



Lazada University

**EVERYTHING YOU MUST KNOW
ABOUT LAZADA BONUS FOR
5.5 CAMPAIGN 2023**

APRIL 2023



COURSE OVERVIEW

INTRODUCTION

Find out more on how you can maximize Lazada Bonus for 5.5 Campaign!

WHAT YOU'LL LEARN

1. Learn about Lazada Bonus and the mechanics of the program for 5.5 Campaign
2. Understand the benefit of joining Lazada Bonus
3. Get informed on the timeline and process to join Lazada Bonus



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INTRODUCTION ON LAZADA BONUS

WHAT IS LAZADA BONUS?

A **co-funded** cross-store platform promotion tool for Mega Campaigns. Co-fund is by both the platform and sellers.

OBJECTIVE

To offer **more discounts** for shoppers to encourage **higher conversion and sales**

HOW DOES IT WORK?

RM9 off every RM90 for all categories! (except for digital & retail goods)!

- **Lazada Bonus can be applied across stores.**
- **Lazada Bonus can be stackable on itself; i.e.**
 - For every RM90 spent on order, users can claim RM9 Lazada Bonus during Campaign Mega Day
- **Collection & Redemption**
 - Collection period : Campaign Teasing & Mega Day
 - Redemption period : Mega Day
 - **No limit** on threshold or category during **collection period** and when it is **used** on campaign Mega Day(s)



Nota: Threshold setting will be different between campaigns. Always refer to the T&Cs when joining the program

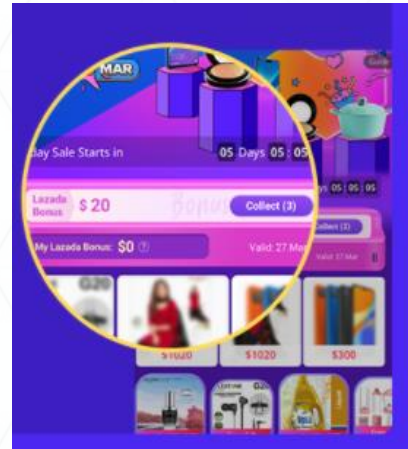
CUSTOMER SHOPPING JOURNEY



1

Collect:

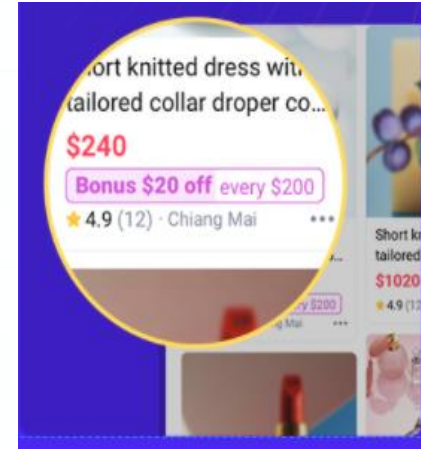
Shoppers collect Lazada Bonus during teasing & Mega Day



2

Accumulate:

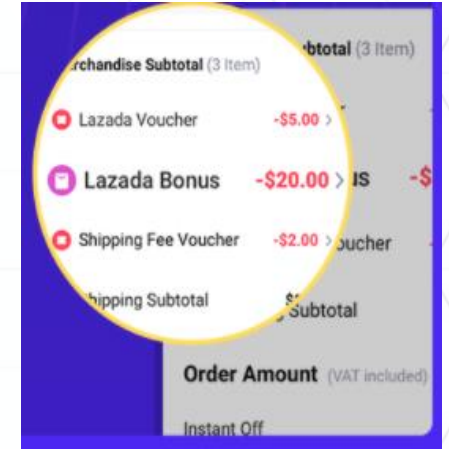
Lazada Bonus collected is accumulated in their account balance



3

Browse & Add to Cart:

Shopper sees Lazada Bonus badge on products (PDP, Cart, Search, Just For You) and add to cart



4

Check out on Mega day(s):

- Enjoy immediate discount
- Stack on other vouchers
- Check out and ensure payment success

SELLER VOUCHER VS LAZADA BONUS

Feature	Platform Voucher	Seller Voucher	Lazada Bonus
Funded by	Platform	Seller	Co-funded by Seller & Lazada
Applicability	<ul style="list-style-type: none"> • Cross-categories • Cross-stores 	Single store	<ul style="list-style-type: none"> • Cross-categories • Cross-stores
Type	Individual vouchers	Individual vouchers	Allowance/Balance
Stack-ability	Cannot use more than 1 platform voucher per order	Unable to use multiple same-store Seller voucher in one order	<p>Multiple Lazada Bonus can be applied in one order to encourage basket size building</p> <p>EXAMPLE (threshold is RM10 off RM100):</p> <p>Order Amt – RM100 (RM10 off)</p> <p>Order Amt – RM150 (RM10 off)</p> <p>Order Amt – RM200 (RM20 off)</p>
Discount Application	Immediate discount applied at check out		

STACKABILITY OF LAZADA BONUS

Users can use all Lazada bonus amounts they collected on checkout order and they are allowed to add items from multiple stores in one order

STACKABLE COLLECTION

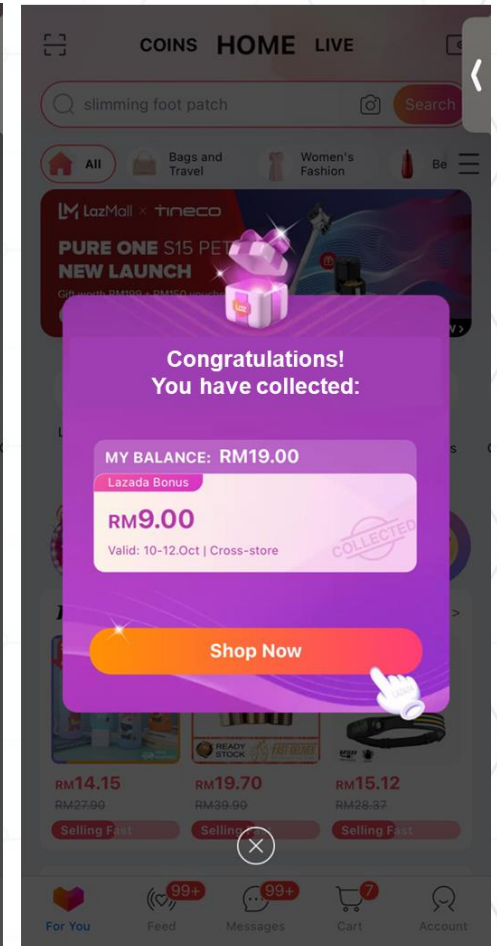
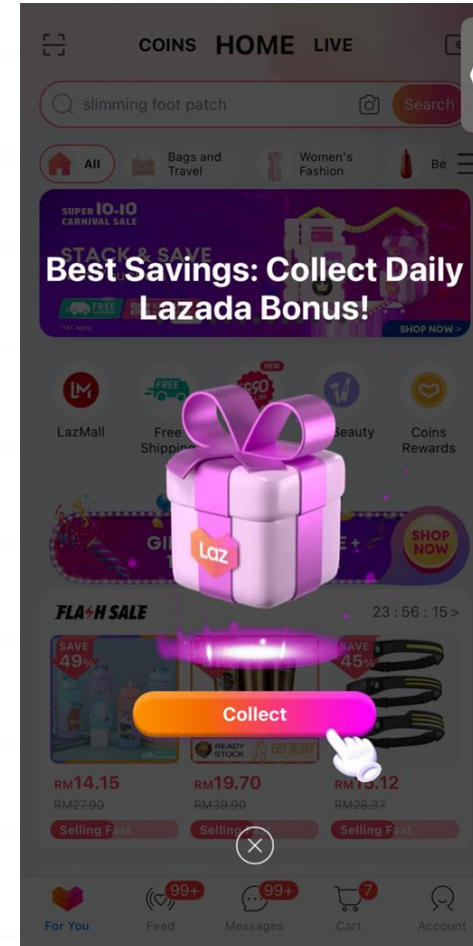
During Campaign Teasing & Mega Day(s), shoppers will be able to collect Lazada Bonus daily on Lazada App according to the algorithm-driven distribution.

STACKABLE USAGE

Example if Shopper collected RM100 Lazada Bonus and the Lazada Bonus threshold is “RM10 off for every RM100 spent”:-

Scenario 1: Shopper spends RM1,000 during Mega Day, she can stack 10 x RM10 off to get up to RM100 discount

Scenario 2: Shopper spends RM150 during Mega Day, she would get 1 x RM10 off and would be using only part of her Lazada Bonus balance and can use the remaining later



STACKABILITY WITH OTHER PROMO TOOLS

Lazada Bonus is also stackable with the promo tools listed below for users to enjoy massive savings:-

- (1) Seller voucher
- (2) Platform voucher
- (3) Free Shipping voucher
- (4) Payment voucher
- (5) Coins Discount
- (6) Everyday Cashback voucher

STACK ALL & SAVE MAX
ONLY on LAZADA

RM10 OFF EVERY RM100 with Lazada Bonus + UP TO RM15 with Everyday Cashback + UP TO 15% OFF with LazCoins Discount + and MANY MORE! Store, Shipping & Bank Vouchers!

HOW IT WORKS

BEFORE STACKING	AFTER STACKING
Shopping cart: RM400 Shipping Fee: RM4.90	Shopping cart: RM400 Lazada Bonus*: -RM40 Everyday Cashback: -RM40 Lazada Voucher*: -RM10 Bank Voucher*: -RM15 Store Voucher*: -RM48 Shipping Fee Subtotal*: -RM4.90 Shipping Fee Voucher*: -RM4.90 Coins*: -RM40
Total: RM404.90	Total: RM247

Saved RM157.90 !

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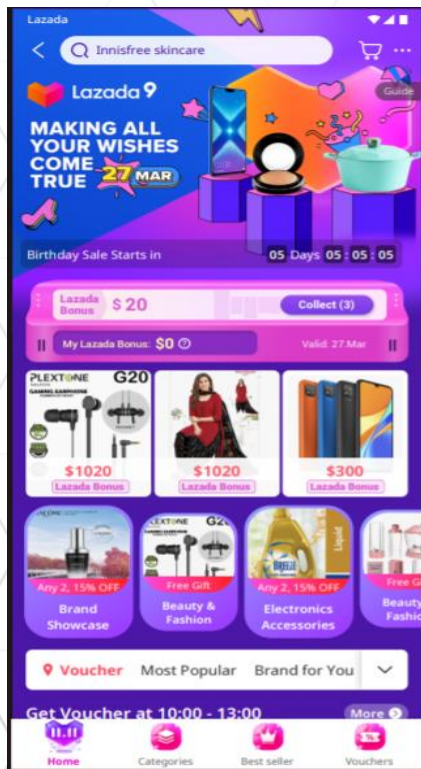
04

**How to Join &
Important Timelines**

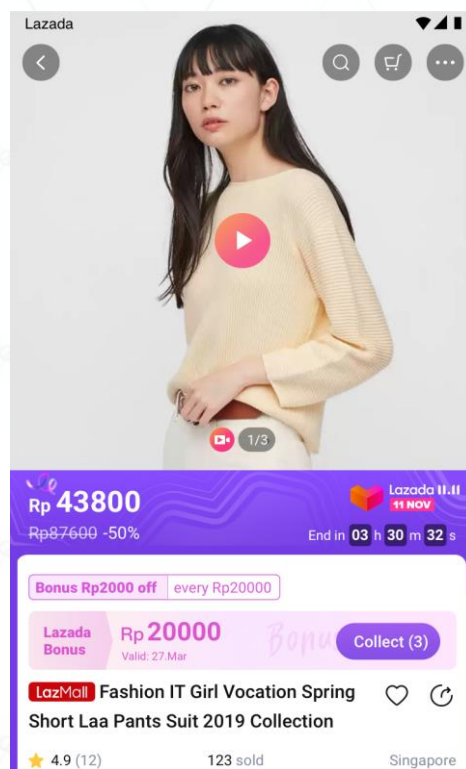


MORE LAZADA BONUS BADGES TO ENCOURAGE USERS TO COLLECT VOUCHERS!

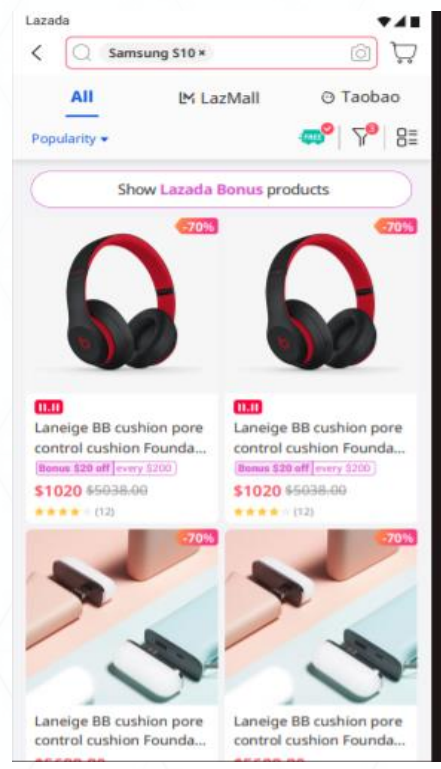
3.3 Campaign Page



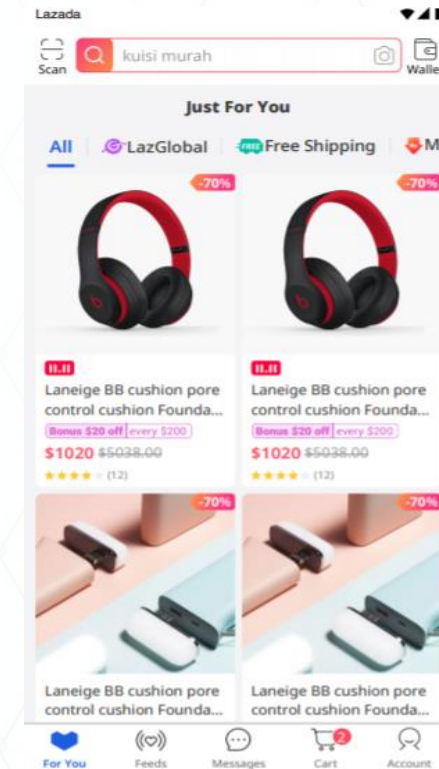
Product Display Page



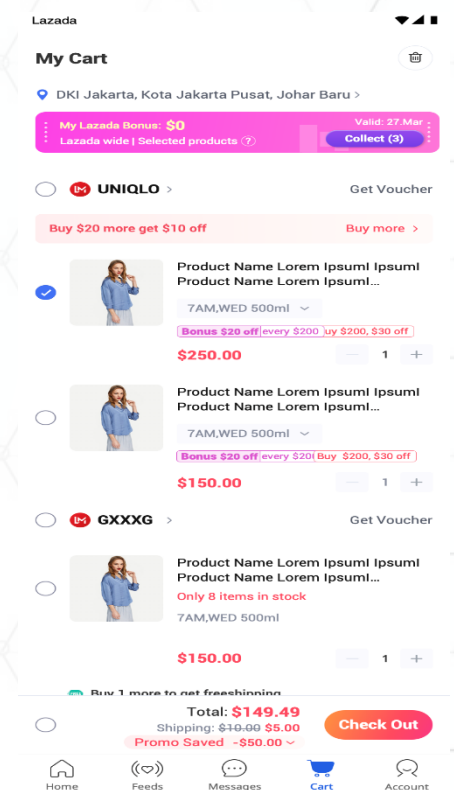
Search Results Page



Just For You



Cart Page



BENEFITS OF LAZADA BONUS



Extra Traffic
for your store



Higher Conversion
driven by greater discount(s)



Boost Basket Size
with discount threshold

BENEFITS OF LAZADA BONUS

**Boost Basket Size
And increase conversion**

**Extra Traffic
To your Store**

**High Traffic up to
5x - 15x**

**Increase Revisit Rate to
Store up to
1-2x**

Your Investment

**Invest in
Lazada Bonus with only
6% of expected sales**

**Order Increase
2x - 3x**

**Provide
Competitive
Pricing**

**GMV Increase
2x - 4x**

**Additional
Promotions to drive
conversion**

**Sufficient
Stock Level**

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SCENARIO & CO-FUNDING CALCULATIONS

- Discount: **RM10 off for every RM100** spend for participating products; Store 1 participating in Lazada Bonus Program, Store 2 not participating
- Lazada Bonus collected by the user – RM100
- Co-funding (Seller – Lazada): 60% -40%

	Scenario 1	Scenario 2	Scenario 3
Store 1: Item X = RM50 *Lazada Bonus eligible	Qty 1 x RM50 = RM50	Qty 1 x RM100 = RM100	-
Store 2: Item Y = RM50 * Not eligible for Lazada Bonus	Qty 2 x RM50 = RM100	-	Qty 4 x RM200 =RM800
Total Order Amount	RM150	RM100	RM800
Meet Min Spend of RM70?	No – Not applicable for Lazada Bonus (only RM50 Lazada Bonus eligible products)	Yes – Applicable for Lazada Bonus (RM100 Lazada Bonus eligible product)	No – Not applicable for Lazada Bonus (Not Lazada Bonus eligible product)
Contribution Ratio Per Store (Total Order from Store / Total Order)	NA	Store 1: 100%	-
Lazada Bonus Used	0	RM10	-
Co-Funding From Lazada (40%)	-	40% of Lazada Bonus used: RM4	-
Funding From Seller (60%)	-	Total Funding by Seller: RM6 Store 1: RM6	-
Buyer Final Order Amount	RM150	RM100-RM10 (savings from Lazada Bonus) = RM90	RM800

HOW TO CALCULATE YOUR EXPECTED SPEND FOR THE CAMPAIGN?

1. Assumptions

Co-fund Split (Seller : Lazada)	60% : 40%
Threshold:	RM9 off every RM90 (10%)



2. Formula



3. Calculate expected spend on Lazada Bonus

- 1** = [60% (10%)] x Expected Sales for Threshold A
= 6% x Expected Sales for Threshold A



Tip: You may consider using previous campaign sales contribution to get a gauge of your expected campaign spend for Lazada Bonus

BILLING & FINANCIAL STATEMENT

Sample of Statement for Lazada Bonus Charge

Lazada Bonus	-39.87
Lazada Bonus - LZD co-fund	19.94

Example: Additional row in your financial statement

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MECHANICS & TIMELINE

Important Update: LazFlash SKUs is now applicable for Lazada Bonus, excluding LazFlash-Extra SKUs

Campaign	5.5
Dates	Collection Period : 1 May - 9 May 2023 Redemption Period : 5 May - 9 May 2023
Mechanics	Get RM9 off every RM90
Co-fund	40% Lazada 60% Seller
Cost for sellers	6% of total estimated GMV
Categories Included	ALL Except for Digital Goods, Investment Precious Metal, Mother & Baby: Infant Milk Formula, & Retails
Seller Coverage	<ul style="list-style-type: none">• Open to All Sellers• Focus Sellers expected at 90% coverage
Lazada Bonus Not Eligible for	Pre-sales & LazFlash-Extra SKUs (also known as LazExtra)
Seller Submission Start Date	12 April 2023, 00:00:00
Seller Submission End Date	7 May 2023, 23:59:59
Seller to withdraw from Lazada Bonus T&C Link for reference*	8 May 2023, 23:59:59 https://bit.ly/3rqhzvz

LAZADA SELLER JOURNEY



Join Campaign

Lazada Bonus is tied to the specific Mega Campaign

Review Lazada Bonus T&Cs & click Agree to participate

After joining, you cannot exit when teasing started.

All approved Campaign Deals will be eligible for Lazada Bonus

Check your sales on Teasing & Campaign Day

Order Management
Similar fulfilment process

HOW TO JOIN?

STEP 1

Go to **Promotions** -> **Campaign Tab** & select the **Campaign**.

Click on “Join Now” to join campaign.

The screenshot shows the Lazada Seller Center interface for the '12.12 Campaign'. The left sidebar has 'Promotions' highlighted with a pink box and a mouse cursor. The main content area displays a large red banner with the text 'Lazada's 5.5 Campaign'. To the right, there is a 'Campaign Period (8 Days)' section with a 'Join Now' button highlighted by a mouse cursor. A countdown timer shows '00d : 12h : 07m : 25s'.

STEP 2

Read through the Terms and Conditions and click “**Agree**” to proceed.

The screenshot shows a modal dialog box titled 'Do you want to join this campaign under the following rules?'. The dialog box contains the following text:

BENEFITS:

- Expect over 12x more sales compared to an average day!
- Benefit from up to 5x increase in traffic!

T&Cs:

- All deals submitted by Sellers must be at or below the recommended price. Non-compliant listings will be removed from campaign.
- Stock level must be accurately reported to ensure 100% order fulfillment
- Sellers with >7% cancellation rate for this campaign may be ineligible for the next campaign and/or receive 2 NCP*.

Once your deals are approved, you may not modify or change your submission. Lazada reserves the right to approve, reject or disqualify a campaign product submitted at its discretion.

• For more information on Campaign policy: <https://bit.ly/sgcampaignpolicy>

*NCP = Non-Compliance Points

Lazada holds the right to change/cancel the campaign at its discretion.

IMPORTANT: By clicking "submit" you acknowledge that you have read and agreed to all T&Cs.

Campaign Product Tagging Yes

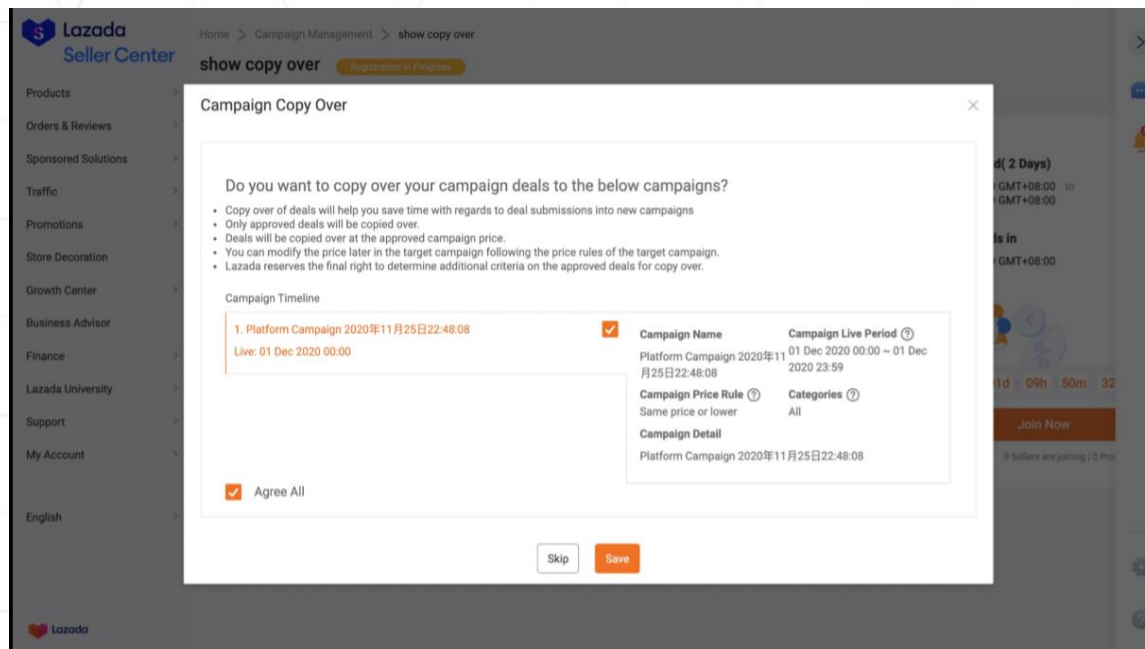
The products approved for this campaign will be ranked higher in search and recommendation, thus more customers will see your products. Please submit the best products and prices to be approved for the campaign.

At the bottom of the dialog box, there are two buttons: 'Disagree' and 'Agree'. The 'Agree' button is highlighted with a pink box.

HOW TO JOIN?

STEP 3

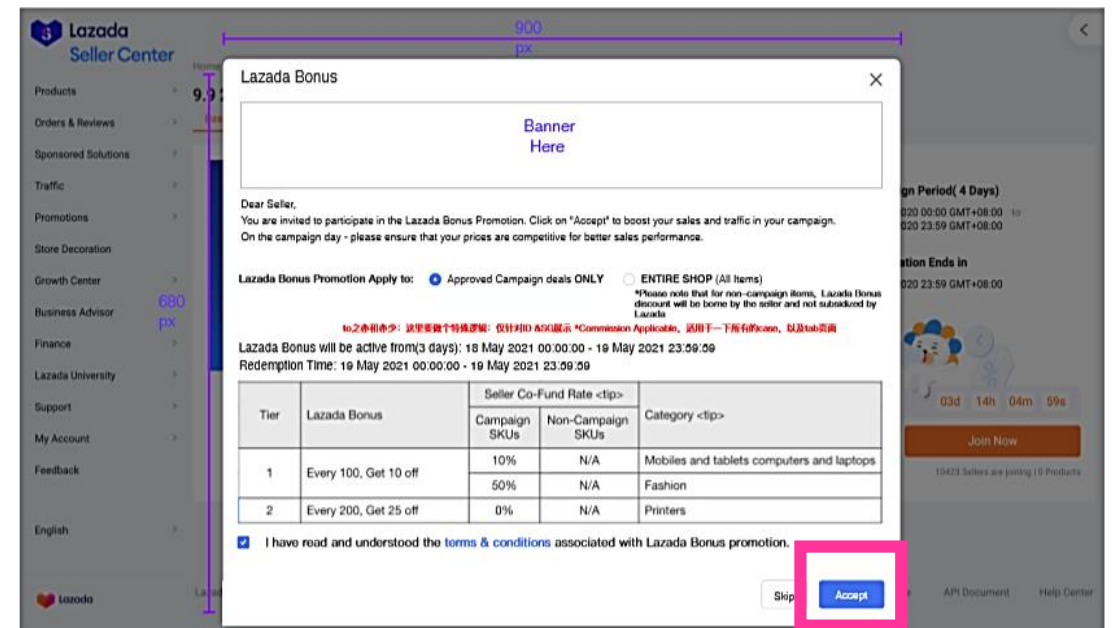
Agree to **copy over** your submitted deals to future campaigns. Click on “**Agree All**” and “**Save**” to proceed.



Note: Copy over is optional. Skipping the copy over will still allow you to proceed to the next step.

STEP 4

You will see a **pop-up for Lazada Bonus**, where you can view the criteria. Check the T&C box and click “**Accept**”.



Note: You have the option to skip joining Lazada Bonus, but it is highly recommended to join now to save you the trouble of additional steps if you wish to join it later.

ENHANCEMENT ON LAZADA BONUS SELECTIONS

- Sellers will see **the relevant co-funding ratio for their stores only**
- Sellers can also select the following for Lazada Bonus for Mega Campaign:
 - Opt-in Campaign Deals only** – only SKUs under campaign deals will enjoy platform co-funding (**default option**). Sellers will enjoy platform co-funding (40% Lazada, 60% Seller)
 - Opt-in for storewide items** – all SKUs in store (including non-campaign SKUs). Sellers will have to cover 100% of the Lazada Bonus discount

Case 1 : when there is a category/BU level cofunding setup when select: ONLY for Campaign

Case 1 : when there is a category/BU level cofunding setup when select: STORE WIDE

Lazada Bonus

Join Lazada Bonus Program Now!

RM800,000 LAZADA BONUS

Extra Traffic, Extra Savings, Boost Sales

Dear Seller, You are invited to participate in the Lazada Bonus Promotion. Click on 'Accept' to boost your sales and traffic in your campaign. On the campaign day - please ensure that your prices are competitive for better sales performance.

Lazada Bonus Promotion Apply to: Approved Campaign deals ONLY ENTIRE SHOP (All Items)

Lazada Bonus will be active from(3 days): 18 May 2021 00:00:00 - 19 May 2021 23:59:59
Redemption Time: 19 May 2021 00:00:00 - 19 May 2021 23:59:59

Tier	Lazada Bonus	Seller Co-Fund Rate <tip>		Category <tip>
		Campaign SKUs	Non-Campaign SKUs	
1	Every 100, Get 10 off	10%	N/A	Mobiles and tablets computers and laptops
		50%	N/A	Fashion
2	Every 200, Get 25 off	0%	N/A	Printers

I have read and understood the terms & conditions associated with Lazada Bonus promotion.

Skip Accept

Lazada Bonus

Join Lazada Bonus Program Now!

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Lazada Bonus will be active from(3 days): 18 May 2021 00:00:00 - 19 May 2021 23:59:59
Redemption Time: 19 May 2021 00:00:00 - 19 May 2021 23:59:59

Tier	Lazada Bonus	Seller Co-Fund Rate <tip>		Category <tip>
		Campaign SKUs	Non-Campaign SKUs	
1	Every 100, Get 10 off	10%	100%	Mobiles and tablets computers and laptops
		50%	100%	Fashion
2	Every 200, Get 25 off	0%	100%	Printers

I have read and understood the terms & conditions associated with Lazada Bonus promotion.

Skip Accept

WHAT IF I WANT TO CHANGE OPTIONS OF LAZADA BONUS?

- Sellers can only edit Lazada Bonus applicability **after** joining the program
- Edits can be done up until **24 hours before campaign teasing** starts

Home > Campaign Management > [8.8 SALE - MEGA PERIOD] ALL SELLERS (6 - 8 August)

[8.8 SALE - MEGA PERIOD] ALL SELLERS (6 - 8 August) Registration in Progress

Basic Info Campaign Products **Lazada Bonus**

Program Active
You have currently signed up for Lazada Bonus promotion and we look forward for you to enjoy maximum sales uplift during the campaign

Banner Here

Dear Seller,
You are invited to participate in the Lazada Bonus Promotion. Click on 'Accept' to get very high sales and traffic on our campaign. On the campaign day - please ensure that your prices are competitive for better sales performance

Lazada Bonus Coverage: Join STORE WIDE for ALL items in your store Join ONLY for Campaign approved items [Edit choice](#)

*Please note, the discount for non-campaign Lazada Bonus items need to be fully funded by seller.

Lazada Bonus will be active for 8 days: 03 Aug 2021 00:00 - 08 Aug 2021 23:59
Redemption Time: 08 Aug 2021 00:00 - 08 Aug 2021 23:59

No.	Lazada Bonus	Seller Contribution <tip>		Category <tip>
		Campaign deals	Non-Campaign deals	
1	Buy for 100 get 10 off	10%	100%	Mobiles and tablets computers and laptops
		50%	100%	Fashion
2	Buy for 200 get 25 off	0%	100%	Printers

I have read and understood the [terms & conditions](#) associated with Lazada Bonus promotion.

[Withdraw](#)

Lazada Bonus Promotion Apply to: Approved Campaign deals ONLY ENTIRE SHOP (All Items)
*Commission Applicable *Please note that for non-campaign items, Lazada Bonus discount will be borne by the seller and not subsidized by Lazada

Lazada Bonus Promotion Apply to: Approved Campaign deals ONLY ENTIRE SHOP (All Items)
*Commission Applicable *Please note that for non-campaign items, Lazada Bonus discount will be borne by the seller and not subsidized by Lazada

You have selected ENTIRE SHOP's items to join Lazada Bonus Promotion for sales & traffic boosting on all your items.
*Please note that for non-campaign items, Lazada Bonus discount will be borne by the seller and not subsidized by Lazada.

[Cancel](#) [Proceed](#)

You have selected Approved Campaign Deals ONLY to join Lazada Bonus Promotion.
*Please note that non-campaign items in your store will be removed from Lazada Bonus if you proceed with this change.

[Cancel](#) [Proceed](#)

CHECK YOUR REVENUE & SPEND ON BUSINESS ADVISOR

Why Track

To view **the estimate spend for Lazada Bonus.**

Where to Track

The screenshot shows the Business Advisor interface. The top navigation bar includes 'Business Advisor', 'Dashboard', 'Traffic', 'Product', 'Sponsored Services', 'Promotion', 'Service', and 'FAQ'. The 'Promotion' menu is active. The main content area displays the '8.8 NDP Campaign' with a 'Teasing' status. Below this, there are sections for 'Campaign Performance' and a table of campaign data.

Campaign Performance *Mega campaigns only

Data Range: Entire Store Campaign Products Only

Key Metrics (Teasing Period): Visitors Add to Cart Conversion Add to Cart Visitors Wishlist Visitors Add to Cart Units Wishlists

Key Metrics (Campaign Period): Visitors Revenue Conversion Rate Orders Units Sold Buyers Revenue per Buyer

Name	Teasing Period	Campaign Period	Visitors	Revenue(\$\$)	Action
8.8 NDP Campaign	Teasing	2021/08/01 - 2021/08/07	2021/08/08 - 2021/08/10	-	Details
7.7 Great Singapore Sale 2021	End	2021/07/01 - 2021/07/06	2021/07/07 - 2021/07/07	3	Details Lazada Bonus
6.6 Great Singapore Sale 2021	End	2021/05/28 - 2021/06/05	2021/06/06 - 2021/06/06	1	Details Lazada Bonus

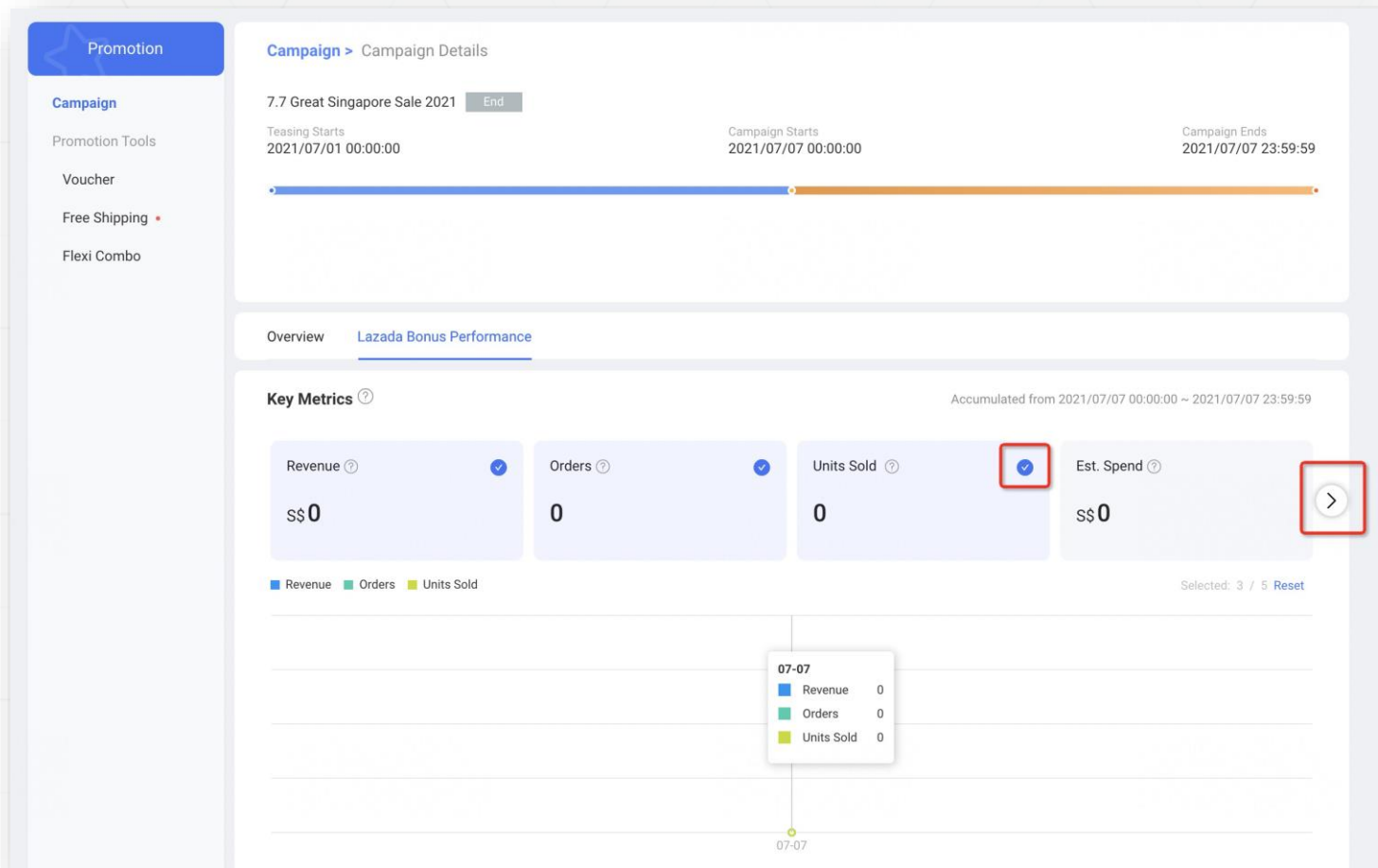
Step 1: When you are on Business Advisor, go to Promotion > Campaign

Step 2: Select your specific campaign to deep-dive

Step 3: Under the 'Action' column, click on the 'Lazada Bonus' button to view more details

LAZADA BONUS IN BUSINESS ADVISOR

What to Track



Step 4: To observe your performance, click on the right arrow to scroll and select the individual Key Metrics you would like to analyse

Step 5: After selecting the Key Metrics, you will be able to see the results in the graph dashboard below

LAZADA BONUS IN BUSINESS ADVISOR

What to Track

The screenshot shows the 'SKU Performance' interface. At the top left, there is a title 'SKU Performance' with a help icon. To the right is a search bar labeled 'Product Name' with a magnifying glass icon and an 'Export' button with a download icon. Below the search bar, there are three rows of checkboxes for selecting metrics: 'Revenue', 'Est. Spend', and 'Revenue Per Buyer' in the first row; 'Orders' and 'Est. ROI' in the second row; and 'Units Sold' and 'Buyers' in the third row. A 'Selected 4 / 7 Reset' indicator is on the right. Below the checkboxes is a table header with columns: 'SKU Information', 'Revenue(\$\$)', 'Orders', 'Units Sold', 'Est. Spend(\$\$)', and 'Action'.

Step 6: To observe your performance at individual SKU level, you can search for the specific SKU Product Name and select the Key Metrics you would like to analyze.

Step 7: After selecting the Key Metrics, you will be able to see the results in the table below.

Step 8: The export button is available at the top right corner for you to export the performance data of that is shown in the table below as well.

FREQUENTLY ASKED QUESTIONS (FAQ)

1. Is it mandatory to join Lazada Bonus in order to participate in the 5.5 Campaign?

No, you can participate in the 5.5 Campaign without joining Lazada Bonus.

2. Can I join Lazada Bonus partially (i.e. only XX% of my deals are part of Lazada Bonus)?

No, all your approved campaign deals will be automatically applied for Lazada Bonus when you have joined Lazada Bonus.

3. If my SKUs do not meet the 5.5 Campaign criteria, can they still be part of the 5.5 Campaign if I join Lazada Bonus?

No, the minimum requirement to join the 5.5 Campaign is based on the 5.5 Campaign criteria.

4. What happens if any order placed with Lazada Bonus is cancelled?

The Lazada Bonus amount will be returned to the shopper's balance account.

5. Can the shopper do a partial order cancellation? If yes, what if the remain order does not meet the criteria of Lazada Bonus (i.e. does not meet the threshold amount)?

No, shoppers cannot do partial order cancellation.

6. If I selected Storewide Deals options for Lazada Bonus, will I need to bare full cost for all products?

No, campaign deals submitted under 5.5 Campaign will be under 60% (Seller) - 40% (Lazada) co-fund. As for non-campaign deals will be 100% fully by seller.

FREQUENTLY ASKED QUESTIONS (FAQ)

7. How many times can the shopper use/redeem the Lazada Bonus?

There is no limit for redemption as long as there is sufficient balance of Lazada Bonus in users' account.

8. If shopper's basket consist of products that are both applicable & not applicable for Lazada Bonus, can Lazada Bonus still be utilized?

Only products participating in Lazada Bonus is calculated towards meeting the threshold. Only campaign products are applicable for Lazada Bonus.

9. Is it really a "rebate" or does it act more like a voucher which discounts on the order itself (instead of the next order)?

The discount is immediately deducted at the point of checkout for the order itself

10. If you select "buy more" during check out, will it show all eligible Lazada Bonus products across all stores or just products per Seller?

All eligible Lazada Bonus products across all stores

11. How does the finance reconciliation work?

The reconciliation process is similar to other platform promotions. Trade and Promotion domain will split the discount into 2 parts according to the co-funding split.

12. What is the timing/sequence of settlement of the discount?

Where it is co-funded, item price and discount will be settled at the same time in ASC. The statement will reflect the 3 portions: (a) item price (b) Seller discount (c) platform discount. The settlement of the item price and discount will be in the same cycles, following same timing as other promo tools.

SUMMARY

- **Make sure you keep track on the threshold and how this would apply to your category**
- **Calculate the potential cost to your store if you participate in Lazada Bonus by comparing the sales of previous campaign as a guidance**
- **Do take note of important timelines in order to allow yourself ample time to navigate and maximize your sales for Lazada Bonus**





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