

Lazada University

INCREASE YOUR CUSTOMERS' BASKET SIZE

JANUARY 2020



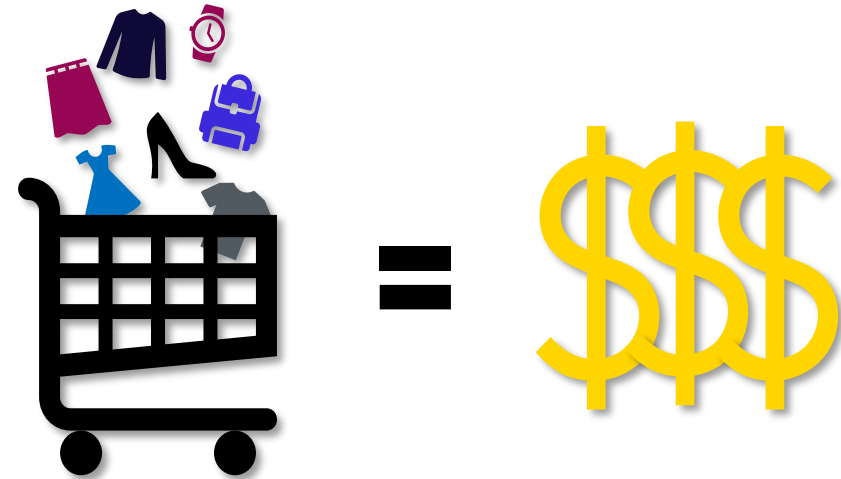
LEARNING OUTCOMES

1. Know how basket size affects your sales, and why it is important
2. Successfully create your Flexi Combo
3. Learn some tips on how to maximize Basket Building

CONTENT

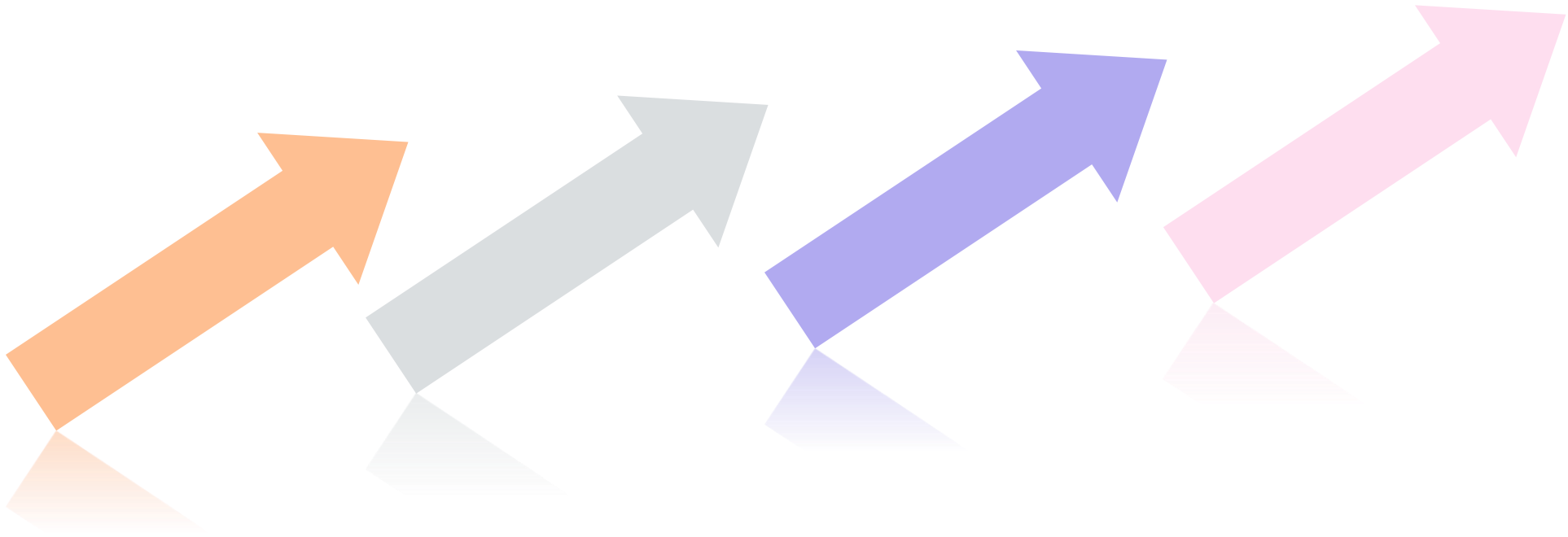
1. Why Increase Customers' Basket Size?
2. Create Your Flexi Combos
3. Tips & Next Steps

Increasing your customers basket size gives you a direct increase in sales revenue!



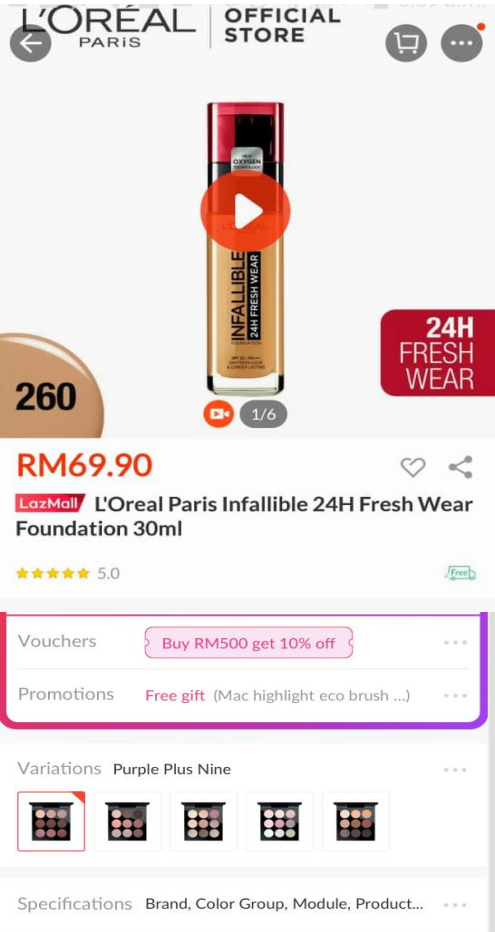
INCREASE YOUR BASKET SIZE WITH FLEXI COMBO

Flexi Combo enables you to create promotions on item level & store level with flexible conditions and different tiering

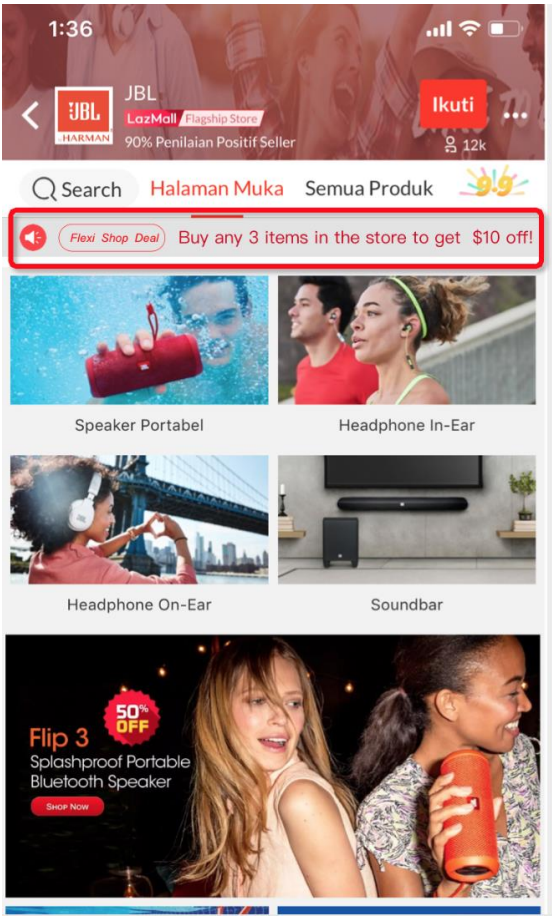


VISIBILITY TO CUSTOMERS

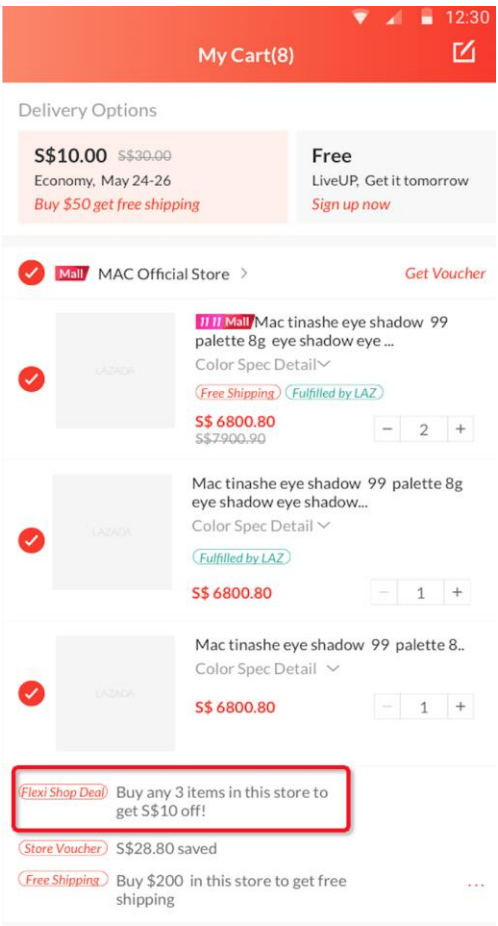
Product Page



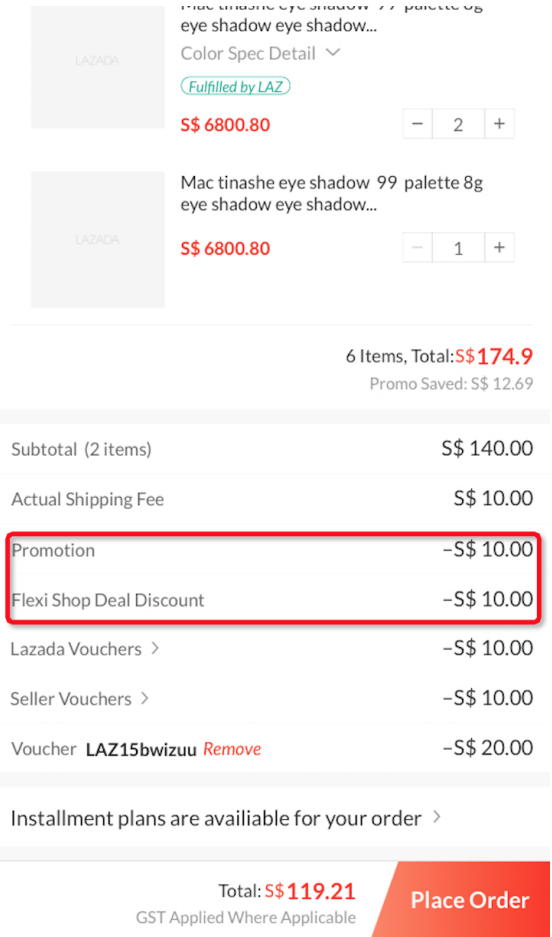
Store



Cart



Checkout



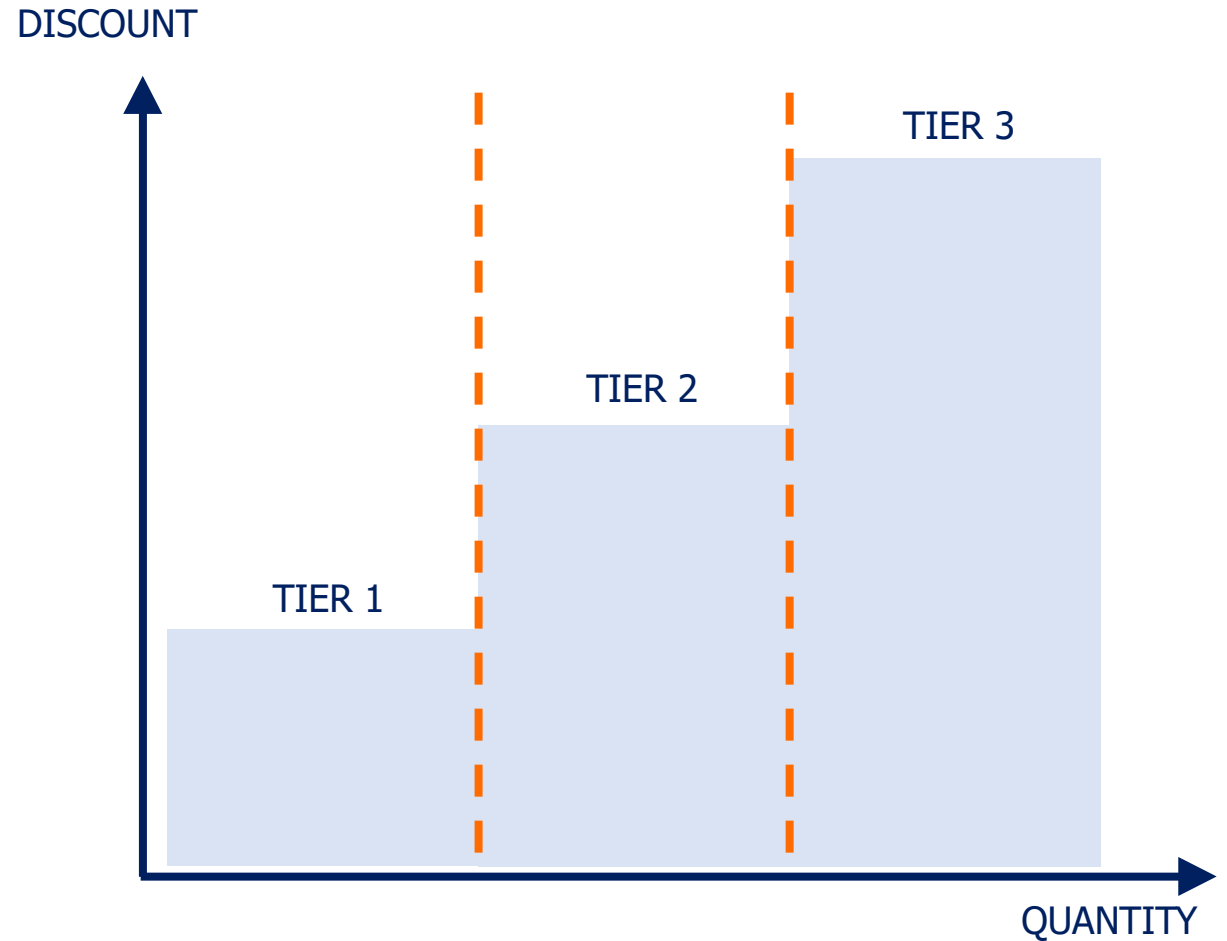
REWARD CUSTOMERS WITH A TIERED PRICING MODEL

Set up to 3 steps pricing discount to encourage basket building!

TIER 1 **BUY 1 GET 5% OFF**

TIER 2 **BUY 2 GET 8% OFF**

TIER 3 **BUY 3 GET 12% OFF**



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CREATE A NEW FLEXI COMBO

LAZADA SELLER CENTER

Home > Promotion > Flexi Combo

Flexi Combo

Active Inactive

Start Date - End Date Deal Name Search

Create New Promotion Create by Template

Promo Title	Period(Start~End)	Promotion Setting	Apply To	Edit Promotion	Active
Combo #1	2021-02-19 00:00:00 ~ 2021-02-27 00:00:00	Any 1, Save 10%; Any 2, Save 11%; Any 3, Save 12%	Specific Products	Edit Criteria Manage Products	Deactivate
Combo #2	2021-02-01 00:00:00 ~ 2021-02-02 00:00:00	Any 1, Save 10%; Any 2, Save 11%	Specific Products	Edit Criteria Manage Products	Deactivate
Combo #3	2020-02-01 00:00:00 ~ 2020-02-03 00:00:00	Any 1, Save 10%; Any 2, Save 11%	Store-wide	Edit Criteria	Deactivate

1. Click on Promotions -> Flexi Combo

2. Select create New Promotion to create your own campaign **OR**

3. Select Create by Template to follow pre-defined settings (set by Lazada)



Why use template?

- Easy to use
- Use recommended platform settings
- Achieve a higher ROI

FLEXI COMBO INFORMATION & CRITERIA

Home > Promotion > Flexi Combo > Create

Create Flexi Combo ⓘ

Complete Promotion Info & Criteria

1

Promotion Name ⓘ *

2

Period(GMT+08:00) ⓘ *

Start date - End date ⓘ

3

Total number of Flexi Combo Orders ⓘ *

+

-

4

Promo Apply to ⓘ *

☒ Entire Shop ☐ Specific Products

Tier 1 [+ Add Promotion Tier](#)

Deal Criteria

Customer needs to fulfil these to get the discount

☒ Item QTY >= ⓘ

1

+

-

Discount

Benefits to the customer

☒ Percentage Discount ⓘ

5

% off

☐ Money Value Off ⓘ

1



SGD

1. Set your own promotion title to organize your different
2. Set the period of which you want your promotion to be active. Max duration: 120 days
3. Control for how many orders you want to offer flexi combo discounts. The usage limit helps you to controls your budget
4. Determine if your flexi combo applies to the whole store or to certain products



Calculated the cost of your promotion by the following formula
Usage limit x Cost of discount per order = Cost of promotion

FLEXI COMBO TIERING

Tier 1			
Deal Criteria	<input checked="" type="radio"/> Item QTY >=	1	<div>+ -</div>
Customer needs to fulfill these in order to get the offering			
Offering	<input checked="" type="radio"/> Percentage Discount	10	%
Benefits to the customer			
Tier 2 (Maximum 3 tiers) 			
Deal Criteria	Item QTY >=	2	<div>+ -</div>
Offering	Percentage Discount	11	%
Tier 3 (Maximum 3 tiers) 			
Deal Criteria	Item QTY >=	3	<div>+ -</div>
Offering	Percentage Discount	12	%
<div>Cancel Confirm</div>			

Tiering allows you to create different levels of discount within the same Flexi Combo promotion.

Benefits

- Incentivize customers to increase basket size
- Reward customers with further discounts if they purchase more



All tiers follow the same initial promotion type
*e.g. Tier 1 is a percentage discount promotion,
the other tiers (2&3) can only be percentage type*

MANAGING PRODUCTS FOR YOUR FLEXI COMBO

Start Date - End Date Promotion Name Search

Create New Promotion

Promotion Id	Promotion Name	Period(Start-End)	Promotion Setting	Apply to	Edit Promotion	Action
8562016675436	xxx	2019-04-27 00:00:00 ~ 2019-05-26 00:00:00	Any 1, Save 5%; Any 2, Save 6%	Specific Products	Edit Criteria Manage Products	Deactivate

1

Home > Promotion > Flexi Combo > Manage Products

Manage Flexi Combo Products: xxx

2019-04-27 00:00:00 ~ 2019-05-26 00:00:00: Any 1, Save 5%; Any 2, Save 6%

2

Upload by Excel

3

+ Manual Add Product

Option 1: Using the bulk upload

Home > Promotion > Flexi Combo > Manage Products

Manage Flexi Combo Products

tier 1 tier 2 the description about the promotion detail Upload by Excel ^ + Manual Add Product

SKU ID	Product	Current Sale Price	Current Stock	actions

Download Empty Emplate
Upload excel
Errors report

< Previous 1 2 3 4 ... 10 Next > 1/10 Go to Page Go Items per page: 10

How does it work?

- Download the template
- Re-upload the filled-up template (select which SKUs you want to use for your campaign)
- Check the Errors Report incase there are issues

1. Click on Manage Products

2. Select products by using the bulk upload function **OR**

3. Select your products by manually selecting from the interface

Option 2: Manually select your products

Select Product

SKU Name Brand Select Category Search

834 items can be selected at a time

<input type="checkbox"/>	SKU ID	Product			
<input type="checkbox"/>	110568023	LiveUp Official Discount Product			
<input type="checkbox"/>	110569041	LiveUp Official Product			
<input type="checkbox"/>	110569042	LiveUp 60 day Free trial	0	0	100
<input type="checkbox"/>	211627002	silvia sms digital	144	144	9993
<input type="checkbox"/>	212021001	#lazada test item title#	12	10	1098

OK Cancel

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STRATEGIC GROUPING OF FLEXI COMBOS PRODUCTS

Do not lose a potential combo!

- Each checkout can only have one Flexi Combo Promo ID per Store applied
- Highest tier will be applied if customers qualify for >1 tier
- If promotion was "Buy 2 save 10%" & customer buys 3 products, only 2 products will enjoy the 10% discount

The screenshot displays a shopping cart interface with the following elements:

- Top Bar:** Includes a "SELECT ALL (28 ITEM(S))" checkbox, "DELETE" and "MOVE TO WISHLIST" icons, and a "LiveUp Rebate" banner with a "START FREE TRIAL" link.
- Store Header:** Shows "David Jones >" with a "Get Voucher" link and an "Estimate Time 26 Mar" label.
- Product List:**
 - Item 1:** A red box highlights the promotion text: "Any 1, Save \$3.00; Any 2, Save \$6.00 on specified goods". To its right, the price is shown as \$92.00 (reduced from \$140.00, a -34% discount). An "EDIT" button is next to it.
 - Item 2:** "DAVIDJONES women handbag pu leather female crossbody bag large lady plain shoulder bag girl" for \$48.00 (reduced from \$60.00, a -20% discount).
- Order Summary (Right Panel):**
 - Subtotal (3 items): \$146.00
 - Shipping Fee: Free
 - Promotion:** -\$6.00 (highlighted with a red box)
 - Total: \$140.00 (GST included, where applicable)



- Observe your customers' buying pattern & better group products for a more effective combo
- Create combo that are applicable storewide, with minimum spend of 1.2 – 1.5x of the basket size & different tiers

STACK PROMOTIONAL TOOLS



Product A: RM50
Product B: RM15
Product C: RM20

Scenario 1

Customer buys product A without any promo tools

Scenario 2

Customer saw a Flexi Combo promotion & buys product A & B

Scenario 3

Customer is only interested in A & B but buys C to hit the min purchase for more discounts

Customer purchase	Product A	Product A + B	Product A + B + C
Flexi Combo	-	Buy 2, RM5 off	Buy 2, RM5 off
Voucher	-	-	RM10 off, min spend RM70
Total	RM50	RM50 + RM15 = RM65	RM50 + RM15 + RM20 = RM85
Price paid by Customer	RM50	RM65 - RM5 = RM60	RM85 - RM5 - RM10 = RM70



- Flexi Combo can stack with other tools such as Campaign, Voucher & Free Shipping in this order: Campaign > Flexi Combo > Voucher > Free Shipping
- Know your average basket size to set your min purchase orders for promo tools

TAKE CONTROL OF CUSTOMERS' RETURNS

Scenario:

1. Flexi Combo Mechanic: Buy 3 get RM10 off
2. Customer purchased: 6 products (2 sets of Flexi Combo) & wants to return 1 product due to defect

If you are not using Direct Return To Merchant

1. All products tied to the same Promo ID must be returned (i.e. Customer to return all 6 products)

If you are using Direct Return To Merchant

Seller may reach a consensus with Customer to...

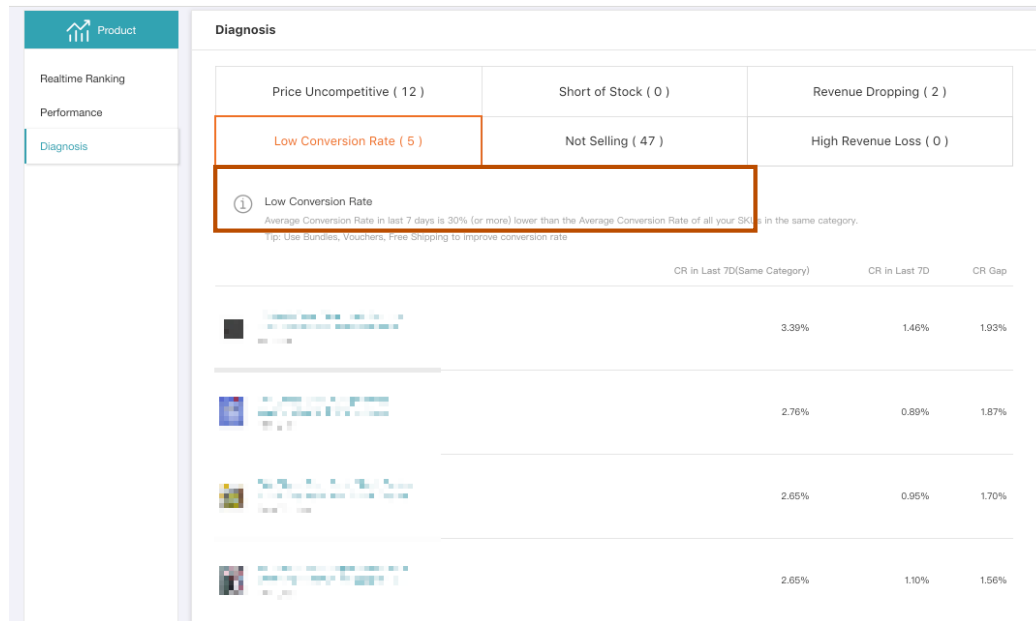
1. Do a partial refund & customer to send product back
2. Do a partial refund & allow customer to keep product
3. Reject the return – issue will escalate to Dispute team
 - If Dispute team's conclusion is for customer to return, all 6 products must be returned



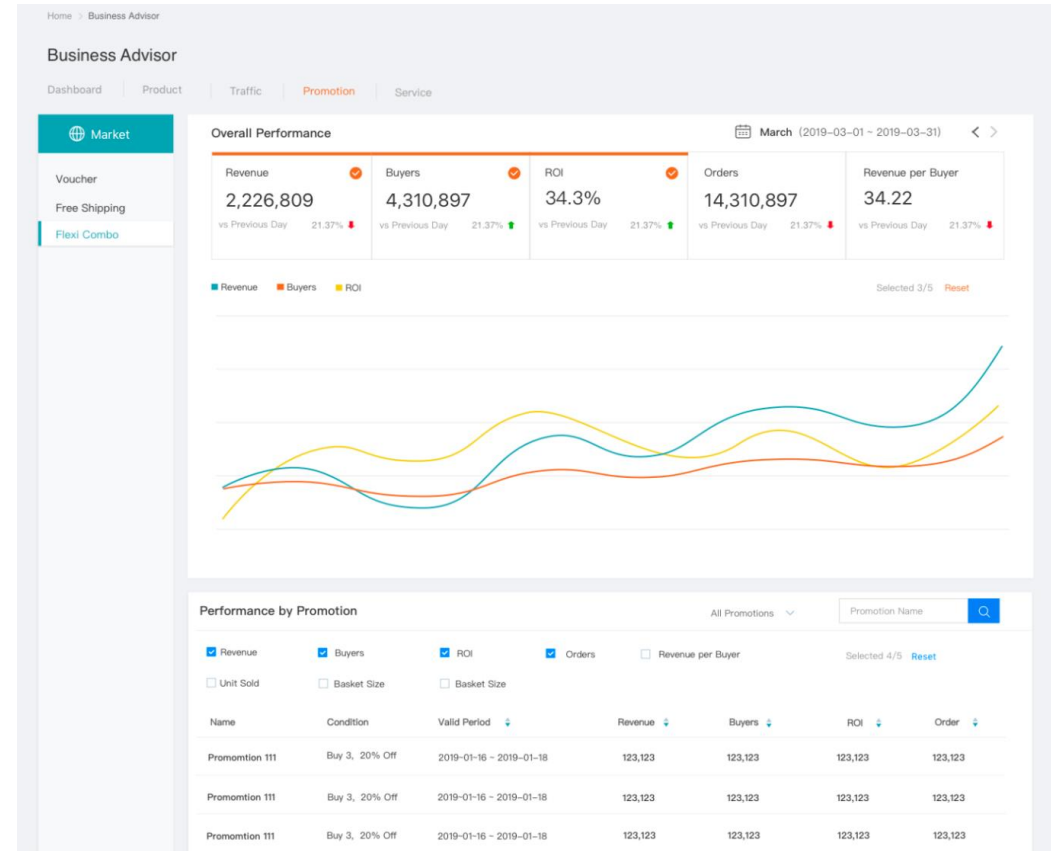
Ensure all your combo products are in good condition before sending them out

USE BUSINESS ADVISOR FOR AN EFFECTIVE COMBO

Check out Products with "Low Conversion Rate" or "Not Selling" to determine which products you can combine or offer free gifts. Go to Business Advisor > Product > Diagnosis



Compare the performance of your combo (ROI, basket size, guided sales), to decide which combo to extend validity/ increase tiering/ apply storewide. Go to Business Advisor > Promotion > Flexi Combo



NEXT STEPS

1. Decide which SKUs to be grouped together for Flexi Combo

[Click here to do it Now!](#)



2. Create your Flexi Combos

[Click here to do it Now!](#)



3. Check your Flexi Combo performance!

[Click here to do it Now!](#)





Lazada University
Empowering Sellers. Incubating Businesses