![Dable Intelligence logo]

Winning E-Commerce:

Fueling the Post-Pandemic Growth Momentum

Learn how to reach the best customers by recognizing and utilizing the right strategy and tools with Dable

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Excutive Summary

The e-commerce scene is predicted to become more prosperous than ever as consumers become increasingly reliant on online purchases of essential goods and access to various online services.

An increase in frequency of online purchases led to consumers to being exposed to more triggers and disruption from other brands. This new customer shopping journey will become the new norm.

With increased usage of the internet during the pandemic, every corner of user-generated content platforms are filling up with disinformation. Because of this, brand safety is another pressing issue brands should consider. Research shows that exposing brands in a trusted environment, such as premium news media, is likely to lead to purchases and brand loyalty.

Excutive Summary

To help brands stay in the winning position, Dable Intelligence has compiled important online shopping event in Korea, Indonesia, Taiwan, Vietnam, Malaysia, Hong Kong and Singapore marketing schedule throughout the year is a must.

In addition to this, the Dable Content Decision Table is introduced in this trend report. Brands can apply the right ad content strategy by referring to this table during the brainstorming process.

Finally, Dable Intelligence also presents GA Dynamic UTM Variables, a powerful tool that allows brands to dissect traffic sources of different publishers on Google Analytics. Many e-commerce brands have seen significant growth in the conversion rate
after using this tool.

Key Indicators

24%

Groceries&household goods

account for 24% of online spend

46%

of APAC consumers
shop online

more frequently during COVID-19

24%

more likely to lead
a future purchases

if ads are shown on

premium news sites

30%

increase in
purchase conversion rate

for the native ad if advertisers

optimized campaigns with

Dynamic GA UTM variable

Winning E-Commerce

E-commerce Continues to Thrive
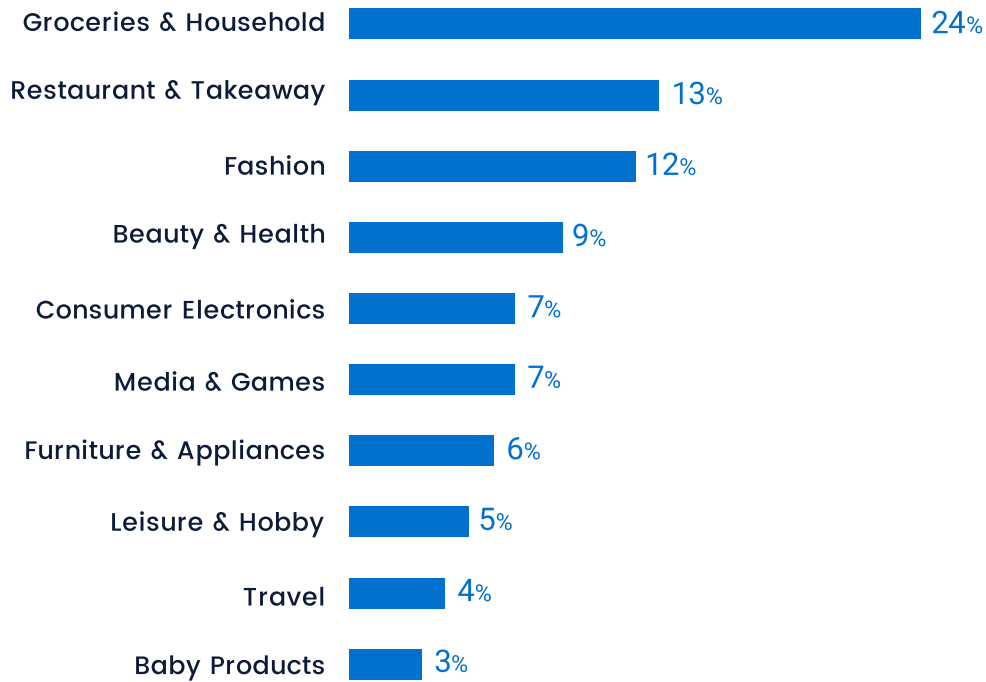
E-commerce
Continues to Thrive

Consumer interest in online shopping has increased, especially with Google searches related to the topic 'Online Shopping' doubling between January and April 2020 after WHO declared COVID-19 a global pandemic.

In APAC alone, there was a 14% increase in online spending, especially within the major FMCG categories such as 'Groceries & Households' and 'Fashion'. Consumers in the region are now also heavily relying on online services such as video-on-demand (VOD), grocery delivery and 'buy online pick-up in-store (BOPUS)'.
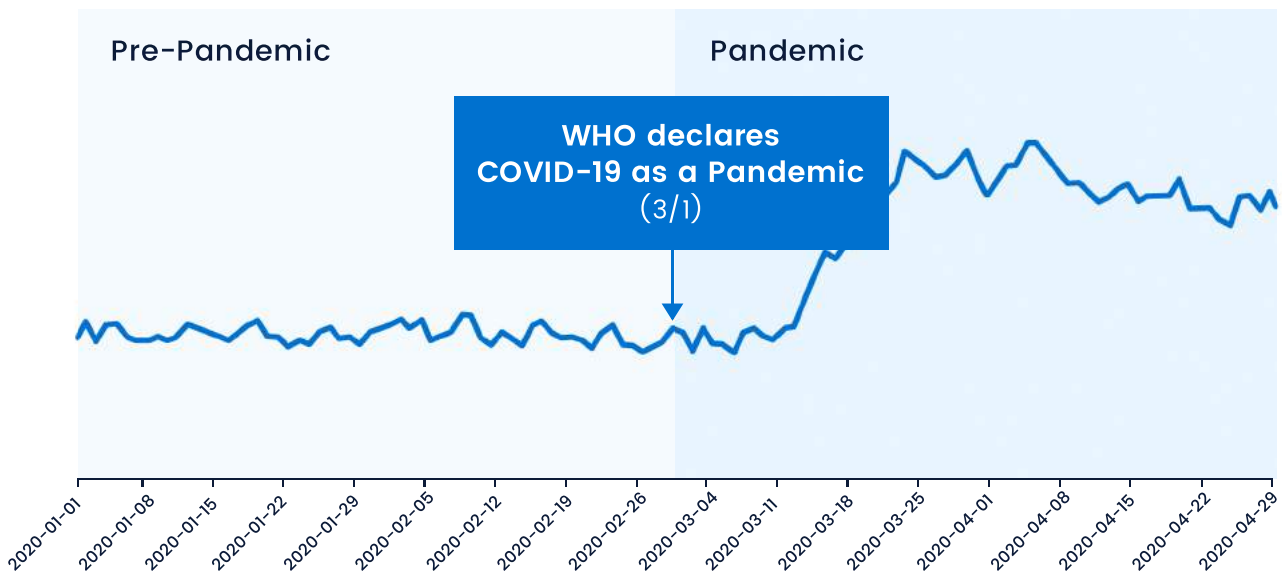
Source: Google Trends for 'Online Shopping' topic worldwide (indexed)

Percentage of online spend in each category

Category	Percentage
Groceries & Household	24%
Restaurant & Takeaway	13%
Fashion	12%
Beauty & Health	9%
Consumer Electronics	7%
Media & Games	7%
Furniture & Appliances	6%
Leisure & Hobby	5%
Travel	4%
Baby Products	3%

Source: THE ROAD TO RECOVERY - 2020 E-COMMERCE IN ASIA, Rakuten Advertising

As a result of this, brands have improved their products and infrastructure to become more online-friendly, as well as working on their delivery logistics to match consumer expectations.

With old habits becoming the new norm and 74% of APAC consumers reporting a lasting change in their new-found online shopping behavior, brands still have plenty of opportunities to expand into the e-commerce space and improve their online offerings. (Source: Adobe)
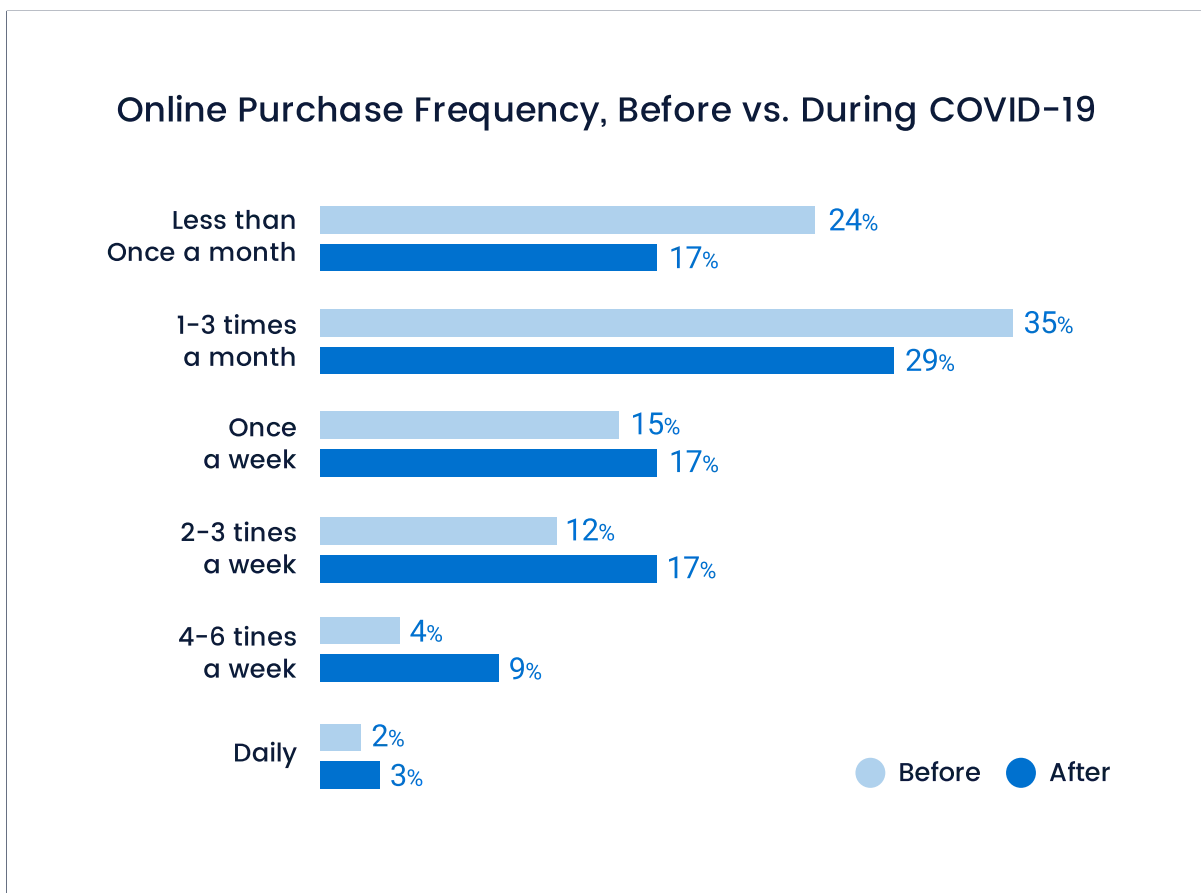
Winning E-Commerce

Redefinition
of the Consumer Journey
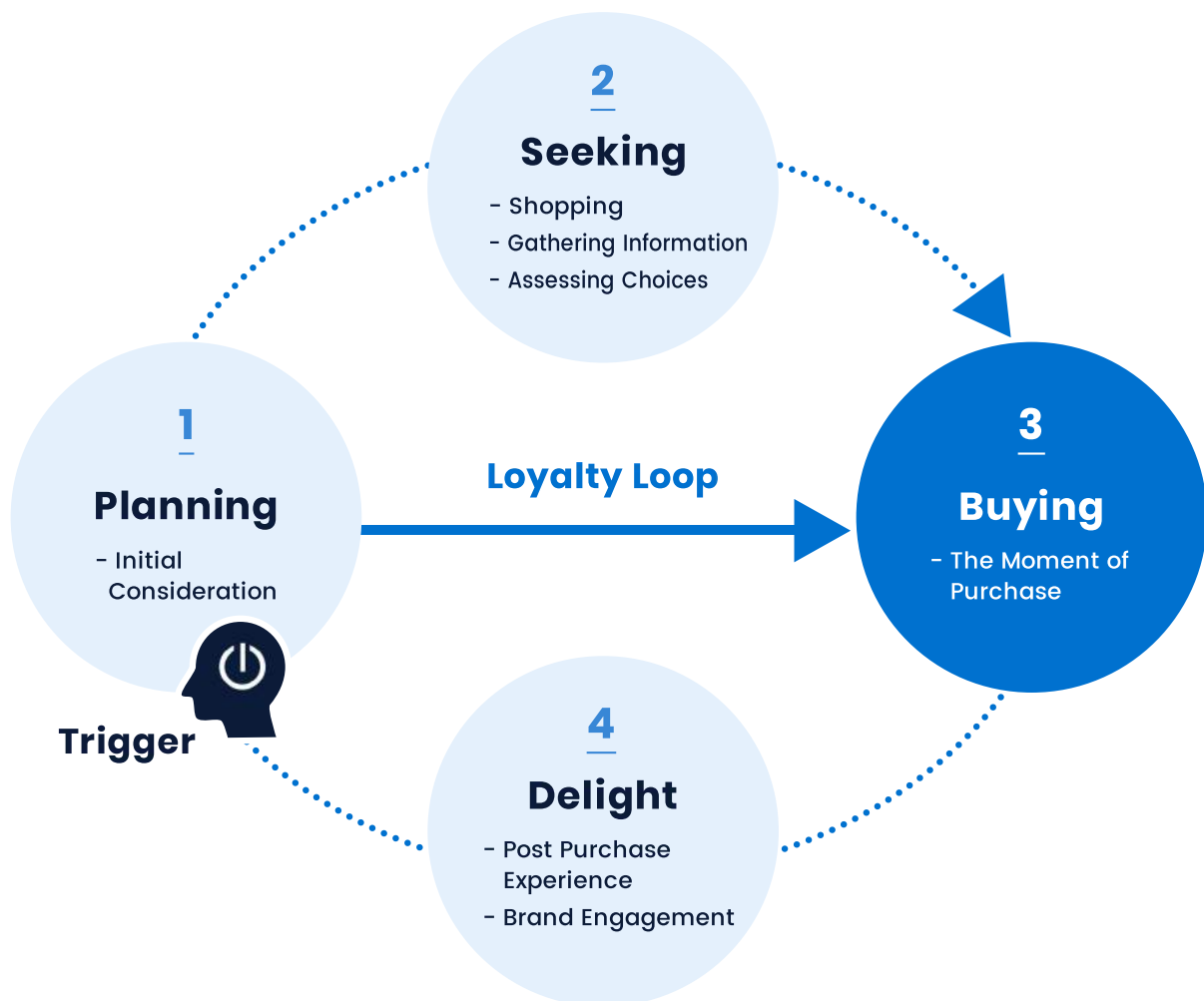
Redefinition
of the Consumer Journey

Internet usage has increased as a result of more people staying at home due to COVID-19 restrictions, with 46% of APAC consumers seeing an increase in their online shopping activities.

Increased browsing leads to more ad exposures, which gives room for con-sumers to change their opinions of certain brands.
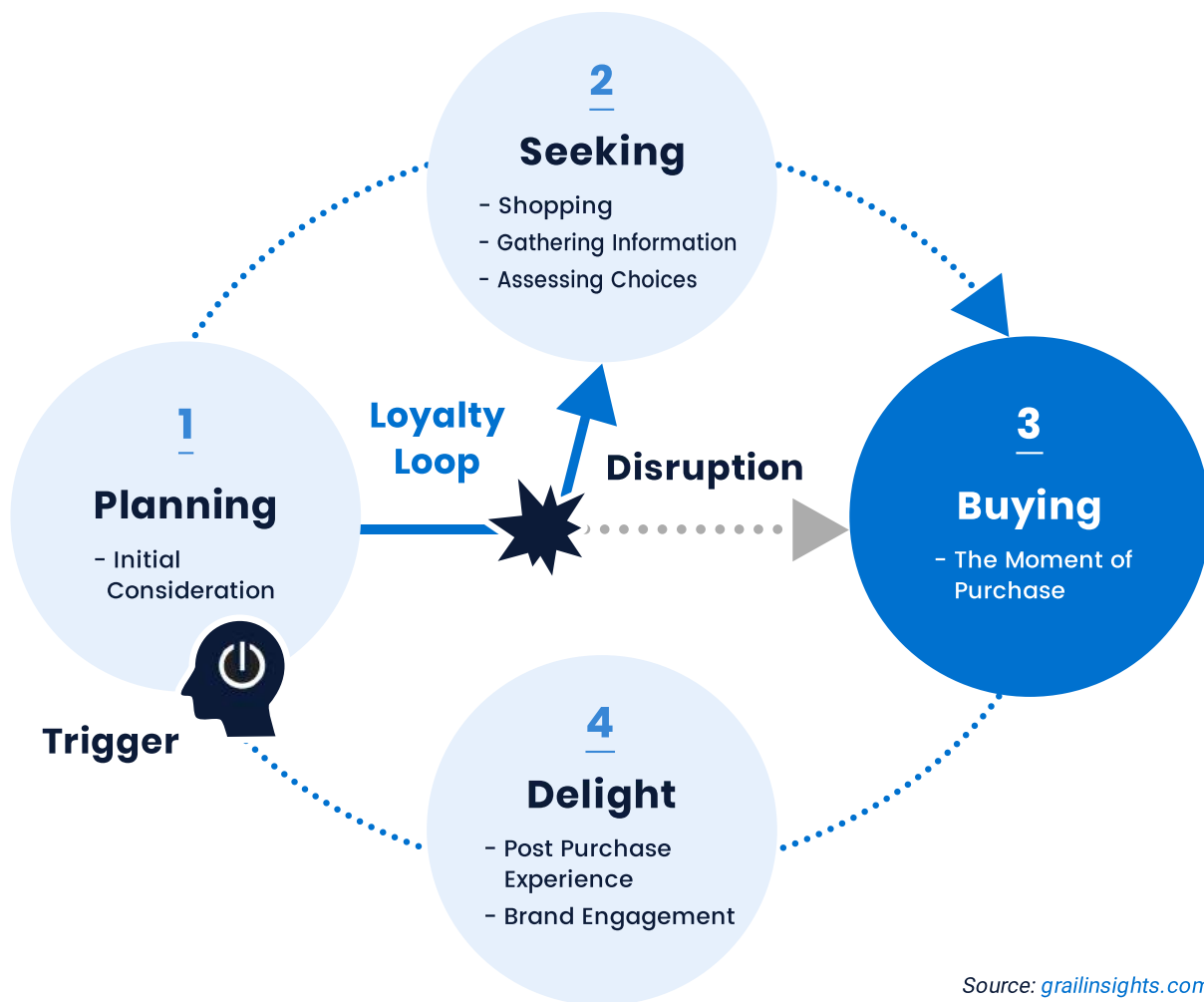
Online Purchase Frequency, Before vs. During COVID-19

Category	Before	After
Less than Once a month	24%	17%
1-3 times a month	35%	29%
Once a week	15%	17%
2-3 tines a week	12%	17%
4-6 tines a week	4%	9%
Daily	2%	3%

● Before ● After

Source: THE ROAD TO RECOVERY - 2020 E-COMMERCE IN ASIA, Rakuten Advertising

Before the pandemic, the consumer purchase journey was much simpler, starting consideration to research and purchase, ultimately leading to brand loyalty if the consumer liked their product.

2
Seeking
- Shopping
- Gathering Information
- Assessing Choices

1
Planning
- Initial Consideration

Trigger

Loyalty Loop

3
Buying
- The Moment of Purchase

4
Delight
- Post Purchase Experience
- Brand Engagement

Source: grailinsights.com

Since the beginning of the pandemic, consumers spend more time browsing around for information. This leads to additional ad exposure and people learning about new brands. This means consumers are likely to detour back to the 'Research' phase because they now have more options to choose from.

2

Seeking
- Shopping
- Gathering Information
- Assessing Choices

1

Planning
- Initial Consideration

Loyalty Loop

Disruption

3

Buying
- The Moment of Purchase

Trigger

4

Delight
- Post Purchase Experience
- Brand Engagement

Source: grailinsights.com

This redefinition of the consumer journey can provide both opportunities and risks: there are opportunities to gain new customers, whilst a risk of losing existing ones to competitors.

Brands need to focus on creating more triggers and secure additional exposure within the customer shopping journey, as well as applying a re-targeting strategy to focus on retaining existing customers. Using traditional channels and targeting will only limit reach and make them either miss out on potential customers and/or lose existing ones.

Winning E-Commerce

Premium Environment Leads to Increased Consumer Trust

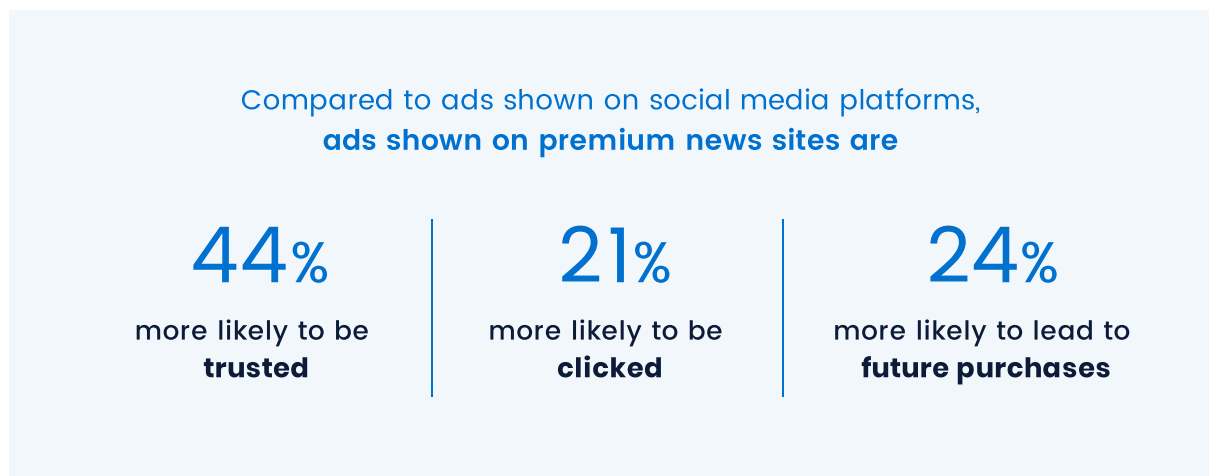# Premium Environment
Leads to Increased Consumer Trust

When expanding user reach, it is important to remember brand safety. Whilst social media platforms are an important source of information, issues such as fake news and ad fraud have proven to be a major issue among users.

In comparison to this, people are more likely to trust news circulated by premium online publishers.
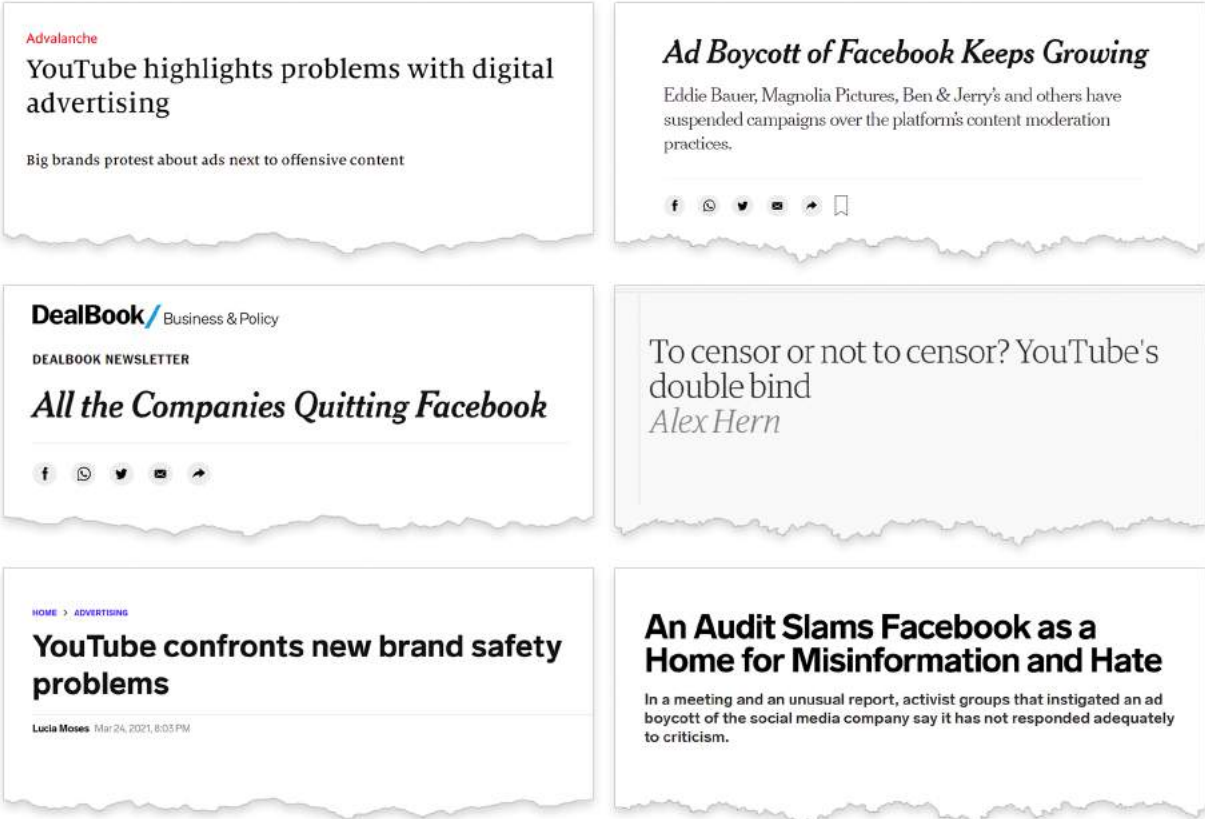
Although some brands have expressed concerns about exposing their brand against news content, especially during the pandemic, consumer data have proved otherwise, with only 16% consumers saying they will not engage with an ad next to COVID-19-related content (Source: IAS).

In addition to this, consumers are generally more likely to trust and click on ads shown on premium news sites - ultimately leading to future purchases.

Compared to ads shown on social media platforms,
ads shown on premium news sites are

44%	21%	24%
more likely to be **trusted**	more likely to be **clicked**	more likely to lead to **future purchases**

Source: Outbrain

Taking the above into consideration, it is important to run campaigns on premium publishers that can strengthen a brand's reputation as well as expanding coverage outside social media websites.

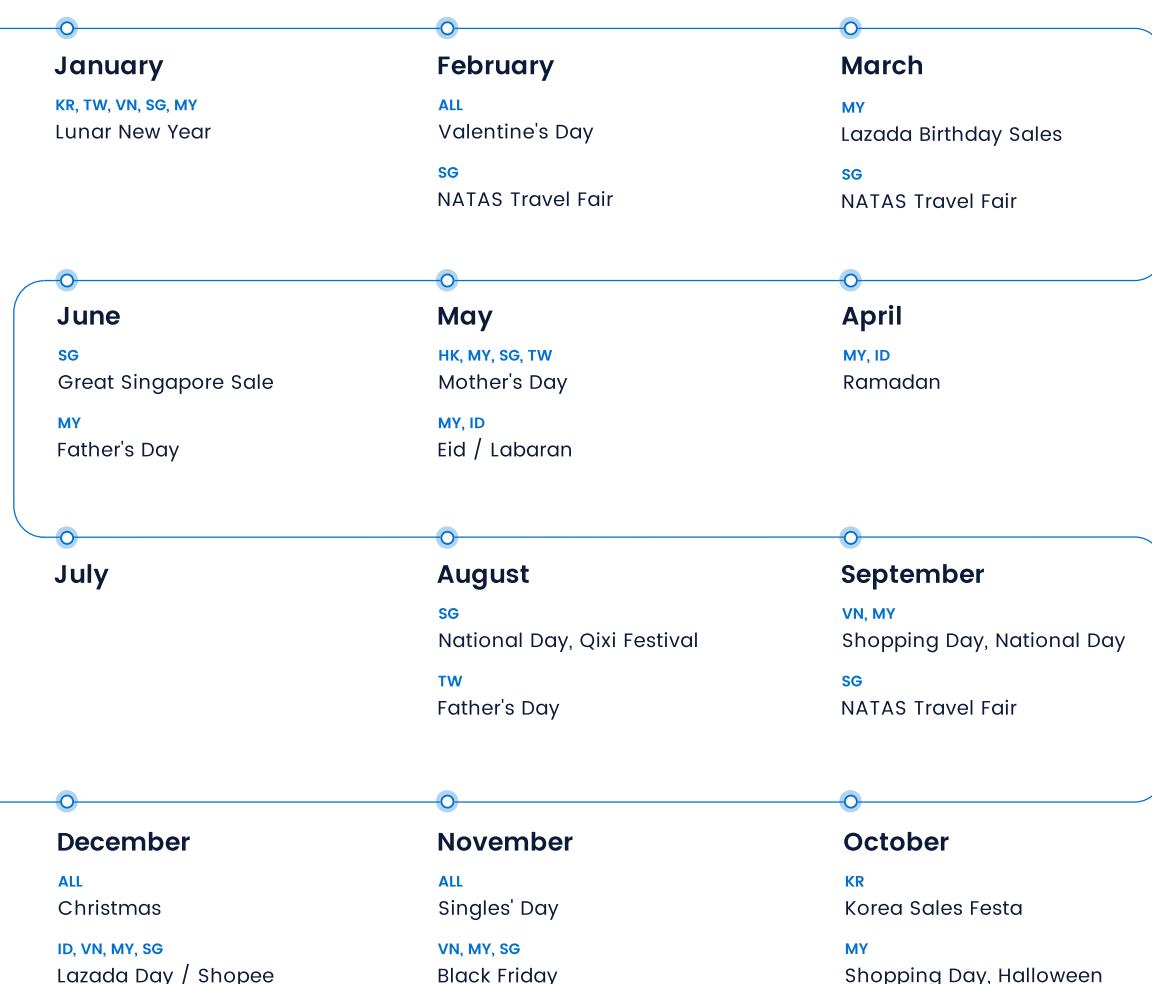**Winning E-Commerce**

Winning E-commerce 1 :
# Timing

Winning E-commerce

① Timing

Whilst it is important to understand where your key target consumers are likely to be found, we also need to understand the timing behind the search.

Although customers will always be tuned in due to the always-on nature of the Internet, there are certain times in the commercial calendar when they are more likely to search for goods and when they are more likely to search for goods and make purchases.

January
KR, TW, VN, SG, MY
Lunar New Year

February
ALL
Valentine's Day

SG
NATAS Travel Fair

March
MY
Lazada Birthday Sales

SG
NATAS Travel Fair

June
SG
Great Singapore Sale

MY
Father's Day

May
HK, MY, SG, TW
Mother's Day

MY, ID
Eid / Labaran

April
MY, ID
Ramadan

July

August
SG
National Day, Qixi Festival

TW
Father's Day

September
VN, MY
Shopping Day, National Day

SG
NATAS Travel Fair

December
ALL
Christmas

ID, VN, MY, SG
Lazada Day / Shopee

November
ALL
Singles' Day

VN, MY, SG
Black Friday

October
KR
Korea Sales Festa

MY
Shopping Day, Halloween

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In 2021 alone, there was a spike in the number of users who were exposed to Dable's ads on pages related to 'gifts' in Korea and a general uplift in the number of clicks and interaction rate at least 2 weeks before the Lunar New Year and Valentine's Day. As page views and traffic decreased drastically on the actual days of the festivities, we can see that consumers like to research and prepare in advance. This also reflects on competitors' needs for capturing audience attention in the run up to the events.
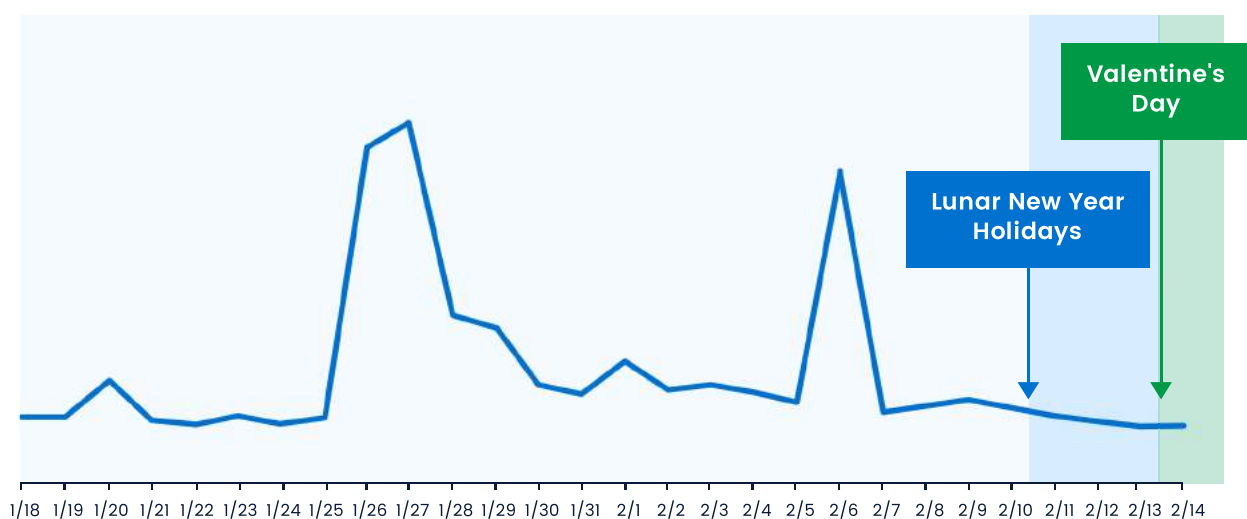
Page view and trend on pages with the keyword 'gift', Source: Internal Dable Data

It is important to start planning to be ahead of your competitors by defining clear marketing goals around these shopping events. This could range from capturing new customers to encouraging existing ones to make another purchase.

Winning E-commerce 2 : Content

② Content

It is important to make sure that the creatives are aligned with the media and speaks to the target audience. For example, it will not be relevant to generate a simple traffic-driving message if your main objective is to drive sales on a certain product.
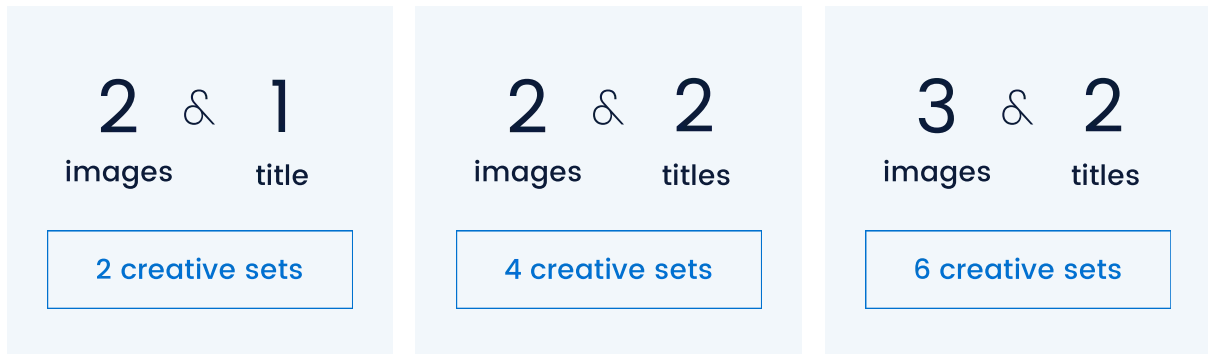
Although native ads are usually more known for targeting users in the upper sales funnel, you can target audience down at the 'consideration' and 'action' phases by customizing your sales messaging. Utilizing the Content Decision Table can help you design content that is suited
to your main target audience.

I am
an ad image

You totally want to buy
this for your office!

I am
a Landing Page

I am
a Blog
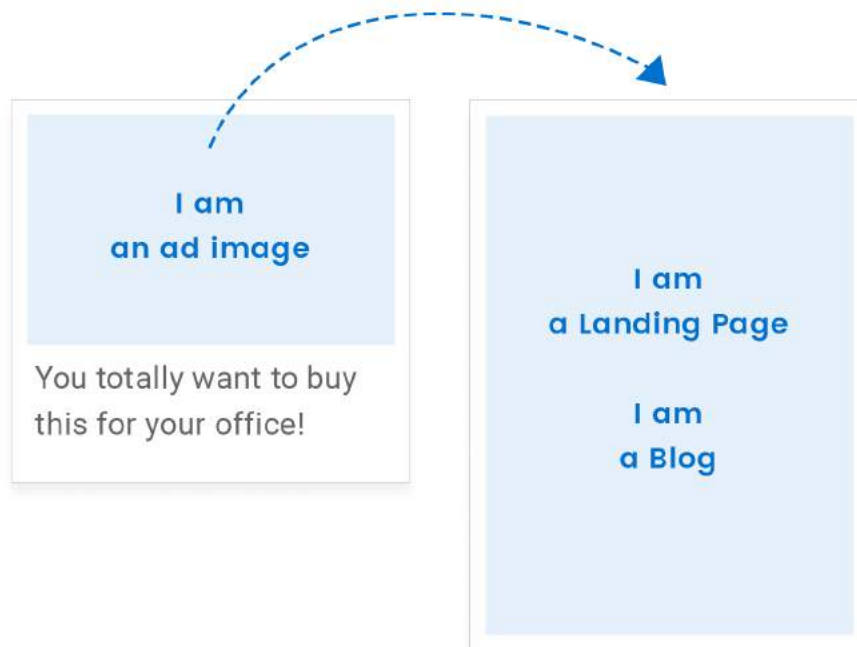
Ad Content Decision Table

	Awareness	Consideration	Action
Ad Titles	Draw customer's attention by crafting informative and interesting titles. **Example title:** You totally want to buy this for your office!	Promote the benefits of your service/products. **Example title:** 3 benefits of having a cactus plant in your office!	Include promotion keywords or specific numbers into ad title. **Example title:** 30% off on all cactus plants for 7 days only!
Creatives	Text-free scenario images that resonate with the ad title.	Images that incorporate human element and actual products.	Images of actual products that incorporate keyword texts.
Landing Page	Blog articles that allow customers to gain new knowledge or useful tips. **Product placement:** Low	Product introduction articles that incorporate customer review and influencer testimonial. **Product placement:** Medium	Product pages that enable customers to check all the details such as return policy and product ingredient. **Product placement:** High

To further optimize your campaign and achieve the best results,
it is recommended to run A/B testing with multiple creatives, such as:

2 & 1	2 & 2	3 & 2
images title	images titles	images titles
2 creative sets	4 creative sets	6 creative sets

- 2 images and 1 title (2 creative sets)
- 2 images and 2 titles (4 creative sets)
- 3 images and 2 titles (6 creative sets)

Remember that the right ad content is as important
as reaching the right target audience.

Winning E-commerce 3 : Optimization

3 Optimization

Another way of optimizing and measuring the effectiveness of your campaign is through using our Google Analytics (GA) UTM Dynamic Variable tool that will auto-generate UTMs help track results on your GA dashboard.

Whilst the usual GA UTM only allows you to view and analyze campaign results on a network level, our UTM Dynamic Variable tool can provide a more in-depth view of how your campaign is performing at a publisher-by-publisher and content level.

One client who did this was JKC Food in Taiwan. They used our GA UTM Dynamic Variable tool to track campaigns on their GA account and showed them that our campaigns outperformed Facebook and Google. They could also see which sites within the Dable network and creatives influenced consumer behaviour, and used this insight to increase bids on best-performing publishers and constantly optimized their best-performing creatives.

GA UTM Dynamic Variable Tool:
check your traffic quality from different media & content sources.

Although it is recommended that you link your GA account to your website to make the best of our targeting capabilities, you can still track and see how Dable is driving traffic and conversions to your website on a publisher and creative level by installing our tracking scripts (using both is the best!). Our system will be able to optimize towards the best-performing metrics directly for a successful campaign.

Last but not least, Dable has integrated with major 3rd party tracking platforms, such as Google Campaign Manager, AppsFlyer, Adbrix and Branch. This assures advertisers that all ads served on Dable's ad network (both PC and Mobile) are properly monitored to protect advertisers' interests and benefits.

Winning E-Commerce

Success Story :
JKC Food

Success Story

JKC Food

Challenge

Despite being selected as the top 100 recommended snacks by the Taiwan Chamber of Commerce, JKC Food has struggled to combat the ever-declining ad performance on social ads and display ads.

Solution

1 Leveraged Dable's Finance and Management-related publishers to target corporate prospects.

2 Utilized the Dable UTM Dynamic Variable and gender targeting to expose ads to people with higher purchase intent.

3 Applied the Content Decision Table to design creatives that fit prospects within different stages of the consumer journey.

Results

120%
increase in
the number of orders

37%
increase in
conversion rate of orders

72%
higher Dwell Time
compared to other ad networks

11%
lower Bounce Rate
compared to other ad networks

Working with Dable has been a great and pleasant experience.

Their extensive experience in optimization strategies enable my business to maintain the growth momentum.

My. Yeh | General Manager, JKC Food

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Winning E-Commerce

Winning
in the E-commerce Battle

Winning in the E-commerce Battle

A quick review of the 3 key steps to execute a successful campaign for your e-commerce:

1 Create your own Dable Ads account

Expose your ads on top premium media through Dable's self-serve platform. Have full control of your campaign management, just like the Google and Facebook Ads platforms.

2 Apply Dable Content Decision Table

Craft a winning sales message for your target audience in the different stages of the sales funnel. The decision table helps you swiftly structure a perfect content plan.

3 Use Dable GA UTM variable and Dable smart tracking script

Conduct a comprehensive analysis of your ad campaigns through Dable's industry-leading function. Follow in the success cases' steps to create your own success.

How to Get Started
with Your First Campaign?

Elevate your business to the next level by exposing ads
to top premium publishers across Asia through Dable Ads.

Global brands trust Dable based on the results we've delivered.
Many are now working with Dable to achieve success.
Let us help your each your next goal.

Create Your Own Ad Account Now ›

Dable

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