



### 新加坡 counterfeit listing 整改

新加坡站点将会对 counterfeit listing 进行更严格的规范，即日起将给卖家预留两周时间对店铺 listing 进行整改，产品标题/描述/brand attribute 均不能出现品牌名称。本周开始 content team 将会冻结不符合规定的产品，重复上架 counterfeit 产品将会得到罚分。

### 新加坡 Cash Back

Cashback 报名截止日期为每周四。每周日将开放 cashback FD Sunday，在项目中的商家可以参与后台报名。现在每个 CFS 时间段将会定量开放 0.99 新币，3.99 新币，5.99 新币 CFS, 只开放给 Cashback 卖家。请卖家继续报名。

### 新加坡 Cash Back Free Trial

从 07/04/2020 – 07/17/2020 被选到的 ICB 卖家便可免费试用 Cashback。免费试用期过后将需要付费。

### 新加坡 6.6 – 7.7 促销互动

新加坡促销互动 6.6 – 7.7 的产品清单，被选中的产品将会有机会在活动期间被平台 Feature。我们会与被选中的卖家们沟通。

上周关键词汇总（根据搜索热度排序，同时搜索次数>100）：

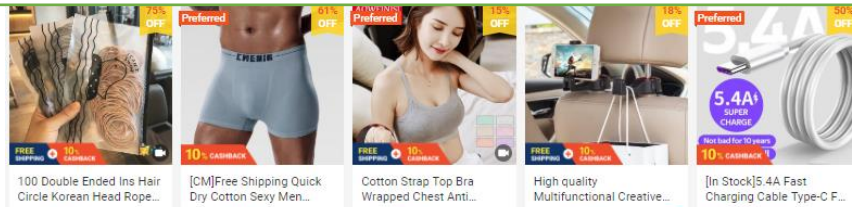
(Top Keywords)

keyword	category	subcategory
reusable mask	N.A.	N.A.
kids mask	N.A.	N.A.
tops women	N.A.	N.A.
grab	N.A.	N.A.
grab vouchers	N.A.	N.A.
wireless earphone	N.A.	N.A.
iphone 11 case	N.A.	N.A.
face mask	N.A.	N.A.
women's dress	N.A.	N.A.
mask holder	N.A.	N.A.
dress	N.A.	N.A.
laptop	N.A.	N.A.
grabfood	N.A.	N.A.
nintendo switch	N.A.	N.A.
durian	N.A.	N.A.
iphone case	N.A.	N.A.
airpods case	N.A.	N.A.
xiaomi	N.A.	N.A.
foodpanda	N.A.	N.A.
mask	N.A.	N.A.

上周秒杀热卖分享(CB \$0.99)



0.99      0.99      0.99      0.99      0.99



0.99      0.99      0.99      0.99      0.99



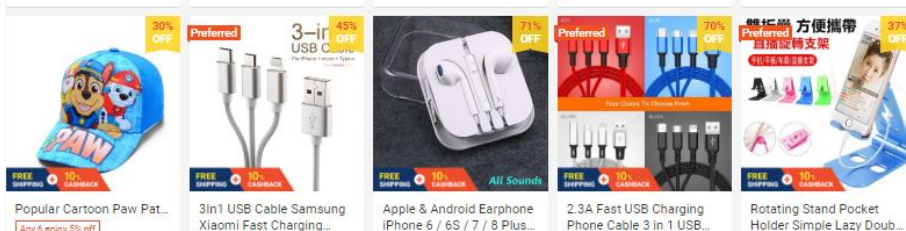
0.99      0.99      0.99      0.99      0.99



0.99      0.99      0.99      0.99      0.99



0.99      0.99      0.99      0.99      0.99

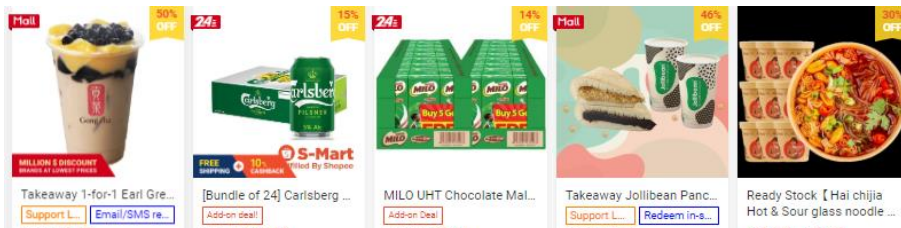


0.99      0.99      0.99      0.99      0.99

上周秒杀热卖分享(CB)

 <p>72% OFF Mail FREE SHIPPING 10% CASHBACK Hai Chi Ji... See Shipping Add-on Deal</p>	 <p>50% OFF Mail FREE SHIPPING [1 Year Local Official Warranty] Xiaomi Mi Sma...</p>	 <p>3-layer Protective Mask Anti-Spray 50% OFF 50 pcs 24h SHIP OUT FREE SHIPPING 10% CASHBACK Anti-Dust / Anti-Droplet / Anti-Fog... FREE SHIPPING</p>	 <p>13% OFF Mail MILLION \$ DISCOUNT WORTH \$10000 PRICES [1 Year Local Official Warranty] Xiaomi Redmi...</p>	 <p>53% OFF Preferred FREE SHIPPING 10% CASHBACK Australia Silk Strap Top Sweet Ultra-clear Thin Br...</p>
10.95	19.90	5.99	99.00	0.99
 <p>61% OFF Mail WORTH \$160 MILLION \$ DISCOUNT WORTH \$10000 PRICES Klairs Brighten your skin set with Special Mini Gift</p>	 <p>39% OFF Preferred FREE SHIPPING 10% CASHBACK Australia Silk Lace V-neck Hollow Beauty Back Bra</p>	 <p>10% OFF Mail 95.6% OFF FREE SHIPPING 10% CASHBACK Klairs Midnight Blue Calming Cream 60ml</p>	 <p>79% OFF Mail 10% CASHBACK UNLIMON [1pc] Women Small Daisies Panty Ice...</p>	 <p>38% OFF Preferred FREE SHIPPING 10% CASHBACK Yoga Push Up Sports Bra... Add-on Deal</p>
50.88	1.00	27.13	0.99	1.99
 <p>52% OFF FREE SHIPPING 10% CASHBACK Matte Silicone iPhone 6 &amp; 7...</p>	 <p>80% OFF Preferred FREE SHIPPING 10% CASHBACK Apple iPhone 11 Pro 6.5 7 8 plus X XS MAX XR SE...</p>	 <p>27% OFF Mail FREE SHIPPING 10% CASHBACK Klairs Freshly Juiced Vitamin Drop+ Gift</p>	 <p>30% OFF Mail FREE SHIPPING 10% CASHBACK MOVING PEACH Compression Pants...</p>	 <p>60% OFF Mail [HAITA] Honey Butter Chips Bundle 152g</p>
0.99	0.99	22.90	15.99	4.90
 <p>70% OFF FREE SHIPPING 10% CASHBACK Ready stock! Thermometer Non-contact IR...</p>	 <p>61% OFF Preferred FREE SHIPPING 10% CASHBACK New Sexy Women Y... Any 5 enjoy 5% off</p>	 <p>5% OFF Mail FREE SHIPPING 10% CASHBACK Klairs Midnight Blue Youth Activating Drop 20ml</p>	 <p>34% OFF Mail FREE SHIPPING 10% CASHBACK 小白心里软   Moranca Xia... Any 2 enjoy 10%... See Shipp...</p>	 <p>8% OFF Mail FREE SHIPPING 10% CASHBACK Xiaomi Redmi Note 9 (3GB+64GB) Global...</p>
18.99	1.79	24.77	8.90	199.00
 <p>52% OFF Mail FREE SHIPPING 10% CASHBACK TOPK AN20 3 in 1 USB C... Free Gift</p>	 <p>50% OFF Preferred FREE SHIPPING 10% CASHBACK TIGER BALM MOSQUITO REPELLENTS PATCH</p>	 <p>41% OFF Mail FREE SHIPPING 10% CASHBACK Original Bebird M9 Pro Smart Visual Ear Stick In...</p>	 <p>55% OFF Mail FREE SHIPPING 10% CASHBACK [ORION] Market O Brownie 12ea 240g</p>	 <p>80% OFF Preferred FREE SHIPPING 10% CASHBACK YT-100pcs/bag women R... Any 2 enjoy 2% off</p>
1.74	4.80	37.90	7.74	1.89
 <p>38% OFF Mail FREE SHIPPING 10% CASHBACK [GRAFEN] Root Booster... Any 2 enjoy \$2.00 off</p>	 <p>5% OFF Mail FREE SHIPPING 10% CASHBACK Balsang Air Fryer Silicone Pot (Reusable Air Fryer... Made in Korea</p>	 <p>5% OFF Mail FREE SHIPPING 10% CASHBACK [Klairs] Midnight Blue Calming Sheet Mask</p>	 <p>5% OFF Preferred FREE SHIPPING 10% CASHBACK Case iPhone SE2 11 Pro XS MAX XR 7 8 Plus Mint...</p>	 <p>34% OFF Mail FREE SHIPPING 10% CASHBACK Laura Mercier Loose Sett... Any 2 enjoy 2% off</p>
29.26	20.92	28.50	0.99	38.19

上周秒杀热卖分享(本地)



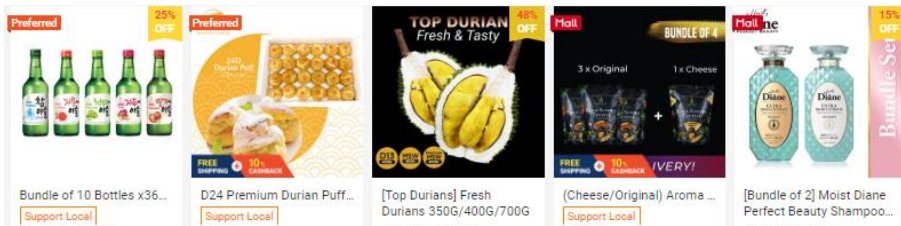
4.13      44.20      26.00      4.57      12.00



51.26      16.98      44.13      9.80      9.38



37.87      9.60      99.60      2.10      31.43



77.62      16.83      19.11      35.00      22.05



50.00      19.00      22.17      21.90      6.00



46.38      12.90      36.99      43.90      9.90

## 上周全品类热卖分享:

Automotive: <https://shopee.sg/collections/150959/>

Beauty: <https://shopee.sg/collections/150956/>

Camera: <https://shopee.sg/collections/150952/>

Collectible: <https://shopee.sg/collections/150944/>

Computer: <https://shopee.sg/collections/150946/>

Home Appliance: <https://shopee.sg/collections/150949/>

Men Clothes: <https://shopee.sg/collections/150942/>

Men Shoes: <https://shopee.sg/collections/150965/>

Men Bags: <https://shopee.sg/collections/150966/>

Non-clothes Fashion: <https://shopee.sg/collections/150939/>

Pets: <https://shopee.sg/collections/126039/>

Sports & Outdoors: <https://shopee.sg/collections/150958/>

Toys, Kids & Babies: <https://shopee.sg/collections/126037/>

Video Games: <https://shopee.sg/collections/72230/>

\$1 CFS Best Sellers: <https://shopee.sg/collections/204801/>