

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!







D Lazada South East Asia Pte Ltd, [2019]

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



Store



Cart



Checkout

		eye shadow eye shado Color Spec Detail ~ (Fulfilled by LAZ)	ow 77 par ow		,
		S\$ 6800.80	-	2	+
		Mac tinashe eye shado eye shadow eye shado	ow 99 pal	ette 8g	
		S\$ 6800.80		1	+
Subt	otal (2 items)			S\$ 1	40.00
Actu	al Shipping Fe	e		S\$	10.00
Prom	notion			-S\$	10.00
Flexi	Shop Deal Dis	scount		-S\$	10.00
Laza	da Vouchers	>		-S\$	10.00
Selle	r Vouchers >			-S\$	10.00
Vouc	her LAZ15bv	vizuu Remove		-S\$	20.00

Installment plans are available for your order

Total: S\$119.21 Place Order GST Applied Where Applicable







Variations Purple Plus Nine

REWARD CUSTOMERS WITH A TIERED PRICING MODEL



QUANTITY



CONTENT

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CREATE A NEW FLEXI COMBO

	LAZADA seller center	Home > Promotion > Flexi Corr Flexi Combo	ıbo				
	Products \vee	Active Inactive					
	Orders 2	Start Date - En	d Dat 3	Deal Name Sea	rch		
1	Promotions A	Create New Promotion	Create by Template	Promotion Satting	Apply To	Fidt Promotion	Active
	Campaign Management	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
	Flexi Combo	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
	Bundles	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
	Seller Voucher Free Shipping						
	Sponsored Products						
	Seller Picks						
	Store ~						·
	Finance ~						- 91-
	Business Advisor						
	Growth Center						

- 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

complete Promotion Info &	Criteria				
Promotion Name ii *					
Period(GMT+08:00)	Start date	-	End date		
Total number of Flexi		+			
Combo Orders 🧯 *					
Combo Orders i *) Entire Shop O Specific Product	S	+ Add P	romotion Tier	
Combo Orders i * Promo Apply to i * Tier 1 Deal Criteria Customer needs to fulfil these to get the discount) Entire Shop O Specific Product	s 1 +	+ Add P	romotion Tier	
Combo Orders i * Promo Apply to i * Tier 1 Deal Criteria Customer needs to fulfil these to get the discount Discount	 Entire Shop Specific Product Item QTY >= i Percentage Discount i 	s 5	+ Add P % off	romotion Tier	

- 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 Customer needs to fullfill these in order to get the offering	Item QTY >=	1 +	
Offering Benefits to the customer	Percentage Discount	10	%
Tier 2			(Maximum 3 tiers)
Deal Criteria	Item QTY >=	2 +	
Offering	Percentage Discount	11	%
Tier 3			(Maximum 3 tiers)
Deal Criteria	Item QTY >=	3 +	
Offering	Percentage Discount	12	%
			Cancel

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	ххх	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 > Promotic	on $>$ Flexi Combo $>$	Manage Products				
Manage Flexi	Combo Product	s: xxx		(2	3
2019-04-27 0	0:00:00 ~ 2019-0	05-26 00:00:00:	Any 1, Save 5%; Any	/ 2, Save 6%	Upload by Ex	cel 🗸

- 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 1: Using the bulk upload

Home > Promotion > Flexi Corr Manage Flexi Combo Protier 1 tier 2 the description	nbo > Manage Products Oducts a about the promotion def	tail Upload by Excel ^ 4	- Manual Add Product		
SKU ID	Product	Download Empty Emplate ⊥ Upload excel Errors report	Current Sale Price √t	Current Stock J↑	actions↓
< Previous 1 2 3	4 10 Next >	1/10 Go to Page Go			Items per page: 10 V

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

Option 2: Manually select your products

Sku N	ame	Brand	Select Category A	Search			
834 i	tems can be select	ed at a time	Brands & Sellers Show Cameras	room	>	forest au 1st Level	toTest first category Cat
	SKU ID	Product	Chinese New Year Chinese New Year Old		>	Baby & T	oddler Sellers Showroom
	110568023	LIVE D Official Discount Product	Computers & Laptops Digital Goods Effortless Shopping		> > >	Cameras Chinese Chinese	New Year New Year Old
	110569041	LiveUp Official Product	Fashion Fashion(inactive) Groceries		> > >	Compute Digital Ge Effortless	ers & Laptops bods s Shopping
	110569042	LiveUp 60 day Free tria	Health & Beautv	0	>	Fashian	100
	211627002	silvia sms digital	144	144			9993
	212021001	#lazada test item title#	12	10			1098



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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

SELECT ALL (28 ITEM(S))	III DELETE	MOVE TO WISHLIST	CircliveUp Rebate	START FREE TRIAL
David Jones >		Get Voucher 🗸	Enjoy 5% rebate, FREE and fas with LiveUp	t delivery and more
		Estimate Time 26 Mar		
Any 1. Save \$3.00:Any 2. Save \$6.00 on specified goods	<u>éo2.00</u>	EDIT	Order Summary	
$\dot{-}$	\$92.00 \$140.00	EDIT	Subtotal (3 items)	\$146.00
	-34%		Shipping Fee	Free
			Promotion	-\$6.00
DAVIDJONES women handbag pu leather female crossbody bag large lady plain shoulder bag girl	\$48.00		Enter Voucher Code	APPLY
David Jones, Yellow	\$60.00 -20%		Total	\$140.00
	♡ 匝	- 1 +		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



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 - <mark>RM5</mark> = RM60	RM85 - <mark>RM5</mark> - <mark>RM10</mark> = 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

Hom Bus

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

M Product	Diagnosis				
Realtime Ranking Performance	Price Uncompetitive (12)	Short of Stock (0)	Reve	enue Dropping (2)	
Diagnosis	Low Conversion Rate(5)	Not Selling (47)	High	Revenue Loss (0)	
	Low Conversion Rate Average Conversion Rate in last 7 days is 3 Tip: Use Bundles, Vouchers, Free Shipping	10% (or more) lower than the Average Conversion Rate of all your S to improve conversion rate	KLs in the same cate	gory.	
		CR in Last 7D(S	Same Category)	CR in Last 7D	CR Gap
			3.39%	1.46%	1.93%
	A. 1997 AND 200 AND		2.76%	0.89%	1.87%
	 Martin Schuler Martin 		2.65%	0.95%	1.70%
	B States		2.65%	1.10%	1.56%

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

🕀 Market	Overall Perform	ance				March (2019–00	3-01 ~ 2019-03-31)	< >
ucher ee Shipping exi Combo	Revenue 2,226,80 vs Previous Day	9 21.37% I	Buyers 2 4,310,897 vs Previous Day 21.37%	ROI 34.3% vs Previous Day	⊘ 21.37%	Orders 14,310,897 vs Previous Day 21.37%	Revenue per Bu 34.22 vs Previous Day	yer 21.37%
	Revenue Buy	vers <mark>=</mark> ROI					Selected 3/5	Reset
	4							
	Performance by F	Promotion				All Promotions 🗸	Promotion Name	٩
	Performance by F	Promotion Buyers Basket Si	ROI 20 Basket Size	Crders	Reven	All Promotions ~	Promotion Name Selected 4/5 Reset	٩
	Performance by F Revenue Unit Sold Name	Promotion Promotion Basket Si Condition	ROI 20 Basket Size Valid Period 🔹	Crders	Revenue	All Promotions V as per Buyer Buyers 🛊	Promotion Name Selected 4/5 Reset	Q. der ÷
	Performance by R Revenue Unit Sold Name Promomion 111	Promotion Buyers Condition Buy 3, 201	ROI ROI Basket Size Valid Period 4 Off 2019-01-18 - 2019-0	Crders	Revenue = 123,123	All Promotions ~ e per Buyer Buyers ÷ 123,123 1	Promotion Name Selected 4/5 Reset ROI © Or 23,123 122	Q. der ÷ 3,123
	Performance by F Performance by F Perenue Unit Sold Name Promontion 111 Promontion 111	Promotion Promotion Buyers Basket Si Condition Buy 3, 201 Buy 3, 201	2019-01-16 - 2019-0 6 Off 2019-01-16 - 2019-0 6 Off 2019-01-16 - 2019-0	Corders	Revenue ÷ 123,123 123,123	All Promotions V as por Buyer: Buyers 123,123 1 123,123 1	Promotion Name Selected 4/5 Reset ROI ÷ Or 23,123 122 23,123 122	Cder © 3,123





NEXT STEPS

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

2. Create your Flexi Combos

3. Check your Flexi Combo performance!

Click here to do it Now!

Click here to do it Now!



Click here to do it Now!







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