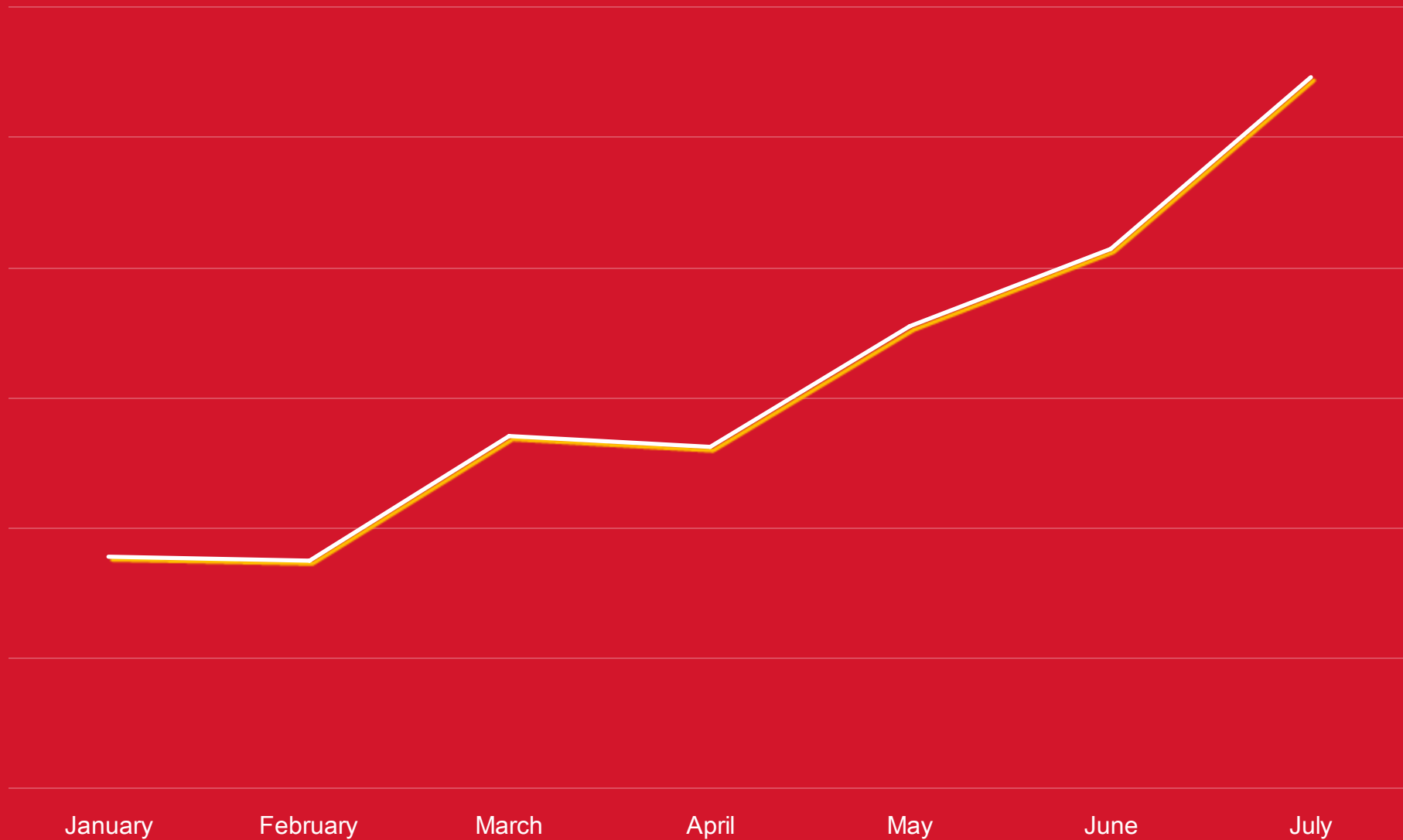
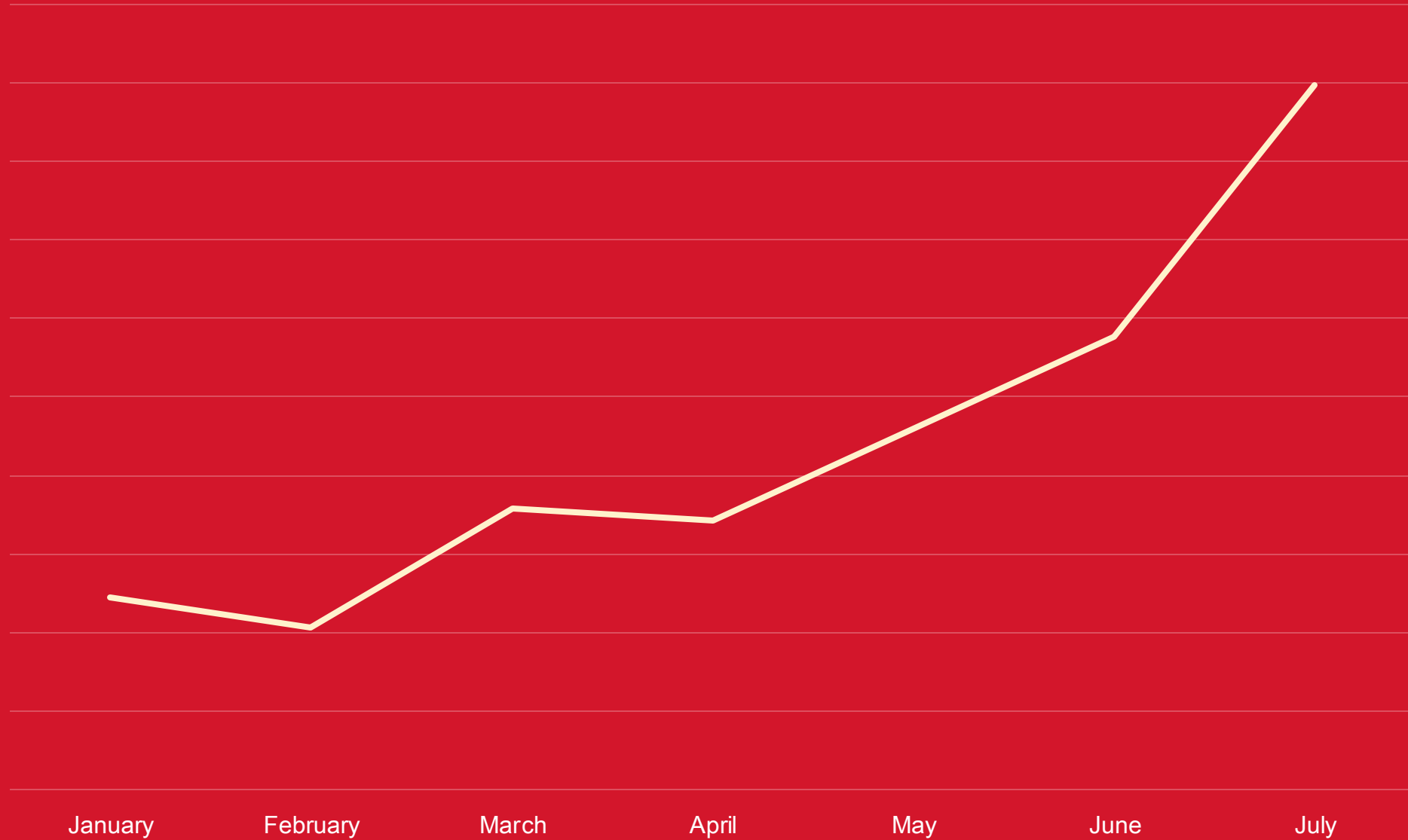


HOW TO GET PEOPLE TO SHOP, SAVE & COME BACK?

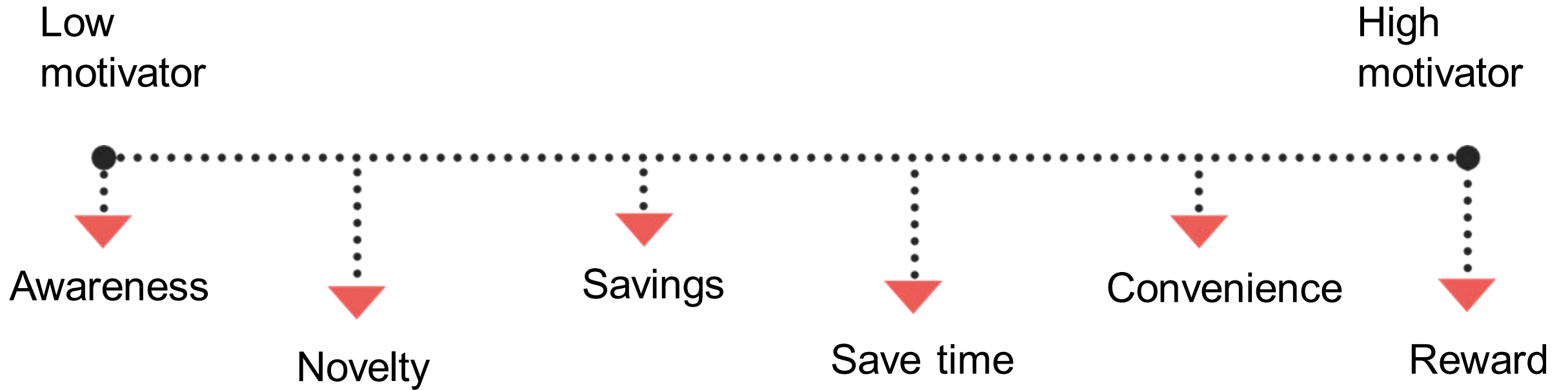
2019 trends: Sign Ups



2019 trends: GMV



What motivates?



Understanding Customer Interest, Behaviour & Trends with Data



Total Users

10 Million



Total App Downloads

10 Million

Gender Split



60%
Female



40%
Male

Monthly Traffic

10M

Device Breakdown



Mobile App



Desktop

73% 27%

200K



Instagram Followers

Geo Breakdown

7 Countries



Age Breakdown

18 - 24

24 - 34

11%

42%

34 - 44

45+

29%

18%

Customer's Favourite Brands



Top Categories



Tech



Fashion



Groceries

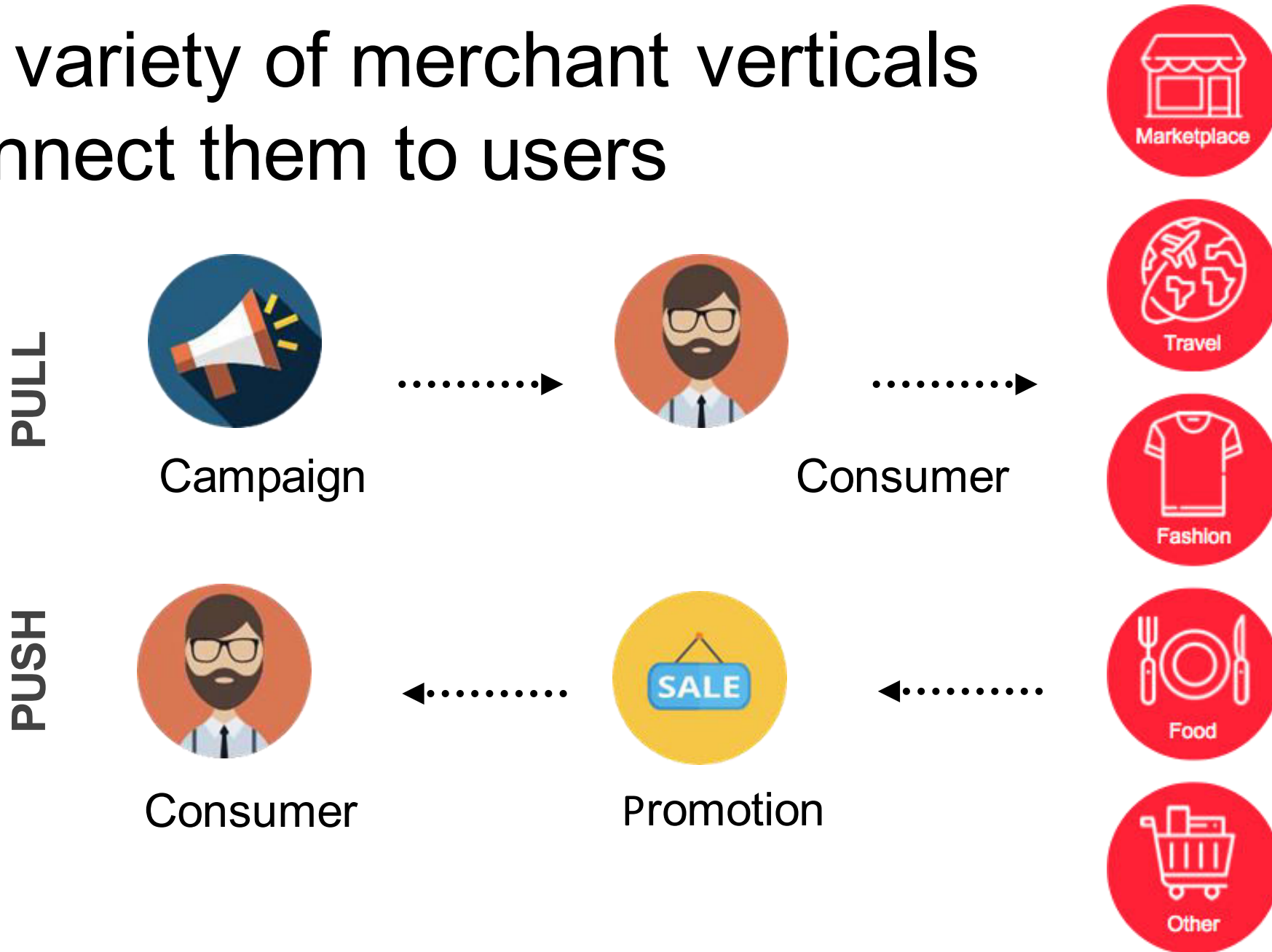


Essentials

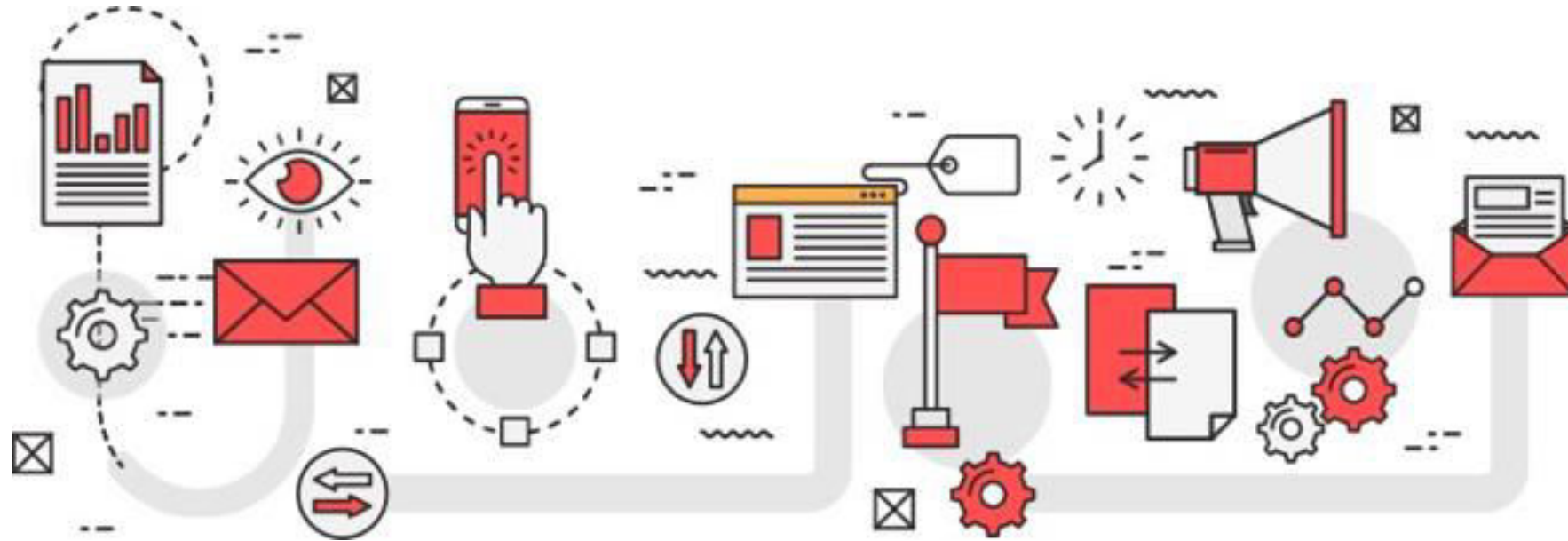


Travel

Offer a variety of merchant verticals and connect them to users

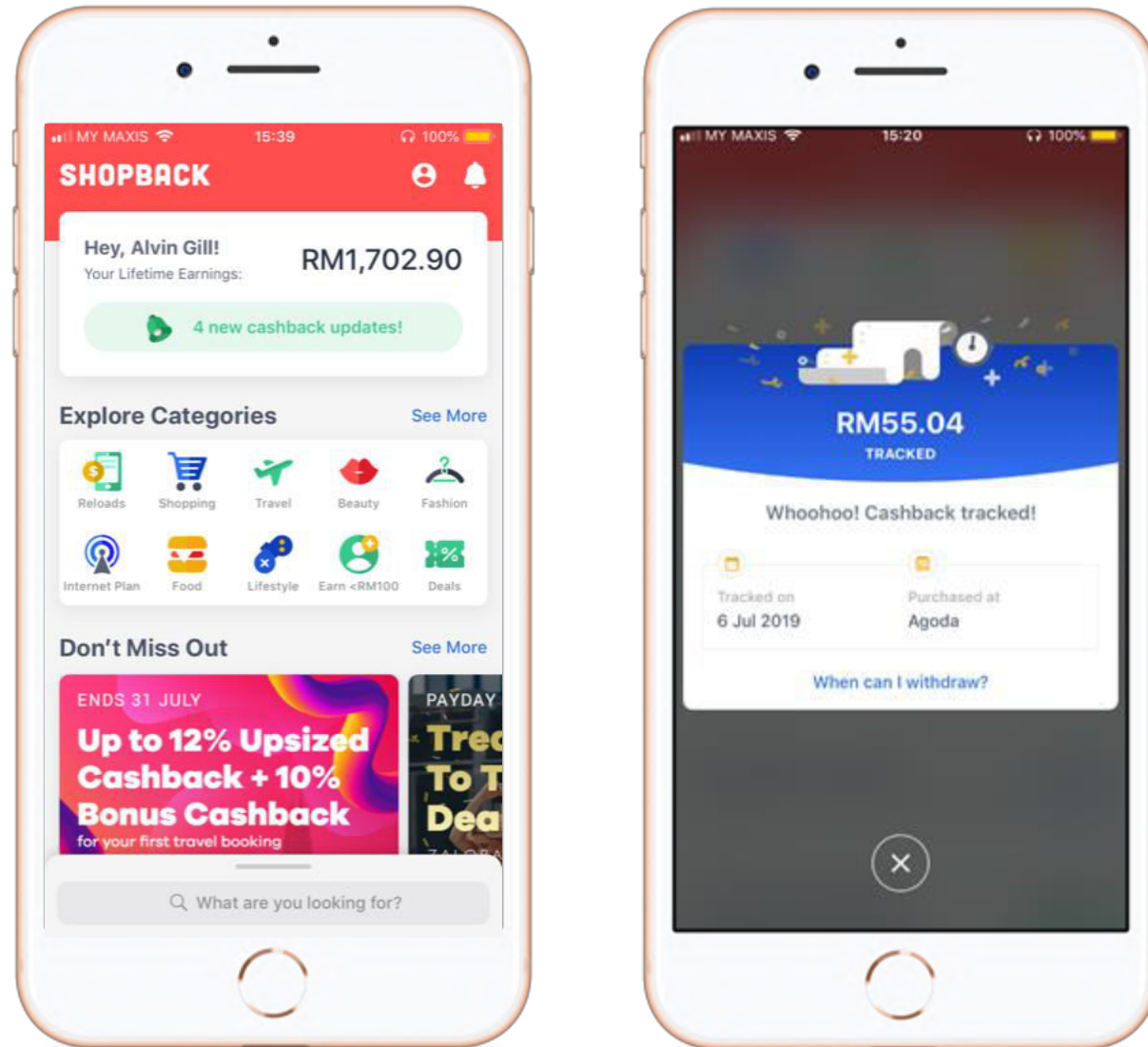


Drive customer conversion through multiple touch points





EDM | Mobile Push Notification | Social Media | Digital Ads | PR | Influencer Engagements
External Partnership Engagements | CRM | Mobile & Web Optimization

Understanding feel good factors



Community Building

Amalina Darif shared a post.
Moderator · 17 February

ShopBack (MY - Malay, English, Chinese)
Published by Jaiyakandan Tharumalingam [?] · 17 February

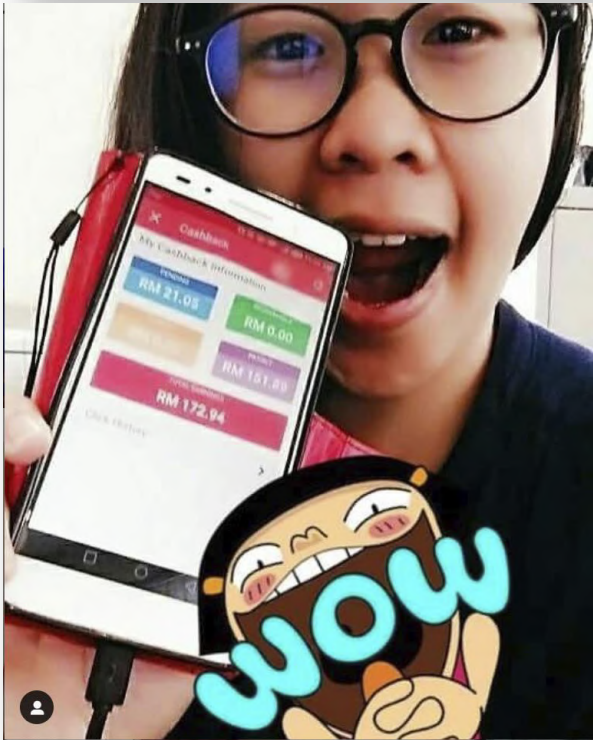
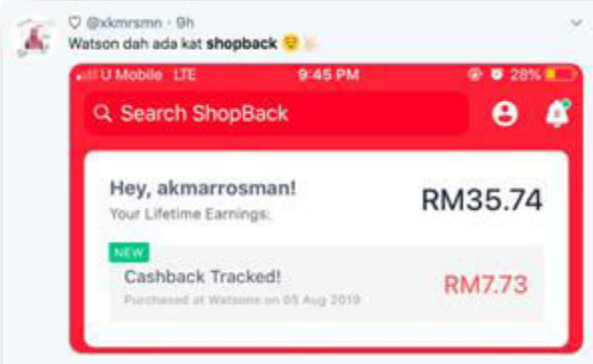
[ShopBack Turns 4!] Our birthday is around the corner and here are TWO amazing news for YOU!

- 🥳 **Lucky Hour Bonus Cashback** : Get RM10 Bonus Cashback when you spend with the participating merchants from 20 - 22 Feb, 9PM-10PM
- 🥳 **100% EPIC Cashback**: Get 100% Cashback when you buy the best selling items from our popular merchants on 22 Feb during these hours
 - ~ 11AM - 12PM
 - ~ 3PM - 4PM
 - ~ 7PM - 8PM

Yes, 100% Cashback means you are getting the item for free! Mark your calendar now and remember it is only available at <https://www.shopback.my/anniversary>

Share and tag your friends and family to spread the news 🔥

#ShopBackTurns4



Abd Rahman Bin Abas
Moderator · 11 July at 23:24

Don't sleep until 2 am tonight. It's time for you to get more cashback from ShopBack and be like me. Shop Smart. Save Smart. Live Smart. Shop till you sleep. Huhu..

Hey ABD RAHMAN BIN ABAS!
Your Lifetime Earnings: **RM11,314.63**

10 new cashback updates!

UPSIZED CASHBACK

NEW CUSTOMERS

- Fashion - 14% (was 10%)
- Health & Beauty - 10% (was 7%)
- Digital Goods - 8% (was 5.5%)
- Lifestyle & Home - 5% (was 3.5%)
- Supermart - 8% (was 5%)
- Electronics - 2.5% (was 1.5%)
- Service Product - 1.5% (was 1%)

EXISTING CUSTOMERS
(From 12am - 2am on 12 July 2019 only)

- Fashion - 7% (was 5%)
- Health & Beauty - 5% (was 3.5%)
- Digital Goods - 6% (was 5%)
- Lifestyle & Home - 4% (was 2.5%)
- Supermart - 1.5% (was 1%)
- Electronics - 1.5% (was 1%)
- Service Product - 1.5% (was 1%)

Explore Categories

- Reloads
- Shopping
- Travel
- Beauty
- Fashion
- Internet
- Food
- Lifestyle
- Earn +RM100
- Deals

Don't Miss Out

STARTS 12 JULY

Enjoy 50% off storewide for

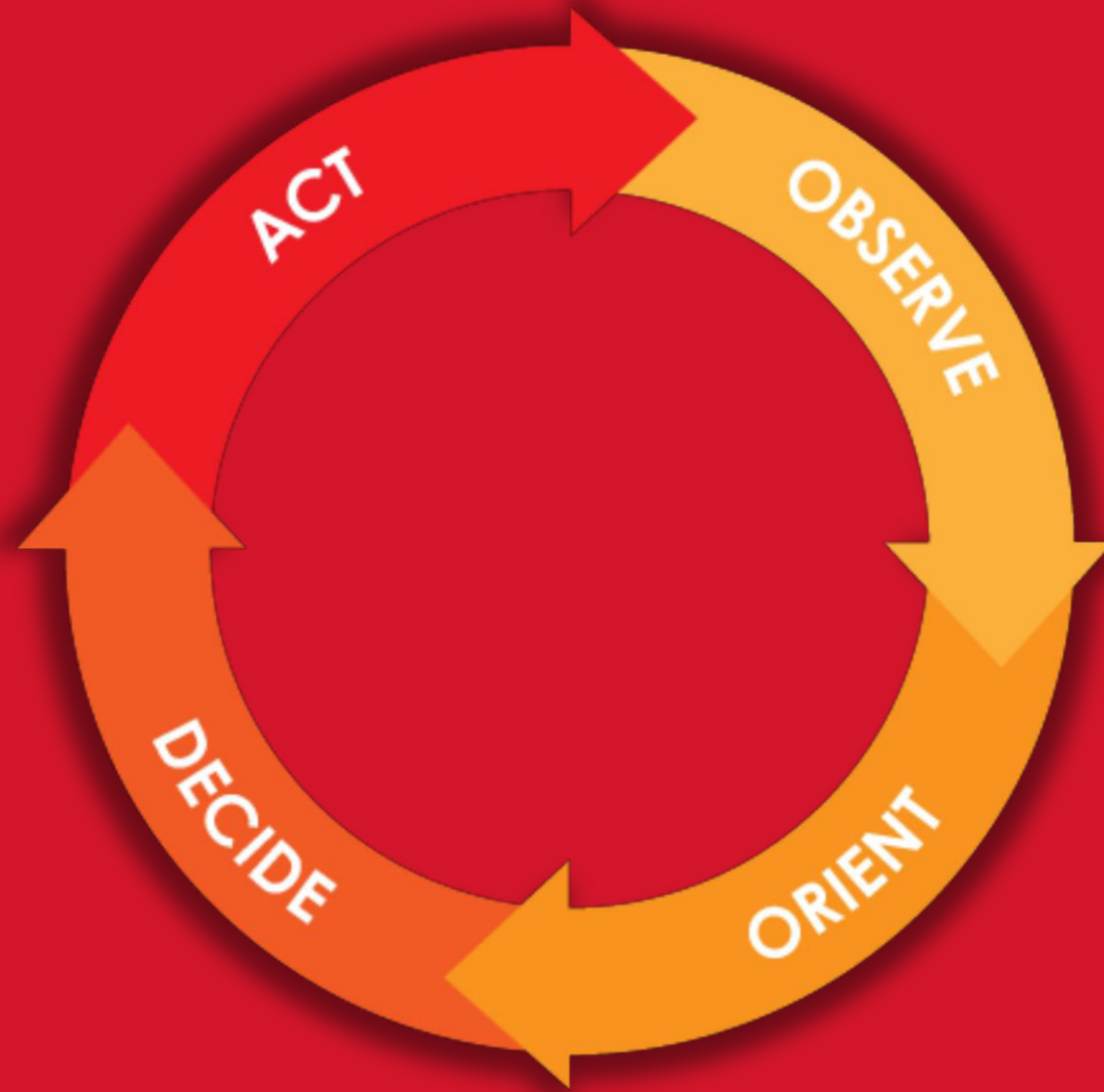
What are you looking for?



To Recap

1. Understand what motivates customers
2. Analyse Customer Interest, Behaviour & Trends with Data
3. Customise content for your target audience and cover multiple touch points
4. Generate positive experience via incentives and cool features
5. Listen to your community and develop a long-term relationship with them

Do Better!



THANK YOU

SHOPBACK
ShopFest