



signaturemarket.co

gamification

consumer package goods



edwin wang

- 20 years experience in eCommerce.
- Started 5 startups.
- Currently the founder / CEO of Signature Market.

about signature market

- eCommerce, selling Consumer Package Goods (Natural & Organic Segment)



2016

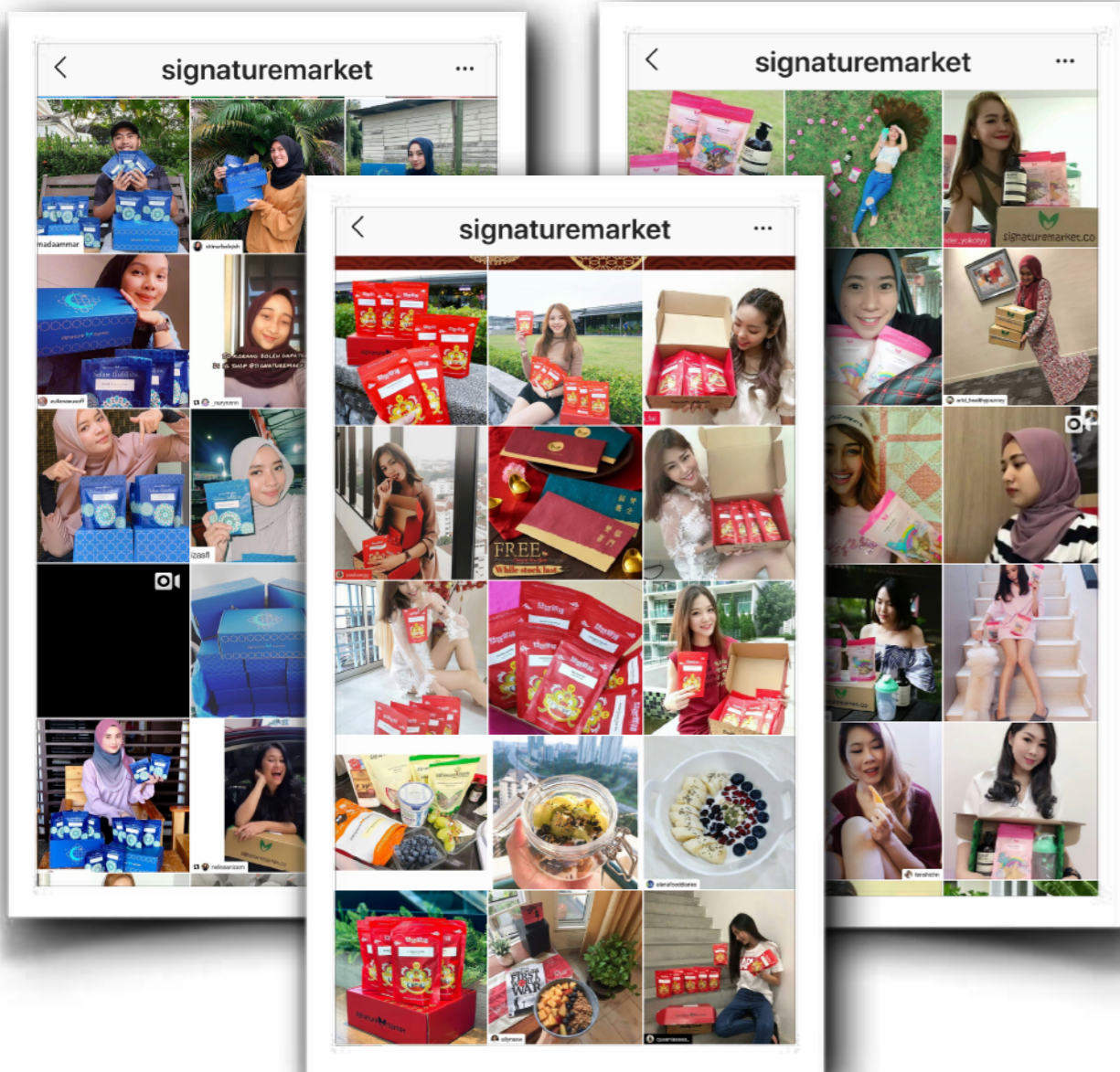
RM 1mil
GROSS REVENUE

13 Times

2018

RM 13mil
GROSS REVENUE

secret sauce - gamification



Create Excitement + Make It Fun!!



Pin
拼
TOGETHER

Duo
多
MORE savings

Duo
多
MORE fun



GMV
RMB262.1 billion⁽¹⁾



Active buyers
343.6 million⁽¹⁾



Annual orders
4.3 billion⁽²⁾



Active merchants
1+ million⁽³⁾

(1) In the twelve months ended June 30, 2018

(2) In 2017

(3) In the twelve months ended March 31, 2018

拼多多

3亿人都在拼的购物App

新人专享
888元红包



— 折扣专区 — 九块九特卖



— 限时秒杀 — 限量1元起



— 抢到手软 — 冬季上新



marketing 101



normal marketing funnel

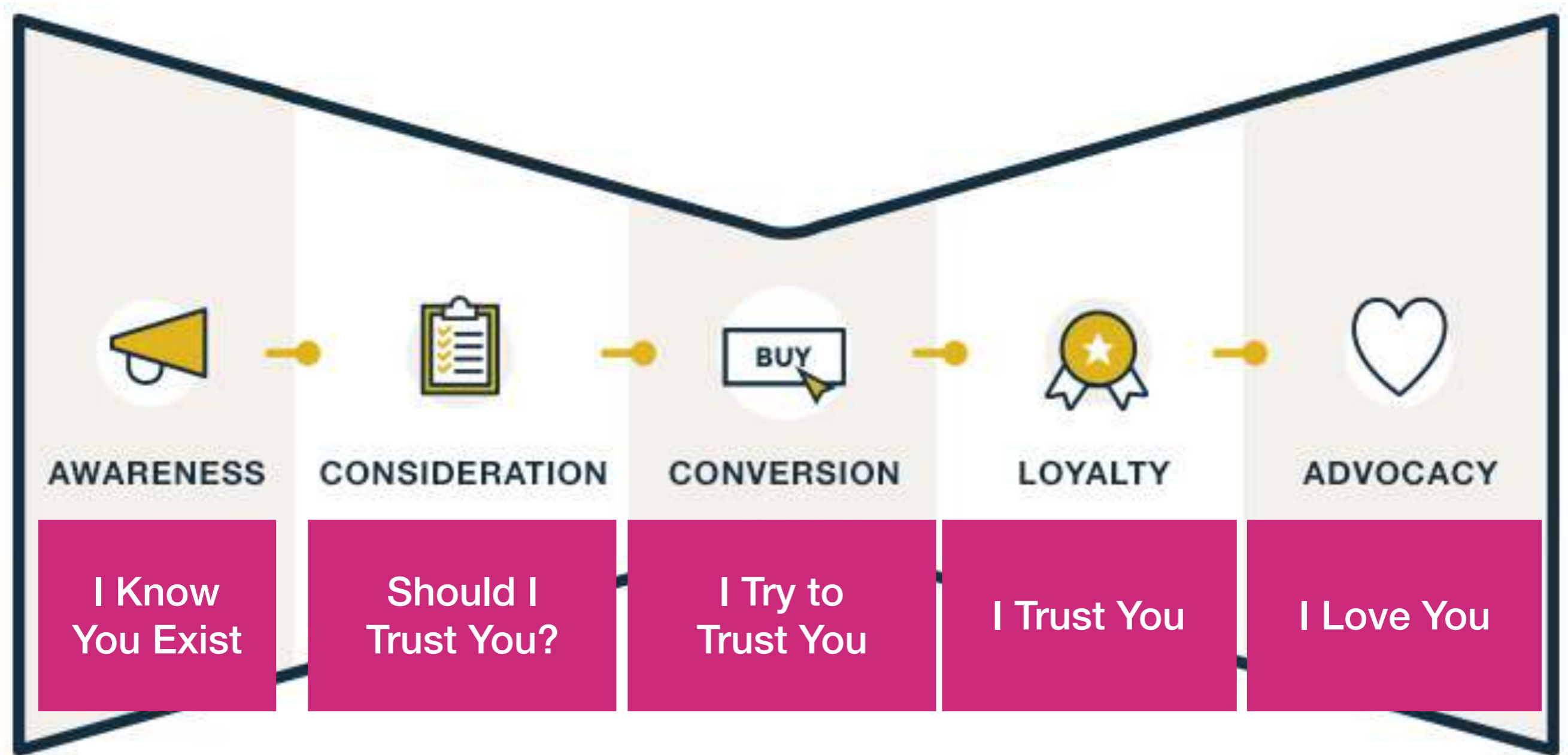
new marketing methodology



**A Deal You Can't Reject
for Your Next 3 Purchase**

Customers who have **3 happy experience**
75% of them becomes loyal customer

loyalty only happens when there is trust



Customers always go back to their trusted brands for each category.

We call it comfort zone.

understand your customer

Concern for
self interest

high

**I will never ever
trust anyone**

business losing money means
a big win for me

**I will never
trust at first**

please work harder to convince
me why I should trust your brand

**I choose to trust but
do not betray me**

I like to try new brands but
I don't like to be cheated.

I will always trust

supporting new brands can
make markets more
competitive & creative

low

magic happens when customer trust you

- * Customer do not compare prices around and trust you give them the best value.
- * Do not abuse your promotions.
- * Do not complain about your new customers promo / first trial promo.
- * Wants your company to earn money so you will be there forever.
- * Forgives you for your mistakes.

new business model

Psychology

+

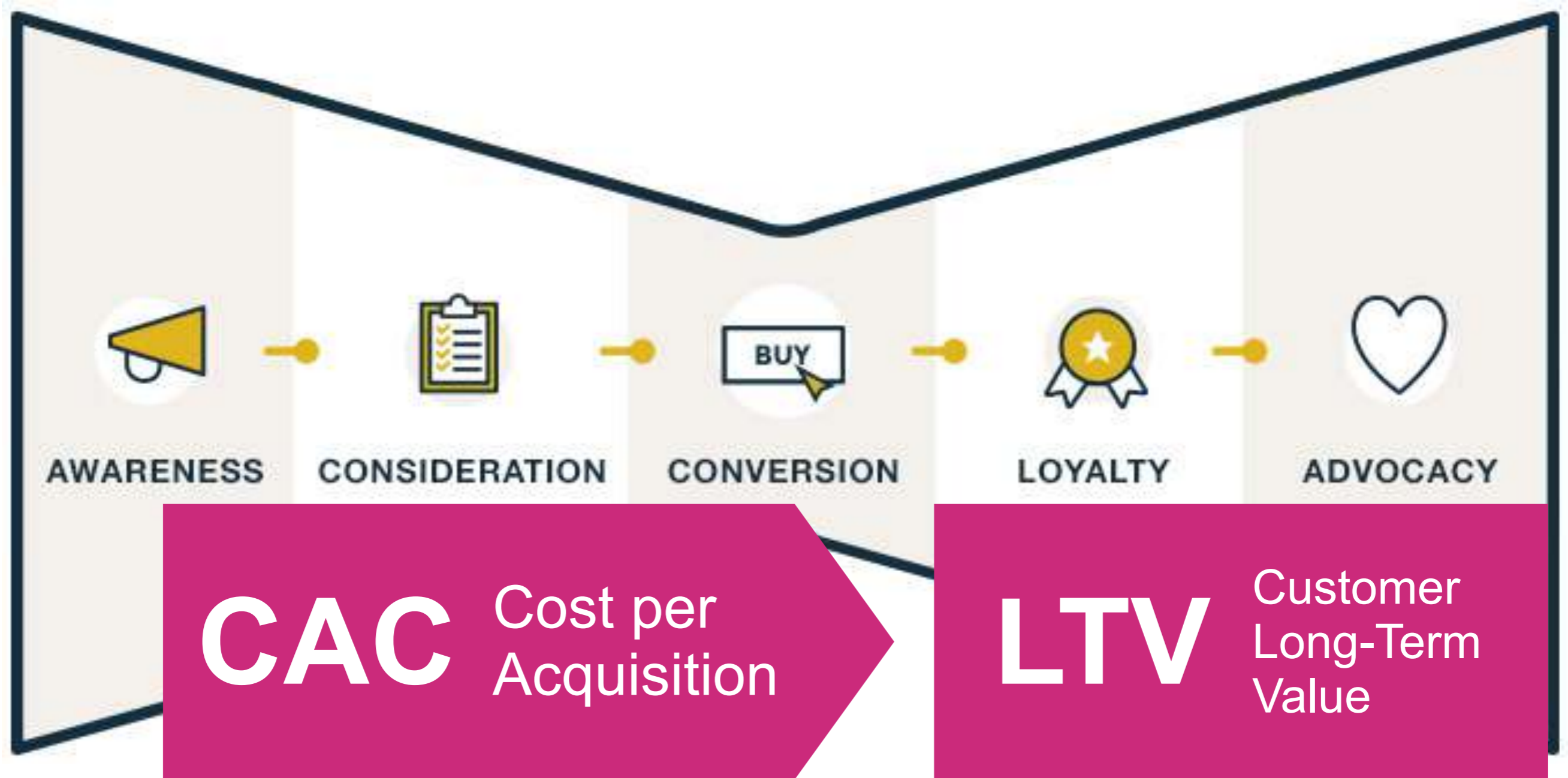
Mathematics

create consumer new

Comfort Zone

towards monopoly

mathematics



$$LTV > 3 \times CAC$$

luckin coffee



luckin coffee

专业咖啡新鲜式

Starbucks under attack in China

Number of Chinese stores by Starbucks and challenger Luckin



* approximation

** profits for Asian market

offline 2 online gamification



附近的 luckin coffee 开业了
大师咖啡免费品尝

活动时间
即日起至8月31日结束

参与方式
新用户免费领 1 杯大师咖啡

免费喝咖啡



最终，将全部精华浓缩成一杯新鲜香醇的luckin coffee。一杯最佳风味WBC大师咖啡诞生！

下载APP 新用户首杯免费品鉴
试营业期间，饮品买2赠1，买5赠5

点击下方图 立即下载



Read more Views 100000+

1206

luckin coffee推出
「5折轻食风暴」
8月1日-12月30日
全场轻食5折享受
唤醒你的夏日味蕾



the end