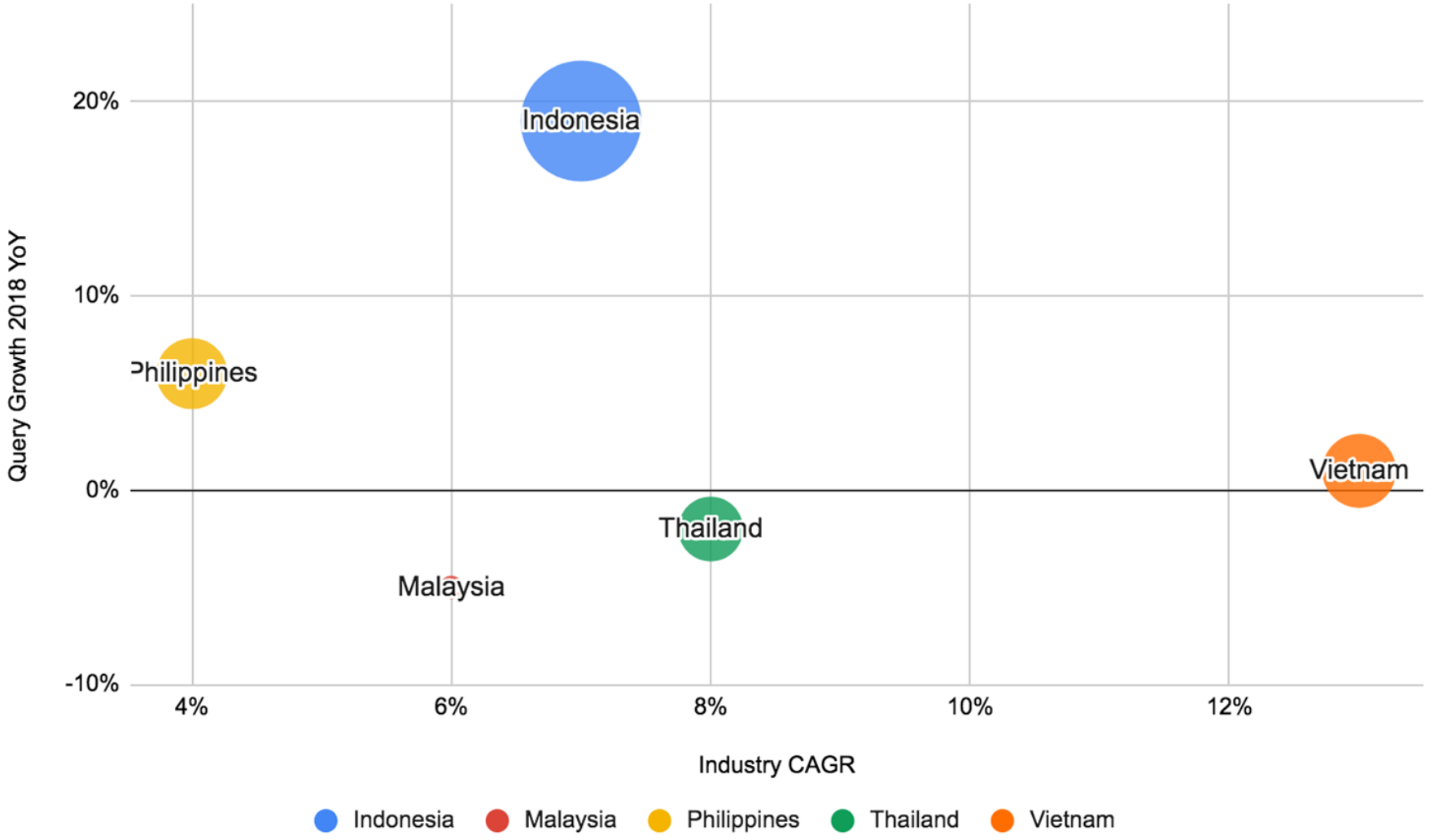
Source: Forrester research, eMarketer, Euromonitor, Economist Intelligence Unit, BCG Emerging Digital Market Survey 2018

Sources: BCG, 2018

The Beauty & Personal Care category is exploding in Indonesia



...as is the demand for Computers and Consumer Electronics



Google for Taiwan

2019台灣企業跨境關鍵報告：前進東南亞市場

東南亞市場的產業數位商機剖析

- 科技產業分析
- 旅遊產業分析
- 電商產業分析
- 手遊產業分析

Google

台灣經濟研究院
Taiwan Institute of Economic Research

Key Trends #3 - "New Retail Era" - Complete Personalisation

17% Amazon

USD341bn

A truly customer-centric approach

Focus on the Region with Future Growth

Diverse Distribution Channel

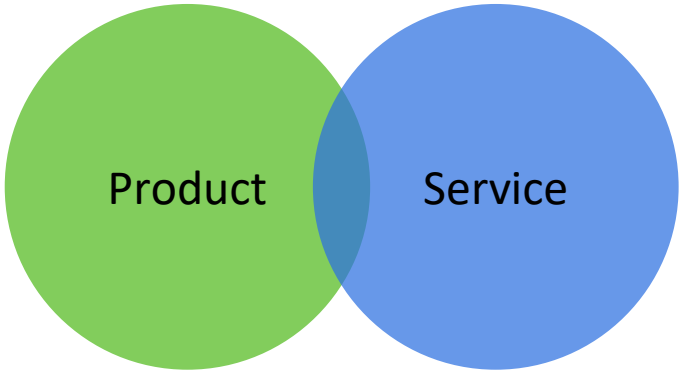
Google

Confidential + Proprietary

Data is key to personalisation, so **OWN IT**

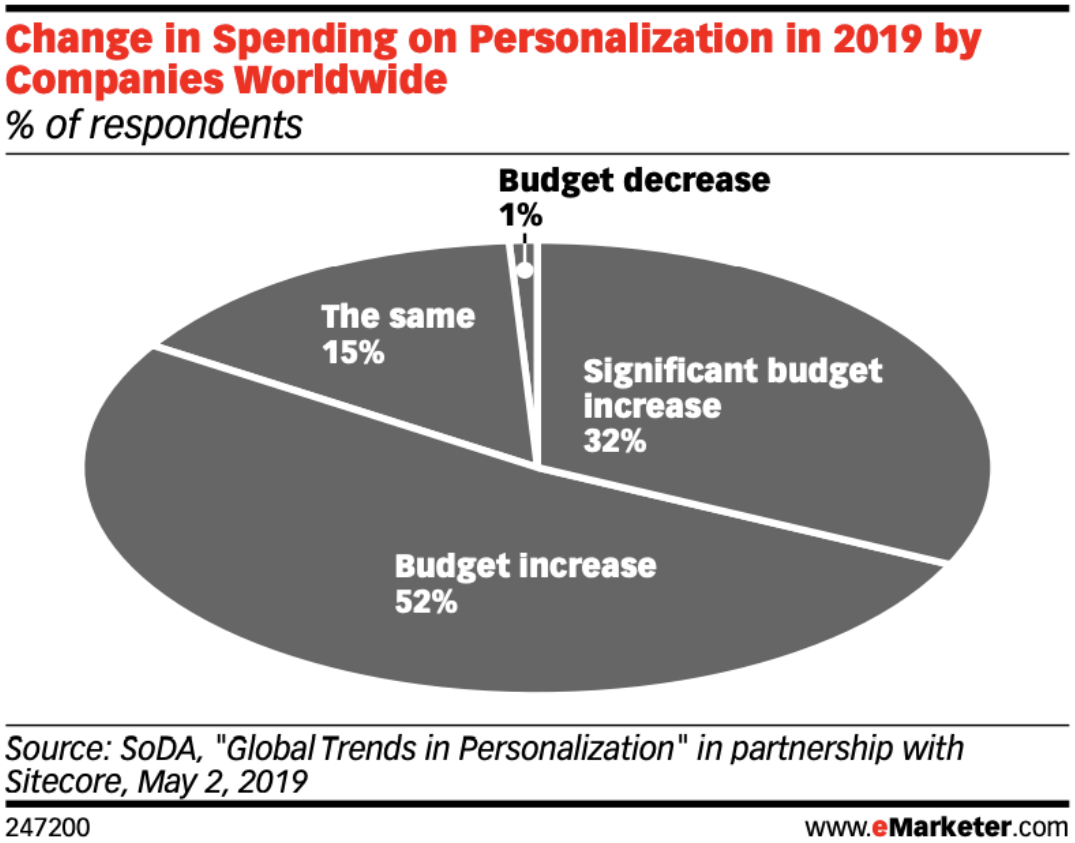
"A truly customer-centric approach, however, is still a foreign concept to many retailers because they **lack an integrated view of first-party customer data across channels**. The result is subpar execution of frictionless omnichannel commerce and an experience that isn't especially personalized to the customer. "

Customer Relevance



84%

Increase investment on Personalisation



Google Optimize

Optimize

Real-Time Personalization in Google Optimize

Google Optimize helped us make continuous UX improvements on our mobile site. One experiment alone drove a 2X increase in monthly plan sales.

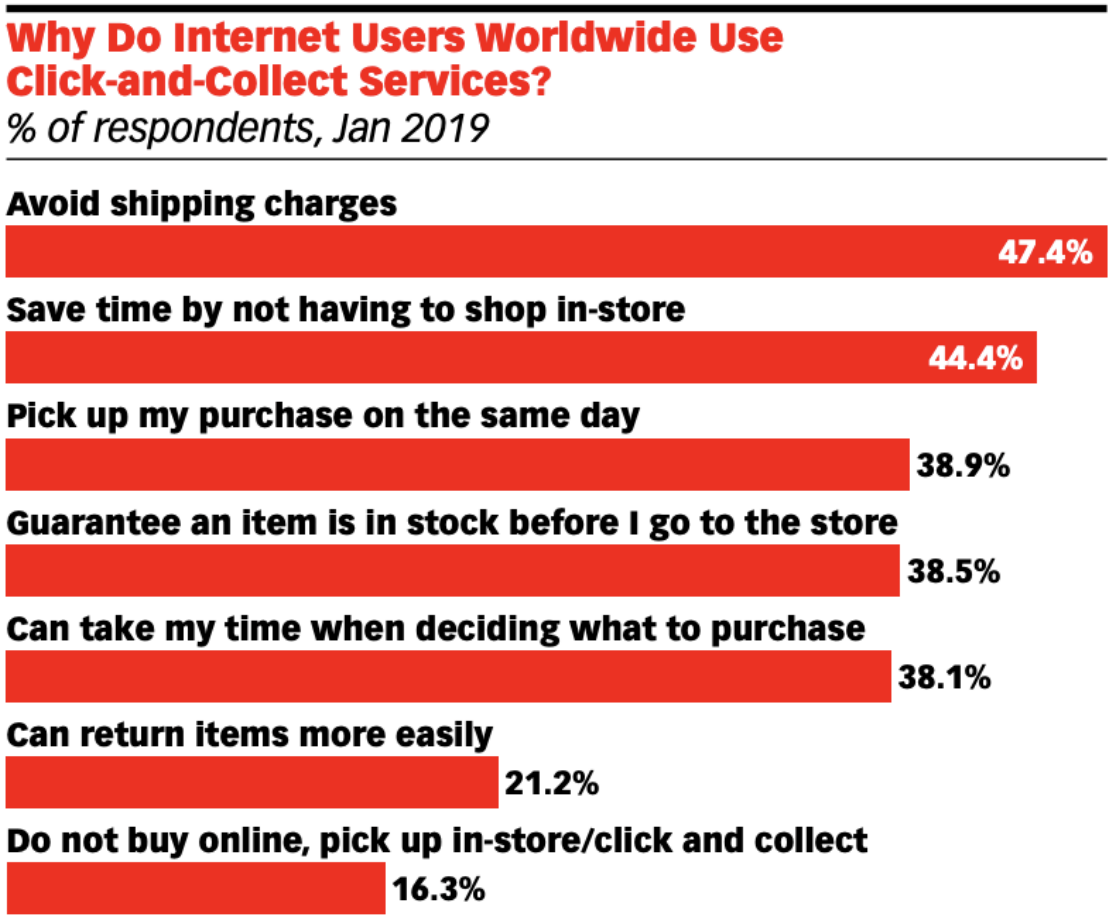
Simen Petersen, Digital Business Developer & Project Lead, Telia

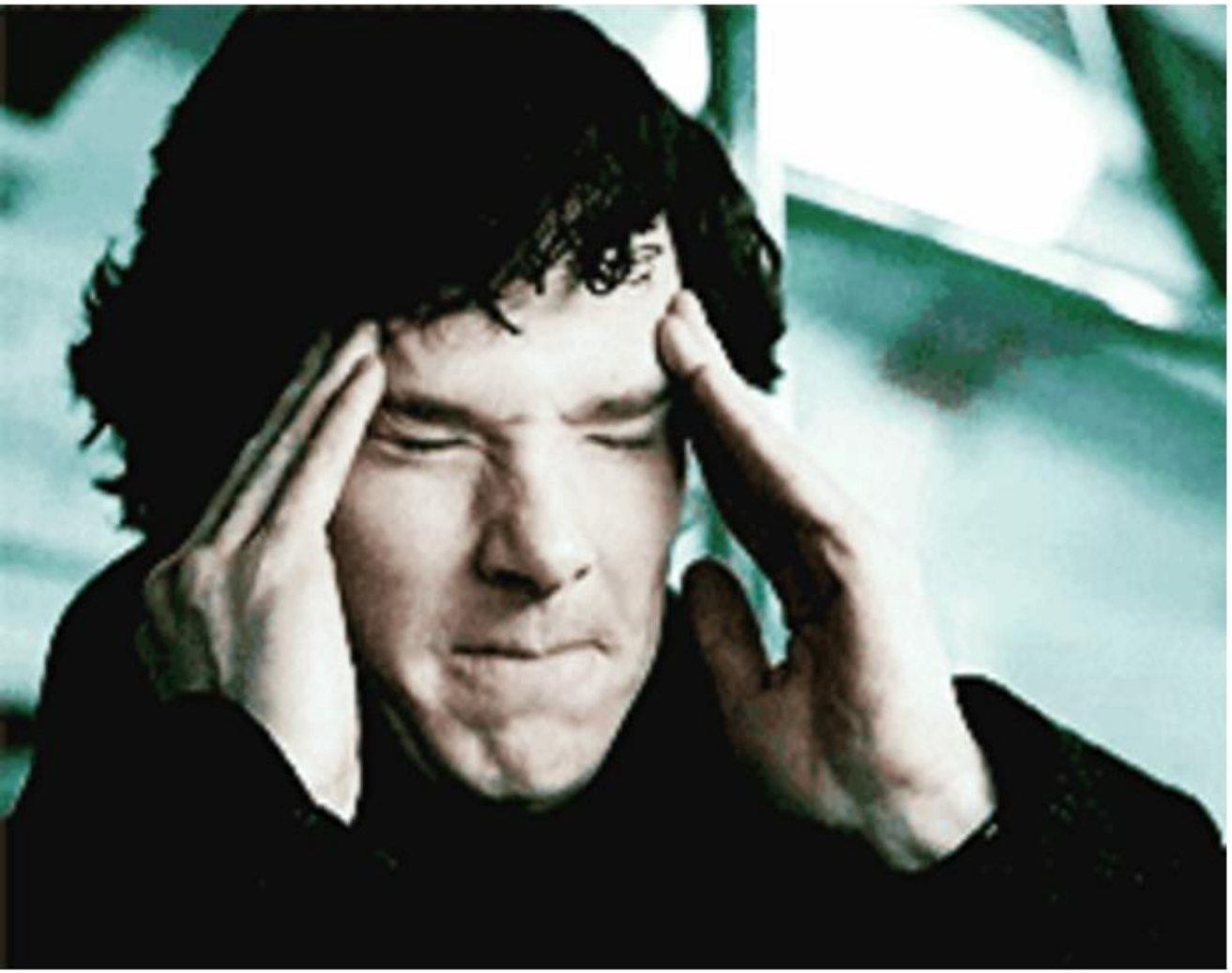
Google Ads

Improve customer interactions and ad results

Confidential + Proprietary

Frictionless Omnichannel Commerce





3 Things to Remember

Google

Confidential + Proprietary

Key Trends #1 - Mcommerce

- **MOBILE**

Key Trends #2 - Cross-border commerce

- **EXPORT OPPORTUNITIES**

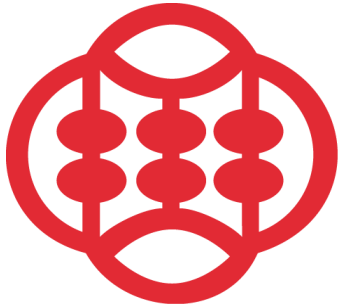
Key Trends #3 - “New Retail Era” - Complete Personalisation

- **PERSONALISATION**

Confidential + Proprietary

HKRMA
香港零售管理協會

Doris Chung
Manager, Programme



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION
香港零售管理協會

HONG KONG RETAIL MANAGEMENT ASSOCIATION

Quality E-Shop Gains Consumer Confidence for Your Brand

HKRMA

Background

- Founded in **1983**
- **800+** members
- Covering **9,500+** retail outlets
- Employing **50%+** local retail workforce

Missions

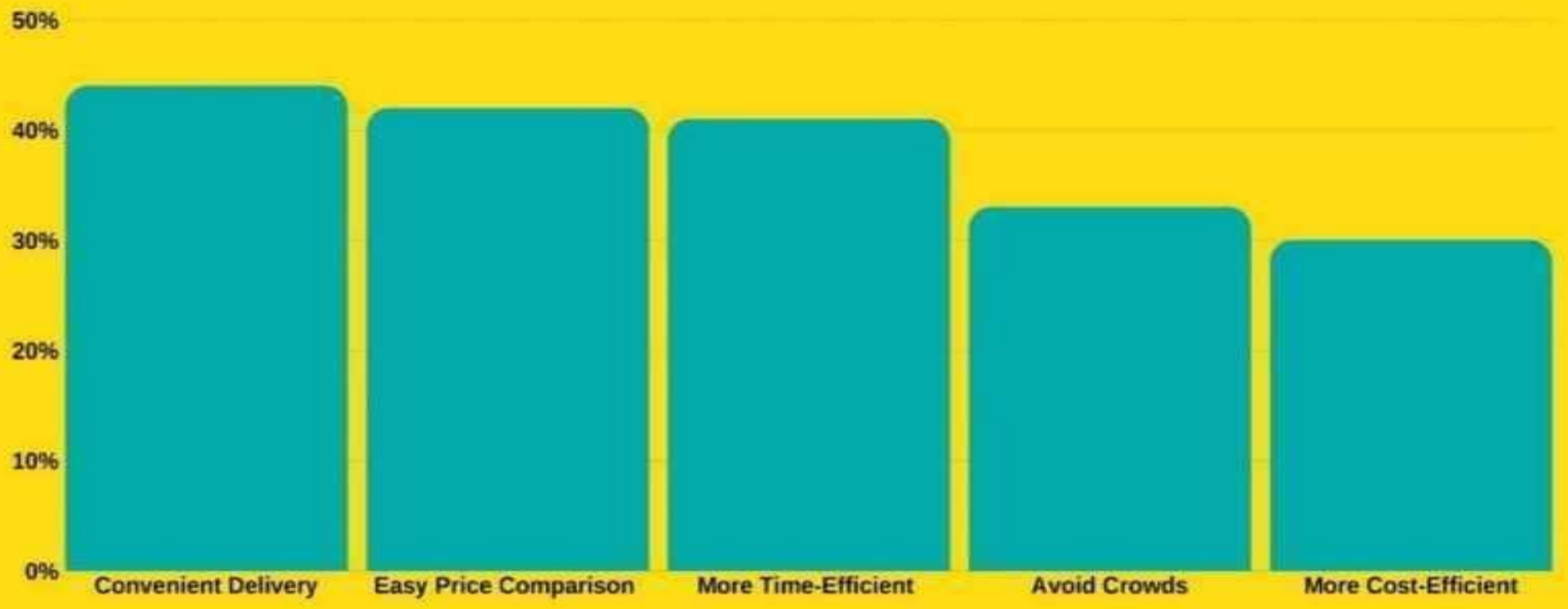
- To present a **unified voice** on behalf of the retail industry with regard to policy and advocating on issues that affect retailers
- To **raise the status and professionalism** of retailing through education and training

HKRMA FLAGSHIP PROGRAMMES

GOOGLE RESEARCH

SMARTER RETAIL IN HONG KONG

TOP REASONS FOR PURCHASING ONLINE



Source: Google/Ipsos, "Smarter Digital City 2.0 Research," 2018

RETAIL MARKETERS CAN DRIVE TRAFFIC AND REVENUES IN 3 WAYS

1. Meet customers online, where they already are.

79%
have smartphones

98%
go online at least once daily

86%
research online before buying

Retail marketers need to digitize to:

- **Offer more relevant product information**
- **Extend the brand/product experience**
- **Improve cross-selling opportunities**

2. Become digitally accessible and relevant.

SMBs need to keep up with ever-evolving consumer expectations

Have at least a website or an app that is highly visible to search engines

Employ more advanced technologies, like machine learning, to understand customer behaviors

Create a strong e-commerce experience for consumers

Only 17%
of Hong Kong SMB retailers use e-commerce

3. Bridge the gap between offline and online.

Hong Kong retailers need to invest in O2O (online-to-offline) to:

- **Create seamless retail experiences regardless of channel**
  6 in 10 luxury consumers expect the same experience across channels
- **Shorten decision cycles and remove uncertainty in product choice and availability**
- **Create fresh ways to engage consumers, such as:**
  On-the-spot coupons
  Shop-and-collect schemes (alleviating logistics constraints)
  Create immersive and personalized in-store experience
  Providing guidance using mobile

Source: Google/Ipsos, "Smarter Digital City 2.0 Research," 2018

START FROM THE BASICS...

BASIC QUALITIES OF A QUALITY E-SHOP

2019 e-shop 優網店™

HKRMA香港零售管理協會

QUALITY E-SHOP RECOGNITION SCHEME

OBJECTIVES & FEATURES

Objectives

- To develop industry-wide standards and best practices for online retailing in Hong Kong
- To give recognition to quality e-shops
- To raise consumers' confidence in Hong Kong's e-shops

Features

- Well Recognized Organizer
- Standardized Benchmarking Criteria
- Independent Assessment Report

ASSESSMENT CRITERIA

- 3 Perspectives
- 4 Key Qualities

RECOGNITION

Standard Assessment

--23 e-shop prerequisites

--Assessment report

--Q-Eshop Recognition

All-round Assessment

--60 e-shop assessment

--All-round report for improvement

--Premium Quality E-Shop (90% or above)

--Top 10 Quality E-Shop Award

KEY AREA OF ASSESSMENT CRITERIA

Trustfulness & Development
35%

Customer Experience
50%

Contract Fulfillment
15%

TRUST-WORTHINESS

OPERATOR'S TRUST & DEVELOPMENT

1. Registered domain name
   --at least 12 months validity

2. Consumer complaint records
   --less than 0.1% of the annual orders / transaction

3. Counterfeit good records
   --100% no record of trading Counterfeit good

RECOGNIED HARDWARES

SYSTEM - HARDWARE & SECURITY

4. Trusted hosting platform / licensed software with web security

5. ISO 27001 Certified Data Centre or Secured Own Data Centre
   - Reasons for using own data centre
   - Security
   - Hardware
   - Storage environment
   - Data back up
   - Measure to restore

USER-FRIENDLY

ONLINE CUSTOMER EXPERIENCE

6. Well-structured categories

7. Responsive or mobile version

8. Information
   - Product / Service Menu / Shopping Cart
   - Delivery arrangement
   - Return, refund or replacement policy / Service Pledge Policy / Terms and Conditions

USER-FRIENDLY

ONLINE CUSTOMER EXPERIENCE

9. Shopping process - functional keys work properly

10. Check-out

- Accurate total amount by listing all incurred costs
- Online payment for check-out
- Order detail tracking within 24-hour

SAFE

PROTECT E-SHOP & CONSUMER'S DATA

11. Payment options

- PCI DSS - VISA、MasterCard、 JCB、AMEX & Discover

12. SSL Secure Site valid for 6 months

13. Privacy Disclaimer

- Purpose for personal data collection
- Usage of personal data collected
- Notification of data transfer to the 3rd party and the classes of 3rd party
- Options for personal data access, corrections and unsubscription

TIMEINESS

CONTRACT FULFILLMENT

14. Good condition or good manner

15. Customer service
    - Contact or enquiry information listed on e-shop
    - Timely response
    - Attitude of customer service

TOP 10 QUALITY E-SHOP AWARDS

2018 TOP 10 e-shop 優網店
HKRMA香港零售管理協會

PROMOTION

Like magazine

am730

經濟日報

JOBMARKET

CT goodjobs
Powered by Career Times

頭條搵工
HeadlineJobs.hk

PROMOTION

HKRMA
優質網店認證計劃
鼓勵線上零售帶動優質客服
2018年十大優質網店
線上零售大趨勢 優網店提升網購信心
HKRMA
2018年十大優質網店
JHCeshop
日本城(香港)有限公司
Pricerite實惠 Pricerite香港網上商店
SmarTone
SmarTone網上商店
Market Place Delivers
Market Place Delivers網上品味超市
HKRMA
2018年十大優質網店
繁貼潮流 攻年輕市場
互通積分增網購意欲
送貨服務遍及大嶼山禁區

PROMOTION

HKRMA
優質網店認證計劃
認得獲認證網店 網上消費有保證
全力打造嶄新網購體驗
watsons.com.hk
讓顧客「遊」然自得
重視承諾
安心購物

SmarTone
11月23至26日
700
BLACK FRIDAY
CYBER MONDAY
配件8折
光纖寬頻
免安裝費及其他限定優惠
了解更多
45G帶機上台計劃

JOIN US

SCHEME DETAIL

TEL/EMAIL

21799407 / qeshop@hkrma.org

Shopify

Frankie Ng

Hong Kong Lead

shopify

HKEBA

Agenda

01

The state of commerce

Commerce is changing

On-premise and SaaS

Consumerization of Enterprise

The future of commerce

02

Shopify platform

Platform pillars

Service and Support

Platform Innovation

03

Merchant stories

Current industry trends

Success Stories

Closing Remarks

01 The state of commerce

Razor startup Harry's will be acquired by Edgewell Personal Care for $1.37B

Anthony Ha @anthonyha / 2 months ago

Comment

THE UPSTARTS

How Allbirds went from Silicon Valley fashion staple to a $1.4 billion sneaker start-up

Published Tue, Dec 18 2018 • 12:56 PM EST • Updated Tue, Dec 18 2018 • 3:03 PM EST

Tom Huddleston Jr.

Share

Founded: 1961

Founded: 2016

Commerce is changing

Software solutions

Legacy on-premise solutions

- ✗ Hard to implement, use, and scale
- ✗ Slow to adapt and innovate
- ✗ Overpriced, need maintenance

Software solutions

Legacy on-premise solutions

- ✗ Hard to implement, use, and scale
- ✗ Slow to adapt and innovate
- ✗ Overpriced, need maintenance

Current SaaS solutions

- ✓ Platform extensibility and customizations
- ✓ Growth-minded
- ✓ Low maintenance

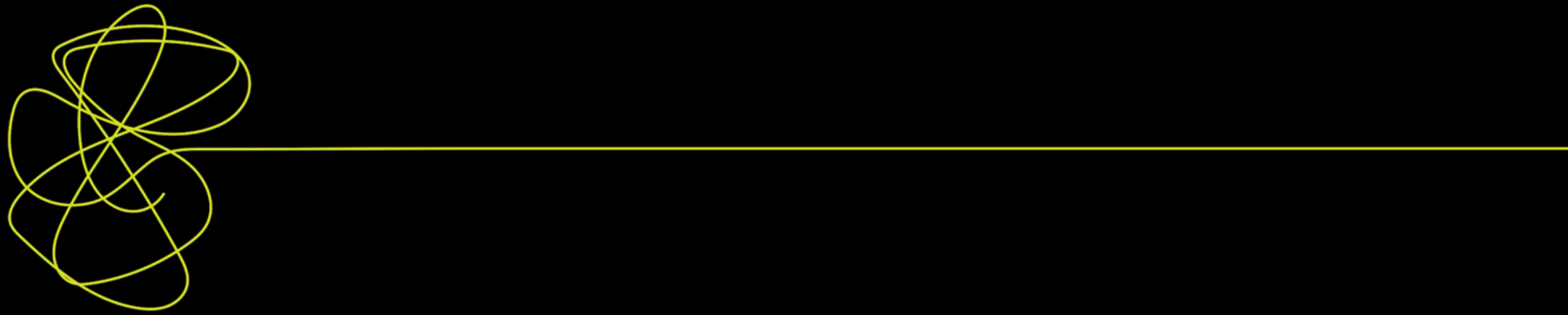
Consumerization of Enterprise Technology

Dropbox

slack

G Suite

The future of commerce



Simplify the complex

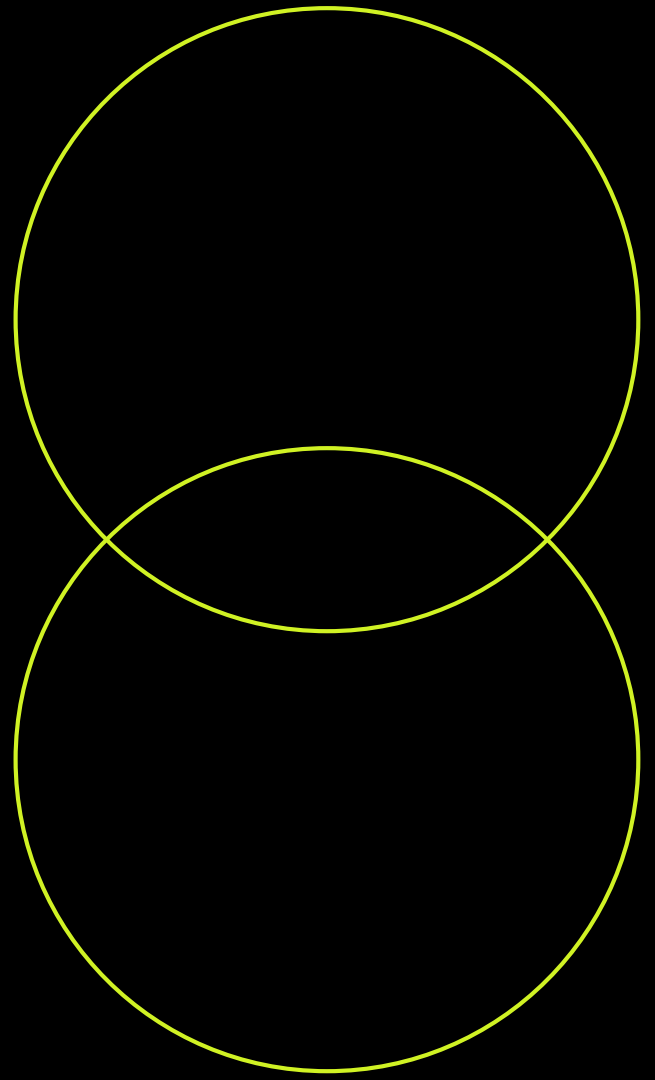
- Merchandising
- Staff specialization
- Fulfillment
- System integrations

Grow at your pace

- Selling globally
- Experimentation
- Selling in person
- Campaigns and flash sales

Built for your brand and your buyer

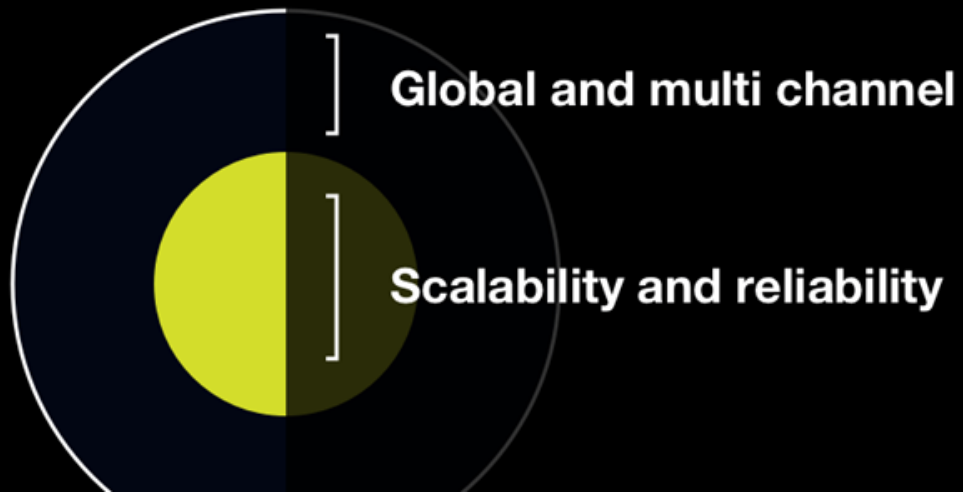
- Innovation
- Acquisition
- Retention

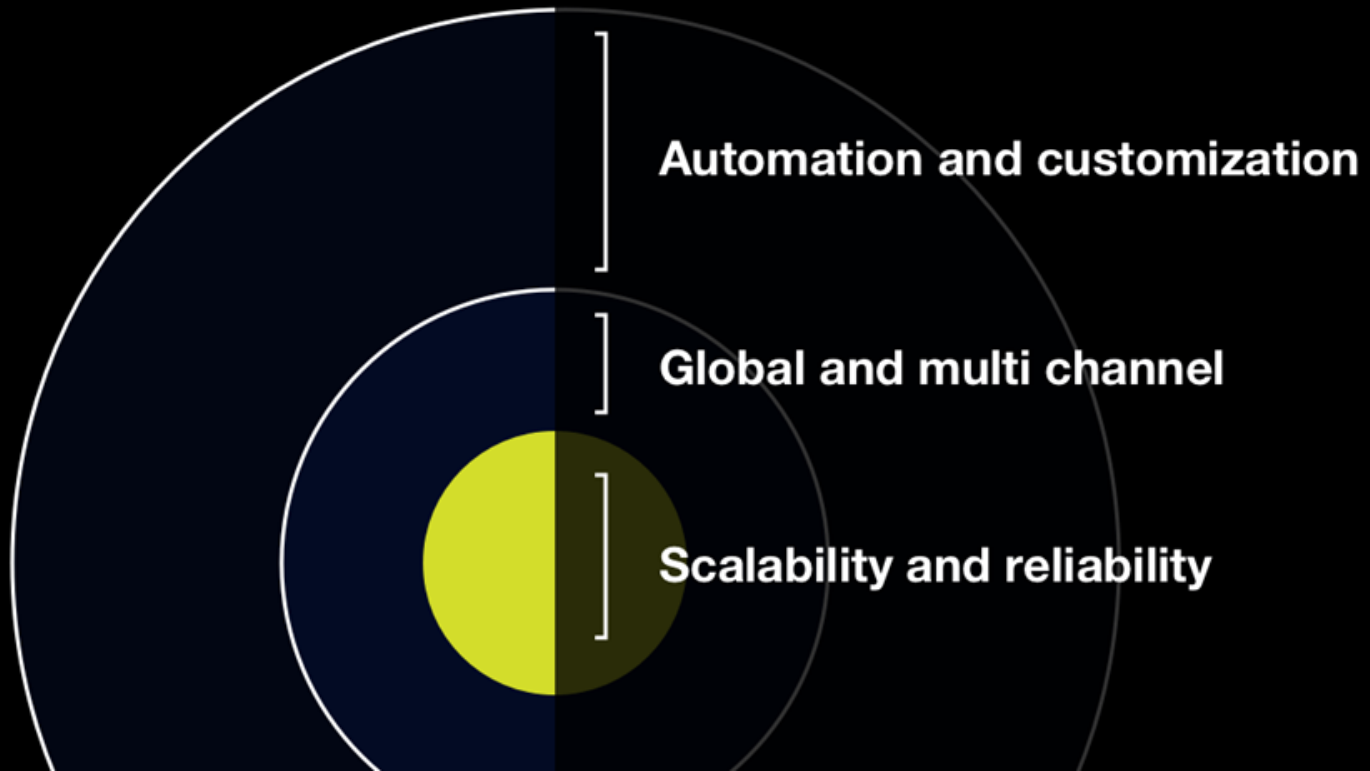


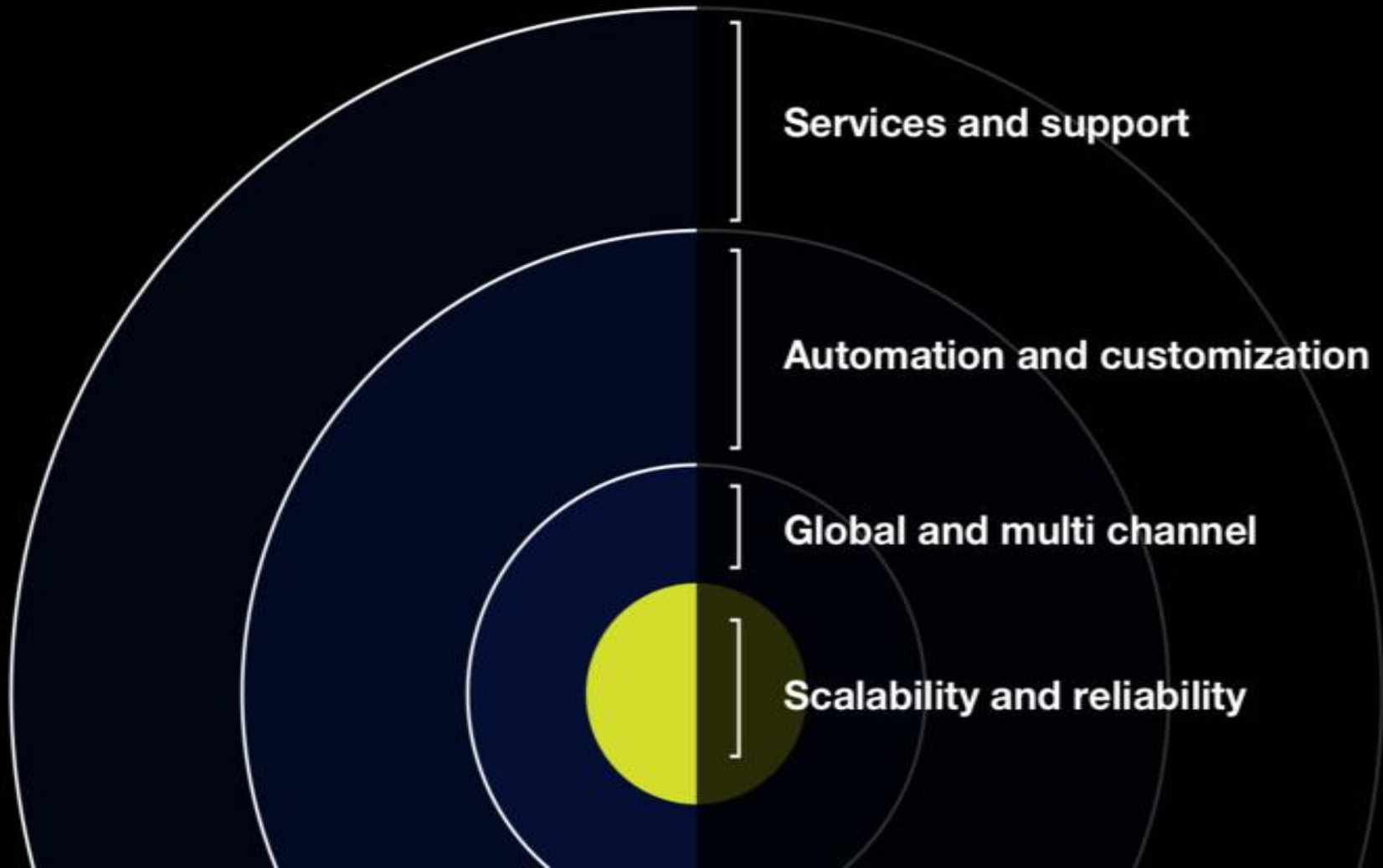
02 Shopify Platform

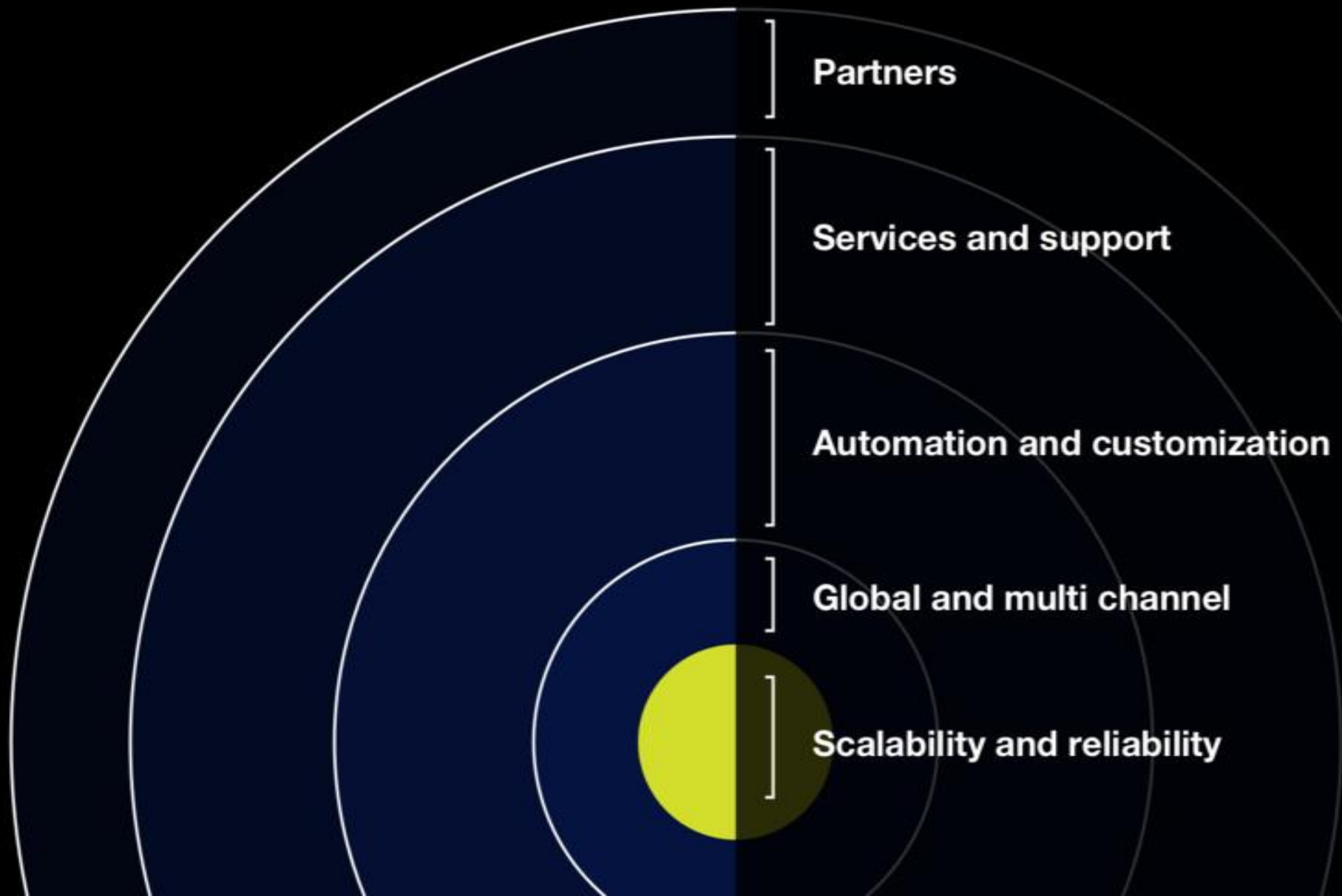
Technology shouldn’t hold you back

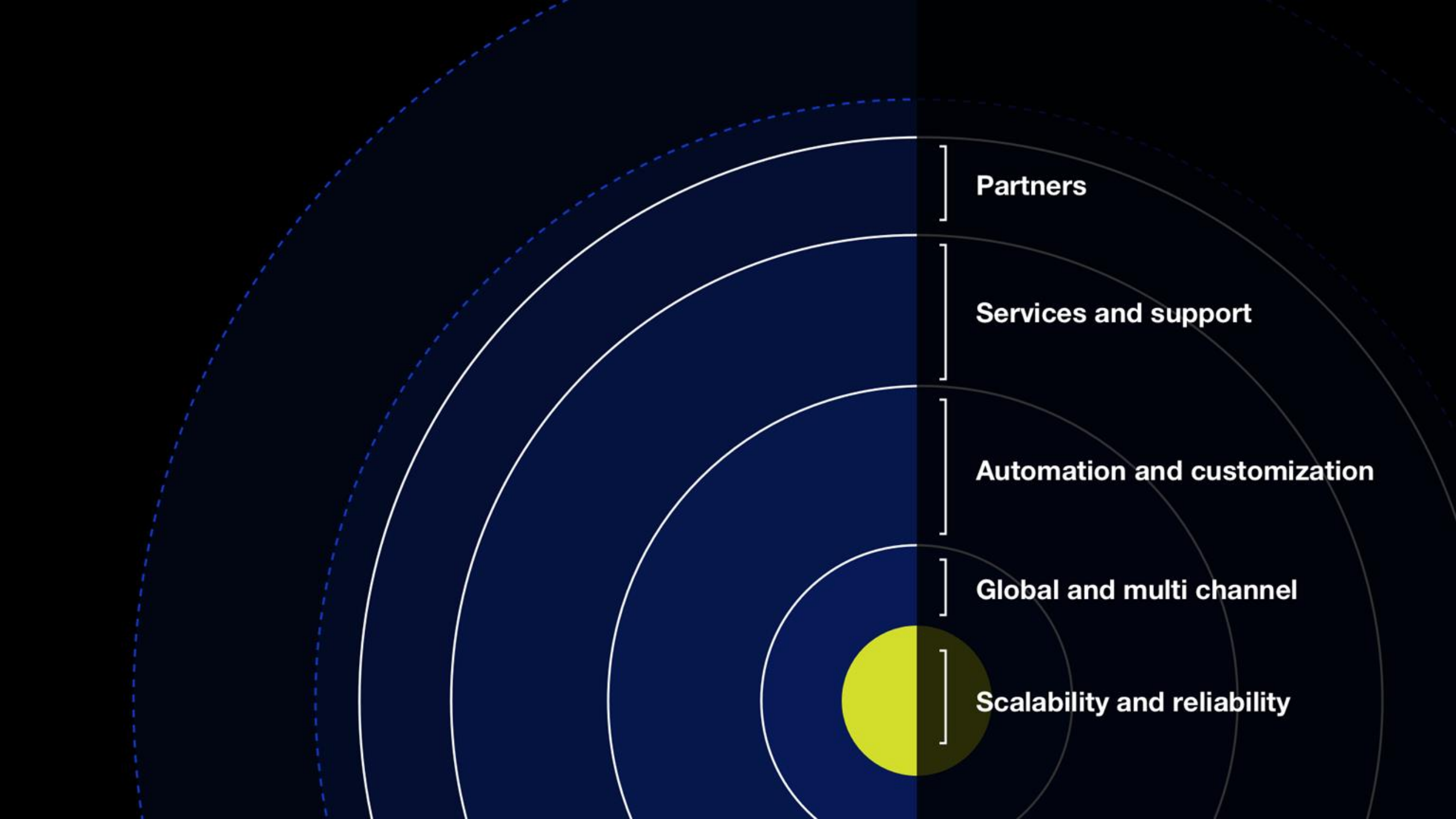
Scalability and reliability

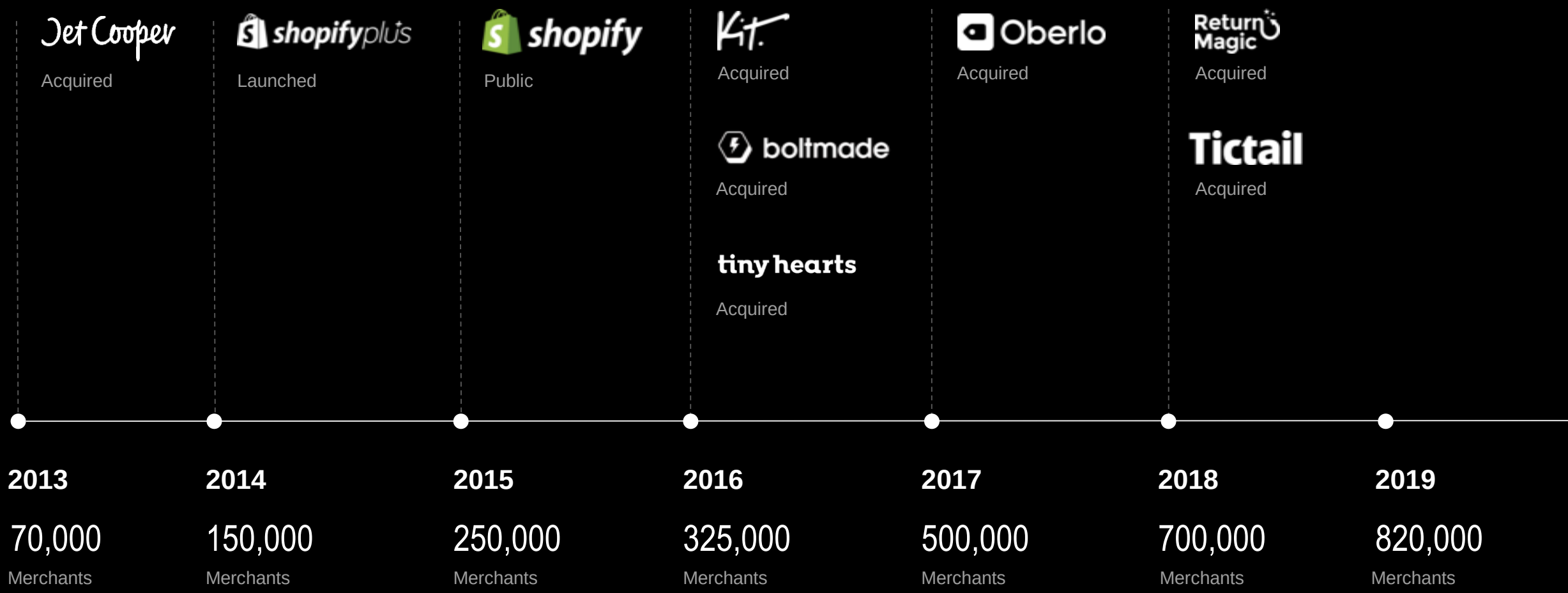

Global and multi channel
Scalability and reliability


Automation and customization
Global and multi channel
Scalability and reliability


Services and support
Automation and customization
Global and multi channel
Scalability and reliability


Partners
Services and support
Automation and customization
Global and multi channel
Scalability and reliability


Partners
Services and support
Automation and customization
Global and multi channel
Scalability and reliability



Jet Cooper
Acquired

shopifyplus
Launched

shopify
Public

Kit.
Acquired

boltmade
Acquired

tiny hearts
Acquired

Oberlo
Acquired

Return Magic
Acquired

Tictail
Acquired

2013
70,000
Merchants

2014
150,000
Merchants

2015
250,000
Merchants

2016
325,000
Merchants

2017
500,000
Merchants

2018
700,000
Merchants

2019
820,000
Merchants

Scalability and reliability

Reliable under pressure

99.98%

Server uptime

10K

Checkouts per minute

Unlimited

Brandwidth and transactions

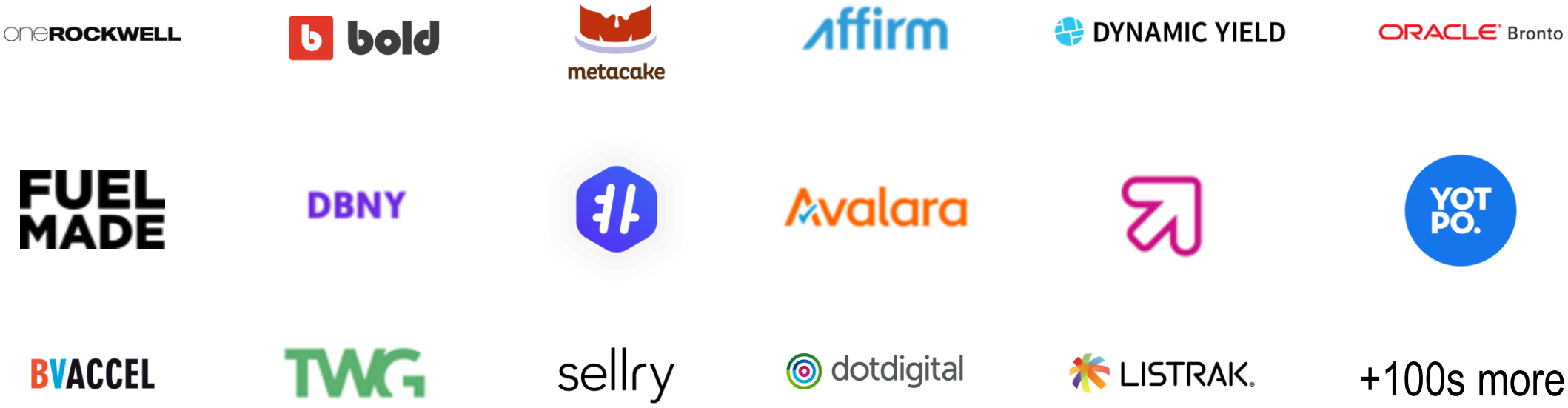
Level 1

PCI DSS compliance

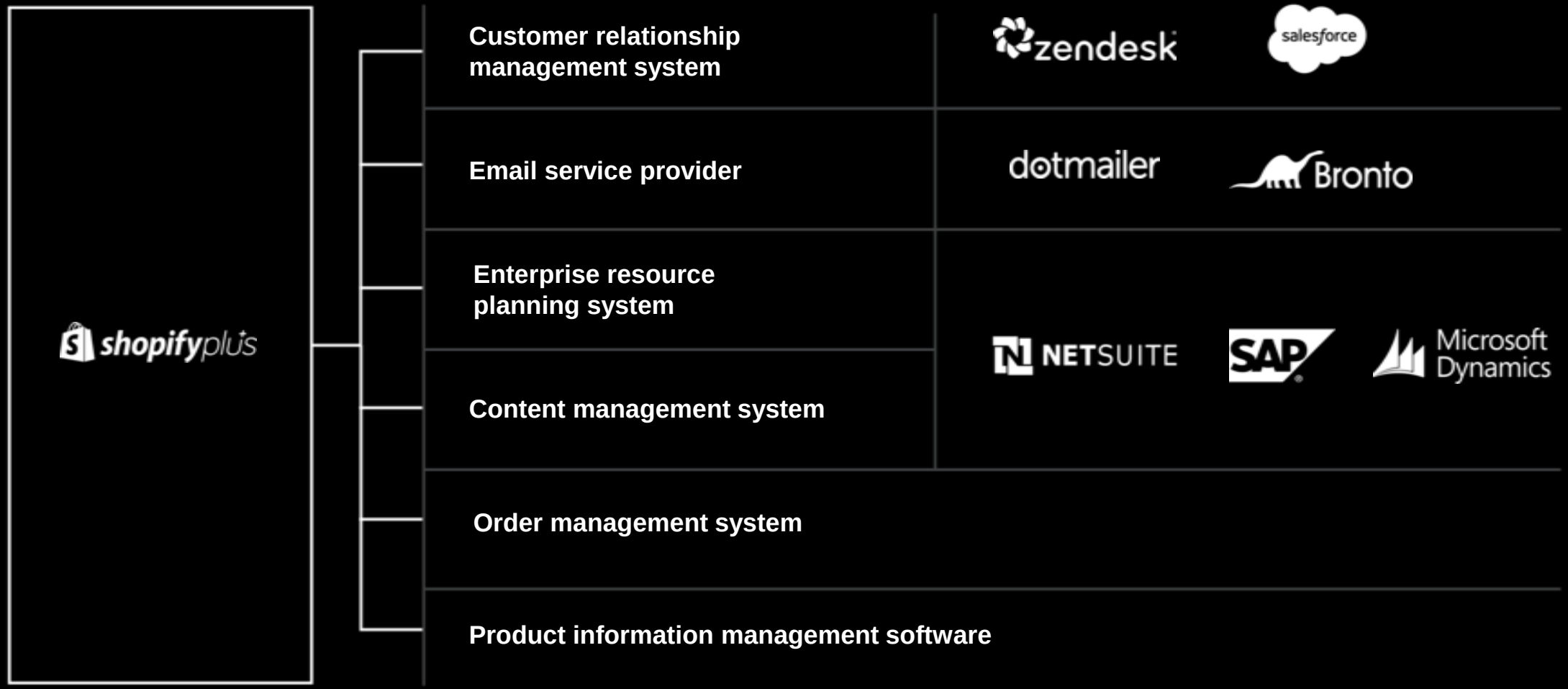
Global and multi-channel

Expand across borders and channels

An ever-growing partner ecosystem

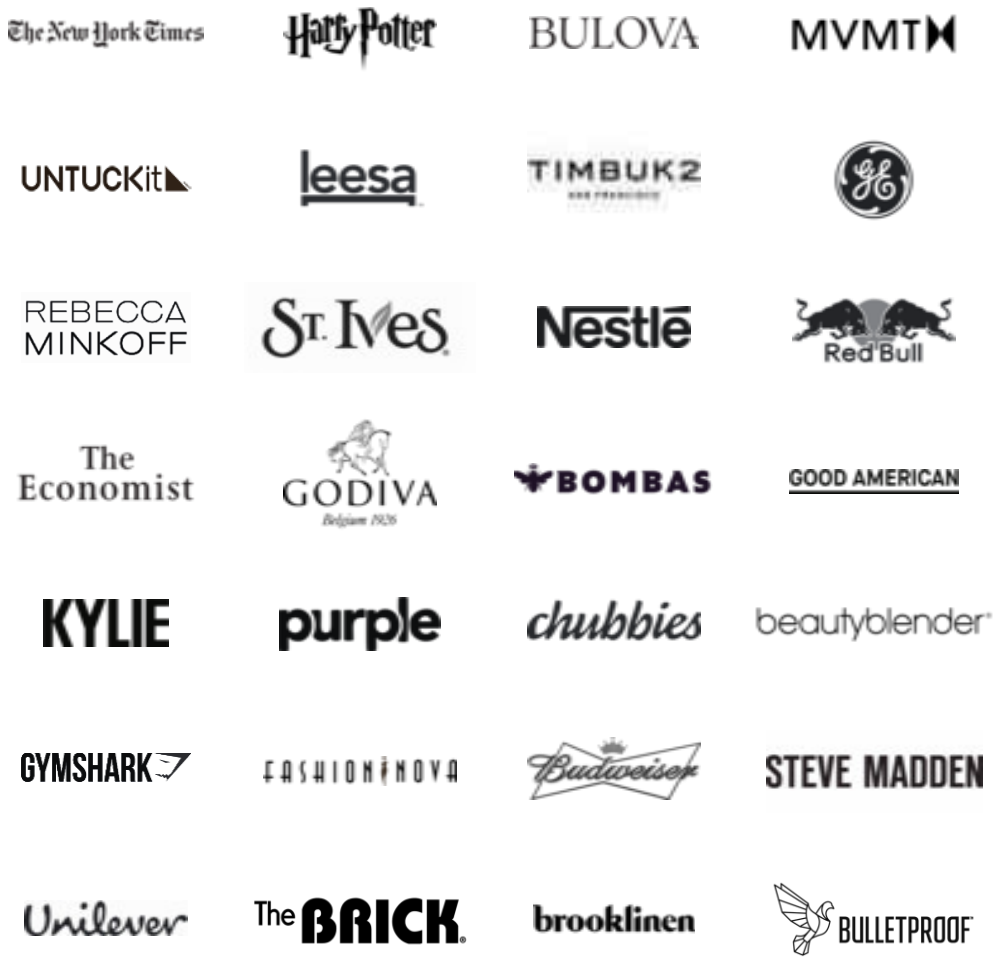


System Integrations



Our merchants

Fast-growing brands to Fortune 500s



Platform Innovations

Custom storefronts

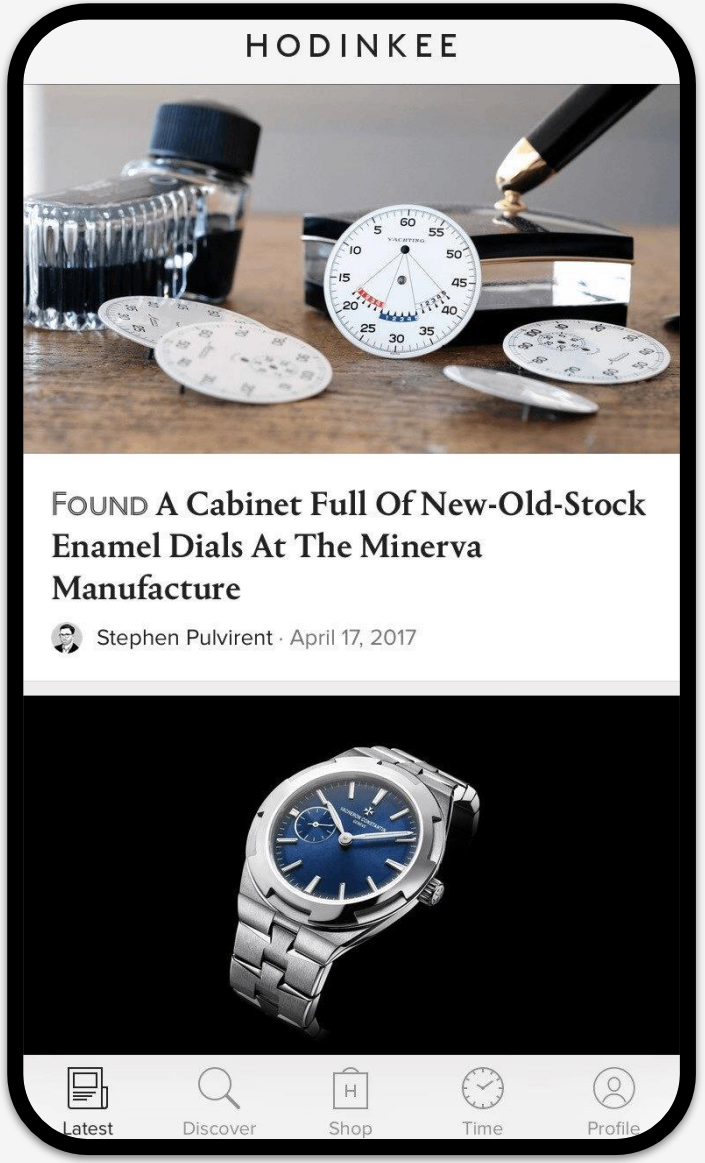
The Shopify API supports custom storefronts (or “headless commerce”), which means you sell on any platform while taking advantage of Shopify’s infrastructure and backend.

✓ Quickly build a purchasing experience on any website or content platform with the Storefront API

✓ Add a streamlined payment experience to any website with the JavaScript Buy SDK

✓ Surface products and checkout from a Shopify store in a mobile app, using native mobile elements, with the Mobile Buy SDK

Learn more



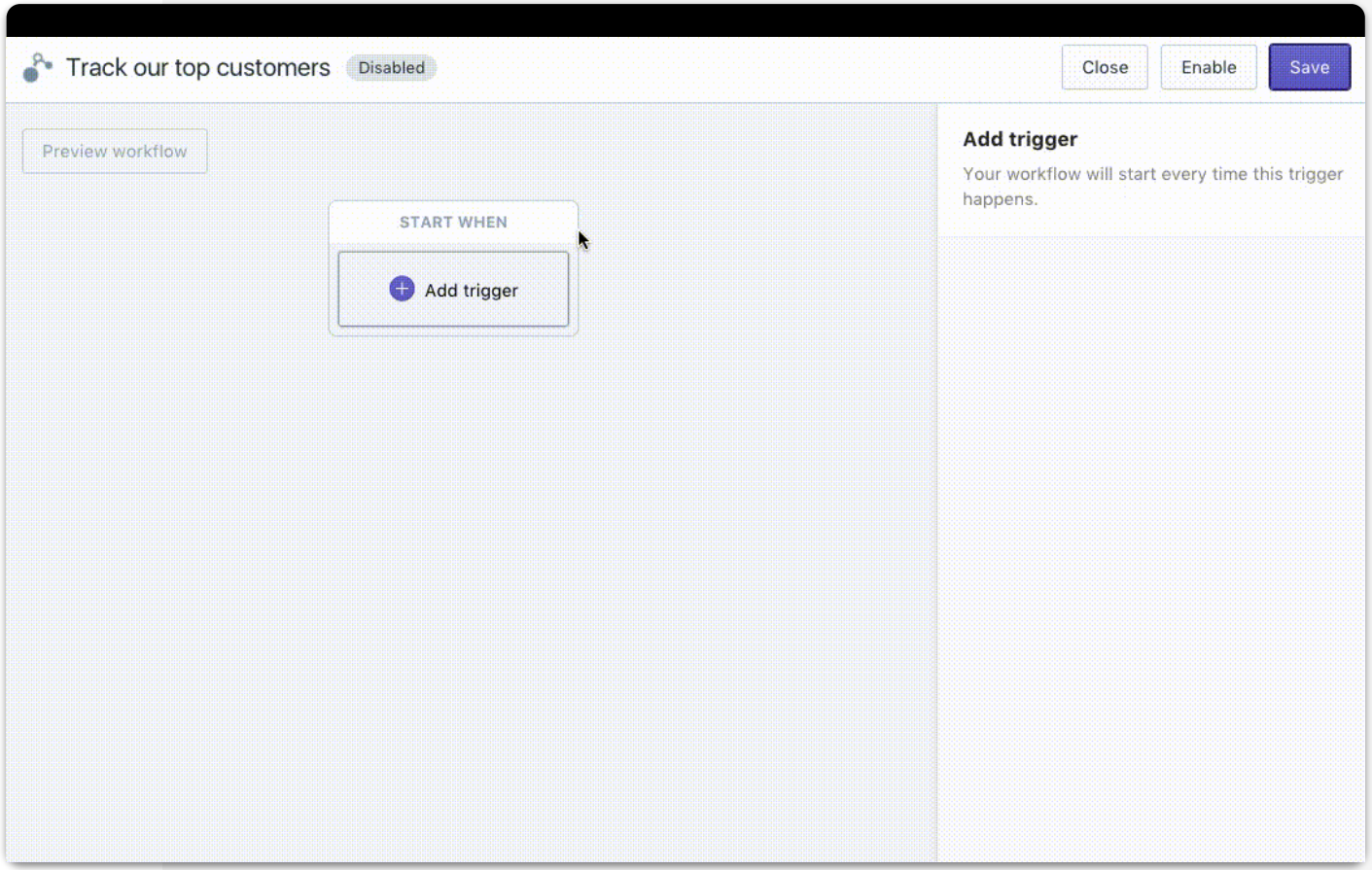
Shopify Flow

Automate tasks and ideas in your store and across your apps in just a few clicks, so you can get back to what's important.

✓ Start automating in seconds with easy-to-use templates that you can use right away or quickly customize

✓ Reduce manual tasks by filling the gaps between the apps and processes that power your business

✓ Grow your business with the flexibility to put new campaigns and ideas into action



Watch demo

Launchpad

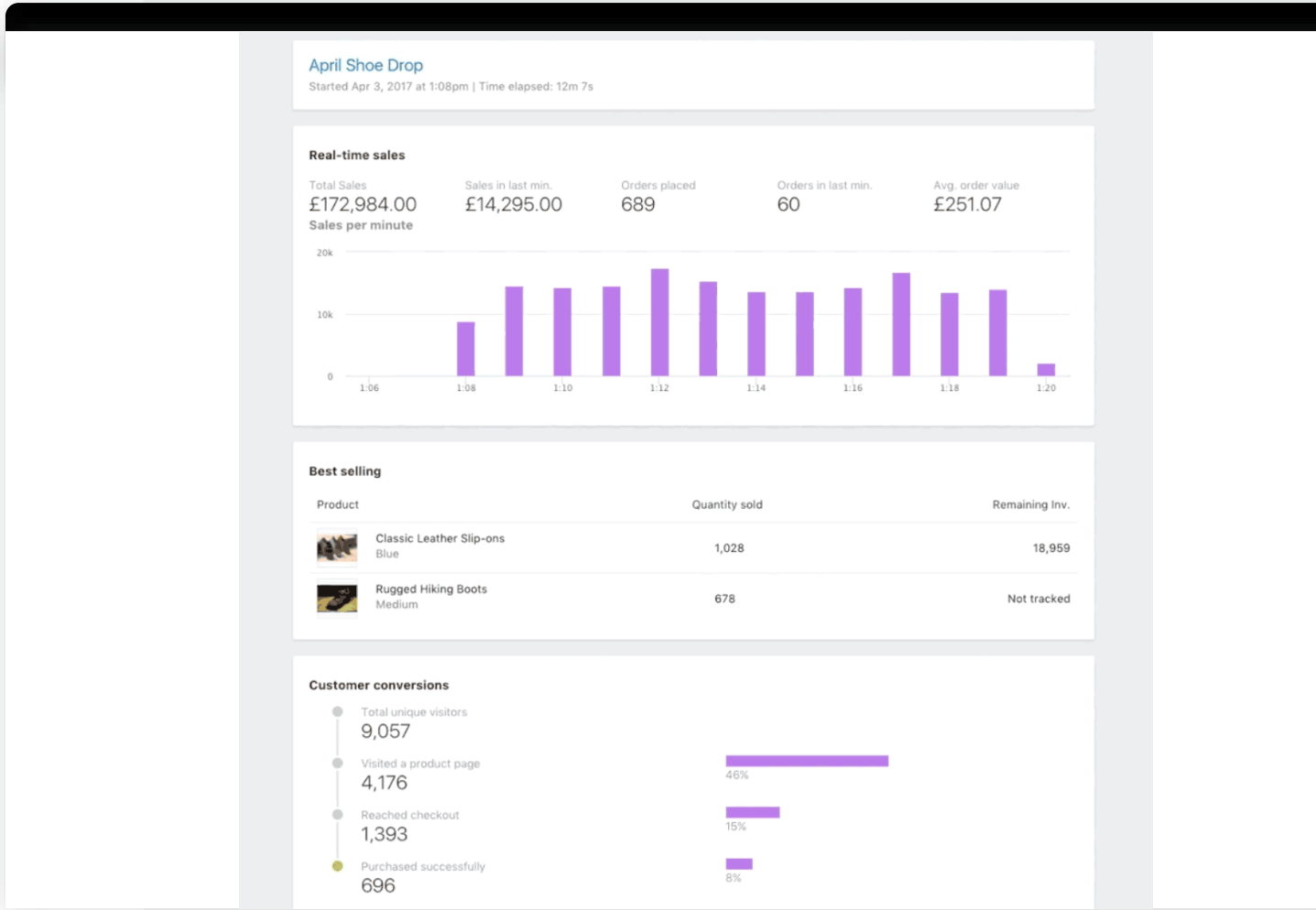
Schedule and monitor revenue-generating events like sales campaigns, product releases, and content changes.

✓ Automate your event checklist to save time and prevent errors while running an event

✓ Schedule front-end customizations to deliver a smooth customer experience from product page to checkout

✓ Track performance in real time to understand your customers better

▶ Watch demo



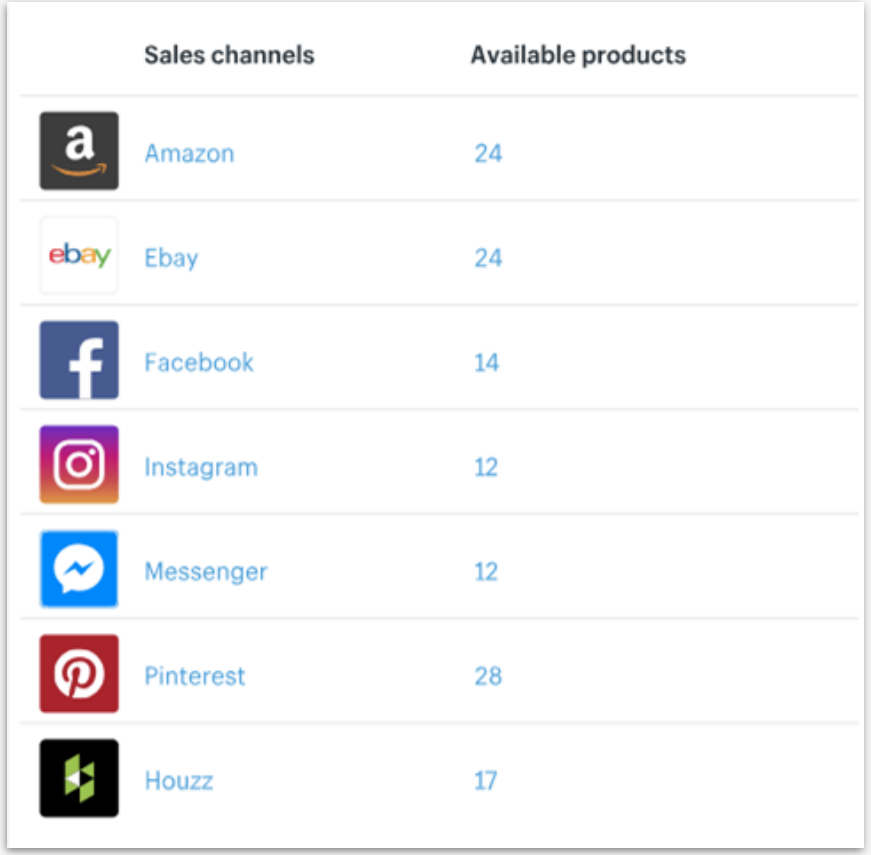
Multi-channel

Sell everywhere your customers are, and will be, while delivering the same quality experience across channels. Sales channels integrate directly with your store, so you can manage everything in one place.

✓List your products on the world’s largest online marketplaces and social platforms

✓ Enable instant purchases through Facebook, Instagram, messaging apps, and more

✓ Sync prices, orders, inventory, and fulfillment in one store



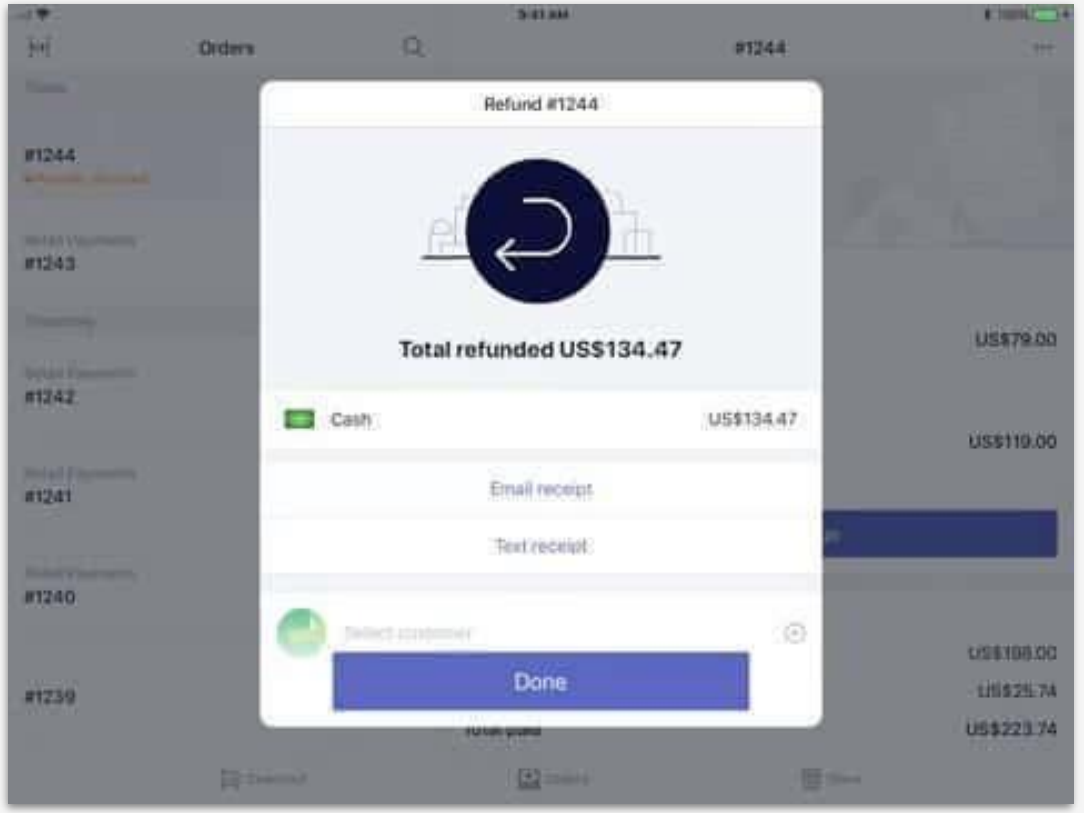
Shopify POS

Create immersive shopping experiences and take your store anywhere without the high cost of retail.

✓Launch pop-up shops and test new products, trends, and locations

✓Move seamlessly between in-store and online selling

✓Create engaging customer experiences with hardware and software that’s easy to use right out of the box



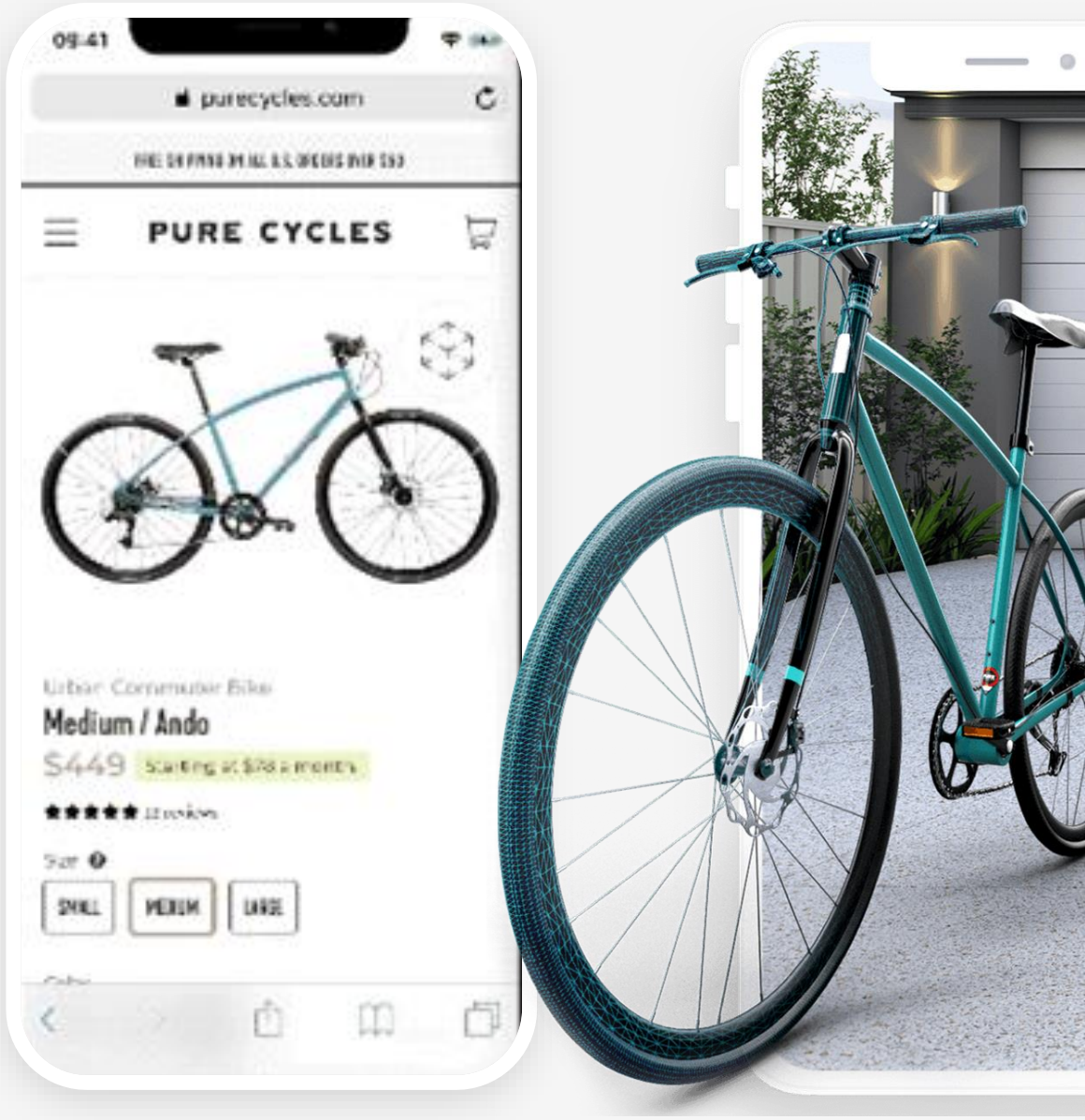
Shopify AR

Be one of the first brands to bridge the digital divide with augmented reality (AR) product experiences. Work with our marketplace of vetted 3D modelling partners and technology for iOS 12 to get started today.

✓ Increase buying confidence and reduce returns. Help shoppers get a truer sense of the size, scale, and detail of your products.

✓ Engage shoppers. Give shoppers on iOS 12 the ability to turn any environment into their own showroom.

✓ Bring your products to life. Use new technology to showcase realistic, interactive versions of your products.



Wholesale

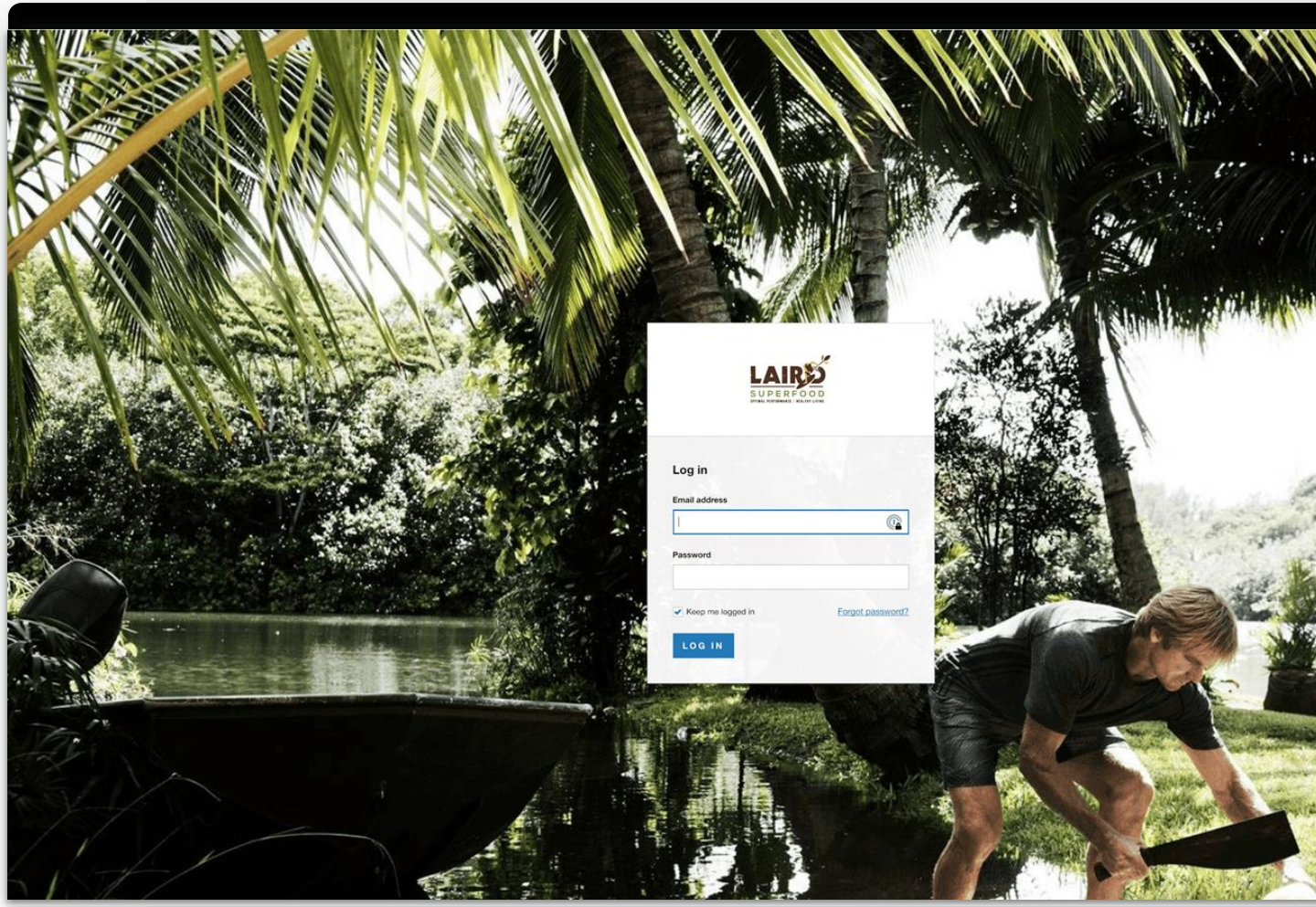
Expand your business by creating a turnkey self-service storefront for high-volume buyers.

✓ Tap into a B2B market more than 3 times larger than consumer commerce sales worldwide

✓ Offer custom price lists through an intuitive buying experience that frees you from traditional wholesale order management

✓ Get started in minutes with an automatically generated branded wholesale storefront

✓ Use existing product data and integrations, and manage your B2C and B2B businesses from one place



▶ Watch demo

Avalara Tax

Calculate accurate taxes on every order based on the most up-to-date tax rules. Avalara AvaTax is the industry leader for sales tax calculation and compliance.

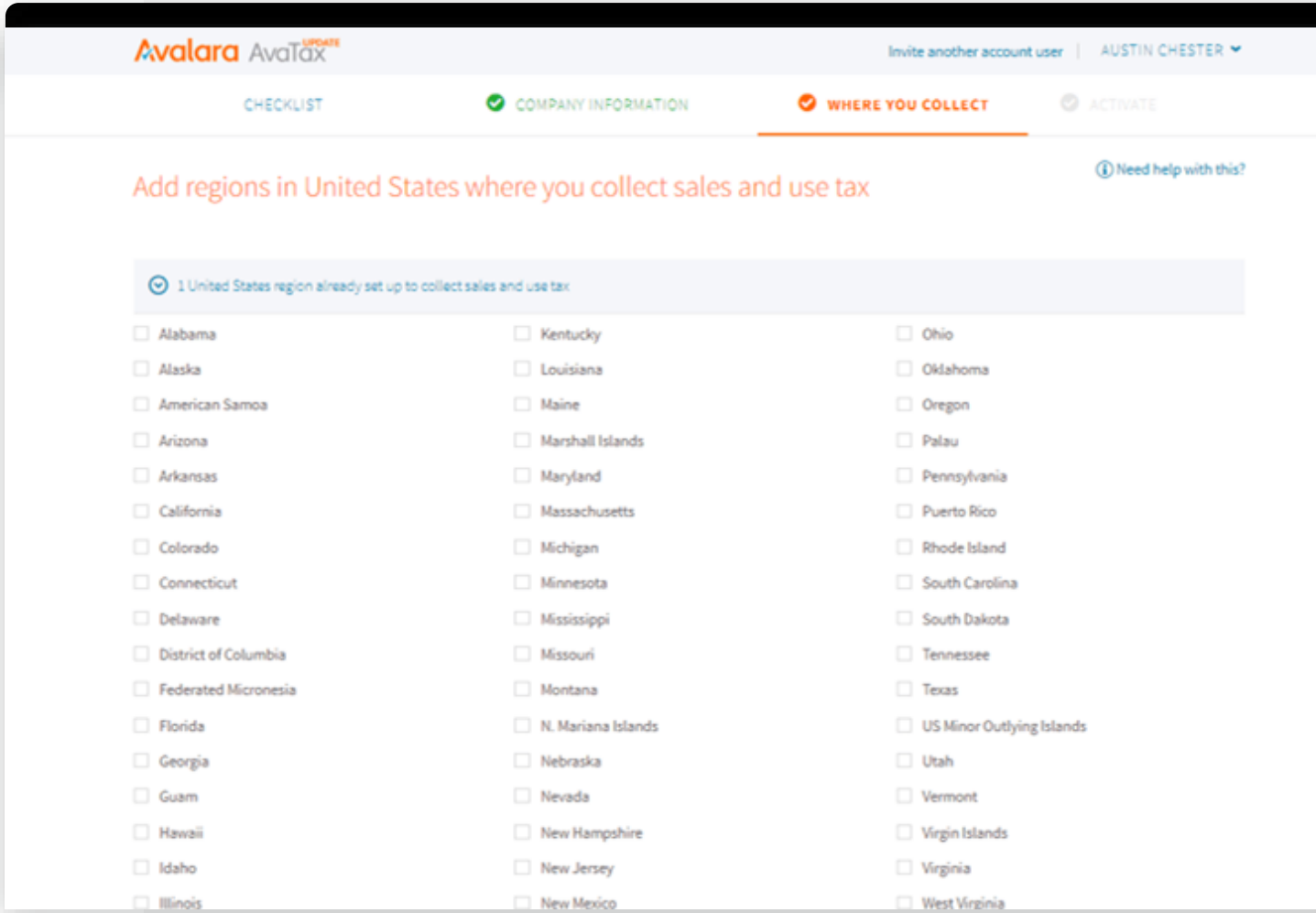
✓ Reduce manual tax setup

✓ Count on Avalara's 100% accuracy–guaranteed sales tax calculator

✓ Always be audit-ready

✓ Calculate sales tax using customer location to prevent under- or over-collecting

Watch demo



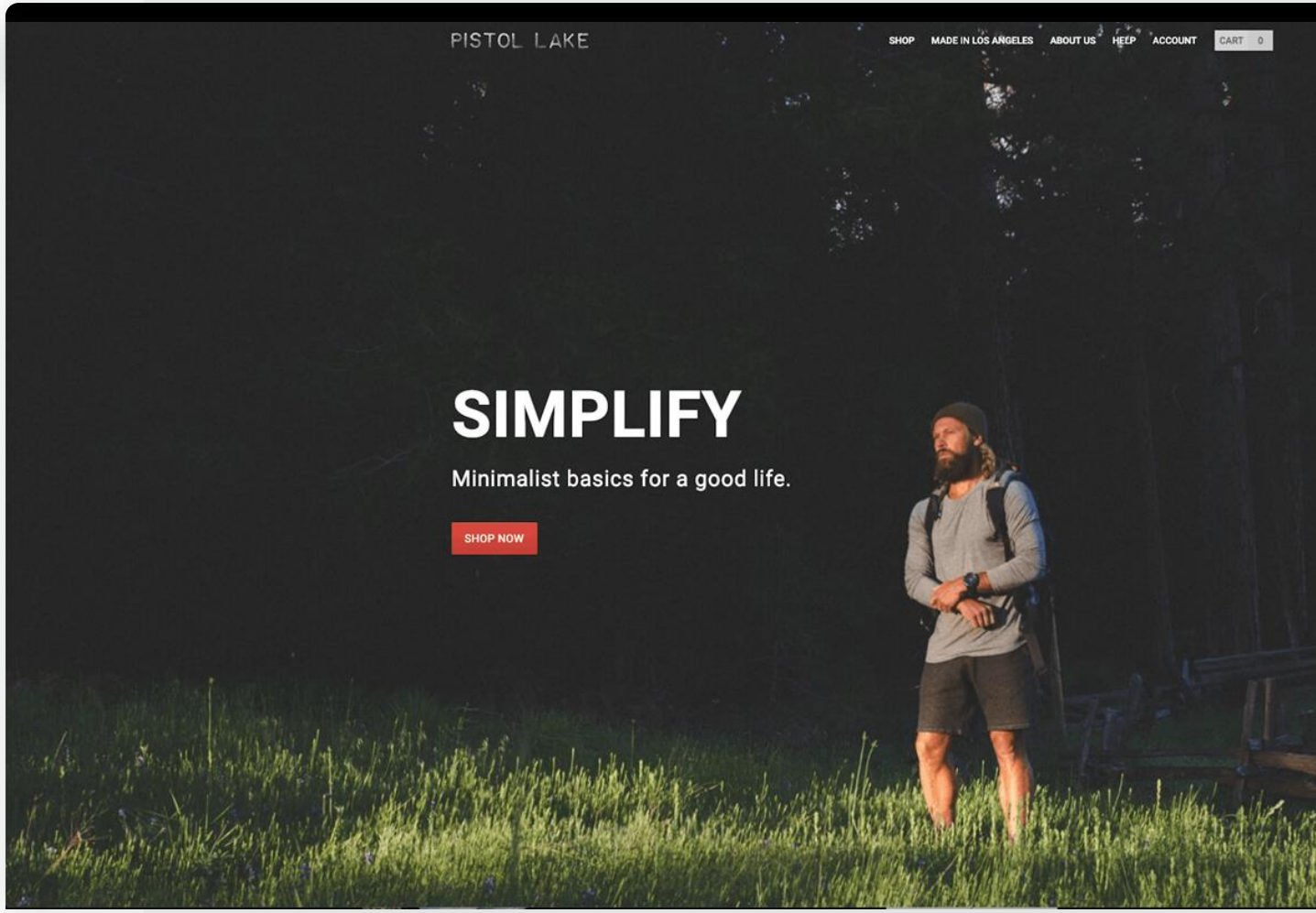
Shopify Capital

Shopify Capital funds entrepreneurs to grow their businesses. With no application process or forms to fill out, securing capital has never been this simple.

✓ If you’re eligible, we’ll offer you a choice of merchant cash advances of different amounts, at different remittance rates.

✓You choose which advance amount is right for your business. If you’re approved, we’ll deposit the funds in your bank account, fast.

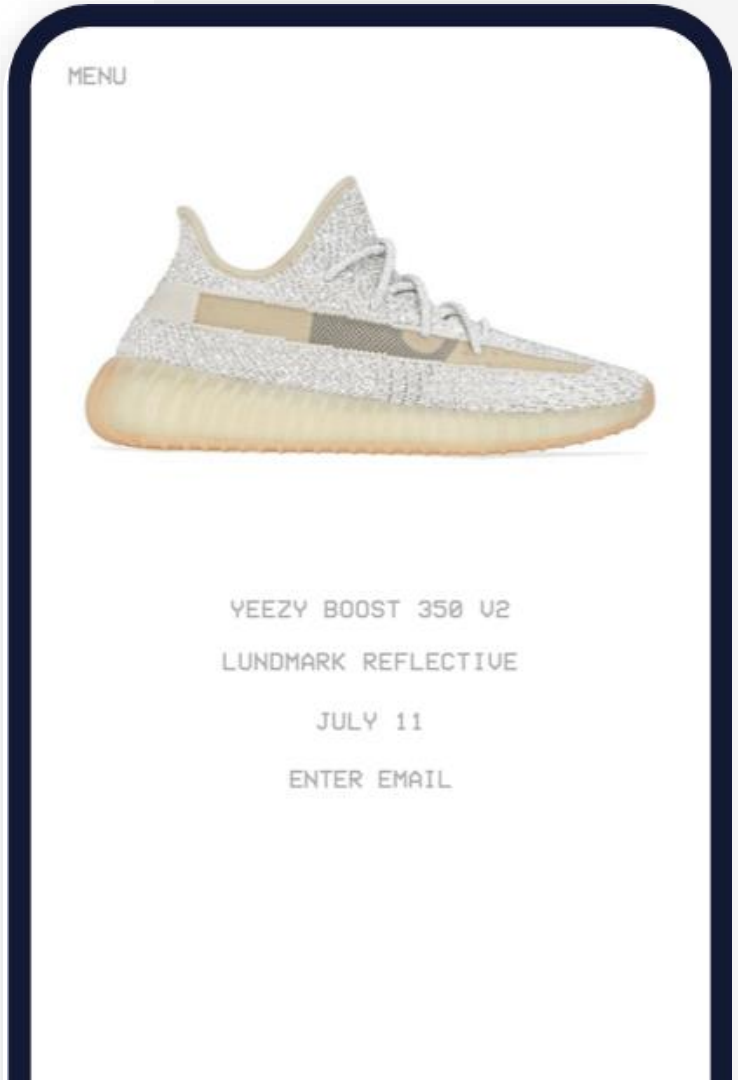
✓As you make sales, you’ll remit to Shopify a fixed percentage of your daily sales until Shopify receives the total amount of receivables purchased.

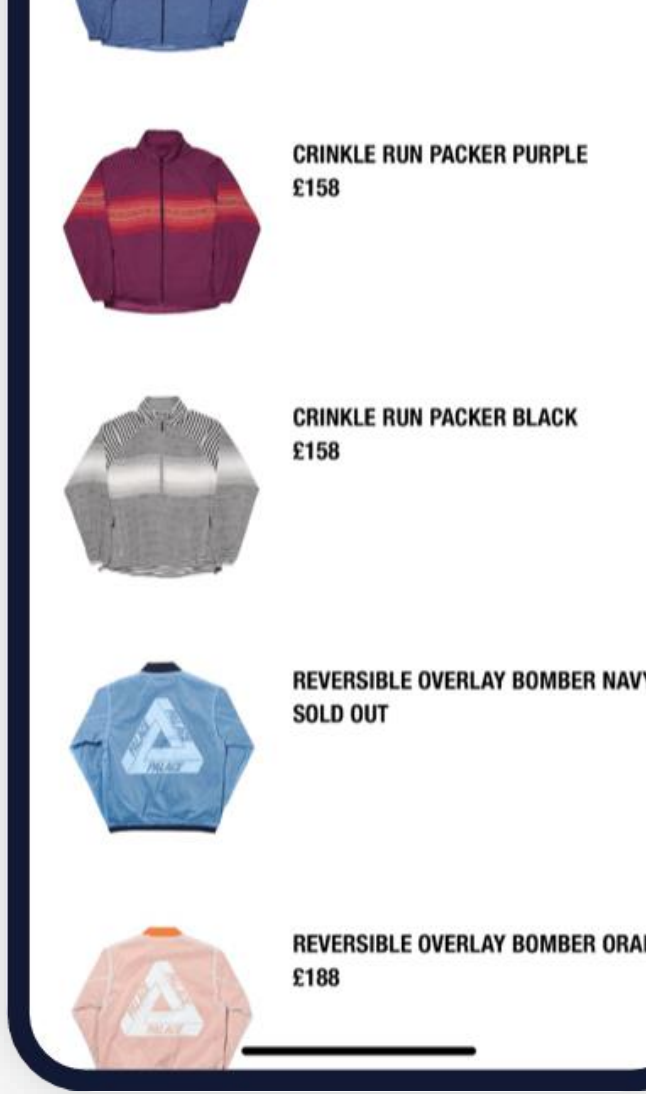


03 Merchant trends & stories

Trend #1: Scarcity and Exclusivity

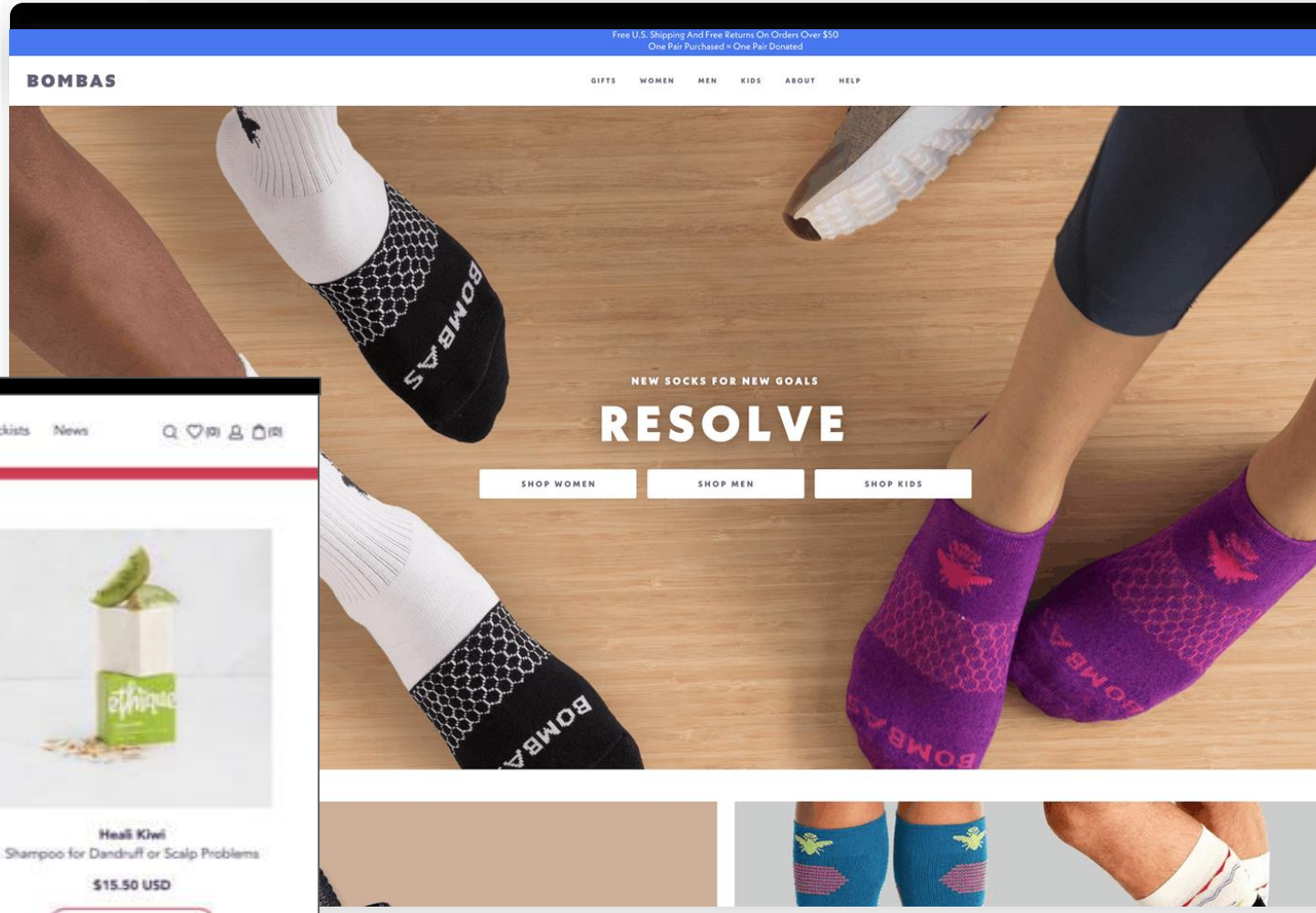
- Scarcity is a top tactic to drive impulsivity among online buyers
- Exclusivity drives similar impulses that additionally promotes customer loyalty
- Neither scarcity nor exclusivity need to be real, but only seem real
- On the rise are: brand collaborations, limited edition drops, resale values

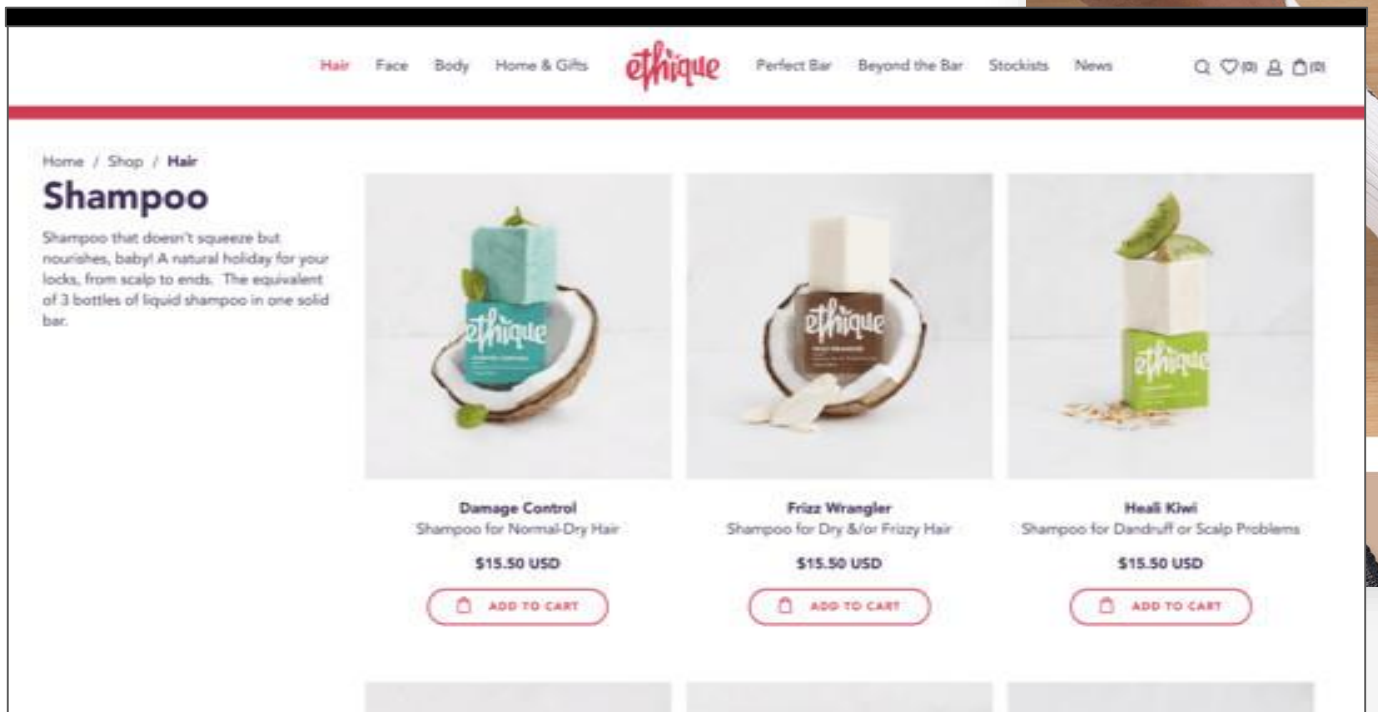




Trend #2: Authentic and Sustainable

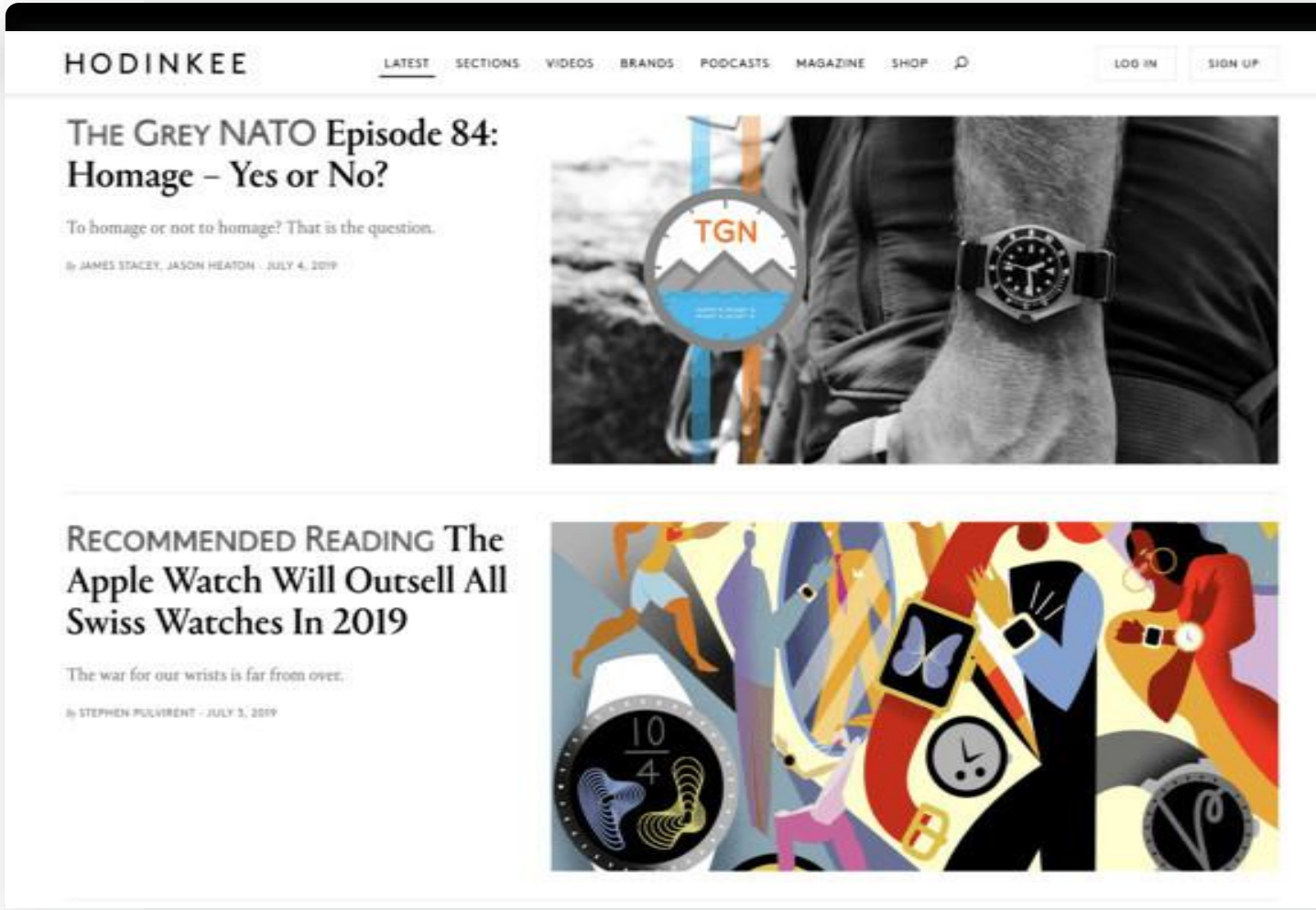
- Customers search from brands that they connect with beyond the product-level
- A story is the best way to create true brand advocates





Trend #3: Commerce Within Communities

- Having an existing community makes ecommerce an afterthought
- Niche communities find themselves at an intersection of untapped potential, being a generalist is no longer profitable
- Anyone with a following is searching for monetization opportunities (e.g KOLs)



Merchant Stories

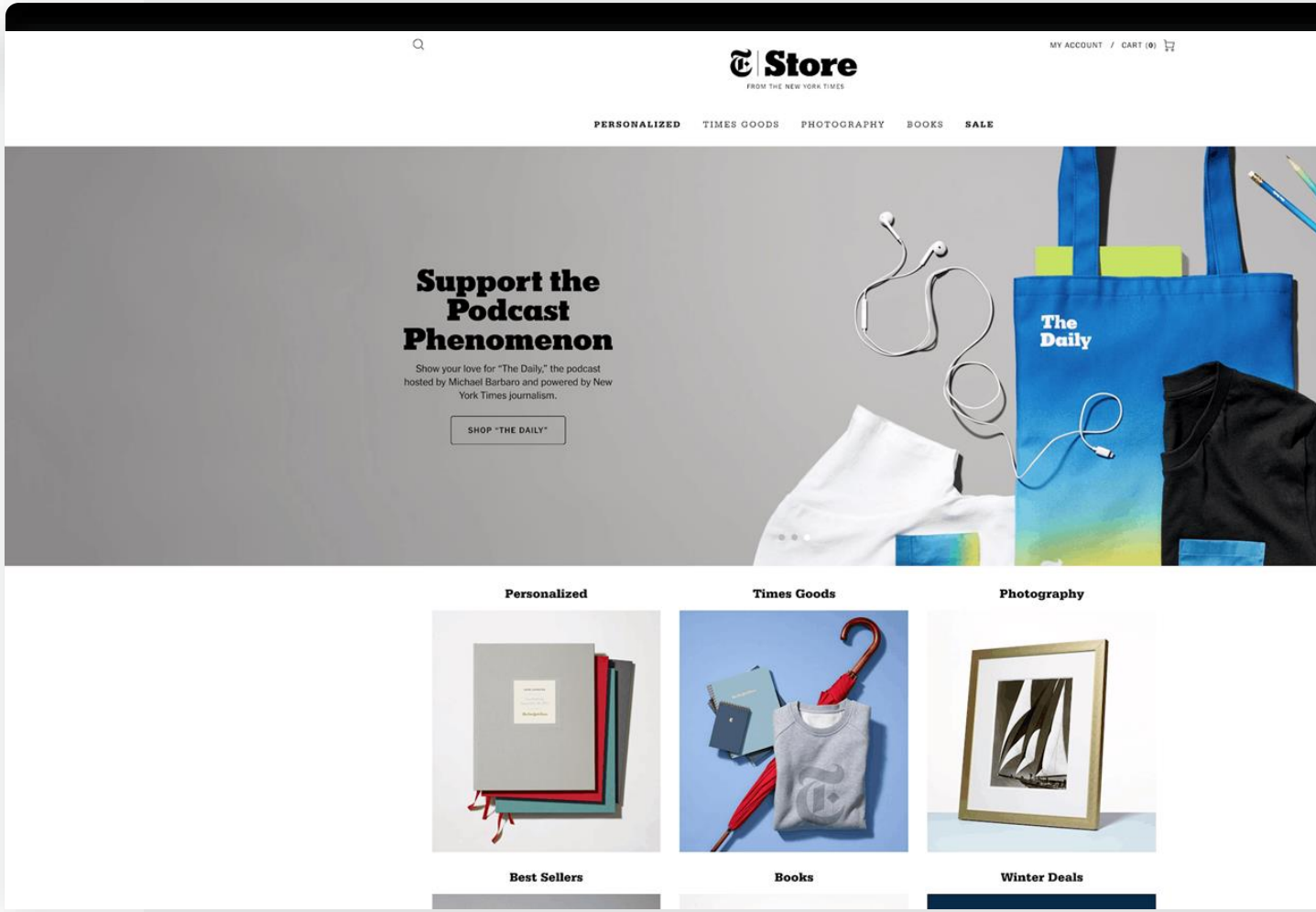
The New York Times

Industry
Fashion and apparel

Use Case
Direct to consumer

Migration
Magento

Story
NYT uses Shopify Plus to power their direct-to-consumer online store, where they sell branded goods, photography, bestselling books, and personalized front-page reprints.



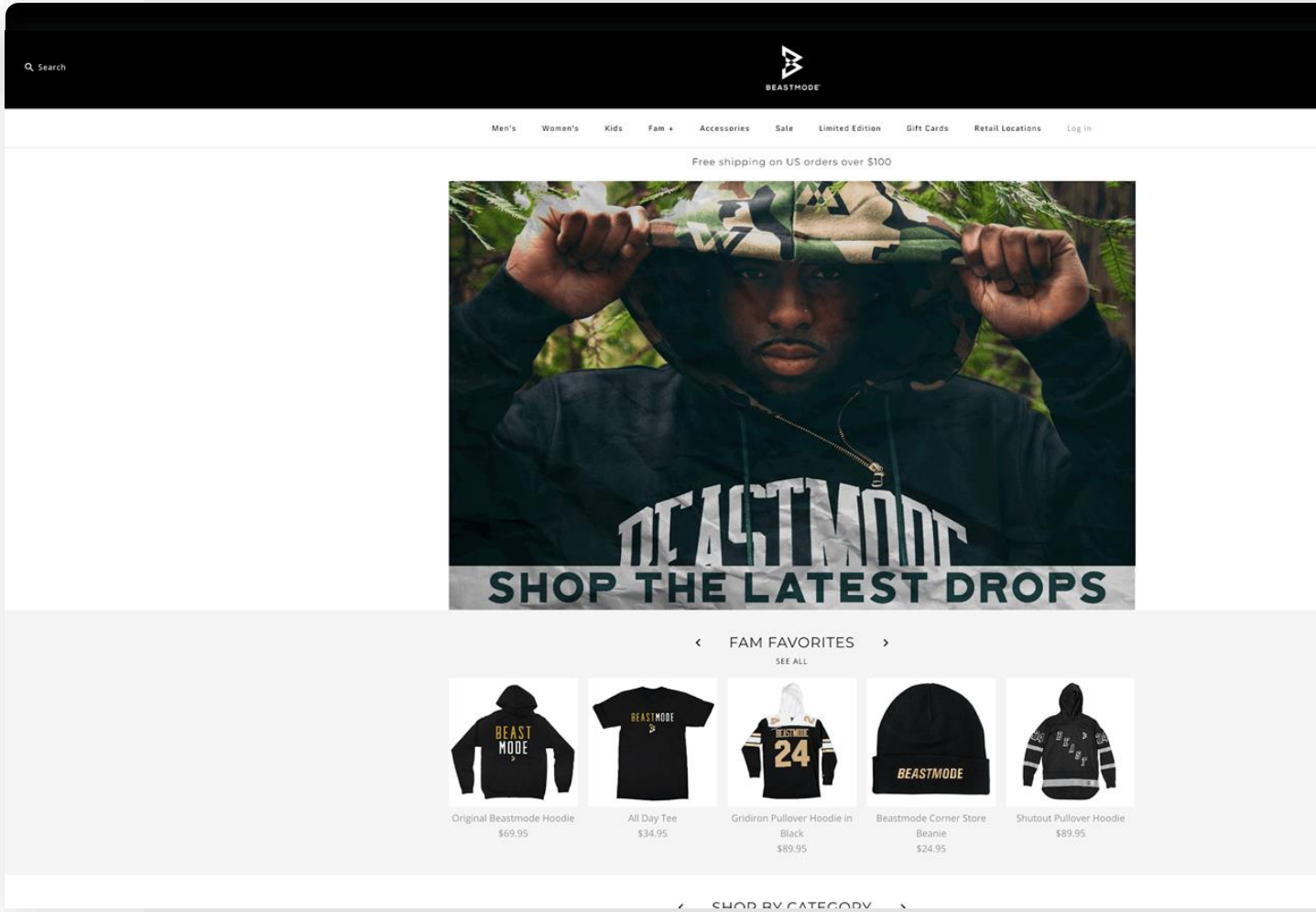
Beastmode

Industry
Fashion and apparel

Use Case
Pop-ups and POS, Sell anywhere

Migration
Started on Shopify Plus

Story
Marshawn Lynch and Beastmode have used Shopify Plus to blur the lines between online and offline experiences for their customers through the online store and POS sales channels.



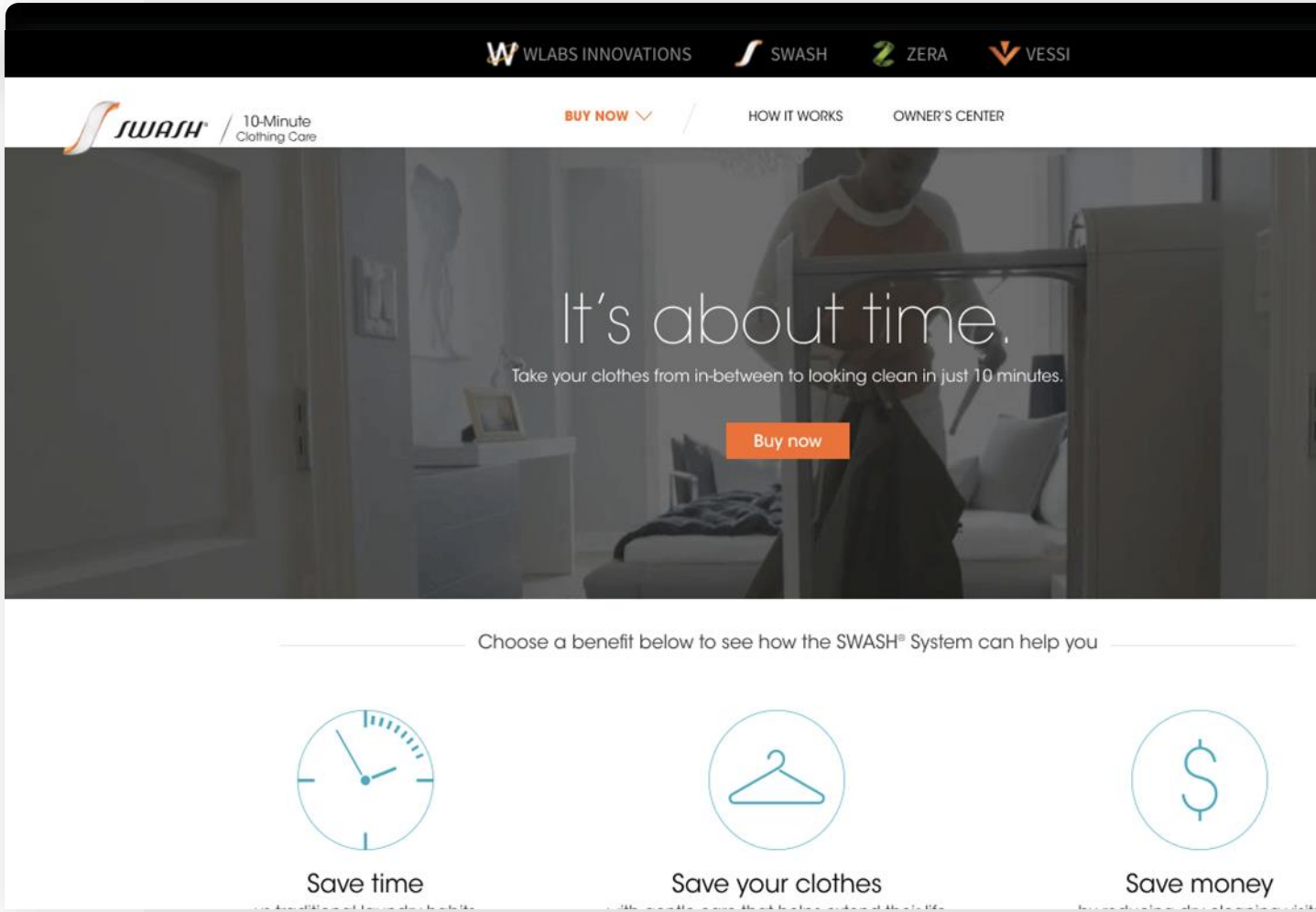
Swash (Whirlpool Labs)

Industry
Consumer goods

Use Case
Direct-to-consumer

Migration
Started on Shopify Plus

Story
Whirlpool Labs Innovation launched Swash in 2017 as a place their customers could by cleaning accessories directly from Whirlpool. They have since added two more D2C stores for brands Zera and Vessi.



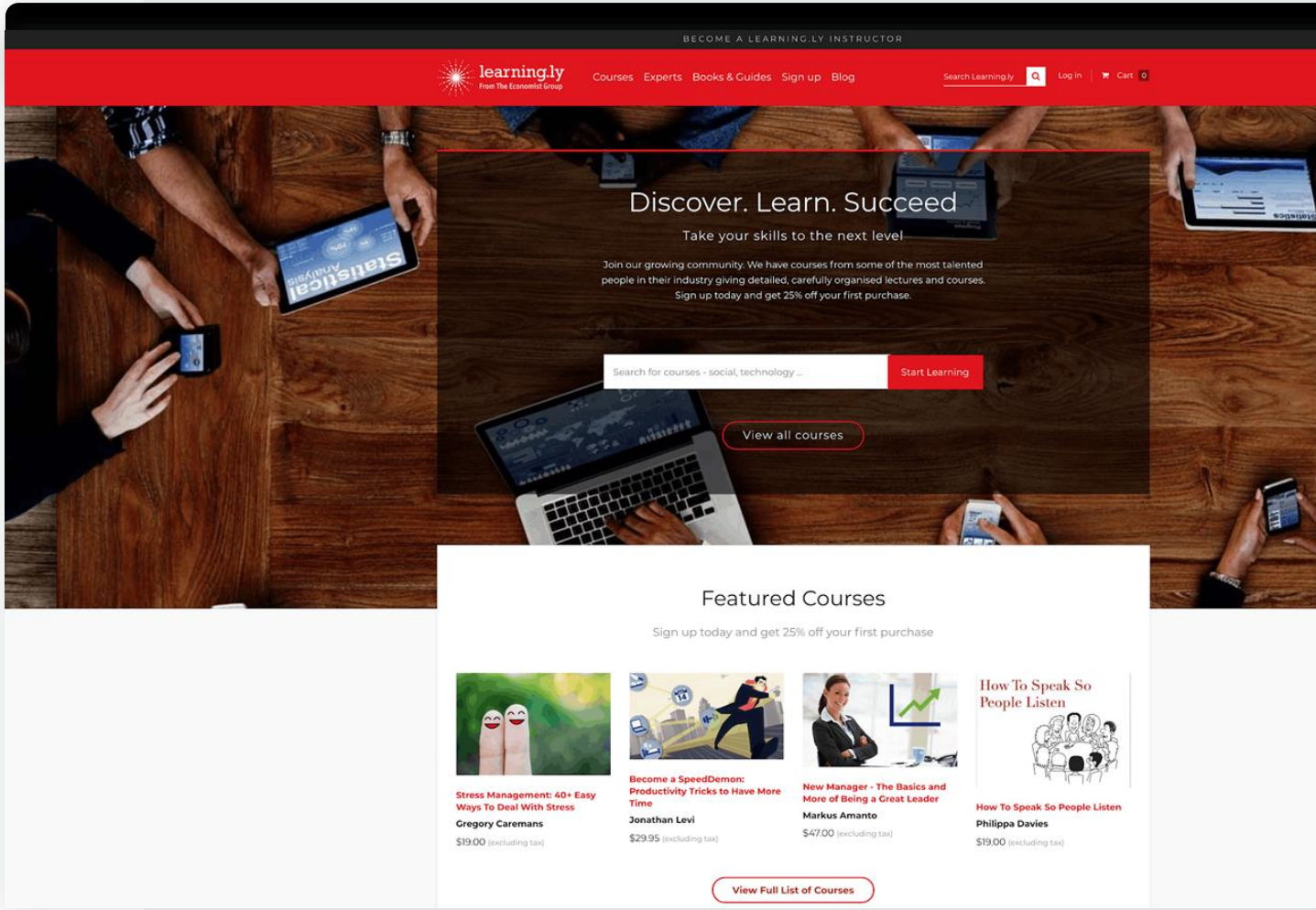
Learning.ly (by The Economist)

Industry
Consumer electronics

Use Case
Scalable and reliable

Migration
Started on Shopify Plus

Story
The Economist quickly brought their learning platform, Learning.ly, directly to consumers, confident that Shopify Plus would scale with their growth and help them expand through multiple sales channels like the Buy Button.

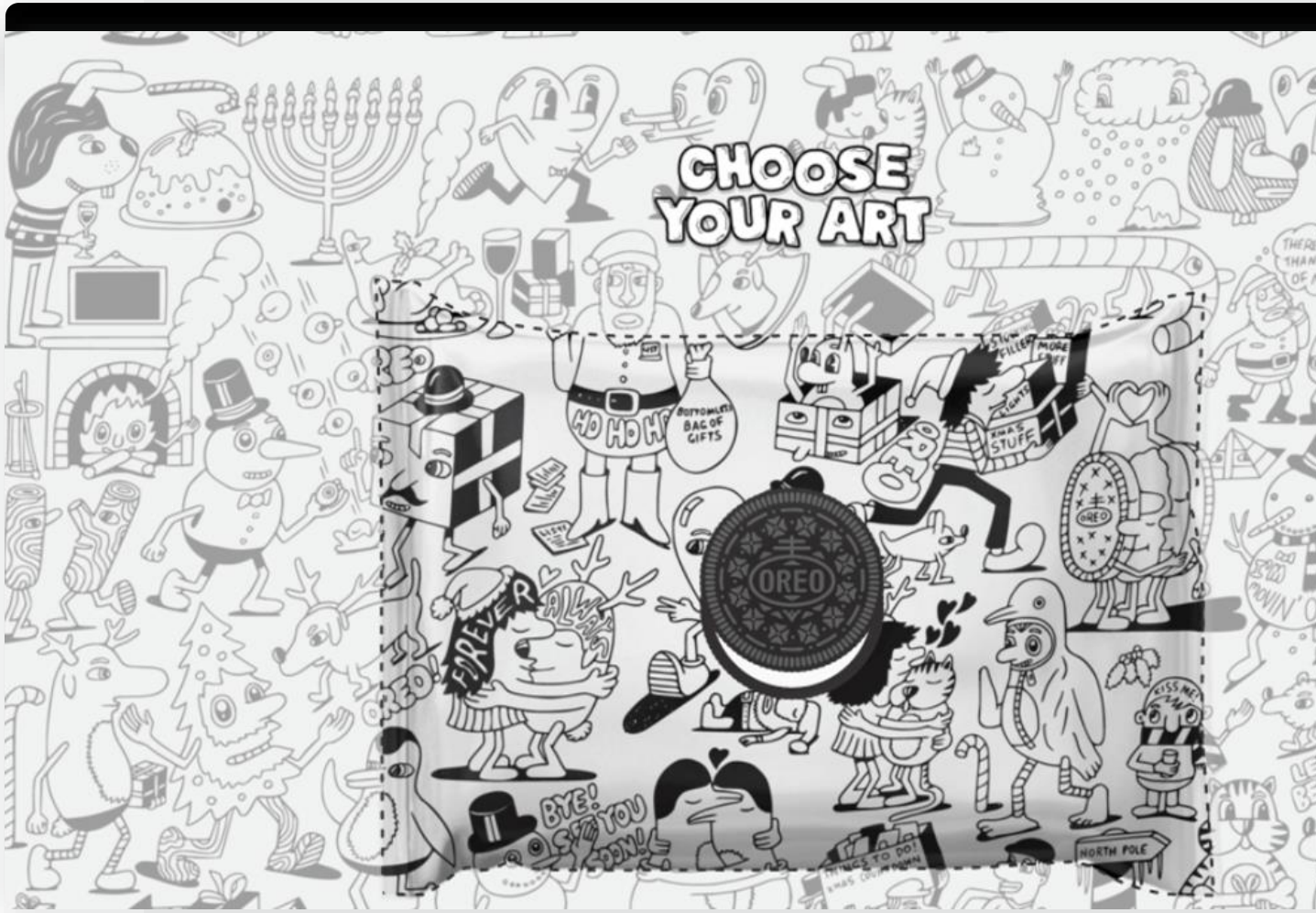


Oreo (Mondelez International)

Industry
Food and beverage

Use Case
Direct to consumer

Story
For the first time ever, Mondelez wanted to sell Oreo cookies directly to consumers by offering a unique customized packaging—and launch in weeks. They chose Shopify Plus to enable the “Oreo Colorfilled” holiday campaign.



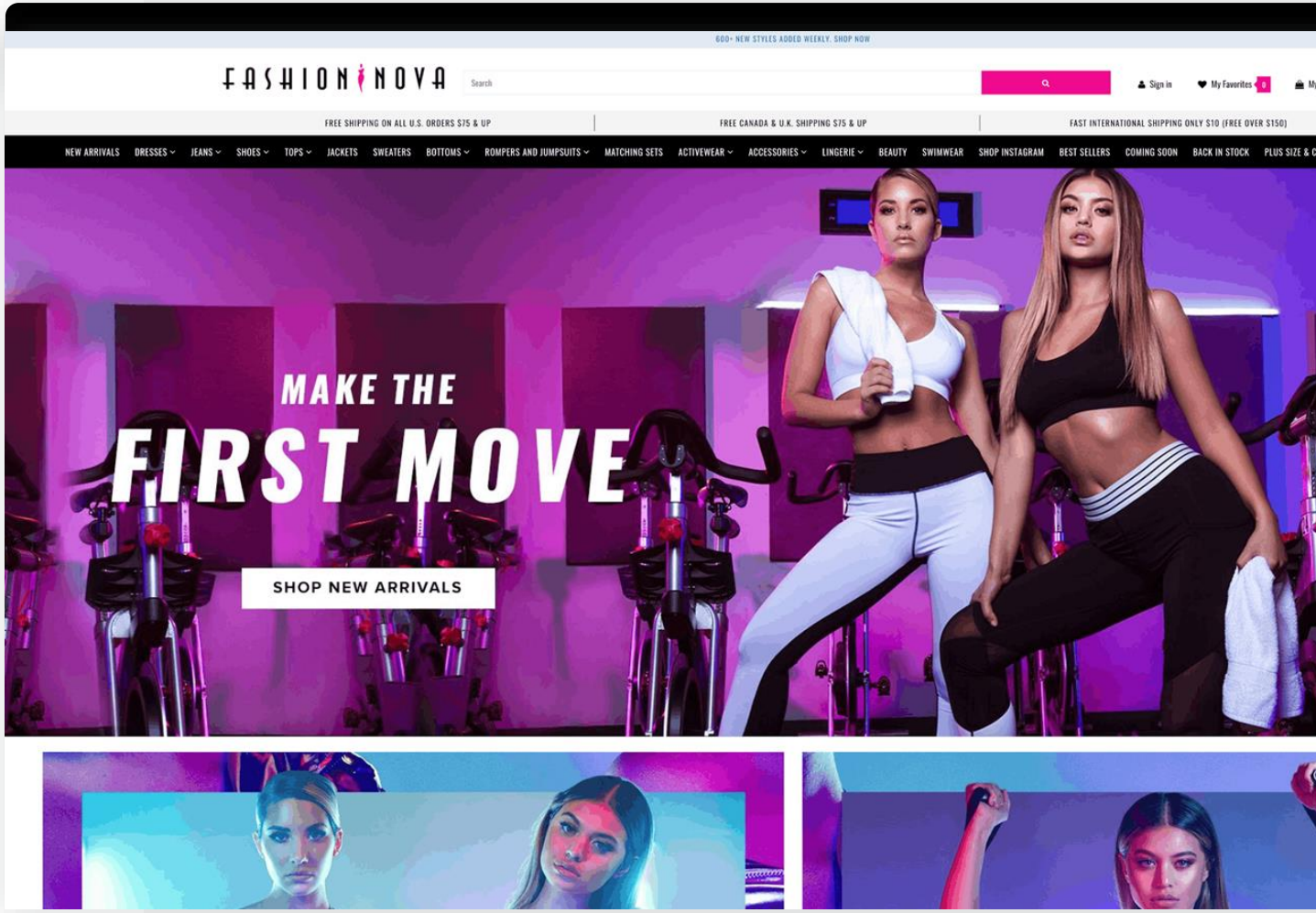
Fashion Nova

Industry
Fashion and apparel

Use Case
Online store and customization

Migration
Started on Shopify Plus

Story
With 9M Instagram followers, Fashion Nova is a heavy hitter in the fashion industry. This global brand trusts Shopify Plus to power their biggest sales and to scale with their exponential growth.



Summary

Closing Remarks

- Commerce is ever-changing and more demanding in today’s competitive landscape
- Technology has made it easy for companies of all sizes to adapt as quickly as consumers
- Ecommerce is no longer about going after the mass market, but instead being focused

Google
谷歌

Purdence Chow

Key Account Manager

Google

Driving Growth in Retail

Prudence Chow

Key Account Manager, Google

Google

New problems in retailing

Confidential + Proprietary

From easy to hard?

First 20 years

Things that work with low penetration and little capital

Low touch goods

Selling tools

Information arbitrage

Next 20 years

Things that need high penetration and lots of capital

High touch goods

Full stack

Information businesses

©2018 Andreessen Horowitz.

New problems: restaurant listings to restaurant delivery

Low capital needs

Selling tools

Information arbitrage

High capital needs

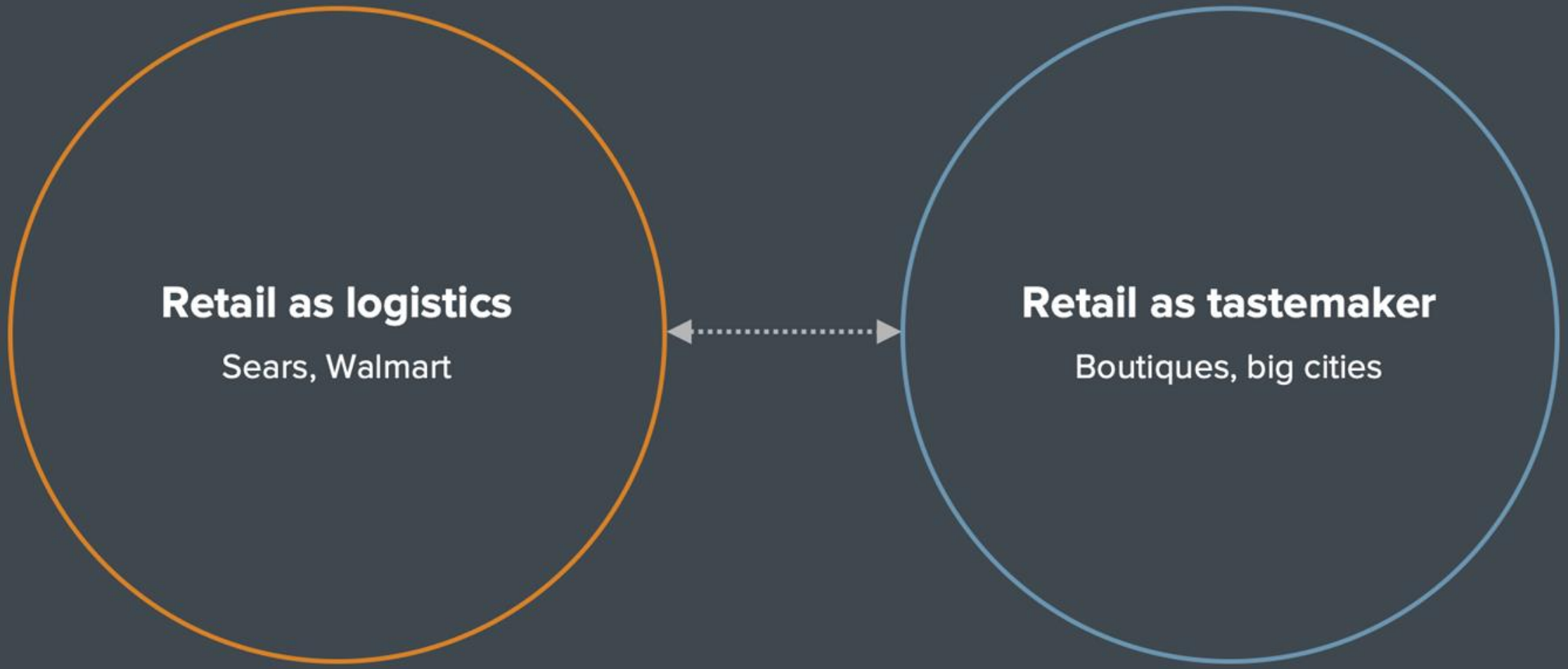
Building the full stack

Information as system

©2018 Andreessen Horowitz.

Two models of retail

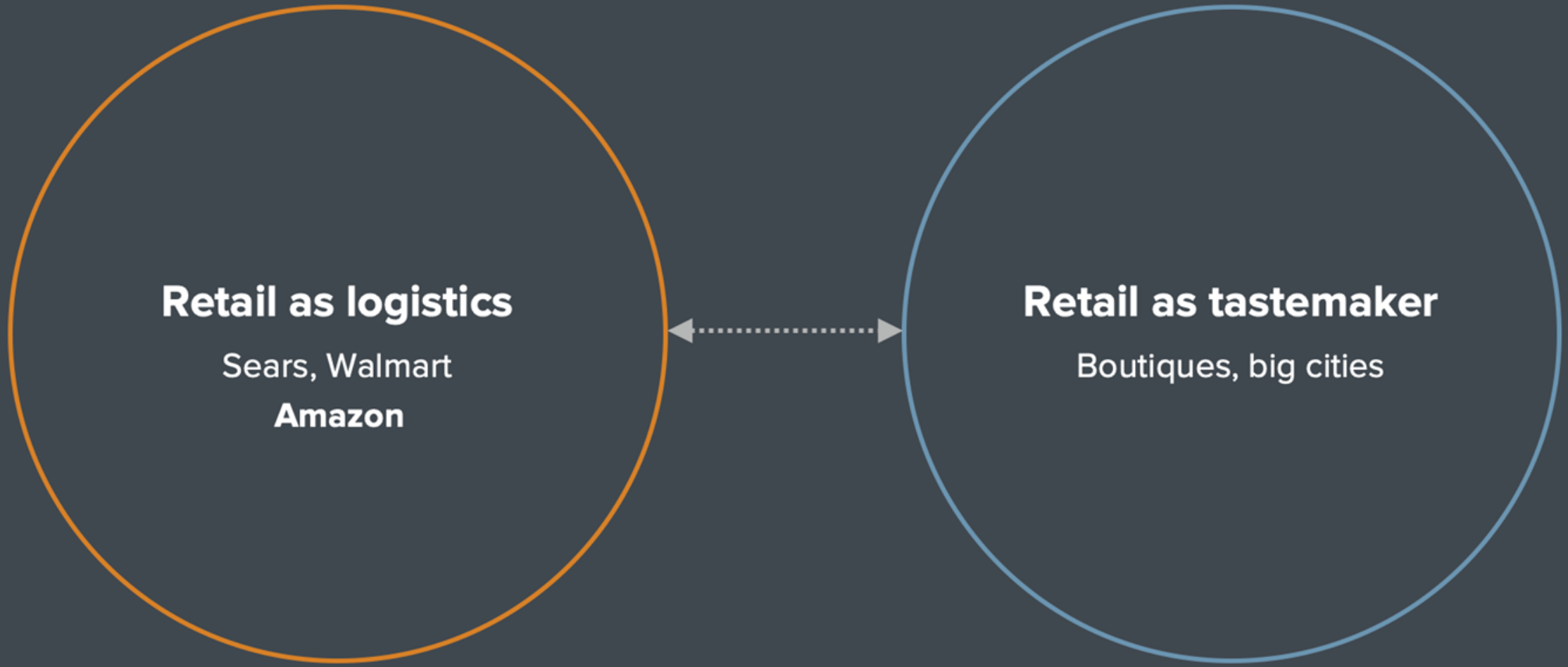
Packets versus preference



©2018 Andreessen Horowitz.

So far, the internet has mostly tackled logistics

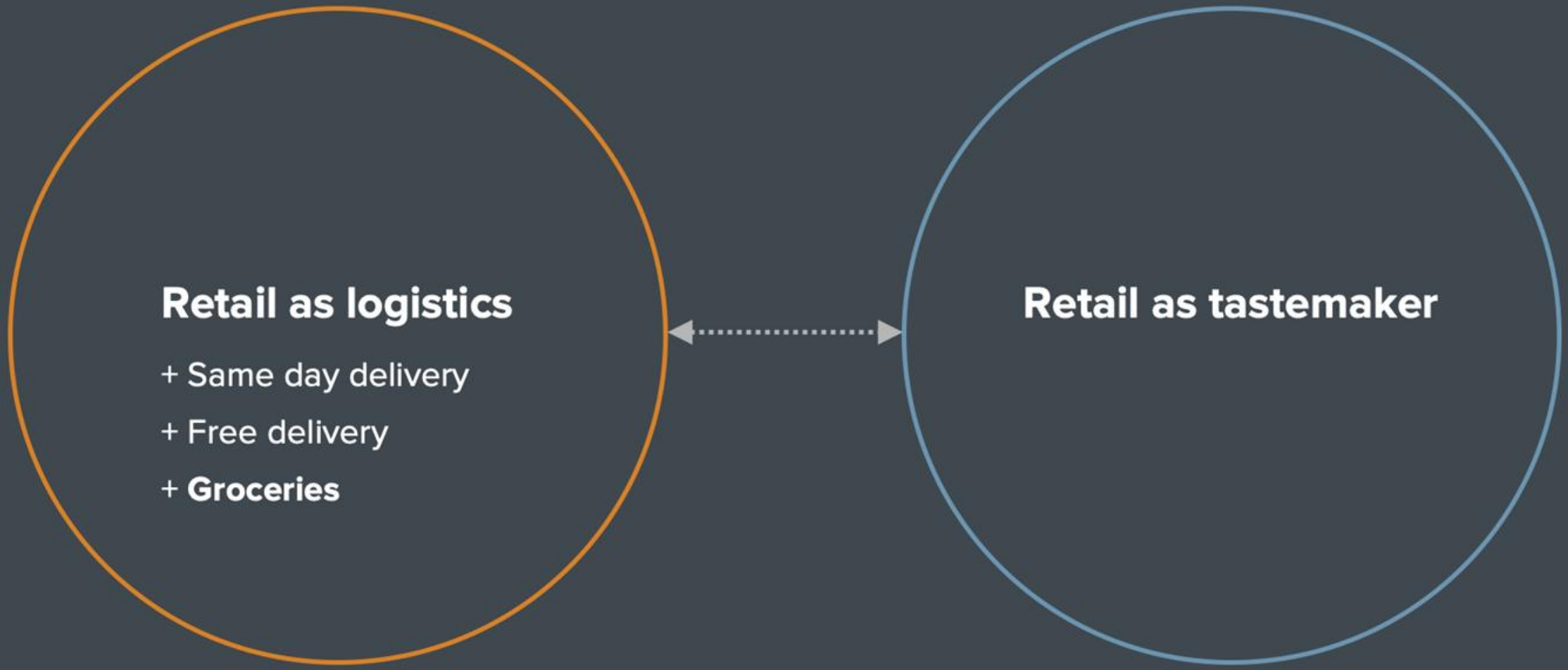
Packets versus preference



©2018 Andreessen Horowitz.

New waves of logistics

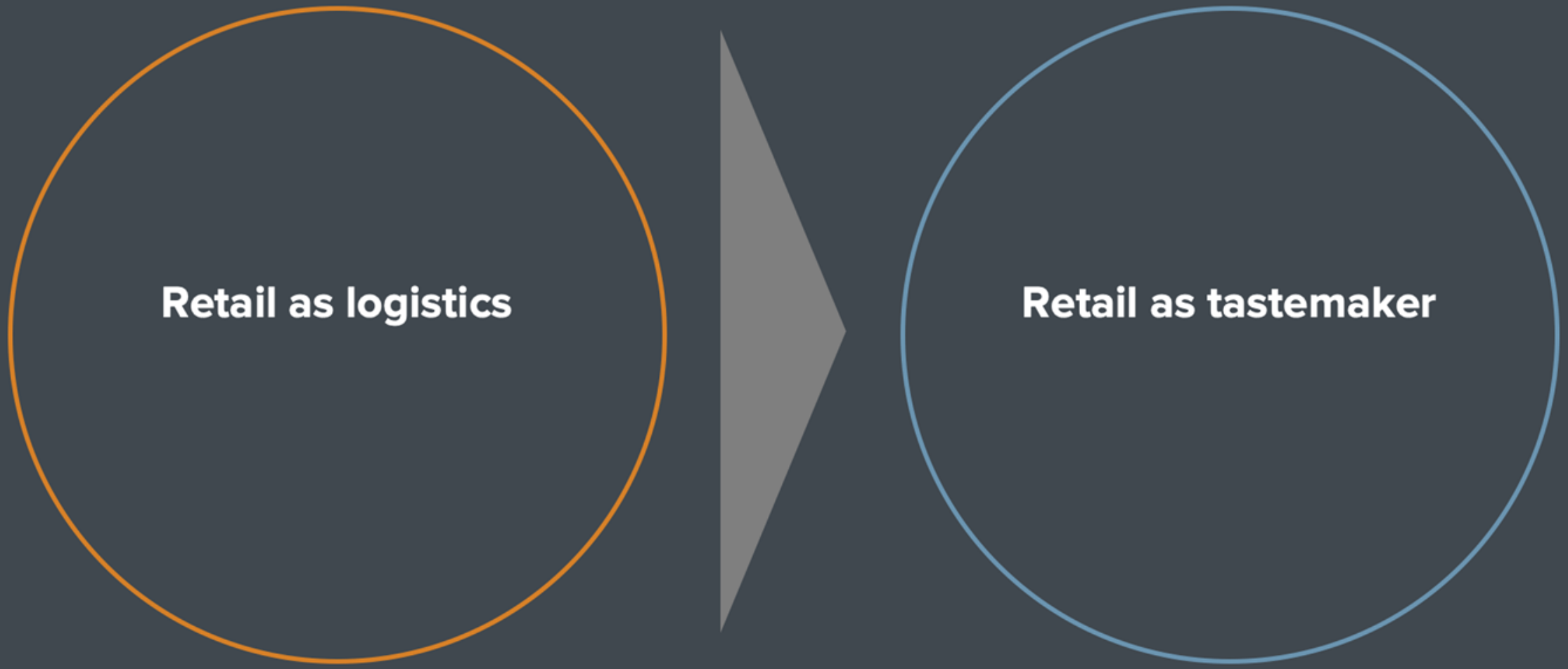
Packets versus preference



©2018 Andreessen Horowitz.

And pushing into new kinds of decision

Packets versus preference



©2018 Andreessen Horowitz.

The internet lets you buy anything you could buy in New York.

It doesn't let you shop the way you can shop in New York.

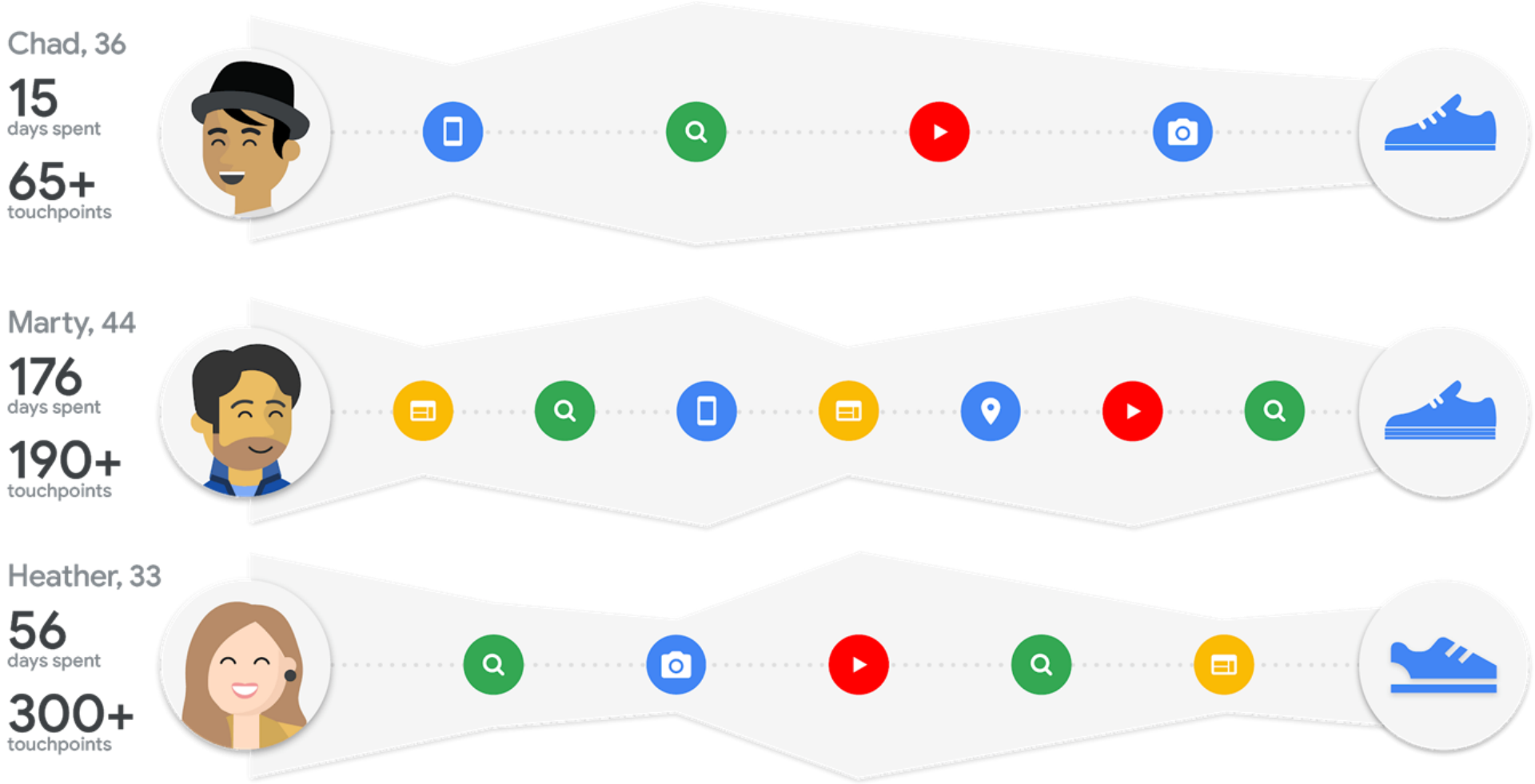
©2018 Andreessen Horowitz.

Bringing tastemaking to the internet

©2018 Andreessen Horowitz.

How Google can help

Confidential + Proprietary



Consumer journeys for sneakers. Touch points include searches, video views, and page views.

Source: Google/Verto, Sep 2017 – Jul 2018, U.S., n=5,958, A18+. Touchpoints include desktop and/or mobile website page views, searches, online video views

Confidential + Proprietary

Reach

Engage

Convert

Confidential + Proprietary

Reach with Discovery Campaign

Confidential + Proprietary

Proprietary + Confidential

The digital landscape has transformed how consumers discover new products

Search

Watching videos

News Feed

Social Media

Online retailers

Email

Proprietary + Confidential

Consumers in a browsing mindset are more receptive to learning about brands

48%

have discovered their favorite brand (or more about it) when searching for something else.

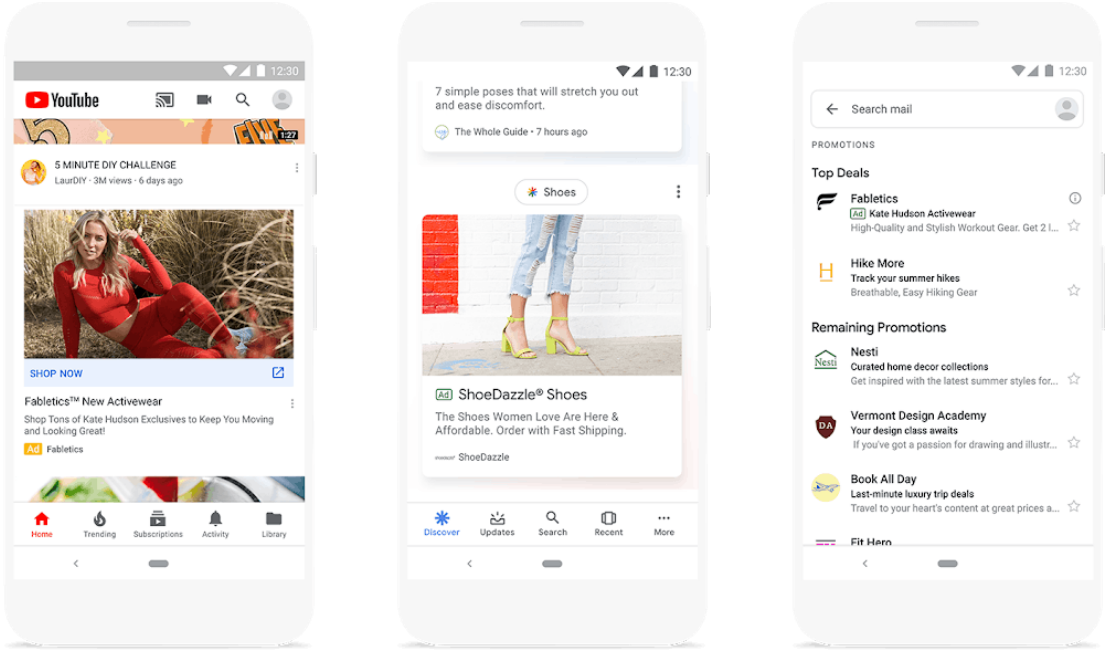
Source: Google/Magid Advisors, "The Role of Digital Video in People's Lives", US, July 2018, n=2,000, US, A18-64 general online pop.

Google

Proprietary + Confidential

Discovery campaigns

Reach new customers across Google properties in the moments when they're open to discovering your products and services



Google

Proprietary + Confidential

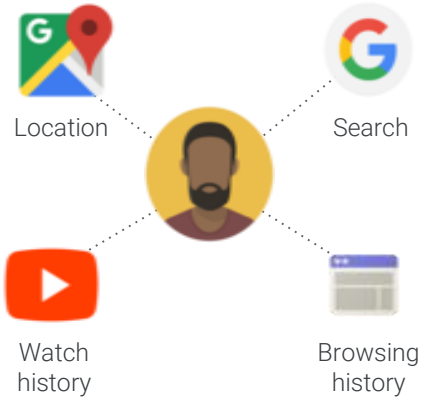
Key campaign features

Rich and relevant creative

Inspire consumers with an open canvas showcasing your brand or products in a single image, rendered natively across each Google property.

Results

Combining this incredible reach and creative canvas with Google's understanding of intent, you can be confident you're anticipating what your customers want and delivering the results you care about.



Unmatched reach

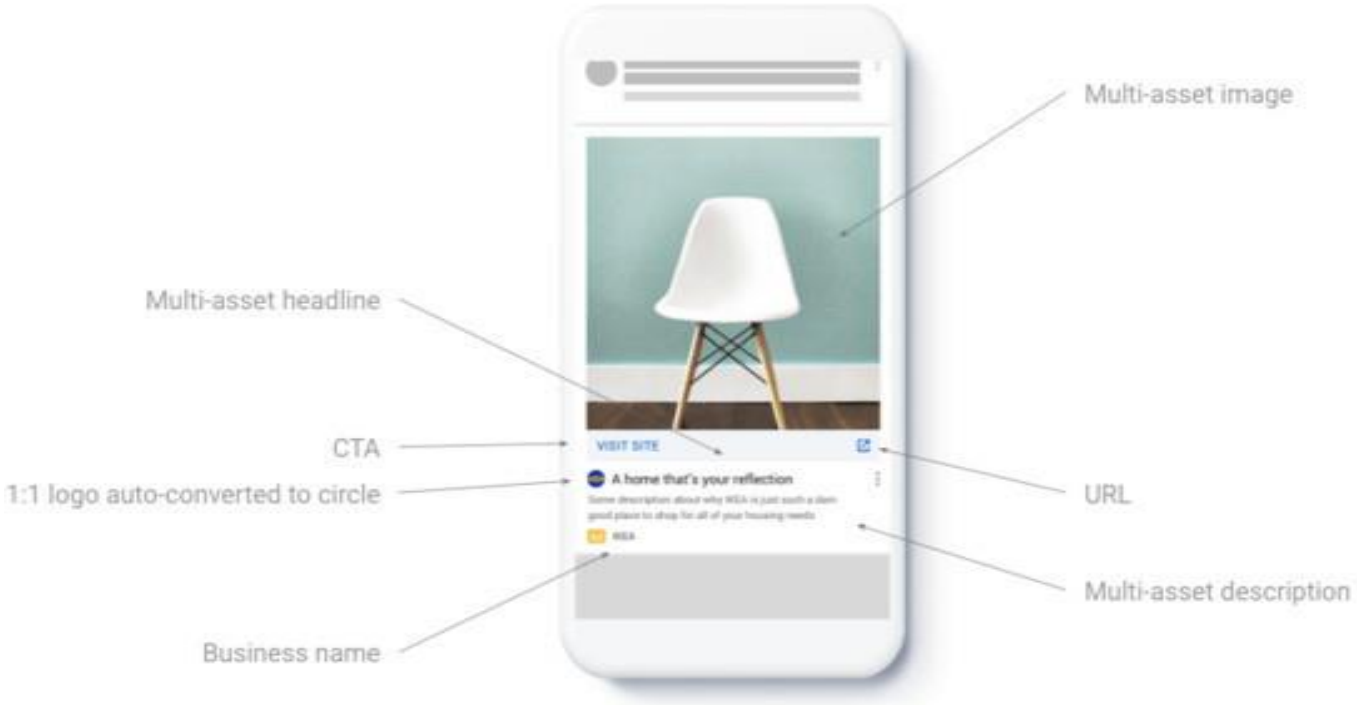
Reach hundreds of millions of people across the YouTube home feed, the Gmail Promotions and Social tabs, and the feed in Discover using a single campaign.

Proprietary + Confidential

Unified creative specs

Provide a diverse set of high-quality creative assets and we'll deliver the best ad, rendered natively across each Google property, to help you get discovered

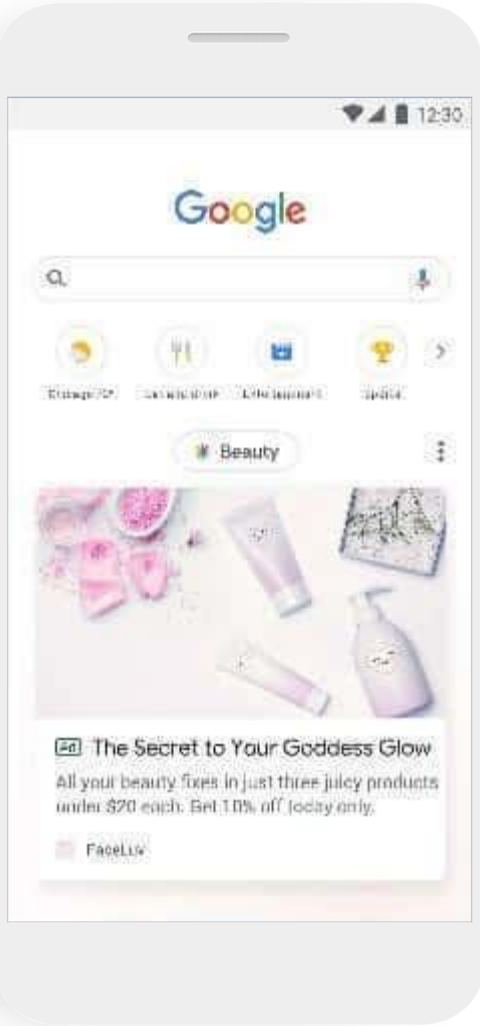
- Headline (40 char max)
- Description (90 char max)
- Multiple images with at least one landscape required - 1.91:1
- Square Logo approved for a round crop
- Business Name (25 char max)
- URL
- CTA String (selection made from drop-down)

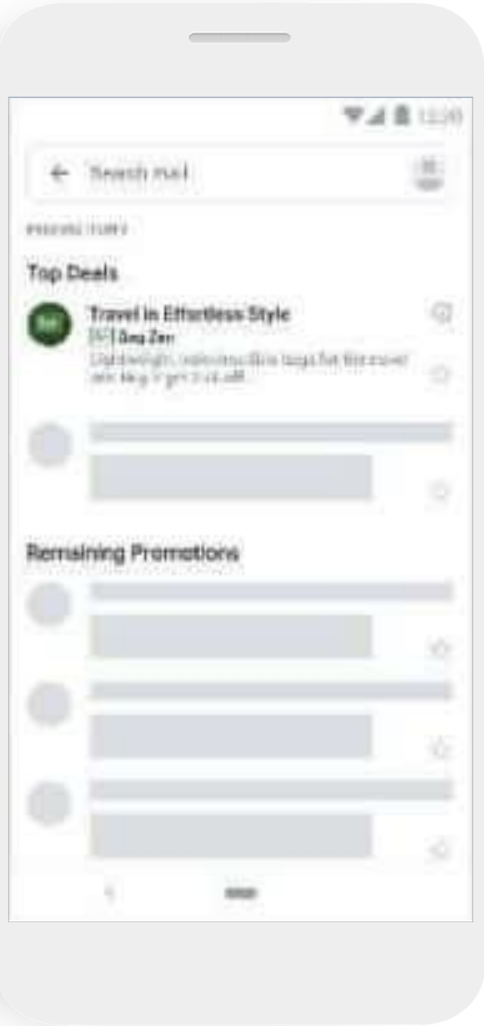


Proprietary + Confidential

Optimized for all experiences

Single Image

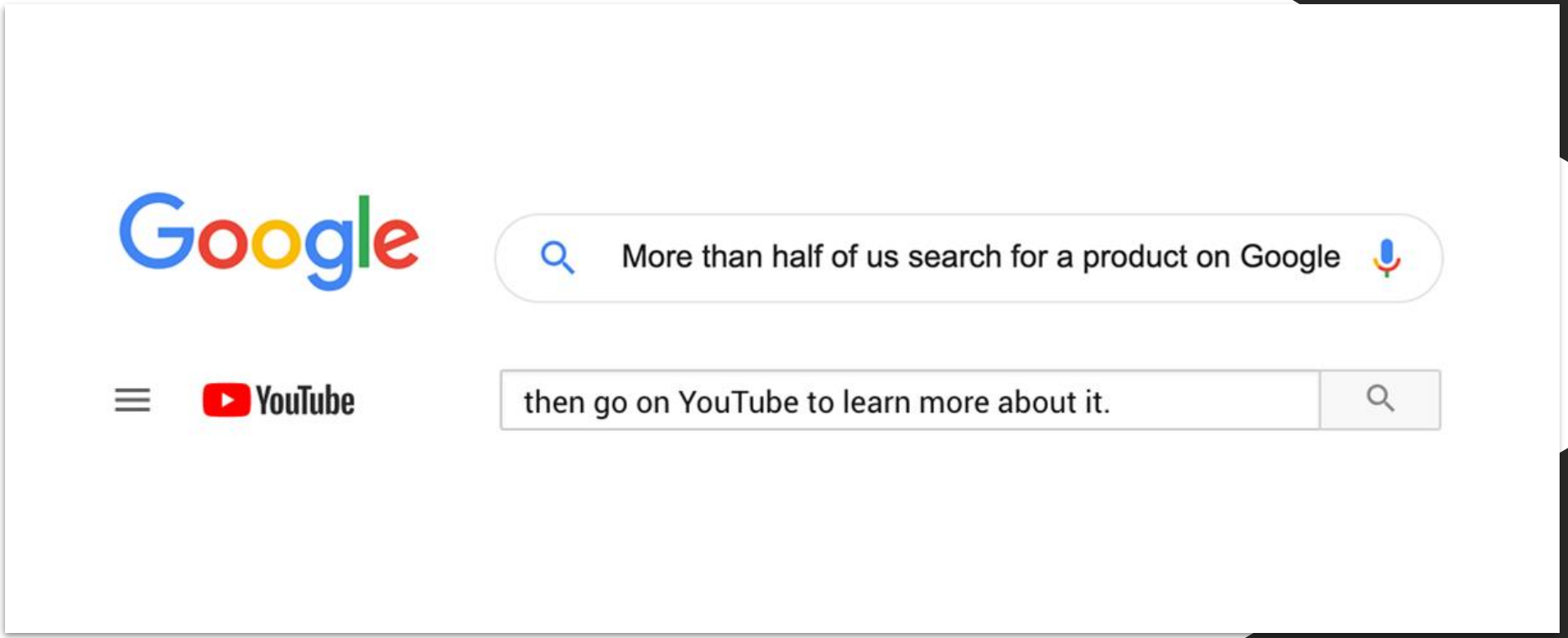




Google

Engage with YouTube

Confidential + Proprietary



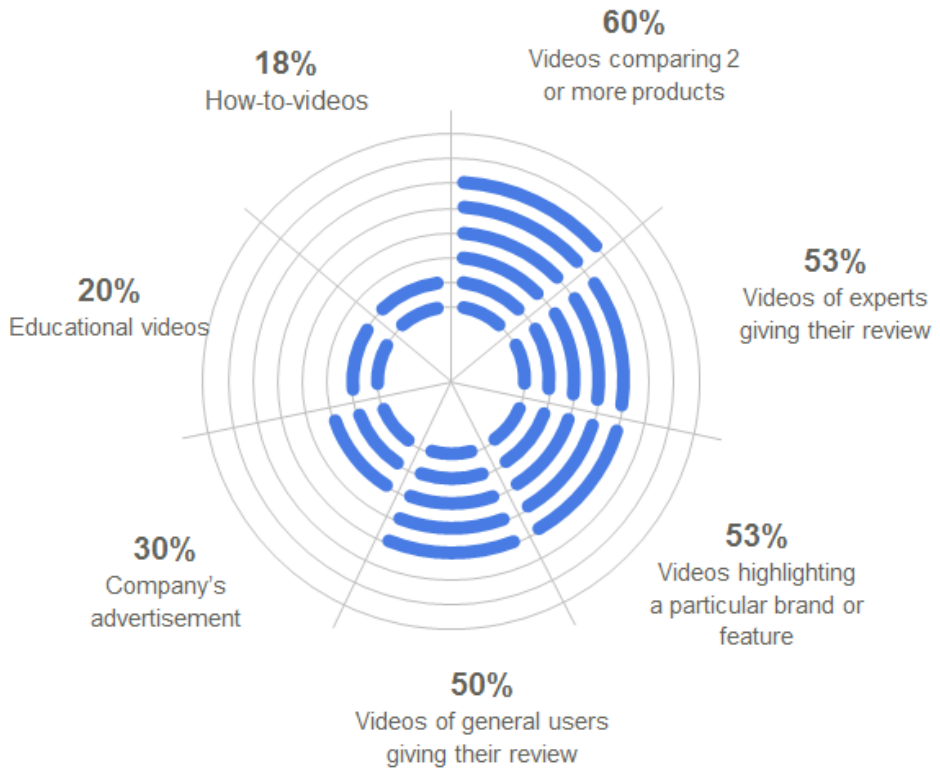
Source: Google/Magid Advisors, Global (U.S., CA, BR, U.K., DE, FR, JP, IN, KR, AU),
"The Role of Digital Video in People's Lives", n=20,000, A18–64 general online population, August 2018.

Proprietary + Confidential

Facts & Figures

YouTube is a Key part of the shopping journey

Types of videos watched



Next steps after watching the videos

40% searched for more information

42% thought more favorably about a brand or product

38% visited a brand websites

35% was able to narrow my choice

27% went to a branch / store for more information

Base: n=40, Those who watched online videos as part of research
(V7, V10: And what different types of retail items related videos did you watch?)
(V9: Which of the following actions did you take as a result of watching these videos?)

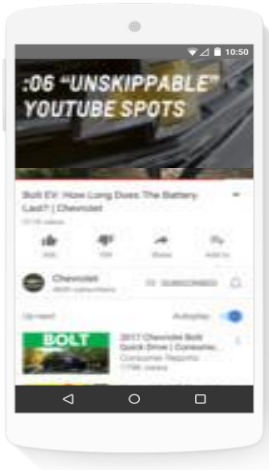
Optimize to your most important business outcomes

Reach | Consideration | Action

Masthead

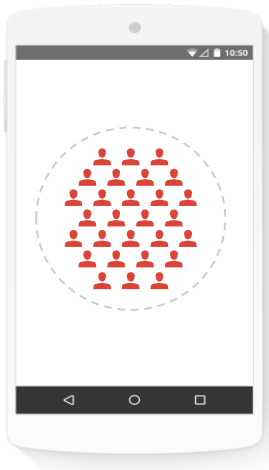
100% SOV on YouTube HomePage
Capture mass reach quickly.

06 sec Bumper Ads



:06 pre and post-roll

TrueView For Reach

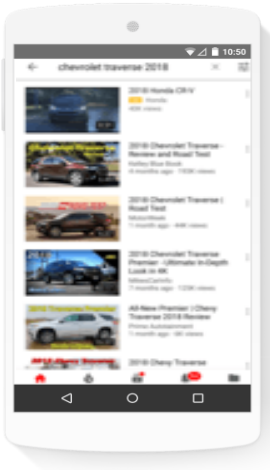


Skippable in-stream format bought on tCPM

TrueView Instream

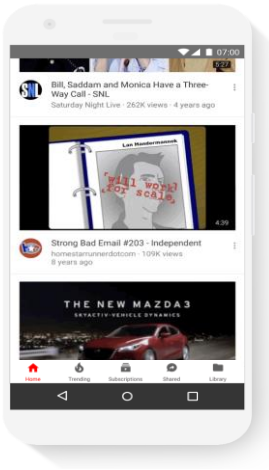
When a user is browsing YT

TrueView Discovery



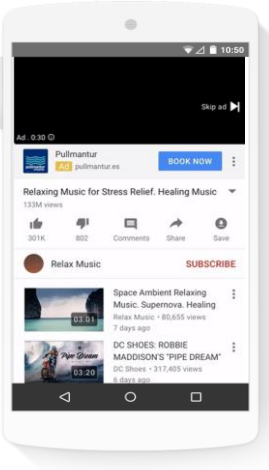
When a user is searching & browsing YT (search and watch pages)

Trueview Discovery (Home Feed)



*Video ads in the feed of the Mobile YT Homepage

TrueView For Action



Designed for conversions ("Book now," "Get a quote," "Learn More")

YouTube

Convert with Smart Shopping Campaign

Confidential + Proprietary

Proprietary + Confidential

How Smart Shopping campaigns work

Your business goals

Campaigns based on your objectives: Maximize conversion value

Machine learning

Automated optimization across intent signals

Across Google

Combine Shopping and Remarketing to reach customers on Search, Display, YouTube and Gmail

Proprietary + Confidential

Campaigns based on your goals

Today, Smart Shopping campaigns supports one objective: maximize conversion value

Maximize conversion value bidding

Automated optimization towards maximum sales revenue for your budget

Reach Your Goals

Set an optional target ROAS to reach your specific goals

Proprietary + Confidential

Machine Learning: Optimization across intent signals

Automated bidding, targeting and creatives

Google insights

- Queries
- Time
- Seasonality
- Devices
- Location
- Placements

+

Retailer insights

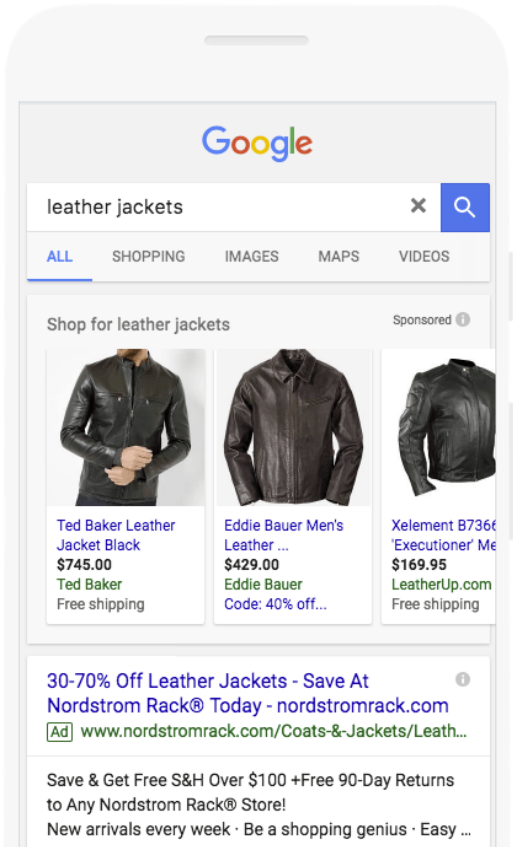
- Audience lists
- Brand
- Sales
- Price & basket size
- Product category
- Ad creative

In Europe, Smart Shopping Campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search result pages and on any other surfaces the CSS has opted in to.

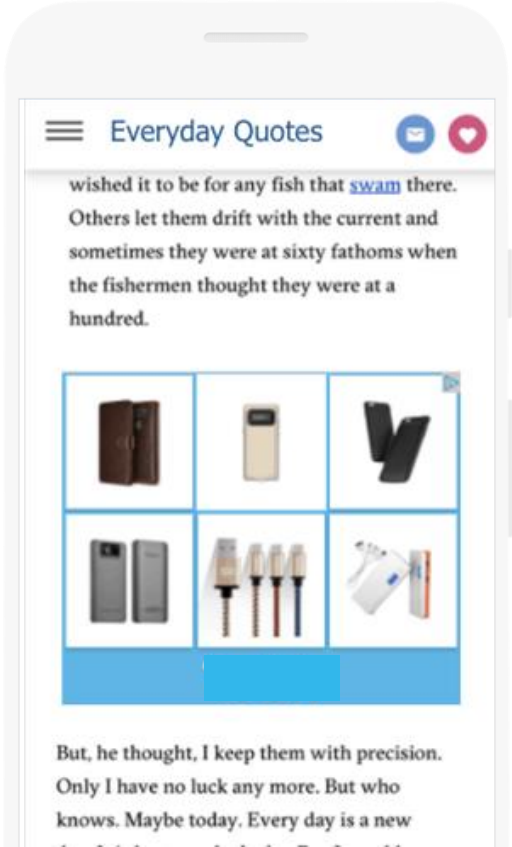
Proprietary + Confidential

Optimized across Google

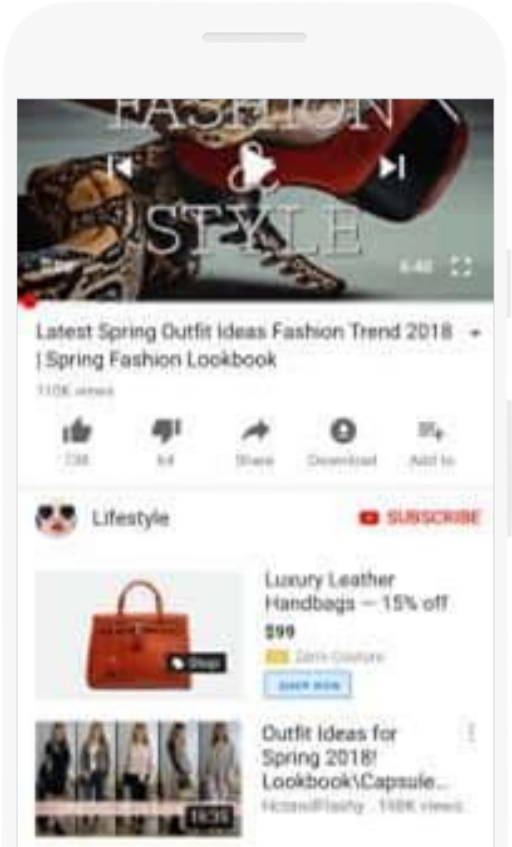
Search



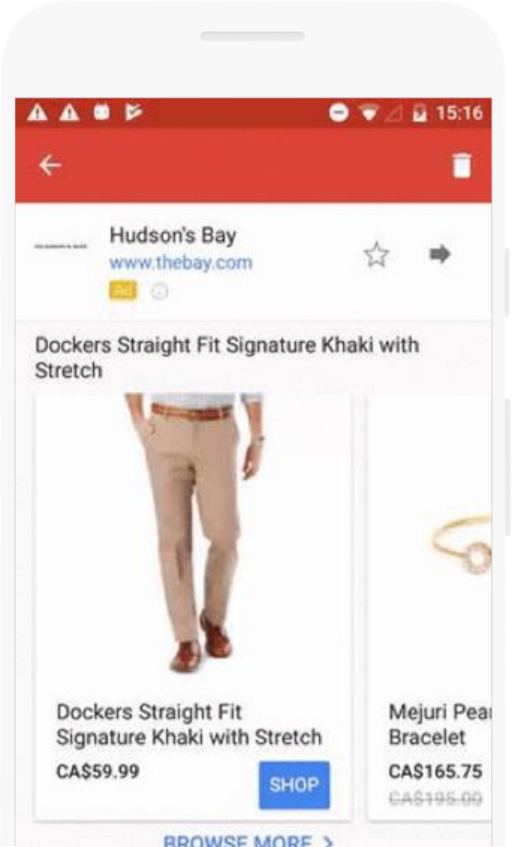
Display Network

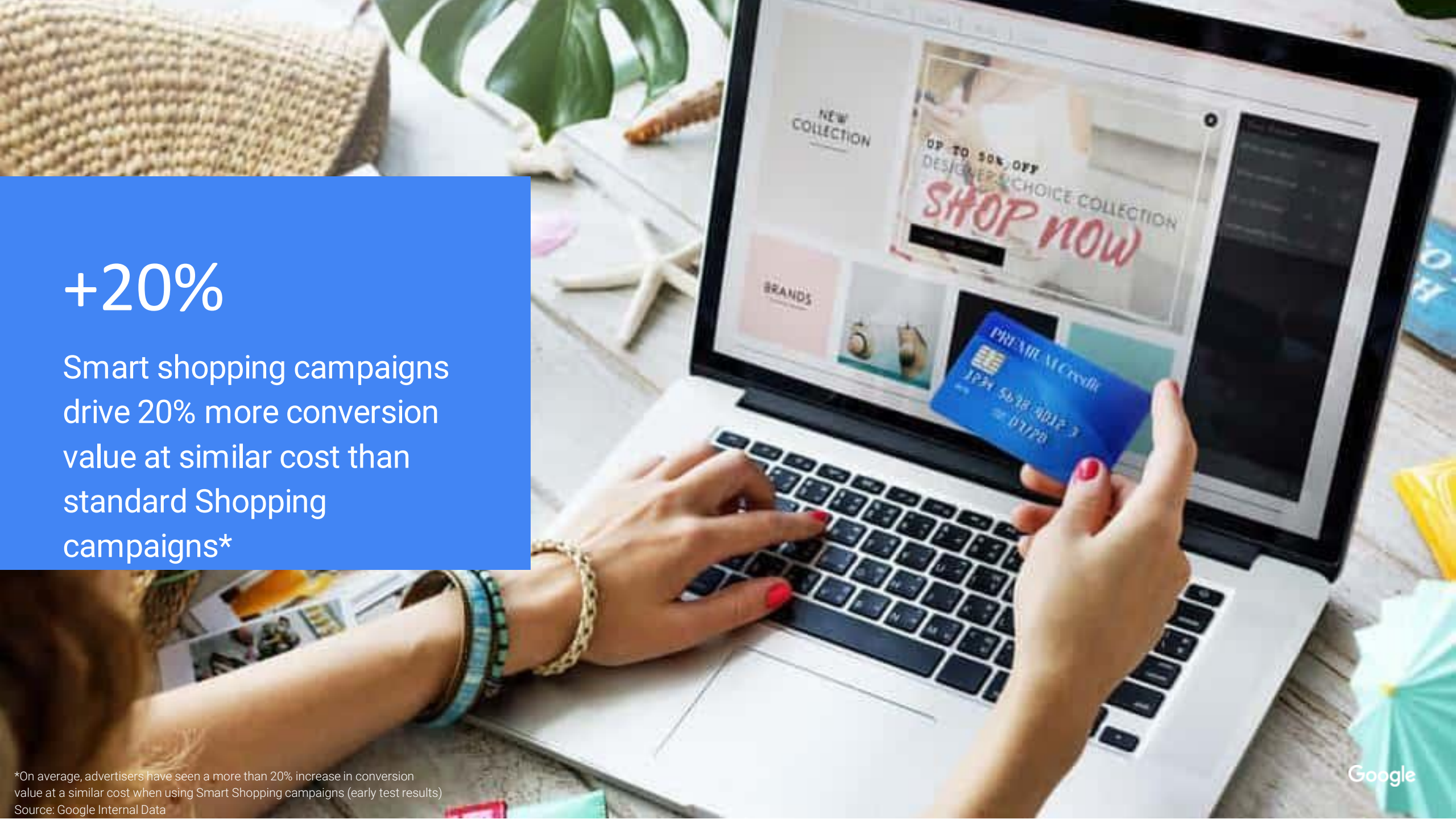


YouTube



Gmail





+20%

Smart shopping campaigns drive 20% more conversion value at similar cost than standard Shopping campaigns*

*On average, advertisers have seen a more than 20% increase in conversion value at a similar cost when using Smart Shopping campaigns (early test results)
Source: Google Internal Data

Google

Proprietary + Confidential

Fireside Chat

How did you make it happen?

Speaker: Franz Wu
Co-founder & CEO
Yoho

Moderator: Prudence Chow
Key Account Manager
Google

友和YOHO

Google

Google

Lazada x AsiaPay

Growing crossborder e-commerce for brands in South East Asia

Joseph Chan
AsiaPay Group
CEO

2019 / 08 / 02 (Friday)

4:00pm - 6:00pm (Registration starts at 3:45 pm)

Explorium HK
1/F, Li Fung Tower
868 Cheung Sha Wan Road

Language: English

Terry Chan
Lazada Group / Alibaba
Former General Manager (CEO of ec-Post)

Organizer
HKEBA

Funded by SME Development Fund
工業貿易署
Trade and Industry Department

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the Project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, Trade and Industry Department or the Vetting Committee of the SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme).