



親子市場發展網上商店 優勢及挑戰

<http://kmail.baby-kingdom.com>

- 薛嘉龍先生 - 親子王國營運總監暨創辦人



- ① 關於親子王國
- ② 關於KMall
- ③ 香港電商的機遇
- ④ 資訊性網站如何轉營電商平台
- ⑤ KMall如何幫助品牌建立電商渠道
- ⑥ 加入我們



➤ 關於親子王國





ABOUT BABY-KINGDOM.COM

BACKGROUND

- Founded in 2002
- Over 870,000+ Members
- Page View (PV) over 1 Billion Monthly
- Family of sites
 - ✓ Edu-kingdom.com
 - ✓ BK Milk
 - ✓ PamaTV
 - ✓ Taiwan BK
 - ✓ 環保教育基金



BABY-KINGDOM.COM MEMBERS

AUDIENCE

469 - desktop
743 - Mobile



Total Unique Visitors/Viewers(000)

1,758 - desktop
1,582 - Mobile



Total Visits(000)

9.4% - desktop
15.5% - Mobile



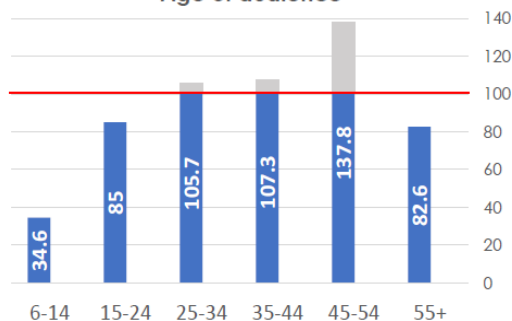
Reach

11 - desktop
6 - Mobile

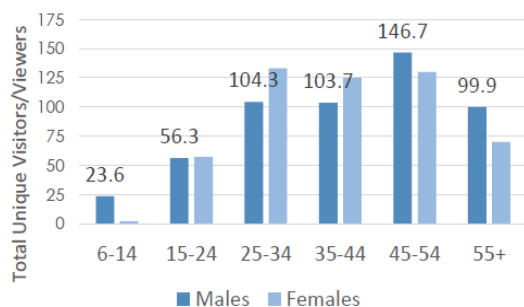


Total Views(MM)

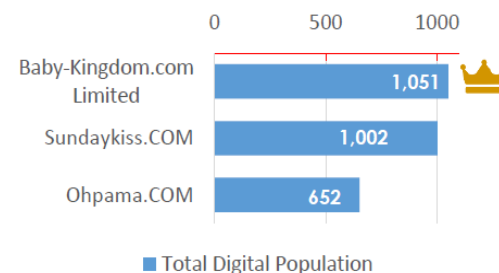
Age of audience



Total UVs by Gender - Age



Total UVs Ranking



BABY-KINGDOM.COM PERFORMANCE MOBILE APP

Launch on last quarter of 2012.

Average Daily Page view **1,600,000+**

Average Monthly Page view **50,000,000+**

Baby Kingdom App Download Rate Up-To-Date:

•iOS **120,000+**

•Android **160,000+**

Education Kingdom App Download Rate Up-To-Date:

•iOS **56,000+**

•Android **69,000+**



➤ 關於親子王國 KMall



ABOUT KMALL



- Launch @ Jan 2015
親子王國網購 (eshop)

- Revamp @ Dec 2016
親子王國 KMall

KMALL FEATURES



✓ Free shipping over HKD400



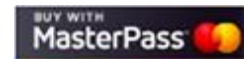
✓ 14 Days Return



✓ 3-5 Delivery Days



✓ PayPal/Credit Card/COD
/Bank Transfer/ KDollar



✓ Pick Up Point / Digital Locker

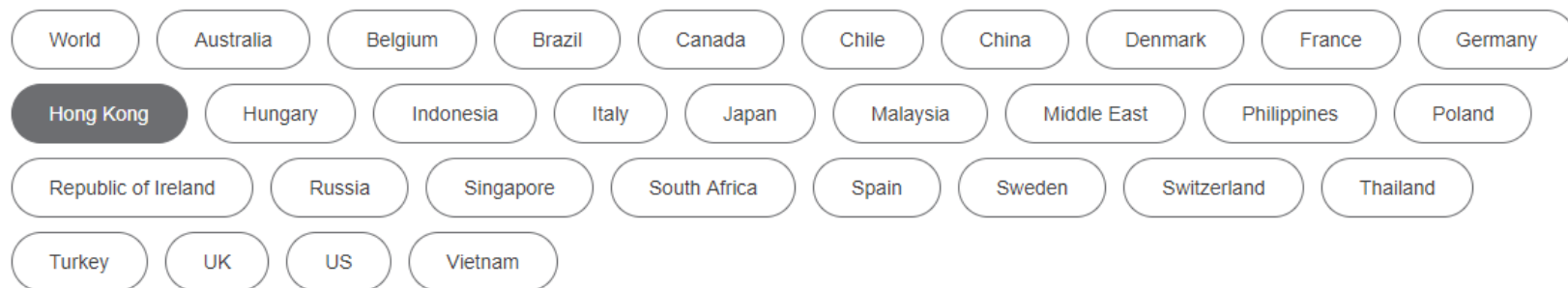


➤ 香港電商的機遇



Around the world with Total Retail 2017

Click on a country name to learn about that nation's online shoppers.



46%



Start product searches
at Tmall

48%



Would get minor ailments
diagnosed at retail store
or pharmacy

40%



Buy products at least
monthly via mobile/
smartphone

35%

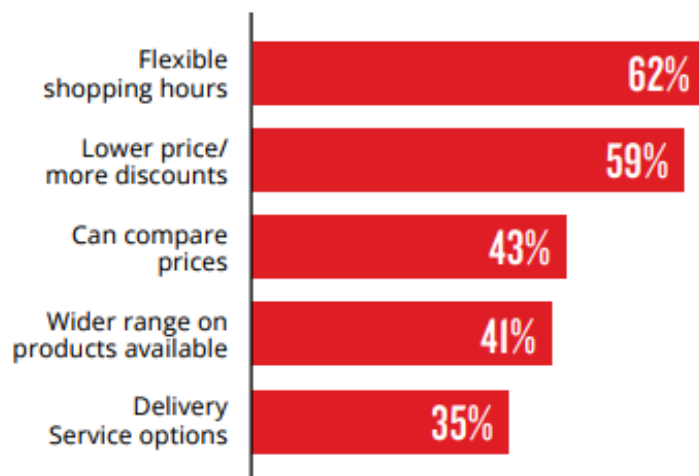


Think mobile sites
aren't easy to use

Caution: low base



TOP 5 REASONS FOR SHOPPING ONLINE



TOP 5 BARRIERS FOR NOT SHOPPING ONLINE



Base: P12M Online shoppers (n=1,018)

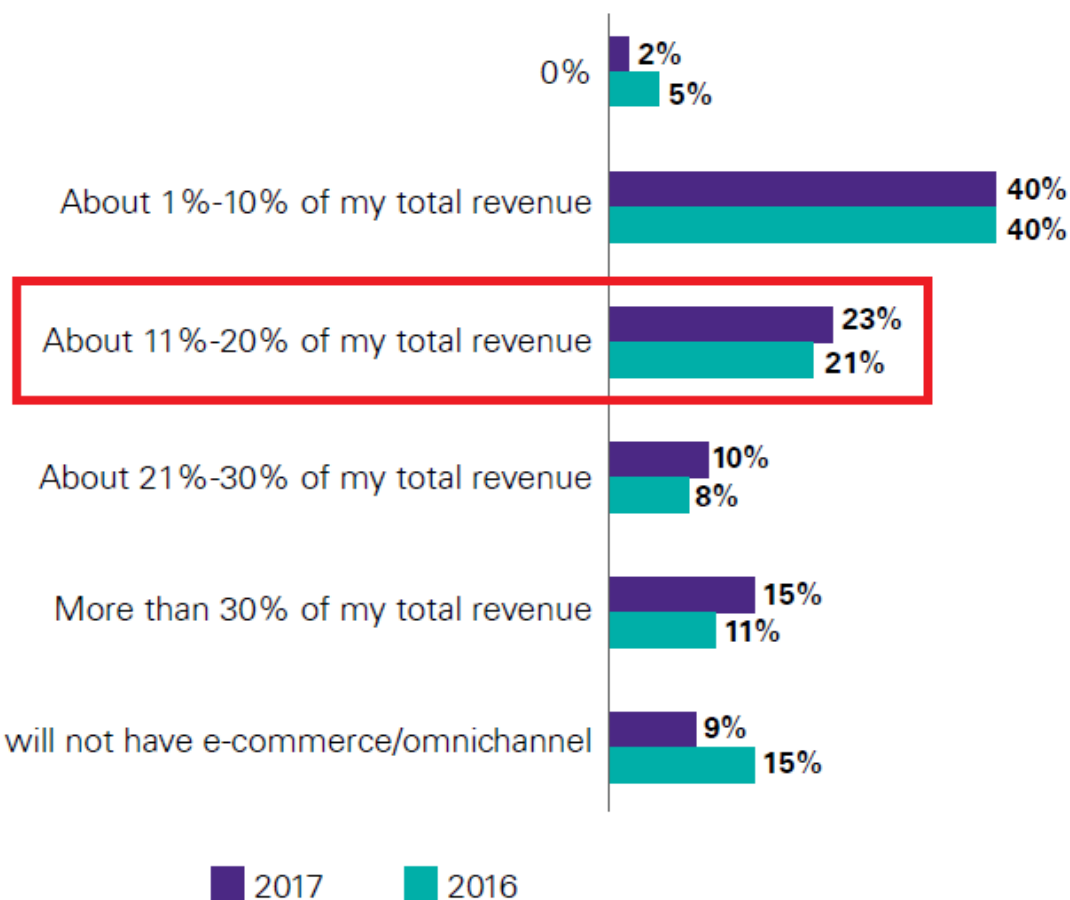
Question: A13 Reason for shopping online in past 12 month

Note: Mentions less than 10% are not shown

Source: Nielsen Hk E-commerce Survey 2016

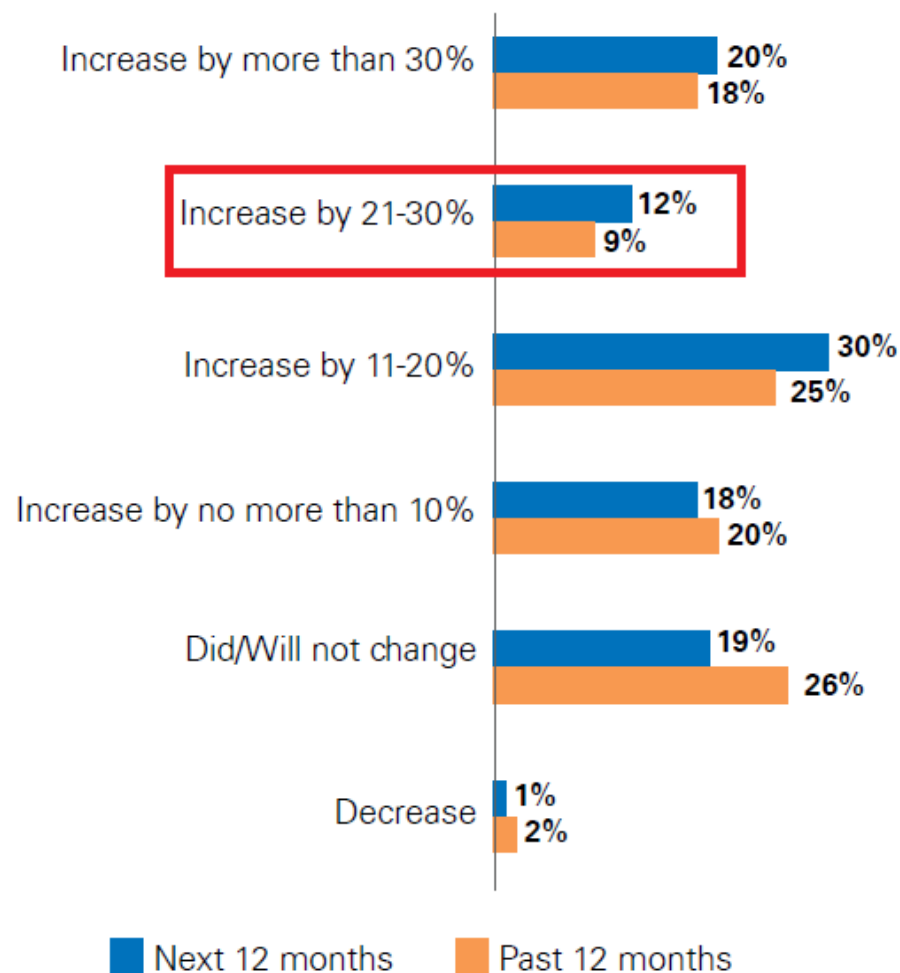


How much revenue is e-commerce bringing to your company?



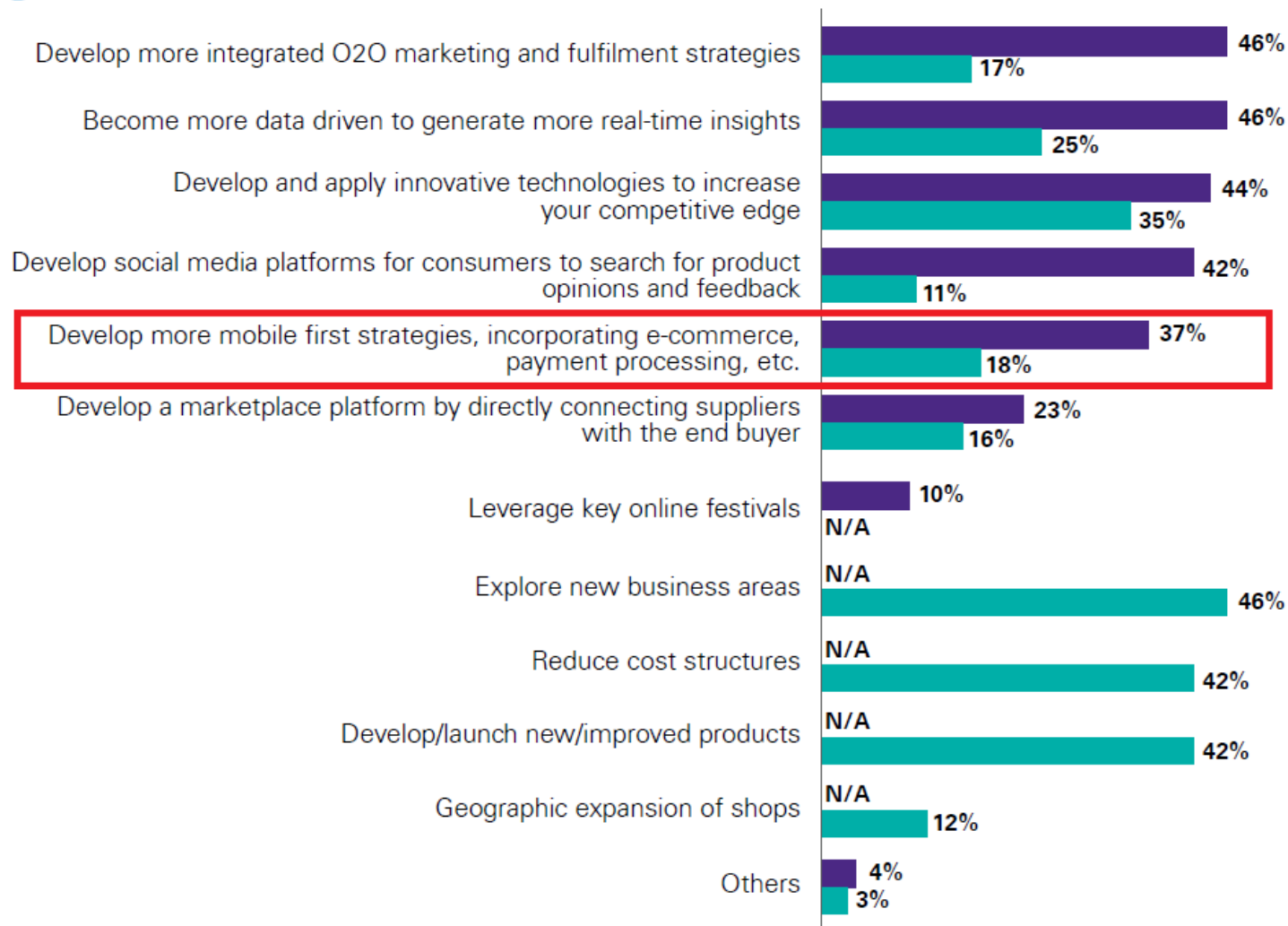


Past and future e-commerce investment plans



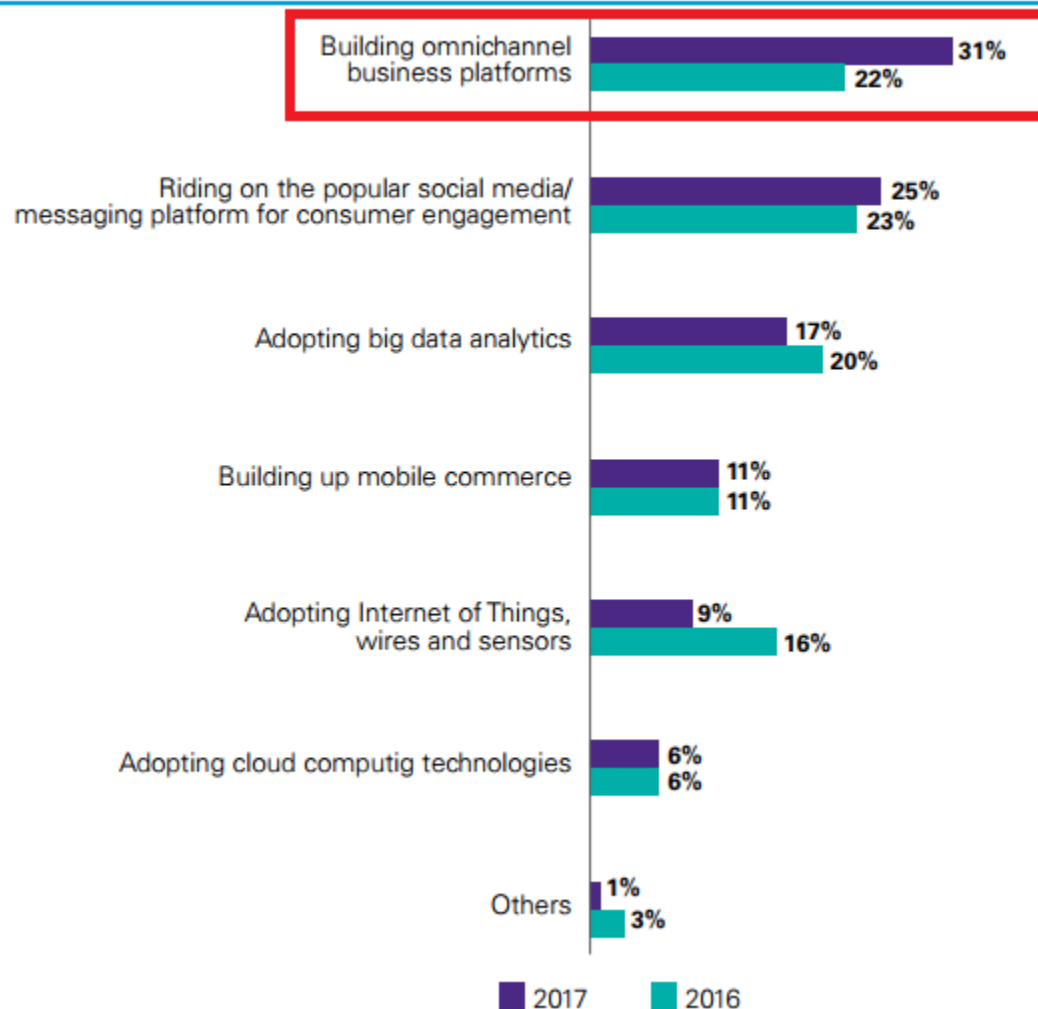


What are your business growth strategies for the next two years?





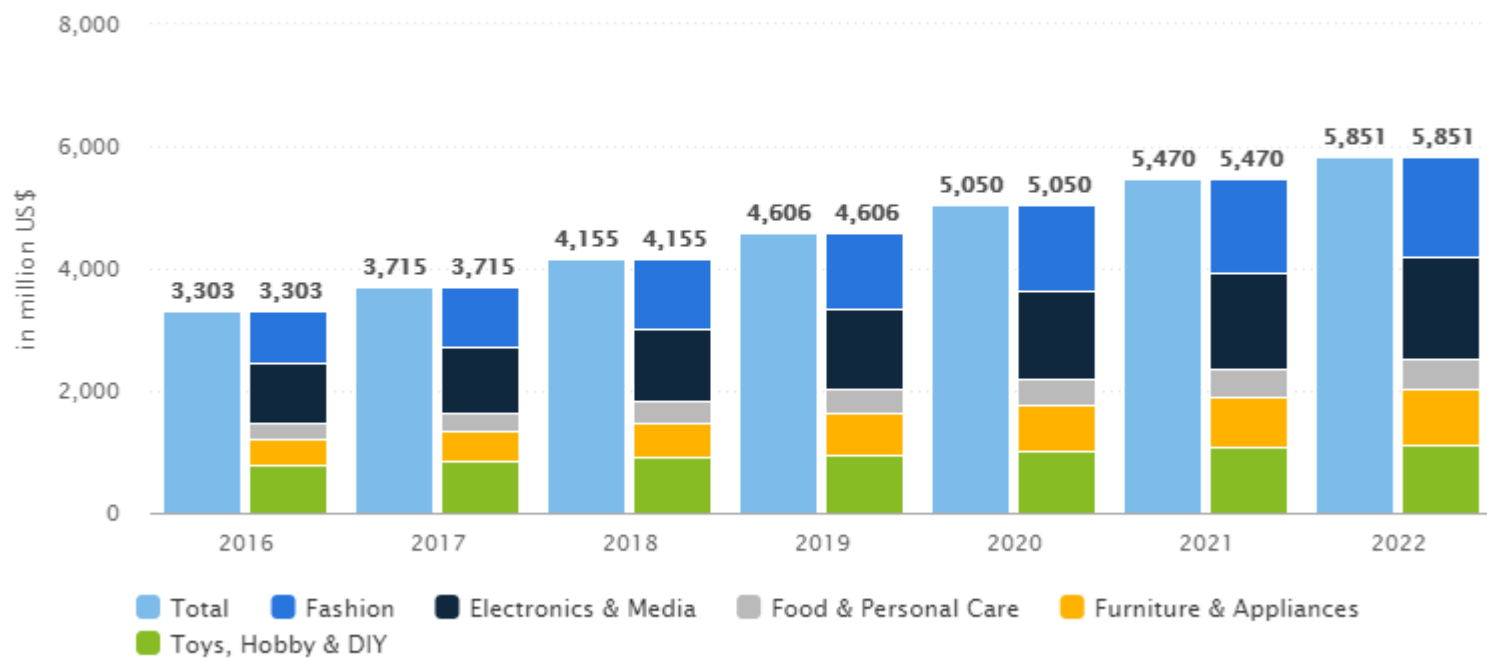
What is the most important digital innovation technology for your business in the next two years?



Source: KPMG and GS1 Survey analysis, 2017



Revenue



Source: Statista, October 2017



Expected category growth by generation: Percentage point difference between last year and next year

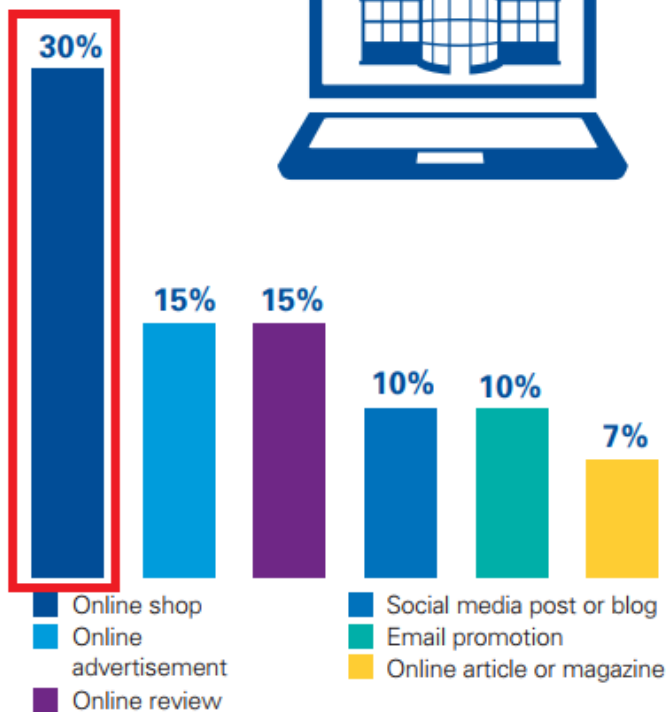


Source: Global Online Consumer Report, KPMG International, 2017

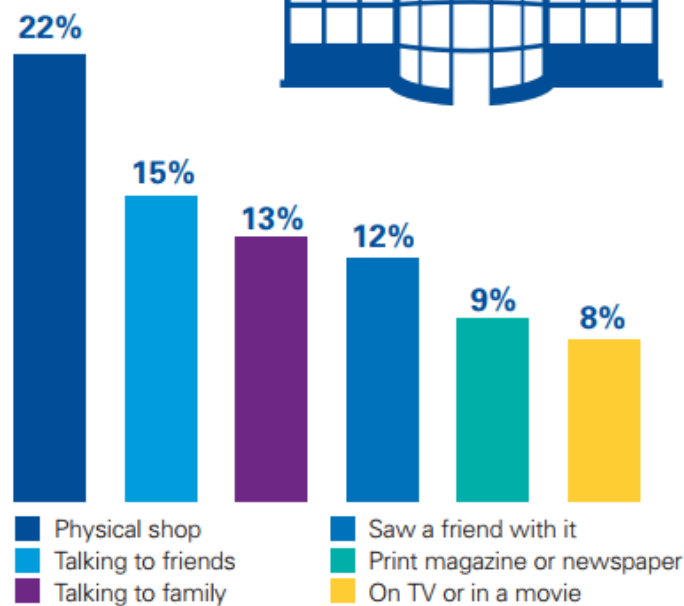


Channels where consumers saw the product before purchasing

Any online channel: 59%



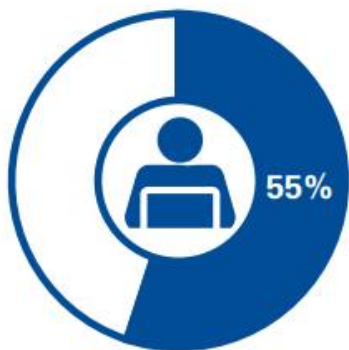
Any offline channel: 52%



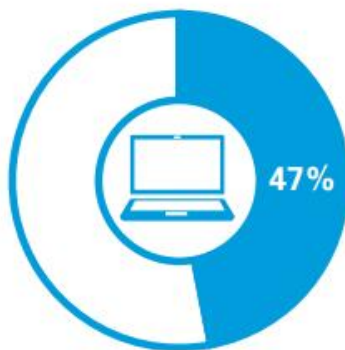
Source: Global Online Consumer Report, KPMG International, 2017



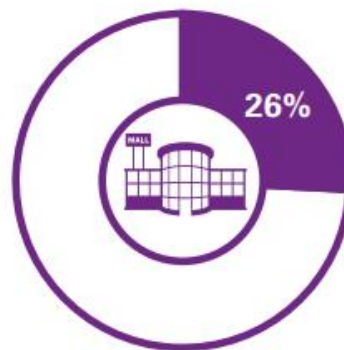
Percentage of consumers using the following channels to research products they bought online



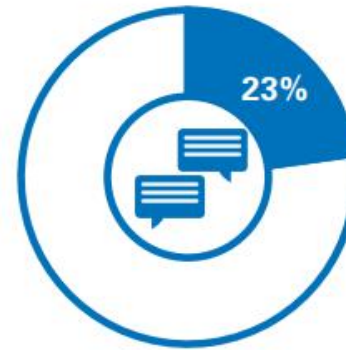
Online search for reviews and recommendations



Visited the company website



Visited physical stores to see, try or fit the product



Spoke with my friends or family about it



➤ 資訊性網站如何轉營電商平台



Simplified path to purchase
Stages of the online purchase journey



1) Brand > 2) Forum > 3) KMall > 4) Forum & KMall



➤ KMall如何幫助品牌建立電商渠道



HOW KMAIL PROMOTE THE BRAND?

SNS

- Facebook Fanpage
- Instagram
- Forum Feed

BK Members Base

- Newsletters

Affiliate

- Bloggers
- KOL
- Strategic Partner

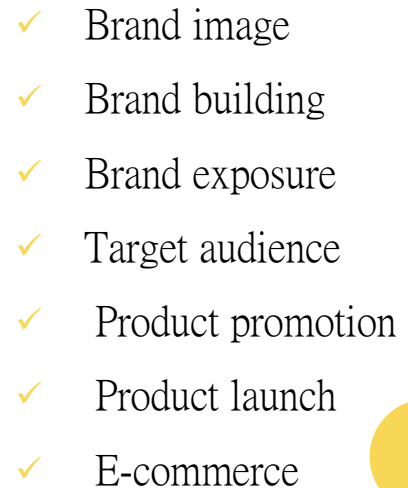
Banners

- Baby-Kingdom
- Edu-Kingdom
- BK Milk
- kmail.baby-kingdom
- PamaTV





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✓ 加入我們



<https://kmall.baby-kingdom.com/contacts/business>

