

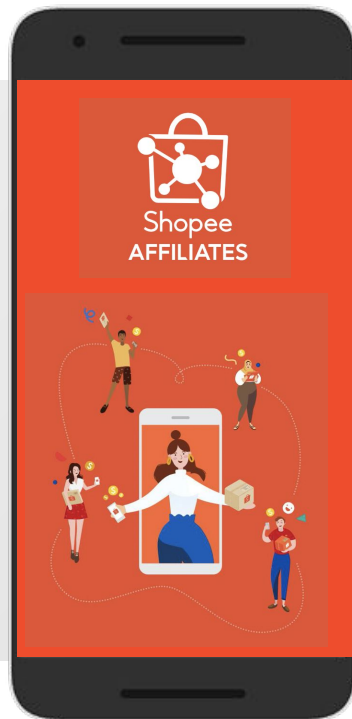


# Affiliate Marketing Solution

Prepared By: Shopee Marketing Solutions

## Introducing Shopee Affiliate Marketing Solution (AMS)

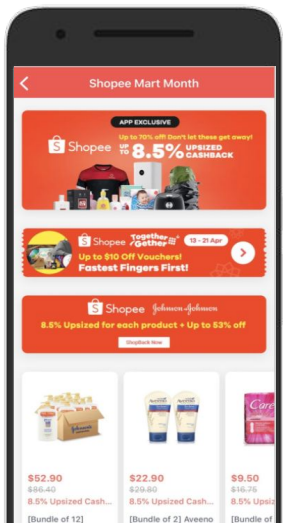
Shopee Affiliate Marketing Solution (AMS) is a program that allows brands to achieve **measurable results** from marketing investment through **Shopee's extensive affiliate networks and partners**



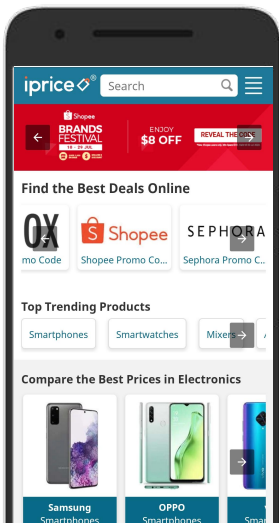
### Why Shopee AMS?

-  **1** Access Shopee's extensive affiliate pool and KOLs
-  **2** Deliver brand message in a diverse digital space
-  **3** Effective marketing investment with measurable ROI
-  **4** Campaign managed by experienced affiliate marketers

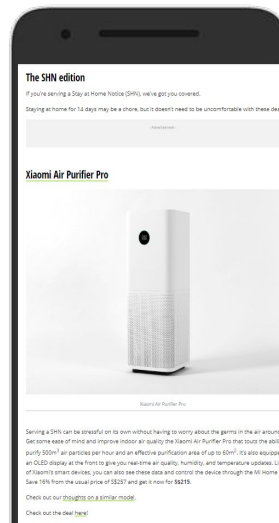
# Shopee Affiliate Marketing Solution allows brands to grow presence through diverse types of affiliate partners



Coupon & Cashback



Price Comparison



Content Publishers



KOL & Influencers

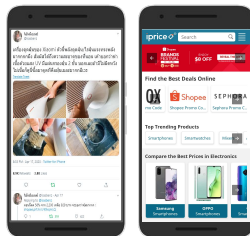
# Shopee collaborates with over 10,000 affiliate partners across the region



# How Shopee Affiliate Marketing Solution works



**Brand** contacts Shopee KAM to brief on campaign details and fill input form : [LINK](#)



**Affiliate partners** pick up brand campaign or create content for brands, bringing sales to brand's Shopee store



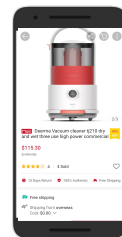
**Shopee Affiliates Platform** records the transaction details



**Shopee** sets up campaign and offers to affiliates



**Shoppers** complete purchase



**Brand** pays commissions upon successful and valid transactions **in their shop only**



## Background

- Shopee Affiliate Marketing Solution (AMS) is a program that allows brands to achieve measurable results from marketing investment through Shopee's networks and partners, and Brand only pay commission **based on actual completed orders (post-paid)**

## Key mechanic

- Deliver campaign message and managed by experienced affiliate partners** (> 10,000 partners) through all online media channel (Website, Application, FB, IG, TW, Youtube and Tiktok)
- Never spend more than your budget** - Commitment of budget is a budget cap starting 20,000 THB
- Post paid by paying commissions only on successful orders;** this means guaranteed positive ROI of 8-20x on your marketing investment
- Reporting:** Shopee provides store and SKU level final validation report

## AMS PACKAGES

Package a la carte (start Aug'21)		
<b>Minimum</b> budget per month		<b>20,000</b>
<b>Accessibility to Shopee Affiliate Partner</b>		
1	Cashback	✓
	Price comparison	✓
	Network, websites and apps	✓
2	> 5,000 KOL	✓
	Special product sponsoring to KOL	✓
<b>Accessibility to MSP (Marketing Solution Portal)</b>		✓
<b>Reports</b>		
1	Receive store-level and SKU-level report weekly	✓
2	Receive final validation report monthly	✓

### Conditions:

- Campaign duration: 7-30 days
- Minimum commission rate by cluster:
  - EL: **5%**, LIFE : **10%**, FASH & FMCG : **12%**
- Brand pays commission amount based on actual completed orders** after validation (1 month) i.e. Brand confirmed budget THB 20K with 10% commission. If THB 100K was spend, Brand will be billed THB 10K
- Invoice will be issued monthly.



# Sponsor product workflow



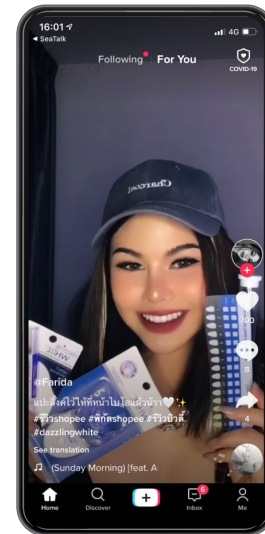
1.Brand / Seller or KAM send email to confirm product details ([LINK](#)) maximum 20 SKUs/seller/campaign (**2 weeks before campaign live**) to [june.sakjirapapong@shopee.com](mailto:june.sakjirapapong@shopee.com) [lookpad.pratuckc@shopee.com](mailto:lookpad.pratuckc@shopee.com) [mook.keeratip@shopee.com](mailto:mook.keeratip@shopee.com)

2.Shopee team will match the product with KOL in pool based on content type and historical performance.

3.Brand/ seller deliver sponsor product to KOL **within 7 days** after product matching.

4.KOL create post **within 7 days** after received the sponsor product

5.Shopee team will coordinate with Brand to deliver actual product review post link



## STORE vs SKUs LEVEL COMMISSION

	STORE-LEVEL COMMISSION	SKU-LEVEL COMMISSION (Optional)
Scheme	All	All
SKUs commission	Same rate for all SKUs in store	<p>Selected SKUs</p> <ul style="list-style-type: none"> <li>- SKU-level commission is on top of the store-level commission</li> <li>- Minimum additional SKU-level commission is 1%</li> </ul> <div style="border: 1px solid #add8e6; border-radius: 15px; padding: 10px; background-color: #e6f2ff;"> <p><b>Example for illustration purpose:</b></p> <p>Cluster and market: an Electronics brand in Thailand            Shopee AMS scheme: Premium            Store-level commission: 5%            SKU-level additional commission for the Hero SKU: 2%            -&gt; <b>Commission for the Hero SKU: 5%+2% = 7%</b>            -&gt; <b>Commission for other non-Hero SKUs in store: 5%</b></p> </div>
Set higher commission rate from market rate	✓	✓
Commission rate adjusting frequency	Monthly	Monthly

\*Note: Any adjustment on commission rate will be effective from 1st day of next month



## Minimum Brand Commission Rates by market and major cluster depending on category

The minimum commission rate provides a guide for brands to run affiliate campaigns successfully

Cluster	Minimum rate	Recommended rate
Electronics	4%	5%
Fashion	8%	12%
FMCG	9%	12%
Lifestyle	5%	10%

## Campaign Performance Report Overview

Shopee provides store and SKU level report weekly and final validation report monthly

	STORE-LEVEL REPORT	SKU-LEVEL REPORT	FINAL VALIDATION REPORT
Metrics	<ul style="list-style-type: none"> <li>• Date</li> <li>• GMV (before cancel &amp; refund)</li> <li>• Commission Spending</li> <li>• Commission Rate</li> <li>• Items Sold</li> </ul>	<ul style="list-style-type: none"> <li>• Date</li> <li>• GMV (before cancel &amp; refund)</li> <li>• Commission Spending</li> <li>• Commission Rate</li> <li>• Items Sold</li> <li>• SKU ID</li> </ul>	<ul style="list-style-type: none"> <li>• Date</li> <li>• NMV* (excluding cancel &amp; refund)</li> <li>• Commission Spending</li> <li>• Commission Rate</li> <li>• Items Sold</li> <li>• SKU ID</li> </ul>
Frequency	Weekly		Monthly
Sent by	Shopee Marketing Solutions team to send report to brands via email		

\*Note: Brand will pay commission on valid and completed order only. Shopee will exclude cancelled, refunded or any invalid orders in final validation report.



# Success case study

EL

X



## Shopee Affiliate Marketing Ads Performance Overview

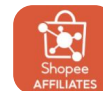
### Overview

Client Name EL

Report Period	Ad Generated				
	Campaign Investment	Orders	Item sold	Revenue	ROAS
4-15 Dec.	THB 35,666	148	172	THB 713,325	20.00

LIFE

X



## Shopee Affiliate Marketing Ads Performance Overview

### Overview

Client Name LIFE

Report Period	Ad Generated				
	Campaign Investment	Orders	Item sold	Revenue	ROAS
1-31 Dec.	THB 104,587	399	524	THB 1,045,873	10.00

FMCG

X



## Shopee Affiliate Marketing Ads Performance Overview

### Overview

Client Name FMCG

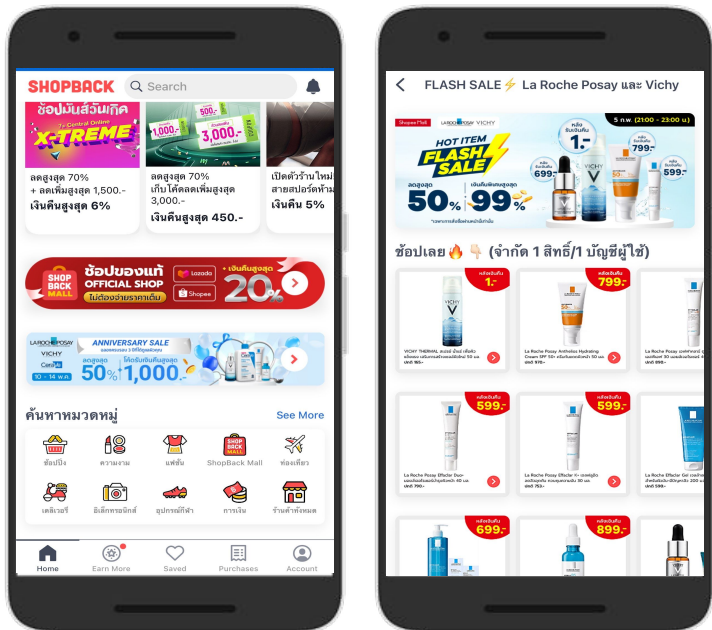
Report Period	Ad Generated				
	Campaign Investment	Orders	Item sold	Revenue	ROAS
1-31 Dec.	THB 205,720	2,495	7372	THB 1,714,333	8.33

### Key Success tips

- The more commission you give, the more partner will promote
- SBD/BOTD campaign and freebie are key mechanic to drive order and GMV
- Unlimited budget to make partners create special campaign for you

# Case Study: FMCG

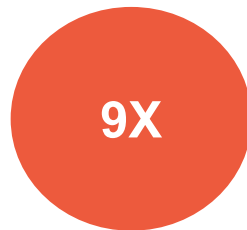
LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE



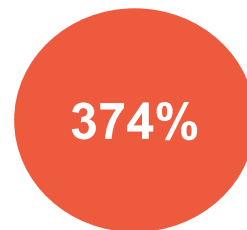
Example of cashback partner: Shopback

“Partnering AMS can help us broaden our brand presence with measurable service that can incrementally grow our brand’s eCommerce sales”

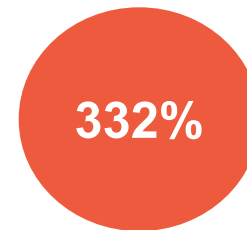
## The Results (compared to non-campaign period)



9X increase in ROI



374% increase in GMV

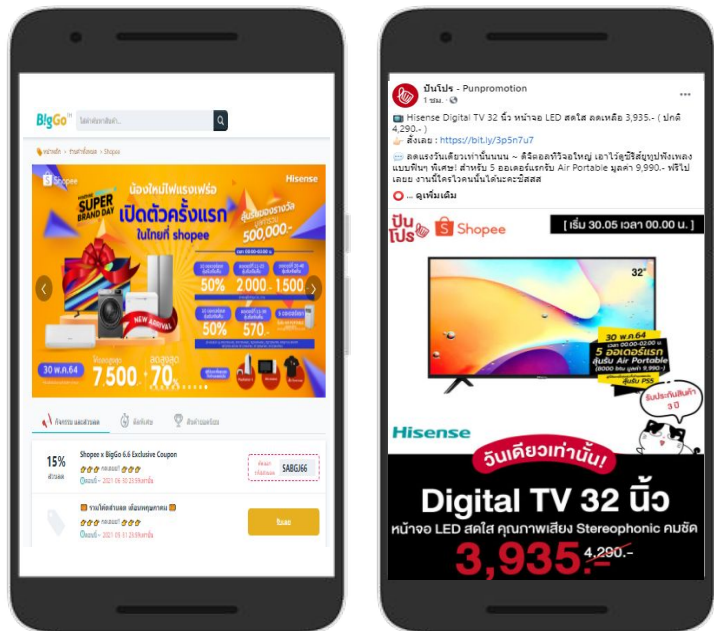


332% increase in Order



La Roche Posay launched AMS campaign during SBD period. Cashback partner has created special Flash Sale campaign to drive sales and orders resulted with 9X ROI and 374% increase in GMV.

# Case Study: EL Hisense



Example of price comparison and promo page partner: Biggo, Punpro

“Shopee Affiliate Marketing Solution has proven to be an effective service for us to widen brand awareness and be able to achieve satisfying ROI”

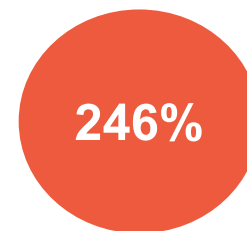
## The Results (compared to non-campaign period)



20X increase in ROI



301% increase in GMV

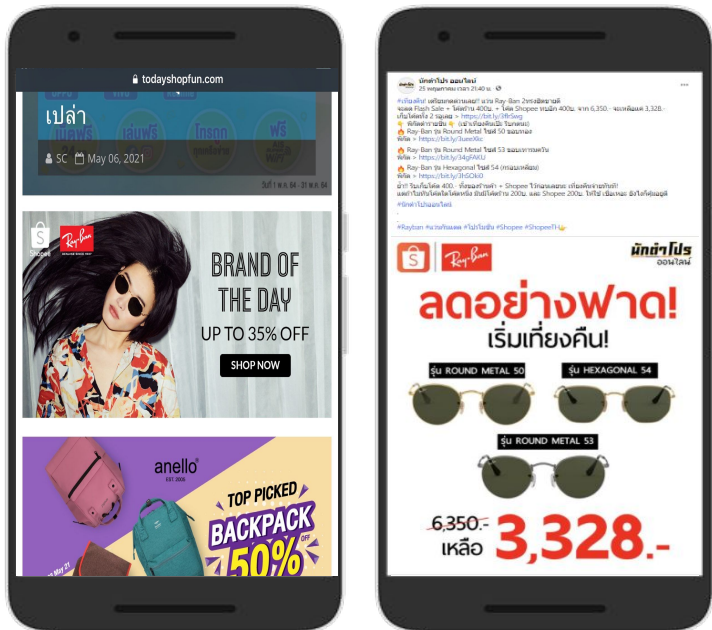


246% increase in Order



Hisense launched campaign during SBD period. Affiliate partner e.g. promo pages have created organic content to promote brand on their channel resulted with high engagement on partner posts, 20X ROI and 301% increase in GMV.

# Case Study: Fashion



Example of online website and promo page partner: Todayshopfun, Nuktumproonline

“With this Solution, we were able to strengthen brand trust and widen brand message in a diverse digital space though various affiliate partners”

## The Results (compared to non-campaign period)

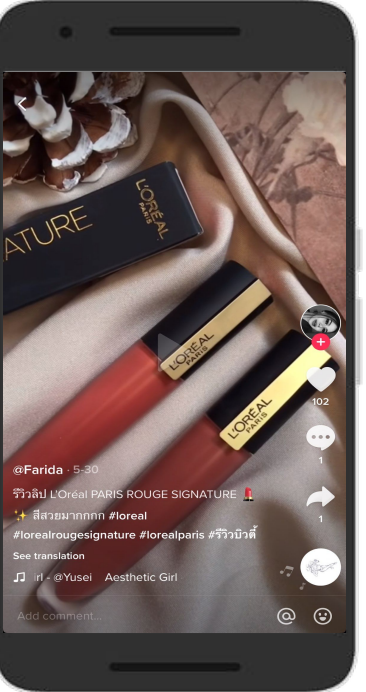


8.3X increase in ROI    376% increase in GMV    471% increase in Order

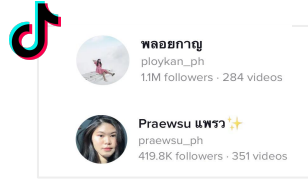
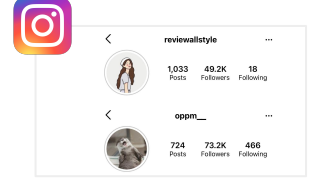
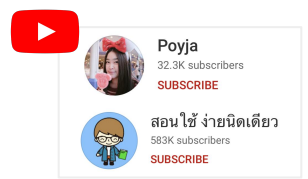
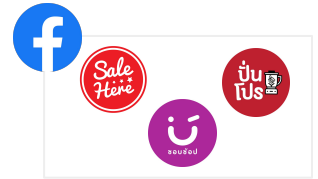


Ray Ban joined AMS in a short period 7 days. Partner e.g. online website has lived brand banner in their placement to increase brand awareness and drive sales resulted with 376% increase in GMV and 471% increase in order.

# Affiliate Placement Example : Promo pages & KOL

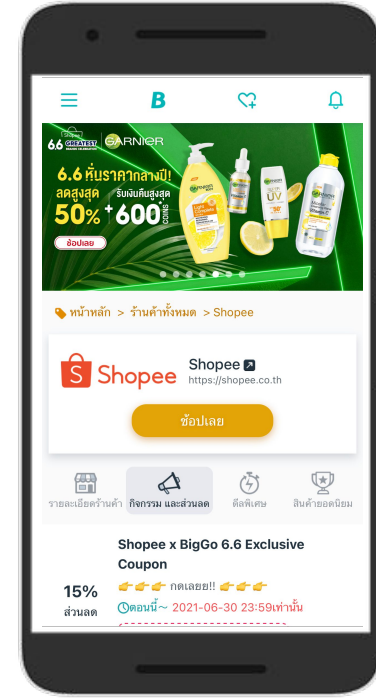
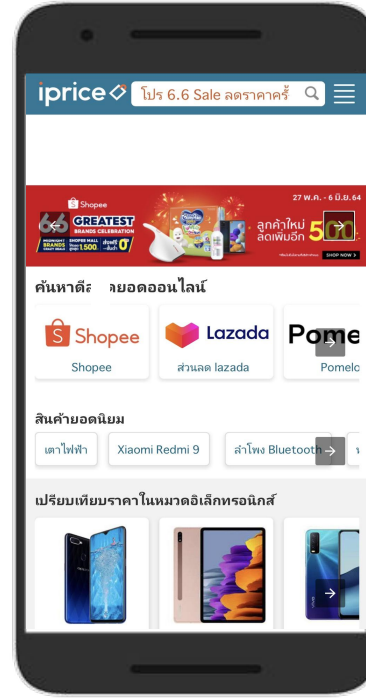
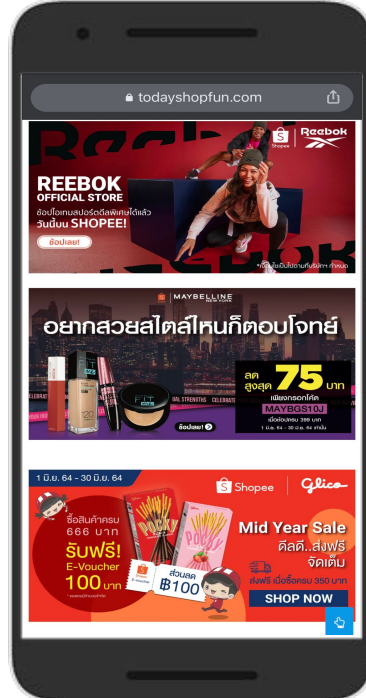
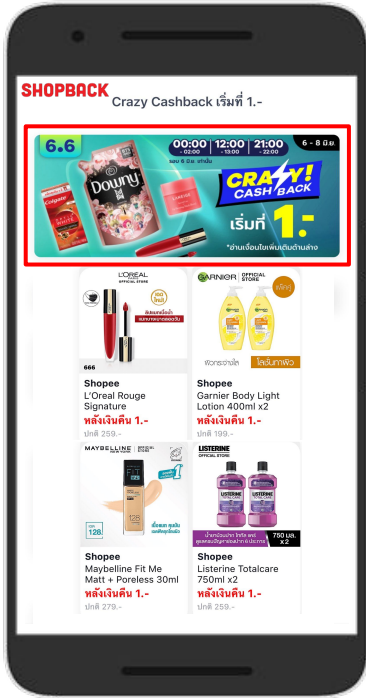


## Sample affiliate partner of Shopee:





# Affiliate Placement Example : Website Partner



Sample affiliate partner of Shopee:

**SHOPBACK**



INVOLVE ASIA

**iprice**  
Search, Compare & Save

Pri

**BigGo**<sup>TH</sup>



## How to get started?

Go through a simple 5-step process to onboard with Shopee AMS

### Brief and Contract

Brand finalises on the **budget, commission percentage, campaign period** and contract with Shopee  
**7 working days before campaign roll-out**

### Performance Report

Conversion performance is monitored and updated through weekly report



1

### Confirm Engagement

Brand contacts Shopee KAM to engage Shopee AMS

1. submit brief to Shopee : [LINK](#)
2. Confirm via email : send to [june.sakjirapapong@shopee.com](mailto:june.sakjirapapong@shopee.com), [mook.pruksuwa@shopee.com](mailto:mook.pruksuwa@shopee.com)



2



3

### Campaign Roll-out

Brand campaign launch on Shopee affiliate channels



4



5

### Final Validation

**\*Brand pays commission based on successful orders after validation**  
(Final validation report will send within date 25th next month)

What Brands Need to Do	Requirement	Get Bonus From Shopee
ลงทะเบียนโฆษณา Affiliate ขั้นต่ำ 20,000 บาท/ แคมเปญ (ระยะเวลา 7-30 วันต่อแคมเปญ)	สามารถเข้าร่วมได้ทุกร้านค้า ทั้ง Official Store และ Marketplace <b>โดยจะต้องเป็นการลงโฆษณาผ่าน AMS เป็นครั้งแรกเท่านั้น</b>	<b>รับฟรี! Seller Voucher 3,000 บาท</b> (ไม่จำกัดยอดสั่งซื้อขั้นต่ำ, ลดสูงสุด 100THB, จำนวน 30 โค้ด) <b>และทดลองใช้ Shopee Live Streaming ครั้งแรกฟรี!</b> <small>*Voucher condition: CCB 20% / No min. Spend / Max 100 THB / 30 QTY</small>

## วิธีการเข้าร่วมโปรแกรม

[รายละเอียดสำหรับ Live Streaming คลิกที่นี่](#)

### 1. Check Status

ร้านค้าสามารถเช็คสถานะร้านค้าว่า  
เคยทำโฆษณา AMS แล้วหรือยังได้ที่  
[คลิกที่นี่](#)



### 2. Confirm Participation

แบรนด์หรือร้านค้าลงทะเบียน  
เพื่อเข้าร่วมโปรแกรมทำโฆษณา  
AMS ครั้งแรก [คลิกที่นี่](#)



### 3. Submit Artwork และรายละเอียด

ดำเนินการส่ง Banner ตามที่กำหนด  
โดยส่งไปที่อีเมล  
[june.sakjirapapong@shopee.com](mailto:june.sakjirapapong@shopee.com)  
[mook.pruksuwa@shopee.com](mailto:mook.pruksuwa@shopee.com)  
[nao.chaiwata@shopee.com](mailto:nao.chaiwata@shopee.com)

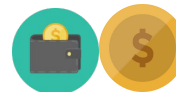


### 4. Campaign Rollout

ทาง Shopee จะเริ่มต้นโฆษณา  
AMS ตามที่ได้รับบริฟมา

### 5. Get the Bonus


แบรนด์จะได้รับ Seller Voucher เดือนถัด  
ไปหลังจากที่แคมเปญรันจบ  
และสามารถทำการ book slot สำหรับ  
Free Trial Live Streaming [ที่นี่](#)



# Appendix

# Report example

## FINAL VALIDATION REPORT

 **Shopee Affiliate Marketing Ads Performance Overview**

**Overview**

Client Name \_\_\_\_\_ Brand \_\_\_\_\_

Report Period	Ad Generated				
	Campaign Investment	Orders	Item sold	Revenue	ROAS
7-15 Dec.	THB 40,963	176	203	THB 823,541	20.10

**Daily Breakdown**

Date	Spending (THB)	Cost %	Orders	Item sold	CPO	Revenue	ROAS
7-Dec	THB 1,176	2.87%	3	3	THB 392.08	THB 23,525	20.00
8-Dec	THB 902	2.20%	6	7	THB 150.40	THB 18,048	20.00
9-Dec	THB 500	1.22%	4	4	THB 124.96	THB 12,884	20.00
10-Dec	THB 659	1.61%	4	4	THB 164.80	THB 13,184	20.00
11-Dec	THB 539	1.30%	3	3	THB 177.52	THB 10,651	20.00
12-Dec	THB 31,851	77.75%	116	140	THB 274.58	THB 637,016	20.00
13-Dec	THB 1,519	3.71%	11	11	THB 138.05	THB 31,759	20.00
14-Dec	THB 1,843	4.50%	14	16	THB 131.67	THB 36,867	20.00
15-Dec	THB 1,980	4.83%	15	15	THB 132.02	THB 39,607	20.00
<b>Grand Total</b>	<b>THB 40,963</b>	<b>100%</b>	<b>176</b>	<b>203</b>	<b>THB 232.75</b>	<b>THB 823,541</b>	<b>20.00</b>

STORE-LEVEL REPORT

**SKU Report**

SKU ID	SKU Name	L3 Category	Spending (THB)	Item sold	GMV (THB)
1234567890 XXXX	Charging Cables	Charging Cables	THB 10,148	49	THB 202,964
1234567890 XXXX	Charging Cables	Charging Cables	THB 7,652	17	THB 153,030
1234567890 XXXX	Charging Cables	Charging Cables	THB 4,588	17	THB 91,758
1234567890 XXXX	Charging Cables	Charging Cables	THB 4,524	7	THB 90,472
1234567890 XXXX	Charging Cables	Charging Cables	THB 2,763	20	THB 58,149
1234567890 XXXX	Charging Cables	Charging Cables	THB 2,506	11	THB 50,115
1234567890 XXXX	Charging Cables	Charging Cables	THB 2,307	7	THB 46,146
1234567890 XXXX	Charging Cables	Charging Cables	THB 2,048	11	THB 40,970
1234567890 XXXX	Earphones & Hea	Earphones & Hea	THB 1,751	28	THB 36,397
1234567890 XXXX	Charging Cables	Charging Cables	THB 1,028	12	THB 20,551
1234567890 XXXX	Charging Cables	Charging Cables	THB 975	1	THB 19,499
1234567890 XXXX	Charging Cables	Charging Cables	THB 440	1	THB 8,799
1234567890 XXXX	Earphones & Hea	Earphones & Hea	THB 123	14	THB 2,461
1234567890 XXXX	Earphones & Hea	Earphones & Hea	THB 95	3	THB 1,902
1234567890 XXXX	Charging Cables	Charging Cables	THB 17	5	THB 329

SKU-LEVEL REPORT

# Banner Size 23 size + AI File

Banner Guideline : [Link](#)

\*Recommended 10 banner sizes

- 1080\*1080
- 1200\*200
- 920\*470
- 1200\*628
- 640\*160
- 100\*375
- 250\*300
- 512\*256
- 360\*270
- 564\*250

## BANNER SIZE

1040*1040	800*600	800*350	120*600	900*900	300*600	160*600	320*540
1200*628	300*250	320*100	600*600	2400*400	920*470	460*225	200*500
1280*320	970*250	280*320	120*240	100*375	640*160	1200*200	

+920\*470

+200\*500

+160\*600

+900\*900, 1040\*1040

+1200\*628

+280X320

+1280X320

+300X600

+2400\*400

+100\*375

## FAQ

No.	Questions	Answer
1	Attribution Rule (Cookie Period)	<p>The checkout will be attributed to the <b>last click only</b></p> <ol style="list-style-type: none"> <li>The <b>same last click</b> can only be attributed by one checkout, so the following checkouts will not be attributed if there is no new click after the last checkout.</li> <li>Total revenue and commission would be count during campaign period only</li> </ol> <p><b>**Brands would pay commissions on successful and validated transactions that occurs within campaign duration only</b></p>
2	Billing Period	Affiliate team will send the <b>Final Validation Report</b> to brand on <b>25th of next month</b> to confirm the amount of final campaign's investment that brand needs to pay for the campaign.
3	Most 10 effective banner sizes	<b>1080*1080, 1200*200, 920*470, 1200*628, 640*160, 100*375, 250*300, 512*256, 360*270, 564*250</b>
4	The differences between seller affiliate and KOL affiliate	Seller affiliate is promoted by Shopee seller through seller own assets where KOL affiliate is promoted by quality influencers with reliable followers (can provide a wider audiences)
5	Is Shopee allowed to share affiliate lists to external parties?	Shopee cannot provide the whole lists for both Affiliate partner or KOL due to the confidential information.

## FAQ

No.	Questions	Answer
6	What is minimum budget ?	<p>The minimum budget is required to ensure that there are sufficient funds for your campaign to run through the designated campaign period, and Shopee affiliate partners can deliver the best performance for brands and get rewarded.</p> <ul style="list-style-type: none"> <li>● For example:               <ul style="list-style-type: none"> <li>○ If brand's payout exceeds the budget &gt;&gt; brand will pay only the minimum budget.</li> <li>○ But if brand's payout doesn't hit the budget &gt;&gt; brand will pay for the actual amount that occurs.</li> </ul> </li> </ul>
7	How to get the highest benefits from our affiliate partners?	<ul style="list-style-type: none"> <li>● The higher commission will encourage partners to promote brand more.</li> <li>● The more details of campaign such as highlighted SKU or special voucher will help partner or KOL create content more effectively and improve conversion rate since the details is clear and attractive to promote.</li> </ul>
8	Can Shopee share screenshots of KOL's post	Shopee would not share any screenshots for the campaign due to the difficulty to have full visibility on our large affiliate inventory.
9	How are commissions calculated?	<p>Commission is calculated from the final amount shopper pay &gt;&gt; after discount/rebates/cashback/vouchers and excluding shipping fee (total validated sales amount)</p> <p><b>Commission Amount = Total Validated Sales Amount * Commission Rates</b></p>