

Shopee Mall launches Brand Memberships programme to help brands grow customer loyalty and retention

Brands on Shopee Mall and Shopee Premium will now have more tools to personalise the customer experience



SINGAPORE, 1 JUL 2021 – In conjunction with the 7.7 Great Shopee Sale, Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, officially launches the **Shopee Mall Brand Memberships programme** to help brands capture more growth online. It is a new customer management and retention tool that will enable brands on Shopee Mall to build deeper connections with potential and existing customers, converting them into valuable lifetime customers. The tool has been rolled out across seven markets: Singapore, Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines.

As more people shop online, e-commerce platforms are increasingly becoming a key channel for brand-building in the entire customer journey. Over the years, Shopee Mall has grown steadily to become the region's leading online mall featuring over 25,000 international and local brands across the region. More shoppers are also turning to Shopee Mall to shop for their favourite brands, with the daily average searches for brand names doubling in the past year.

Ian Ho, Regional Managing Director of Shopee said, "With consumers now spending a larger part of their shopping journey online, we want to empower brands with more ways to capture their customers at every touchpoint. Hence, we are proud to launch this programme that will not only support our brand partners in achieving more sustainable growth by driving conversion and higher spending, but also deliver greater value to shoppers. We have already



seen how brand members tend to spend twice as much per order compared to non-members, demonstrating the effectiveness of this tool in building greater brand affinity in the long-term.”

Improving customer management and retention

The Shopee Mall Brand Memberships is designed to give brands more control in cultivating their customer relationships on Shopee, similar to the way they oversee their own loyalty programmes. This in turn helps to drive more conversion and repeat purchases for brands online.

For instance, brands can customise their own membership programme for shoppers, including the welcome gift, number of membership tiers and brand loyalty points awarded to members for every purchase. Members can accumulate and redeem these loyalty points for exclusive benefits such as upsized vouchers and gifts with purchases. Shopee Mall Brand Memberships vouchers can also be stacked with other Shopee vouchers, thus unlocking even more savings, helping to promote further sales for brands.

In addition to customer retention, Shopee Mall Brand Memberships also provides brands with an effective way to identify and manage different customer segments through understanding of their profile, purchasing habits and preferences. With deeper insights, brands can create more personalised experiences over time and run more effective retargeting campaigns in future.

In future, Shopee will be progressively rolling out a pipeline of new features to enhance the membership programme. This includes creating a more seamless shopping experience through omnichannel integration, where brands can integrate their offline and online CRM systems and loyalty programmes with Shopee Mall Brand Memberships.

Brands see positive outcomes

Leading food company, Danone, took part in the Shopee Mall Brand Memberships soft launch earlier this year for three of their Specialized Nutrition brands in Indonesia, Thailand, and Malaysia, and saw an average increase of 15% in repeat buyers since launching in April.

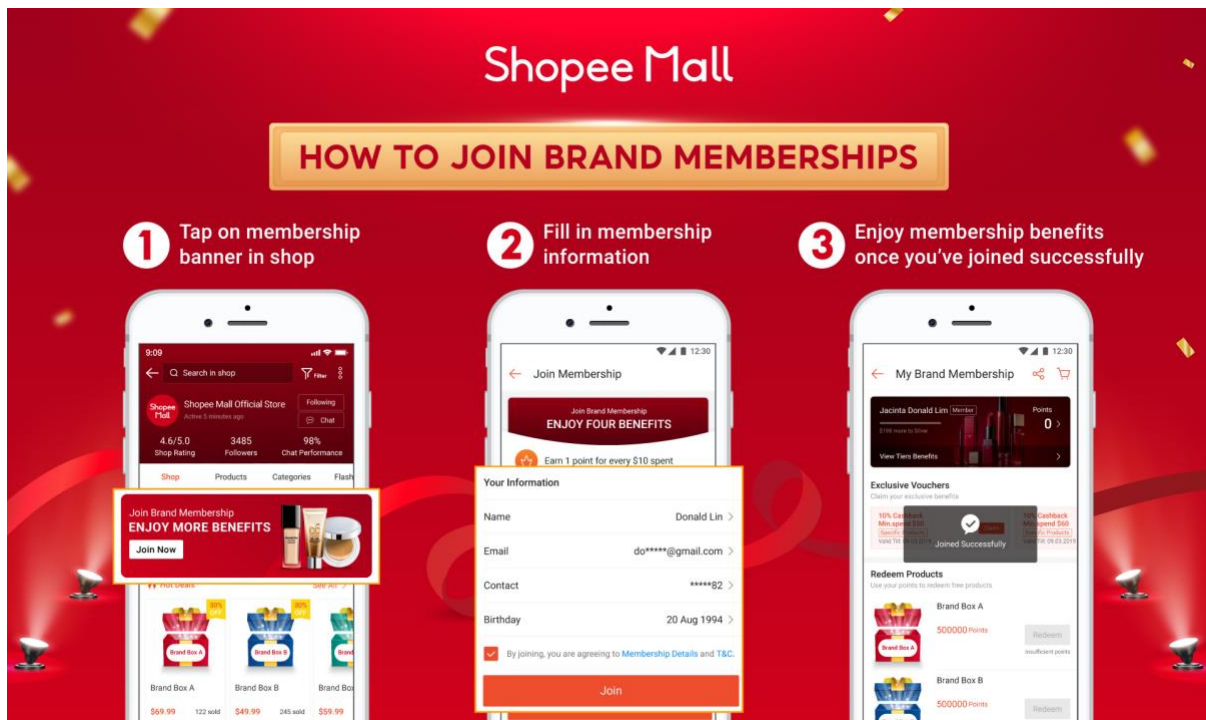
Deborah Chong, Head of ECommerce, Danone Specialized Nutrition Global, said, “We were really pleased with the performance in terms of new buyer sign-ups and order uplifts. Aligned with our One Planet One Health vision, our focus has been to contribute to the health of the planet and people by inspiring healthier food choices. Reaching more consumers enables us to educate and encourage them to choose healthier products. This is a wonderful initiative by Shopee as it gives us the ability to better understand new and existing customers on the platform, which will help us build stronger relationships with them in the long run. We look forward to partnering with Shopee on more initiatives to enhance the consumer journey from end to end.”

Global beauty leader, L'Oréal Luxe, who launched their niche beauty brand IT Cosmetics on Shopee Premium last month, also saw encouraging response with their Shopee Mall Brand Membership.



Michelle Chew, South Asia Pacific-Middle East-North Africa Zone, Brand General Manager said, "It was wonderful to kick off our IT Cosmetics "Beautiful with It, Beautiful Without it" launch campaign to empower and inspire customers to be the best version of themselves. Customer engagement is a key essence of Luxury beauty, so we're also very excited to offer the IT Cosmetics LOVE IT REWARDS loyalty program to all Shopee users. At L'Oréal, we always believe in the power of having a robust customer relationship management programme, and are glad that Shopee has offered this wonderful feature for brands to pamper our customers with loyalty privileges. It enables us to centre our online business upon building relationships that go beyond transactions."

Grand launch at 7.7 Great Shopee Sale



The Shopee Mall Brand Memberships Grand Launch campaign will officially start on 1 July, and brands can leverage on the increased traffic and media buzz throughout 7.7, the biggest mid-year sale, to maximise sign-ups. Over 200 brands on Shopee Mall and Shopee Premium across popular categories will be participating in the Grand Launch, with many more brands joining the programme down the line. They will offer attractive launch perks such as new registration bonus points, upsized vouchers and exclusive welcome gifts. To increase visibility and awareness, the Brand Memberships programme can be easily accessed by each user under the 'Shopee Memberships' tab.

Download Shopee for free on App Store or Google Play Store.

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About Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee connects shoppers, brands and sellers across Asia and other fast-growing markets, empowering anyone to buy and sell anywhere and at any time.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.



Shopee Mall

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.

About Shopee Mall

Shopee Mall is the region's leading online mall offering one-stop access to a wide range of international and local brands and retailers. Shoppers can enjoy three guarantees delivered by Shopee Mall -- 100% authentic products, free returns and free shipping. With always-on deals, entertainment and a robust loyalty programme, Shopee Mall offers an unparalleled online shopping experience and best value all year round. Shopee Premium was introduced in 2020 to add greater variety to Shopee Mall. Users can shop from a curated selection of premium fashion, beauty and lifestyle products from renowned luxury brands.