



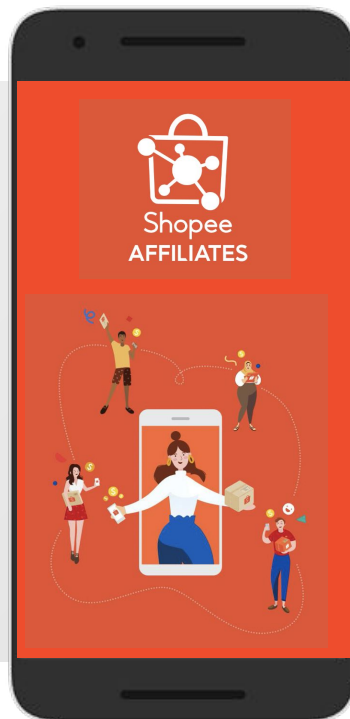
Shopee
**MARKETING
SOLUTIONS**

Affiliate Marketing Solution
Q4 Packages

What is Shopee Affiliate Marketing Solution (AMS)?

Introducing Shopee Affiliate Marketing Solution (AMS)

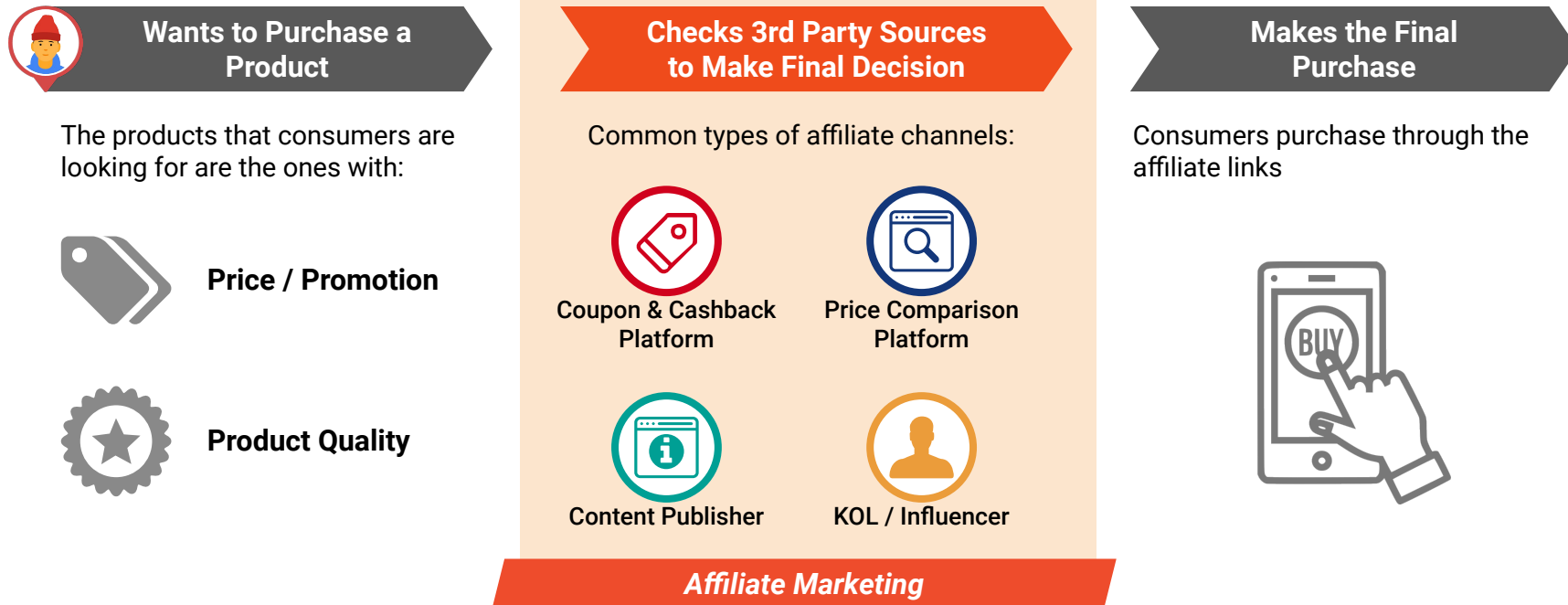
Shopee Affiliate Marketing Solution (AMS) is a program that allows brands to achieve **measurable results** from marketing investment through **Shopee's extensive affiliate networks and partners**



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

Introducing Shopee Affiliate Marketing Solution (AMS)



Shopee Affiliate Marketing Solution allows brands to partner with established, influential voices to promote your brand to their large audience base

Coupon & Cashback Platform

Features latest promotion and deal to encourage impulse purchase

Price Comparison Platform

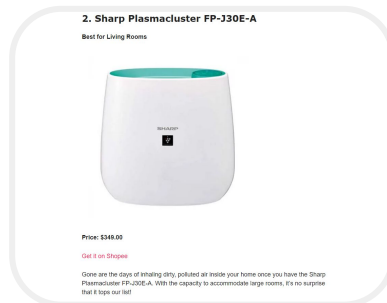
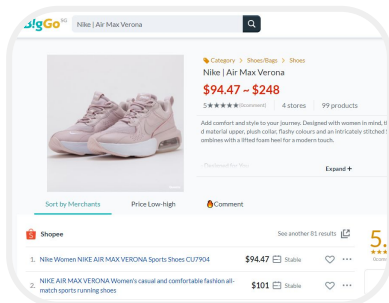
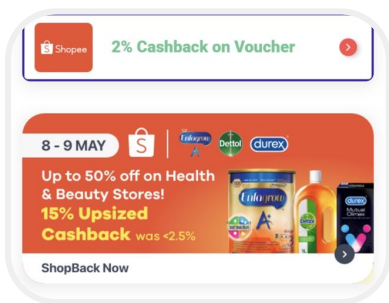
Lists out information from various sites to enable shopper to select the best deal

Content Publisher

Writes up an article to share their top recommendations

KOL / Influencer

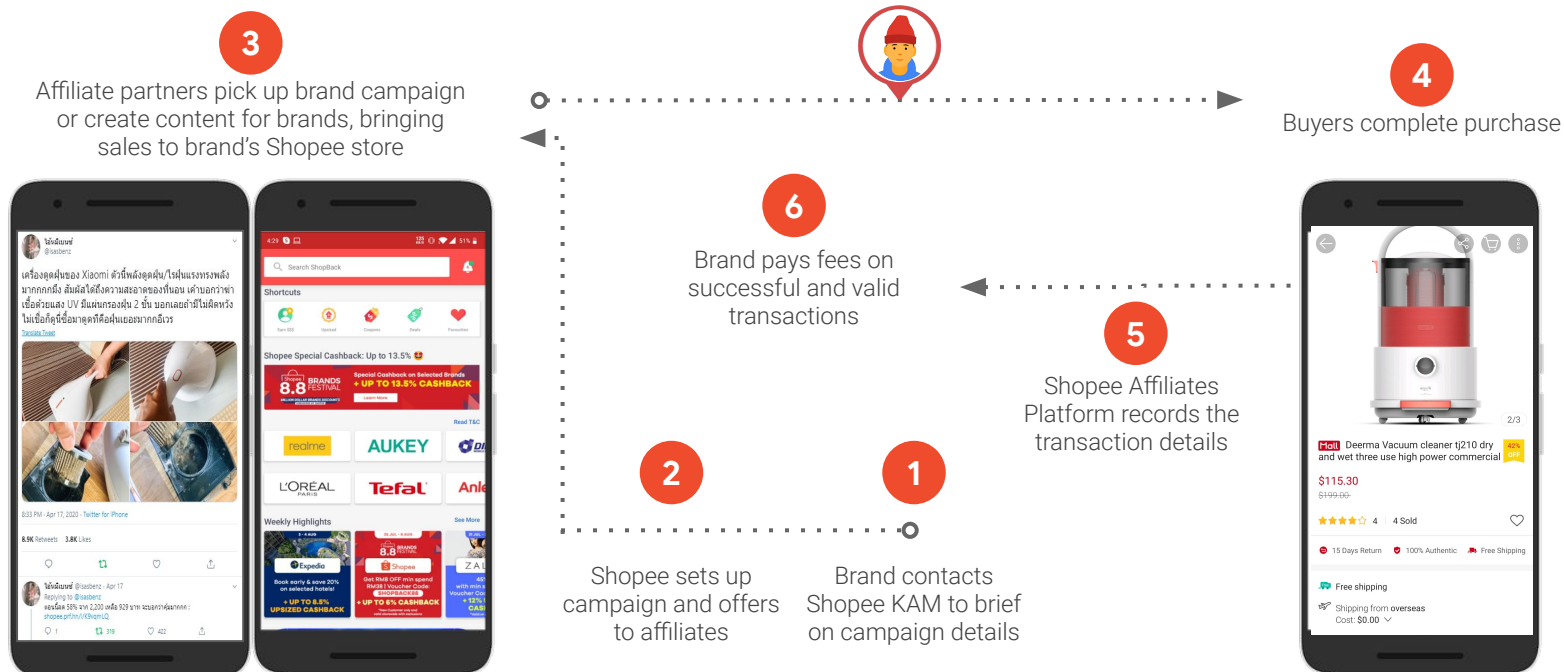
Shares about product review or upcoming promotion with followers through social media



Shopee collaborates with over 20,000 affiliate partners across the region



How Shopee Affiliate Marketing Solution works



Advantages of Shopee Affiliate Marketing Solution



Increased conversion

Effective marketing investment with measurable ROI



Optimised spending

CPS model, where you only pay when you see results



Grow your customer base

Growth potential for untapped markets



Hassle-free channel

Tracking and reporting done for you

Why adopt Shopee AMS?

Shopee Affiliate Partners (1/3)

Diversify your brand's presence across a wide spectrum of different affiliate partners

Coupon & Cashback Sites



#1 cashback site in Malaysia with more than **RM60 million cashback** given to users



One of the **leading discount codes and online offers portals worldwide** with more than 18,000 e-commerce and brand partners



#1 price-comparison site in Malaysia with over **1.5 million** monthly active users



Malaysia's leading grocery, health, and beauty price comparison app with **700k registrants** and more than 40 retailers

Shopee Affiliate Partners (2/3)

Diversify your brand's presence across a wide spectrum of different affiliate partners

Affiliate Networks



Largest Affiliate network in Japan and Southeast Asia with publishers ranging from coupon sites to content blogs



Pioneer of Affiliate Marketing in SEA with over **50,000 publishers**



Global affiliate marketing platform with over **1,300 advertisers, 150K+ publishers and 200K websites**

Shopee Affiliate Partners (3/3)

Diversify your brand's presence across a wide spectrum of different affiliate partners

Shopee Ambassadors



Media Publishers



Facebook Groups & Pages



We have over 1,000 KOLs, Media Publishers and Facebook Groups working on an a direct Affiliate partnership with Shopee. These KOL Affiliate publishers seed out Shopee content on multiple social media channels such as Facebook, Instagram, Twitter, Youtube and TikTok

Shopee AMS provides measurable performance across key metrics

Shopee AMS allows brands to increase their online sales while diversifying its user base

Diversify Revenue Channels



On average, brands that participated during previous AMS campaigns derived **~8.1%** of their **store GMV** and **~8.5%** of their **store orders** via Shopee AMS

Guaranteed ROAS



On average, **Return on Ad Spend** of brands that participated during previous AMS campaigns is **~19.1x**

New Customers



Around **56% of orders** made via Shopee AMS are from **new customers** who have not purchased from our brands' Shopee store before

Shopee Affiliate Marketing Solutions - Best Practices to get started



#1 Adopt an always-on approach to maximize impacts

- Give our affiliates **sufficient lead time (normally 1-2 weeks)** to pick up suitable products and create high quality content to drive results for your brand
- Ensure you have more than 7 days campaign period, we recommend at least **1 month**



Orders, Items Sold and GMV have a **7-day** click attribution window



#2 Align with your commercial strategy and campaign planning

- Our affiliates can **drive incremental sales** for your campaigns such as Super Brand Day campaign, storewide sales, new product launch etc.
- Apply **additional incentives** to help affiliate shout out, i.e. voucher, discount, flash deals, etc.



#3 Test, learn and repeat

- Test and learn from upsizing your commission storewide and/or on specific products, additional incentives and different campaign duration to **form an optimisation strategy that works the best for your brand**

Success Story

Expand your source of traffic via Shopee Affiliate Marketing Solution



“Partnering with Shopee’s pilot Affiliate Marketing Solution proved to be a new channel that can incrementally grow Enfagrow’s eCommerce sales beyond our usual suite of channels, giving our brand additional visibility to bottom-funnel customers.”

— Mai Ho Thi Duyen, Head of E Commerce, Vietnam

The Results

7.4X increase in **orders**

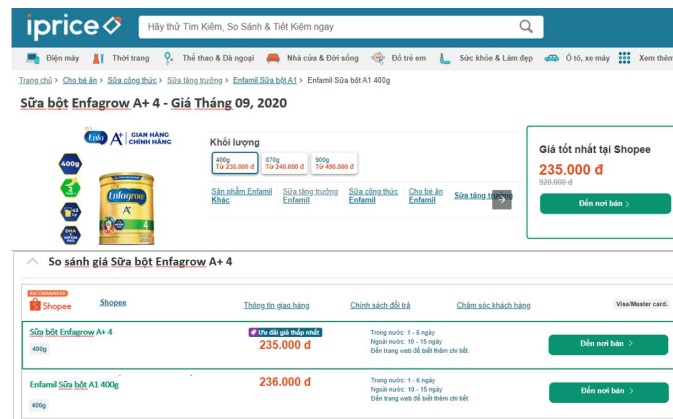
15X increase in **GMV**

The Objective

Enfagrow Vietnam would like to **diversify and expand sources of traffic** to its Shopee store in order to have an additional avenue to **drive orders and sales**.

The Approach

Enfagrow engaged Shopee for affiliate marketing. It leveraged on **Shopee Affiliates Pool** and followed the **minimum commission rate guide for Mother, Kids and Baby category**. The affiliate campaign was running from 10-12 March, meeting the **minimum budget requirement**.



So sánh giá Sữa bột Enfagrow A+ 4			
Shopee	Thương hiệu hàng	Chính sách đổi trả	Chăm sóc khách hàng
Sữa bột Enfagrow A+ 400g	Ưu đãi giá thấp nhất 235.000 đ	Trung nước: 1 - 6 ngày Ngập nước: 10 - 15 ngày Chăm hàng: vận chuyển miễn phí	Đến nơi bán >
Enfamil Sữa bột A1 400g	236.000 đ	Trung nước: 1 - 6 ngày Ngập nước: 10 - 15 ngày Chăm hàng: vận chuyển miễn phí	Đến nơi bán >

Example of price comparison website: iPrice

Success Story

Develop brand trust through Shopee Affiliate Marketing Solution



Shopee Affiliate Marketing Solution has proven to be an effective channel for us to strengthen brand credibility and widen our reach by working with various affiliate partners. We were able to achieve good return on investment from both mega sales campaigns.

Joan Hu, Overseas Southeast Asia Director

The Results

17X increase in **ROI**

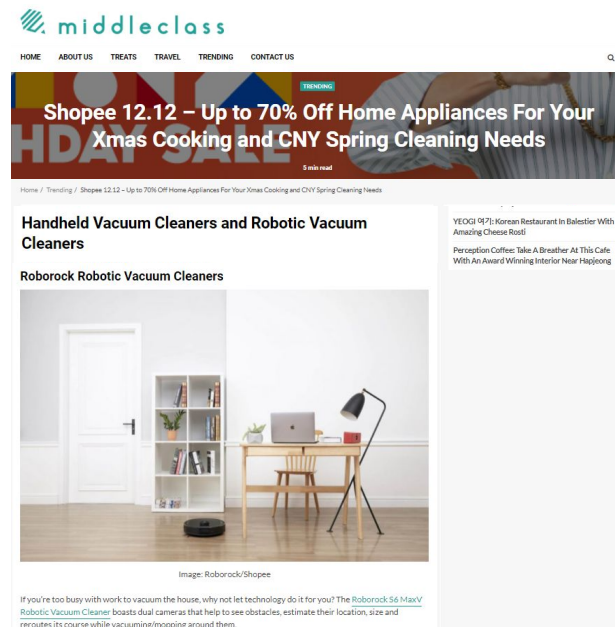
21% increase in **GMV**

The Objective

Roborock Singapore is looking for a solution to **build brand awareness and trust with its target audience**, which is essential to boost the sales of big-ticket items like home appliance on online platforms.

The Approach

During the 11.11 and 12.12 mega sales campaigns, Roborock tapped into **Shopee Affiliate Marketing Solution** to collaborate with multiple partners in **Shopee Affiliates Pool**. It leverages on the reliability and reach of these affiliate partners to promote its products to **shoppers looking for affordable quality home appliances**.



Example of content publisher: MiddleClass

Shopee AMS Packages

Q4 End of Year Sales Shopee AMS Packages



9.9 Super Shopping Day - Shopee AMS Campaign Duration

Aug

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Sept

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



Submission Deadline²



Campaign period



Peak Day



AMS continues

Notes:

1. Campaign durations and peak days are subject to change
2. Deadline for 9.9 Champion Brand Submissions is Friday 13 August, brands that fail to submit AMS details before this deadline will have their AMS mechanics defaulted to the minimum budget commitment, peak & non-peak budget split, and commission rate for their Champion Brand tier.

9.9 Super Shopping Day - Shopee AMS Packages

				
		Diamond Tier	Platinum Tier	Gold Tier
Compulsory Min. Requirements	# of packages available	21	21	63
	Min. Budget per campaign ^{1, 2, 3}	RM 22,000	RM 16,500	RM 5,500
	Campaign pre-hype period commission rate ³	4 - 15% of 'total checkout price' by buyer See next slide for commission rates by clusters		
	Campaign peak days upsized commission rate ^{3,4}	Additional +2% pts		

Notes:

- The budget cap is the maximum commission value which will be used to fund buyer cashback on orders from your shop, and ShopBack for helping you drive your own orders.
 - Brands will only be charged what is used out of the budget cap to fund buyer cashback.
- ShopBack will be taking a 10-30% fee out of the 'commission rate', remaining portion goes into buyer cashback.
 - The amount deducted is calculated by 'commission rate' x 'ShopBack margin' x 'total checkout price' generated.
 - Commission rates apply at shop-level (i.e. will apply to every item in brand's Shopee store).
 - Shopee will exclude cancelled, returned & refunded or fraudulent orders in final validation report.
- AMS Peak days will reflect Campaign period peak days.
 - Budget commitments will be split by peak and non-peak period budget. The exact split is decided at brands' discretion.
 - Should no split be decided upon, our Affiliates team will split based on their best judgement.



10.10 Brands Festival - Shopee AMS Campaign Duration

Sept

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Oct

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



Submission Deadline²



Campaign period



Peak Day



AMS continues

Notes:

1. Campaign durations and peak days are subject to change
2. Deadline for 10.10 Champion Brand Submissions is Tuesday 14 September, brands that fail to submit AMS details before this deadline will have their AMS mechanics defaulted to the minimum budget commitment, budget peak & non-peak split, and commission rate for their Champion Brand tier.

10.10 Brands Festival - Shopee AMS Packages

				
		Diamond Tier	Platinum Tier	Gold Tier
Compulsory Min. Requirements	# of packages available	23	23	69
	Min. Budget per campaign ^{1, 2, 3}	RM 22,000	RM 16,500	RM 5,500
	Campaign pre-hype period commission rate ³	4 - 15% of 'total checkout price' by buyer See next slide for commission rates by clusters		
	Campaign peak days upsized commission rate ^{3,4}	Additional +2% pts		

Notes:

- The budget cap is the maximum commission value which will be used to fund buyer cashback on orders from your shop, and ShopBack for helping you drive your own orders.
 - Brands will only be charged what is used out of the budget cap to fund buyer cashback.
- ShopBack will be taking a 10-30% fee out of the 'commission rate', remaining portion goes into buyer cashback.
 - The amount deducted is calculated by 'commission rate' x 'ShopBack margin' x 'total checkout price' generated.
 - Commission rates apply at shop-level (i.e. will apply to every item in brand's Shopee store).
 - Shopee will exclude cancelled, returned & refunded or fraudulent orders in final validation report.
- AMS Peak days will reflect Campaign period peak days.
 - Budget commitments will be split by peak and non-peak period budget. The exact split is decided at brands' discretion.
 - Should no split be decided upon, our Affiliates team will split based on their best judgement.



11.11 Big Sale - Shopee AMS Campaign Duration

Oct

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Nov

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



Submission Deadline²



Campaign period



Peak Day



AMS continues

Notes:

1. Campaign durations and peak days are subject to change
2. Deadline for 11.11 Champion Brand Submissions is Wednesday 13 October, brands that fail to submit AMS details before this deadline will have their AMS mechanics defaulted to the minimum budget commitment, budget peak & non-peak split, and commission rate for their Champion Brand tier.

11.11 Big Sale - Shopee AMS Packages

				
		Diamond Tier	Platinum Tier	Gold Tier
Compulsory Min. Requirements	# of packages available	23	23	69
	Min. Budget per campaign ^{1, 2, 3}	RM 23,000	RM 19,000	RM 6,000
	Campaign pre-hype period commission rate ³	4 - 15% of 'total checkout price' by buyer See next slide for commission rates by clusters		
	Campaign peak days upsized commission rate ^{3,4}	Additional +2% pts		

Notes:

- The budget cap is the maximum commission value which will be used to fund buyer cashback on orders from your shop, and ShopBack for helping you drive your own orders.
 - Brands will only be charged what is used out of the budget cap to fund buyer cashback.
- ShopBack will be taking a 10-30% fee out of the 'commission rate', remaining portion goes into buyer cashback.
 - The amount deducted is calculated by 'commission rate' x 'ShopBack margin' x 'total checkout price' generated.
 - Commission rates apply at shop-level (i.e. will apply to every item in brand's Shopee store).
 - Shopee will exclude cancelled, returned & refunded or fraudulent orders in final validation report.
- AMS Peak days will reflect Campaign period peak days.
 - Budget commitments will be split by peak and non-peak period budget. The exact split is decided at brands' discretion.
 - Should no split be decided upon, our Affiliates team will split based on their best judgement.



12.12 Birthday Sale - Shopee AMS Campaign Duration

Nov

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Dec

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Submission Deadline²



Campaign period



Peak Day



AMS continues

Notes:

1. Campaign durations and peak days are subject to change
2. Deadline for 12.12 Champion Brand Submissions is Friday 12 November, brands that fail to submit AMS details before this deadline will have their AMS mechanics defaulted to the minimum budget commitment, budget peak & non-peak split, and commission rate for their Champion Brand tier.

12.12 Birthday Sale - Shopee AMS Packages

				
		Diamond Tier	Platinum Tier	Gold Tier
Compulsory Min. Requirements	# of packages available	23	23	69
	Min. Budget per campaign ^{1, 2, 3}	RM 23,000	RM 19,000	RM 6,000
	Campaign pre-hype period commission rate ³	4 - 15% of 'total checkout price' by buyer See next slide for commission rates by clusters		
	Campaign peak days upsized commission rate ^{3,4}	Additional +2% pts		

Notes:

- The budget cap is the maximum commission value which will be used to fund buyer cashback on orders from your shop, and ShopBack for helping you drive your own orders.
 - Brands will only be charged what is used out of the budget cap to fund buyer cashback.
- ShopBack will be taking a 10-30% fee out of the 'commission rate', remaining portion goes into buyer cashback.
 - The amount deducted is calculated by 'commission rate' x 'ShopBack margin' x 'total checkout price' generated.
 - Commission rates apply at shop-level (i.e. will apply to every item in brand's Shopee store).
 - Shopee will exclude cancelled, returned & refunded or fraudulent orders in final validation report.
- AMS Peak days will reflect Campaign period peak days.
 - Budget commitments will be split by peak and non-peak period budget. The exact split is decided at brands' discretion.
 - Should no split be decided upon, our Affiliates team will split based on their best judgement.

Shopee AMS Minimum Commission Rate Thresholds

Brands must commit to a minimum storewide commission rate to better drive conversion

Minimum Storewide Commission rates			
Cluster	Category	Diamond & Platinum storewide commission rates	Gold storewide commission rates
Electronics	Home Appliances	4%	4%
	Gaming & Consoles		
	Computer & Accessories		
	Mobile & Gadgets		
	Camera & Drones		
Fashion ¹	Tier 1	4%	4%
	Tier 2	10%	4%
	Tier 3	15%	4%
FMCG	Health & Beauty (Cosmetics)	10%	4%
	Health & Beauty (Others)	7%	4%
	Groceries & Pets Baby & Toys	4%	4%
Lifestyle	Home & Living	10%	4%
	Sports & Outdoors		
	Games, Books, & Hobbies		
	Automotive		

(1) Tiering based on Shopee's internal framework for segmenting brands' Average Basket Size (ABS)

Shopee AMS Budget Allocation

Brands are able to determine how their budget will be allocated according to the campaign days

	Non-Peak Days	Peak Days ^{1 2}
Recommendation	40%	60%
Minimum ³	10%	20%

Notes:

1. AMS Peak days will reflect campaign period peak days.
 - a. Budget commitments will be split by peak and non-peak period budget. The exact split is decided at brands' discretion.
 - b. Should no split be decided upon, our Affiliates team will split based on their best judgement.
2. Should there be more than one peak day during a campaign, the Peak Day budget will be split by our affiliates team at their discretion.
3. Minimum refers to the minimum percent of a brand's budgets that each portion can be reduced to.
 - a. A 20% budget allocation for Peak Days will result in an 80% allocation for Non-Peak Days; a 10% budget allocation for Non-Peak days will result in a 90% allocation for Peak Days.
 - b. Likewise, this minimum implies a maximum budget allocation of 80% and 90% for Non-Peak and Peak Day periods respectively

Shopee AMS commitments to participating brands

	No	ShopBack Assets	Placement	Metrics	AMS Participating Brands
App	1.1	Homepage exposure	Homepage	# Days	Generic Shopee branding
	1.2	Homepage Key App Banner	Homepage	# Days	Access to Bid
	1.3	Landing Page Recommended Brands	Landing Page	# Days	Access to bid
	1.4	Landing Page Product Feature (2x SKUs)	Landing Page	# Days	Access to bid
	1.5	Landing Page Exclusive Promo Banner	Landing Page	# Days	Access to bid
	1.6	Landing Page Brand Banner (By Category)	Landing Page	# Days	Access to bid
Web	2.1	Exclusive Brand Banner	Homepage	# Slot	Access to bid
	2.2	Landing Page Recommended Brands	Landing Page	# Days	Access to bid
	2.3	Landing Page Brand Banner (By Category)	Landing Page	# Days	Access to bid
CRM	3.1	EDM Newsletter	850k users	# Qty	1x (Shared)
	3.2	Push Notification	500k users	# Qty	1x (Shared)
	3.3	Social Media Post (IG & FB)	1.2m users	# Qty	Access to Bid
Additional Exposure via other Affiliates					
iPrice	4.1	Voucher Landing Page	Landing Page	-	Access to bid
Couponation	4.2	Voucher Landing Page	Landing Page	-	Access to bid
InvolveAsia	4.3	Access to Publisher Network	Publisher Site	-	Access to bid
AccessTrade	4.4	Access to Publisher Network	Publisher Site	-	Access to bid
Hargapedia	4.5	Access to Publisher Network	Publisher Site	-	Access to bid
CityAds	4.6	Access to Publisher Network	Publisher Site	-	Access to bid
Shopee Ambassadors	4.7	Access to Publisher Network	Publisher Site	-	Access to bid
Media Publishers	4.8	Access to Publisher Network	Publisher Site	-	Access to bid
Facebook Groups & Pages	4.9	Access to Publisher Network	Publisher Site	-	Access to bid

Notes

- Owing to the nature of their platform, access to asset exposure by the stated Affiliate partners is not guaranteed and is subjected to the discretion of our Affiliate partners (access to bid).
- Shopee reserves the right to dictate the allocation of budget to different Affiliate partners within our Affiliate network
- The list of available assets stated here are not exhaustive and are subject to change

Shopee AMS Additional ShopBack Exposure

Brands may opt for optional additional exposure to better drive conversion by committing to higher commission rates

Cluster	Category	Commission Rate Requirement	Diamond & Platinum Additional Assets
Electronics	Home Appliances Gaming & Consoles Computer & Accessories Mobile & Gadgets Camera & Drones	6%	1x Homepage Key App banner (1.2) 1x Additional EDM mention (3.1) 1x [Diamond only] Solo social media post on Instagram & Facebook (3.3)
Fashion ¹	Tier 1	7%	
	Tier 2	15%	
	Tier 3	20%	
FMCG	Health & Beauty (Cosmetics)	15%	
	Health & Beauty (Others)	10%	
	Groceries & Pets Baby & Toys	7%	
Lifestyle	Home & Living Sports & Outdoors Games, Books, & Hobbies Automotive	15%	

(1) Tiering based on Shopee's internal framework for segmenting brands' Average Basket Size (ABS)

‘Always-On’ Shopee AMS Package

Shopee Always-On AMS

Brands can run AMS continuously over the span of a few months without having to commit to a larger campaign barter; brands must commit to a minimum budget per package period

Compulsory Requirements		Recommended ⁶	Minimum
	Budget per month ^{1, 2}	RM 6,000	RM 2,000
	Package Period ³	1 Month / 3 Months / 6 Months	
	Regular day commission rate ⁴	4 - 15% of 'total checkout price' by buyer <i>See next slide for commission rates by clusters</i>	
	Peak day upsized commission rate ^{4,5}	Additional +2% pts	

Notes:

- The budget cap is the maximum commission value which will be used to fund buyer cashback on orders from your shop, and ShopBack for helping you drive your own orders.
 - Brands will only be charged what is used out of the budget cap to fund buyer cashback.
- ShopBack will be taking a 10-30% fee out of the 'commission rate', remaining portion goes into buyer cashback.
 - The amount deducted is calculated by 'commission rate' x 'ShopBack margin' x 'total checkout price' generated.
 - Commission rates apply at shop-level (i.e. will apply to every item in brand's Shopee store).
 - Shopee will exclude cancelled, returned & refunded or fraudulent orders in final validation report.
- Total budget commitment is equivalent to budget per month x # package period months.
 - AMS assets will remain in-effect until either the total budget commitment is utilised or the package period ends; whichever comes first.
 - Only one insertion order is needed to be signed per package period; eg, only one insertion order for one 6 month package vs 2 insertion orders for two 3 month packages.
- AMS Peak days will reflect Campaign period peak days.
 - Budget commitments will be split by peak and non-peak period budget. The exact split is decided at brands' discretion.
 - Should no split be decided upon, our Affiliates team will split based on their best judgement.
- Recommended budget per month based on 3.3 average daily budget utilised for a 30 day period. This does not take into account the brands' product pricing or popularity.

Shopee AMS Commission Rate Thresholds

Brands must commit to a minimum storewide commission rate to better drive conversion, however Shopee provides recommended commission rates based on what's seen to work best

Storewide Commission rates			
Cluster	Category	Recommended storewide commission rates	Minimum storewide commission rates
Electronics	Home Appliances	4%	4%
	Gaming & Consoles		
	Computer & Accessories		
	Mobile & Gadgets		
	Camera & Drones		
Fashion ¹	Tier 1	4%	4%
	Tier 2	10%	4%
	Tier 3	15%	4%
FMCG	Health & Beauty (Cosmetics)	10%	4%
	Health & Beauty (Others)	7%	4%
	Groceries & Pets Baby & Toys	4%	4%
Lifestyle	Home & Living	10%	4%
	Sports & Outdoors		
	Games, Books, & Hobbies		
	Automotive		

1. Tiering based on Shopee's internal framework for segmenting brands by Average Basket Size (ABS).

Shopee AMS Budget Allocation

Brands are able to determine how their budget will be allocated according to the campaign days

	Non-Peak Days	Peak Days ^{1 2}
Recommendation	40%	60%
Minimum ³	10%	20%

Notes:

1. AMS Peak days will reflect campaign period peak days.
 - a. Budget commitments will be split by peak and non-peak period budget. The exact split is decided at brands' discretion.
 - b. Should no split be decided upon, our Affiliates team will split based on their best judgement.
2. Should there be more than one peak day during a campaign, the Peak Day budget will be split by our affiliates team at their discretion.
3. Minimum refers to the minimum percent of a brand's budgets that each portion can be reduced to.
 - a. A 20% budget allocation for Peak Days will result in an 80% allocation for Non-Peak Days; a 10% budget allocation for Non-Peak days will result in a 90% allocation for Peak Days.
 - b. Likewise, this minimum implies a maximum budget allocation of 80% and 90% for Non-Peak and Peak Day periods respectively

Shopee AMS commitments to participating brands

	No	ShopBack Assets	Placement	Metrics	AMS Participating Brands
App	1.1	Homepage exposure	Homepage	# Days	Generic Shopee branding
	1.2	Landing Page Recommended Brands	Landing Page	# Days	Access to bid
	1.3	Landing Page Product Feature (2x SKUs)	Landing Page	# Days	Access to bid
	1.4	Landing Page Exclusive Promo Banner	Landing Page	# Days	Access to bid
	1.5	Landing Page Brand Banner (By Category)	Landing Page	# Days	Access to bid
Web	2.1	Exclusive Brand Banner	Homepage	# Slot	Access to bid
	2.2	Landing Page Recommended Brands	Landing Page	# Days	Access to bid
	2.3	Landing Page Brand Banner (By Category)	Landing Page	# Days	Access to bid
CRM	3.1	EDM Newsletter	850k users	# Qty	1x (Shared)
	3.2	Push Notification	500k users	# Qty	1x (Shared)
Additional Exposure via other Affiliates					
iPrice	4.1	Voucher Landing Page	Landing Page	-	Access to bid
Couponation	4.2	Voucher Landing Page	Landing Page	-	Access to bid
InvolveAsia	4.3	Access to Publisher Network	Publisher Site	-	Access to bid
AccessTrade	4.4	Access to Publisher Network	Publisher Site	-	Access to bid
Hargapedia	4.5	Access to Publisher Network	Publisher Site	-	Access to bid
CityAds	4.6	Access to Publisher Network	Publisher Site	-	Access to bid
Shopee Ambassadors	4.7	Access to Publisher Network	Publisher Site	-	Access to bid
Media Publishers	4.8	Access to Publisher Network	Publisher Site	-	Access to bid
Facebook Groups & Pages	4.9	Access to Publisher Network	Publisher Site	-	Access to bid

Notes

- Owing to the nature of their platform, access to asset exposure by the stated Affiliate partners is not guaranteed and is subjected to the discretion of our Affiliate partners (access to bid).
- Shopee reserves the right to dictate the allocation of budget to different Affiliate partners within our Affiliate network.
- The list of available assets stated here are not exhaustive and are subject to change.

Digital Marketing Partner Program (DMPP)

DMPP rewards brands who drive **Always-On Online Marketing** and/or **Always-On Affiliate Marketing** with **FREE Shopee Ads** cashback

1



Brands sign up for DMPP and runs **always-on Online Marketing and/or Affiliate Marketing** to drive traffic to their Shopee store

2



Brands must drive at least **RM1k per week in Online Marketing and/or Affiliate Marketing** spend for 4 consecutive weeks

3



In return, Shopee will give **10% cashback** on Online Marketing and/or Affiliate Marketing spend in the form of **Shopee Ads credits** in the following month, capped at RM500/month

4



Brands can benefit from **increased exposure and orders** from running Online Marketing, Affiliate Marketing, and Shopee Ads

Digital Marketing Partner Program Details

Aimed at rewarding brands who drive always-on Online Marketing and/or Affiliate Marketing

Queries	Program Details
Why should brands do this?	- By driving always-on Online Marketing (OM) brands are able to consistently engage with their buyers and this allows for machine learning to better understand customers' behaviour, thus leading to higher sales - Similarly, by participating in Affiliate Marketing Solution (AMS), affiliate partners are better able to align their communications with the brand and create high quality content to drive results - Shopee Ads average Return on Ad Spend (ROAS) is ~9.7x, higher than other solutions - Brands that run always-on OM/AMS & Shopee Ads concurrently experience significantly higher returns of ~25x compared to ~16x from brands running only Shopee Ads
What do brands need to do?	Brands to drive min. spend RM1,000/week for 4 consecutive weeks on top of their existing Online Marketing or Affiliate Marketing commitments
What does Shopee give in return?	10% of OM and/or AMS spend credited as Shopee Ads bonus to brand, capped at RM500.
When is the amount credited by?	Shopee Ads bonus to be credited two weeks after the brand has fulfilled the minimum requirement for RM1k/week for 4 consecutive weeks in OM or AMS spend

How to get started with DMPP (AMS)?

①



Sign-up for DMPP [here](#)

②



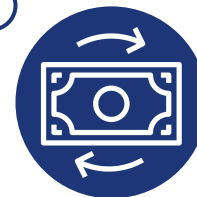
Reach out to your RM to confirm Shopee AMS participation and set your desired budget, commission rate, and campaign period & start date ¹

③



Sign an AMS agreement and launch the campaign

④



Enjoy FREE Shopee Ads cashback!

1. Shopee voucher mechanics and brand-specific SKUs can be submitted for additional exposure on more affiliate partners

‘Super Brand Day (SBD)’ Shopee AMS Packages

'Super Brand Day (SBD)' Shopee AMS Packages

			
		3-Day-SBD	2-Day-SBD
Compulsory Min. Requirements	Min. Budget per campaign ^{1,2}	RM 15,000	RM 10,000
	Campaign pre-hype period commission rate ³	4 - 15% of 'total checkout price' by buyer <i>See next slide for commission rates by clusters</i>	
	Peak days upsized commission rate ^{3,4}	Additional +2%pts	

Notes:

- The budget cap is the maximum commission value which will be used to fund buyer cashback on orders from your shop, and ShopBack for helping you drive your own orders.
 - Brands will only be charged what is used out of the budget cap to fund buyer cashback.
- The budget will be stacked on top of any existing AMS campaign package commitments and will be utilized throughout the entirety of this campaign period
- ShopBack will be taking a 12.5 - 30% fee out of the 'commission rate', remaining portion goes into buyer cashback.
 - The amount deducted is calculated by 'commission rate' x 'ShopBack margin' x 'total checkout price' generated.
 - Commission rates apply at shop-level (i.e. will apply to every item in brand's Shopee store).
 - Shopee will exclude cancelled, returned & refunded or fraudulent orders in final validation report.
- AMS Peak days will reflect campaign period peak days. This is in addition to the brands' existing upsized commission rate.

AMS Minimum Cashback Rate Thresholds

Implementing minimum cashback rates for brands opting into SBD packages in order to better drive conversion

Minimum Storewide Commission rates		
Cluster	Category	SBD storewide commission rates
Electronics	Home Appliances	4%
	Gaming & Consoles	
	Computer & Accessories	
	Mobile & Gadgets	
	Camera & Drones	
Fashion ¹	Tier 1	4%
	Tier 2	10%
	Tier 3	15%
FMCG	Health & Beauty (Cosmetics)	10%
	Health & Beauty (Others)	7%
	Groceries & Pets Baby & Toys	4%
Lifestyle	Home & Living	10%
	Sports & Outdoors	
	Games, Books, & Hobbies	
	Automotive	

(1) Tiering based on Shopee's internal framework for segmenting brands' Average Basket Size (ABS)

Shopee AMS commitments to participating brands

	No	ShopBack Assets	Placements	Metrics	3-Day-SBD	2-Day-SBD
App	1.1	Exclusive Skinny Banner ¹	Homepage	# Days	4x	3x
	1.2	Landing Page Recommended Brands	Landing Page	# Days	3x	2x
	1.4	Landing Page Exclusive Promo Banner	Landing Page	# Days	4x	3x
Web	2.1	Exclusive Brand Banner	Homepage	# Slot	1x	1x
	2.2	Landing Page Recommended Brands	Landing Page	# Days	3x	2x
	2.3	Landing Page Brand Banner	Landing Page		✓	✓
CRM	3.1	EDM Newsletter	850k users	# Qty	1x (Shared)	1x (Shared)
	3.2	Push Notification	500k users	# Qty	1x (Shared)	1x (Shared)
Additional Exposure via other Affiliates ²						
iPrice	4.1	Voucher Landing Page	Landing Page	-	Access to bid	Access to bid
Couponation	4.2	Voucher Landing Page	Landing Page	-	Access to bid	Access to bid
InvolveAsia	4.3	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
AccessTrade	4.4	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
Hargapedia	4.5	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
CityAds	4.6	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
Shopee Ambassadors	4.7	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
Media Publishers	4.8	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
Facebook Groups & Pages	4.9	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid

Notes

1. Includes logo + product visuals on banner. Skinny Banner exposure will go live for the entirety of brands' SBD period. For 3-Day-SBD packages, Skinny Banner will be live D-1 to SBD start date
2. Owing to the nature of their platform, access to additional asset exposure by the stated Affiliate partners is not guaranteed and is subjected to the discretion of our Affiliate partners
3. Shopee reserves the right to dictate the allocation of budget to different Affiliate partners within our Affiliate network
4. SBD brands are also able to purchase additional assets from ShopBack upon request. Please consult with the Shopee Marketing Solutions team for the latest rates.

Ad Hoc Shopee AMS Packages

Ad Hoc Shopee AMS Packages

Compulsory Min. Requirements		Brand/Product Launch	Ad-Hoc (Brand Day)
	Min. Budget per campaign ^{1,2}	RM 7,000	RM 3,000
	Min. Campaign Period	7 Days	
	Campaign pre-hype period commission rate ³	4 - 15% of 'total checkout price' by buyer <i>See next slide for commission rates by clusters</i>	
	Peak days upsized commission rate ^{3,4}	Additional +2%pts	

Notes:

- The budget cap is the maximum commission value which will be used to fund buyer cashback on orders from your shop, and ShopBack for helping you drive your own orders.
 - Brands will only be charged what is used out of the budget cap to fund buyer cashback.
- The budget will be stacked on top of any existing AMS campaign package commitments and will be utilized throughout the entirety of this campaign period
- ShopBack will be taking a 12.5 - 30% fee out of the 'commission rate', remaining portion goes into buyer cashback.
 - The amount deducted is calculated by 'commission rate' x 'ShopBack margin' x 'total checkout price' generated.
 - Commission rates apply at shop-level (i.e. will apply to every item in brand's Shopee store).
 - Shopee will exclude cancelled, returned & refunded or fraudulent orders in final validation report.
- AMS Peak days will reflect campaign period peak days. This is in addition to the brands' existing upsized commission rate.

AMS Minimum Cashback Rate Thresholds

Implementing minimum cashback rates for brands opting into Ad Hoc packages in order to better drive conversion

Minimum Storewide Commission rates		
Cluster	Category	Ad Hoc storewide commission rates
Electronics	Home Appliances	4%
	Gaming & Consoles	
	Computer & Accessories	
	Mobile & Gadgets	
	Camera & Drones	
Fashion ¹	Tier 1	4%
	Tier 2	10%
	Tier 3	15%
FMCG	Health & Beauty (Cosmetics)	10%
	Health & Beauty (Others)	7%
	Groceries & Pets Baby & Toys	4%
Lifestyle	Home & Living	10%
	Sports & Outdoors	
	Games, Books, & Hobbies	
	Automotive	

(1) Tiering based on Shopee's internal framework for segmenting brands' Average Basket Size (ABS)

Shopee AMS commitments to participating brands

	No	ShopBack Assets	Placements	Metrics	Brand/Product Launch	Ad Hoc (Brand Day)
App	1.4	Landing Page Exclusive Promo Banner	Landing Page	-	✓	
	1.5	Landing Page Top Brand Banner	Landing Page	-	✓	✓
Web	2.4	Landing Page Exclusive Promo Banner	Landing Page	-	✓	
	2.3	Landing Page Top Brand Banner	Landing Page	-	✓	✓
Additional Exposure via other Affiliates ²						
iPrice	4.1	Voucher Landing Page	Landing Page	-	Access to bid	Access to bid
Couponation	4.2	Voucher Landing Page	Landing Page	-	Access to bid	Access to bid
InvolveAsia	4.3	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
AccessTrade	4.4	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
Hargapedia	4.5	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
CityAds	4.6	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
Shopee Ambassadors	4.7	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
Media Publishers	4.8	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid
Facebook Groups & Pages	4.9	Access to Publisher Network	Publisher Site	-	Access to bid	Access to bid

Notes

- Owing to the nature of their platform, access to additional asset exposure by the stated Affiliate partners is not guaranteed and is subjected to the discretion of our Affiliate partners
- Shopee reserves the right to dictate the allocation of budget to different Affiliate partners within our Affiliate network

Appendices



A. FAQs

FAQs (1)

1. How does Affiliate Marketing Solutions (AMS) work?

- Shopee works with a variety of affiliate partners to drive traffic to Shopee to make a conversion (sale)
- With AMS, brands are now able to offer Shopee's Affiliate Partners a commission for every conversion made by the Affiliate Partners
- Shopee AMS uses a Cost Per Sale (CPS) model
- This means a cost will only be incurred when there is a successful, validated sale. In short, brands will only be required to pay when there is a validated sale

2. What is the attribution model and how do you determine when a commission has to be paid?

- The attribution model used is the last-click model, i.e. the channel that the user last clicked on will get 100% of the commission fee
- The last-click model is tracked via a cookie from our affiliate partners' links and the ShopBack app. The click attribution period is seven (7) days
- For examples, refer [here](#)
- Commissions will be paid only for successful, validated orders. This is done by doing a validation exercise between Shopee and our affiliate partners

FAQs (2)

3. What is validation?

- Validation for AMS means the act of confirming that the orders driven by our affiliate partners for Shopee are successful and legitimate orders
- Successful orders mean NOT cancelled, invalid, return/refund orders. In short, it appears “Completed” on both Shopee’s backend and Seller Centre
- Legitimate orders mean non-fraudulent orders. Example of fraudulent criteria [here](#)

4. How is customer cashback amount calculated under ShopBack’s ‘cashback model’?

- As AMS uses a CPS model, cashback rate calculation is as follows:

$\text{Cashback Amount} = \text{Total Validated Sale Amount} \times \text{Commission Rate} \times \text{Cashback Rate}$

5. How is the commission payable to Affiliate Partners calculated?

- The effective commission payable to all Affiliate partners is calculated as follows:

$\text{Commission Amount} = \text{Total Validated Sale Amount} \times \text{Commission Rate}$

6. What happens if my budget runs out?

- Brands will be notified when the budget utilisation rate hits 80% or are projected to exceed 100% utilisation before the end of the campaign period. Brands can choose to deactivate their AMS or proceed to top up additional budget. To top up their budget, brands may inform their RM and are required to sign a new IO for this new additional budget.

FAQs (3)

7. **What happens if my budget doesn't run out? What happens to the remaining balance?**

- Since AMS operates on a CPS model we will only invoice participating brands for the utilised portion of their budget. The remaining balance can be regarded as savings for the seller.

8. **Am I able to select which affiliate partners promote my products?**

- Brands are unable to select which affiliate partners promote their products as it is ultimately subject to our affiliate partners' discretion on which sellers to create content / grant exposure to

9. **Will I be able to receive performance reports for AMS?**

- There are two types of reports that Shopee will provide to participating brands:
 - Interim AMS Reports will be sent once the campaign has ended within 2 weeks of the end date. This report will contain daily performance metrics and top SKU performance. The data within this report is before validation so the values are subject to change once our validation process is completed.
 - Validated AMS Reports will be sent once our validation process is completed. This report will contain daily performance metrics, category and subcategory performance breakdown, top SKU performance, and new customer metrics.

FAQs (4)

10. How do I pay for my AMS budget utilised?

- Our payment process for AMS is currently all handled offline
- Brands are required to sign an AMS agreement / insertion order for their budget commitment
- Once the campaign has ended and we have completed our validation process, Shopee will issue an invoice to participating sellers for the budget utilisation amount

11. Am I able to pay for my AMS budget utilised online using my Seller Wallet?

- No, currently our AMS payment process is all handled offline

Illustration of flexible commission rate calculations on ShopBack

Campaign period		BAU or pre-hype period	Peak Day or SBD	ShopBack 24-hour Flash Sale
(A) ShopBack's margin rate	%	30%	10%	10%
(B) Example of brand's Commission Rate	%	10.0%	10.0%	10.0%
(C) ShopBack's margin (A x B)	%	3.00%	1.00%	1.00%
Buyer's cashback (B - C)	%	7.00%	9.00%	9.00%

Item price	RM	RM515.00	RM505.00	RM515.00
- Shopee voucher	RM	-RM10.00	-RM10.00	-RM10.00
- Shipping fees	RM	-RM5.00	-RM5.00	-RM5.00
Buyer paid	RM	RM500.00	RM500.00	RM500.00
ShopBack's cut	%	3.00%	1.00%	1.00%
ShopBack earns	RM	RM15.00	RM5.00	RM5.00
Buyer earn	RM	RM35.00	RM45.00	RM45.00
Total deducted from brand's budget	RM	RM50.00	RM50.00	RM50.00

Cost to brand from this transaction	RM	RM50.00	RM50.00	RM50.00
ROAS	x	10.0 x	10.0 x	10.0 x

Shopback will introduce flexible margins based on campaign days

The example here is for illustrative purposes only

When will money be deducted from brands' AMS investment budget?

Scenario	User Journey							
	Clicks on Shopee link on ShopBack	Exit from Shopee app	Adds to Cart YOUR brand's item on Shopee	Adds to Cart OTHER brand's item on Shopee	Purchases item within 7 days*	Purchases item after 7 days*	Purchase successful & validated	Commission deducted from budget to ShopBack?
A	Yes	-	Yes	-	Yes	-	Yes	Yes
B	Yes	Yes	Yes	-	Yes	-	Yes	Yes
C	Yes	-	Yes	-	-	Yes	Yes	-
D	Yes	-	-	Yes	Yes	-	Yes	-

* Validation period for cookies = 7 days; After 7 days the cookie expires & order would not be accounted for

What qualifies as Fraudulent Activities?

Order is tagged as fraud due to fraudulent practices such as:

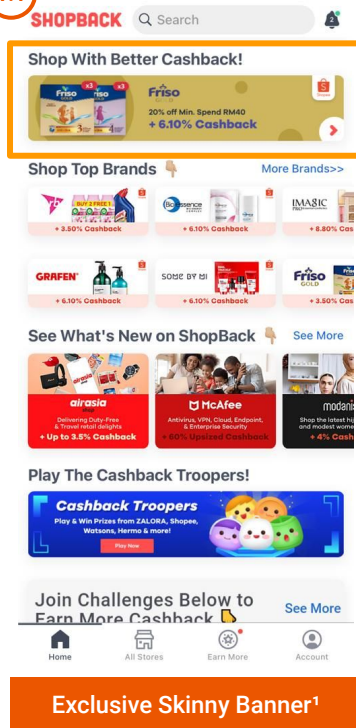
1. Seller-buyer linked: Buyer's account is linked to the Seller's account by device
2. Buyer-buyer linked: Buyer has multiple accounts purchasing from the same Seller account
3. Repeated focused purchase from same publisher link and/or same publisher

For more details please refer to [Seller Education Hub](#) - under **"Fraud - False Transactions"**

B. Example of Package Assets

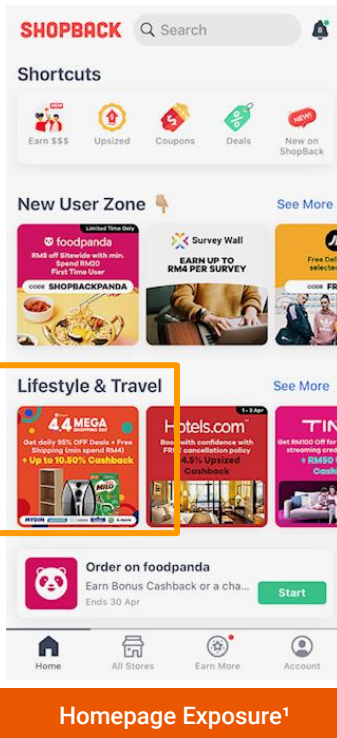
ShopBack App Homepage

1.1

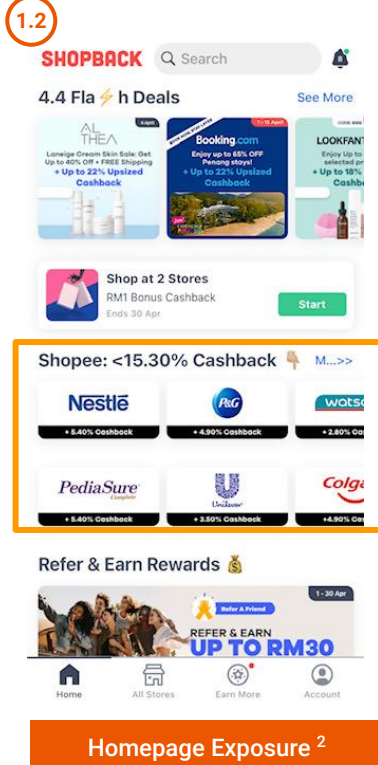


Exclusive Skinny Banner¹

1.2



Homepage Exposure¹

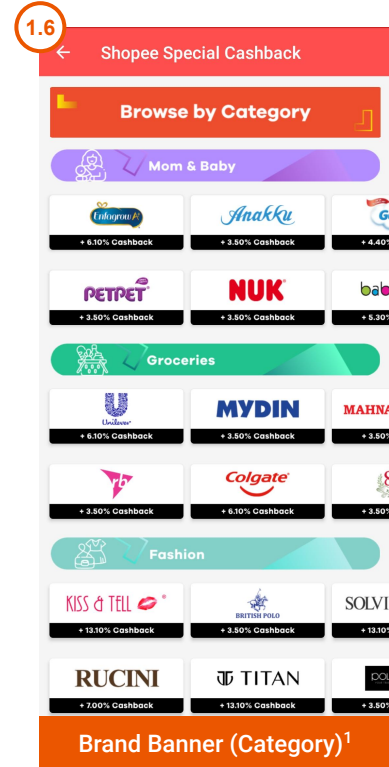
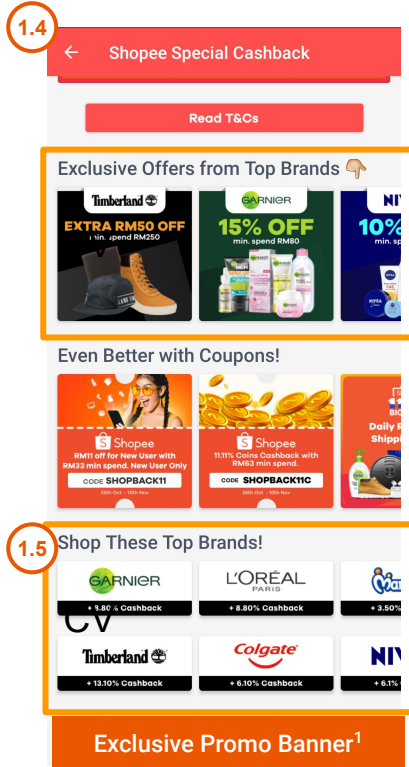
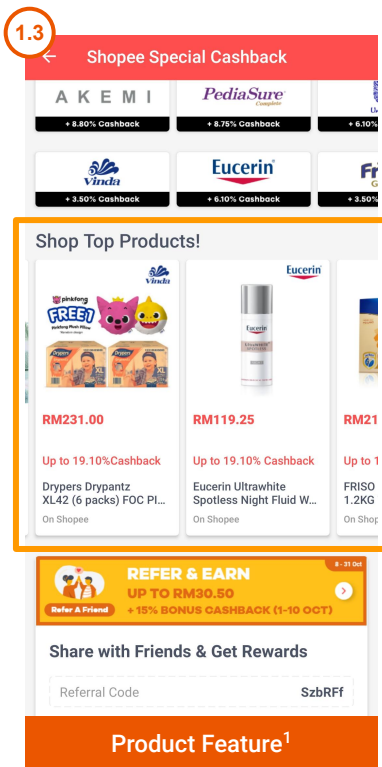


Homepage Exposure²

Notes

1. Leads to ShopBack landing page
2. Leads to Brand's official store on Shopee (Access to Bid)

ShopBack App Landing Page



Notes

1. Leads to Brand's official store on Shopee

ShopBack Web Homepage and Web Landing Page

2.1

Web Homepage (L1)

Brand Banner¹

2.2

Web Landing Page (L2)

Recommended/Category Brands²

2.4

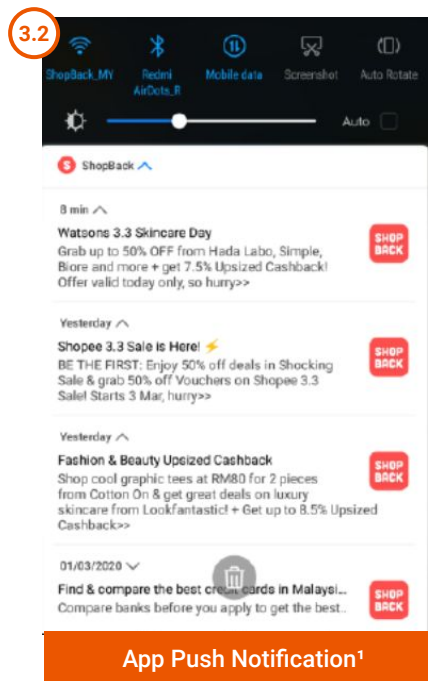
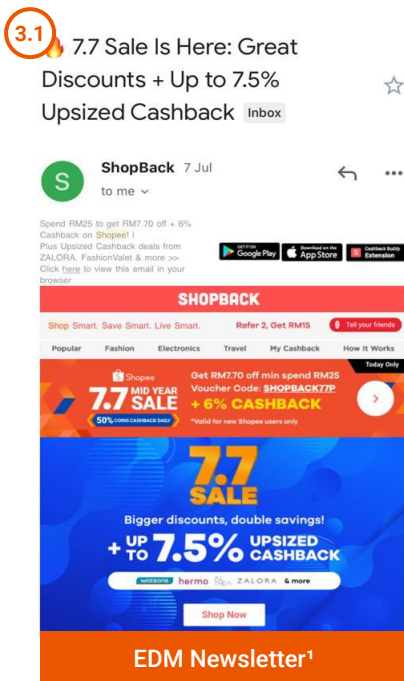
Web Landing Page (L2)

Exclusive Promo Banner²

Notes

1. Leads to ShopBack Web landing page
2. Leads to download ShopBack app landing page

ShopBack communication channels

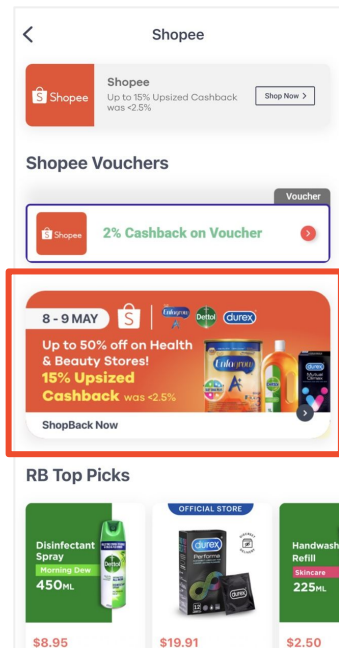


Note

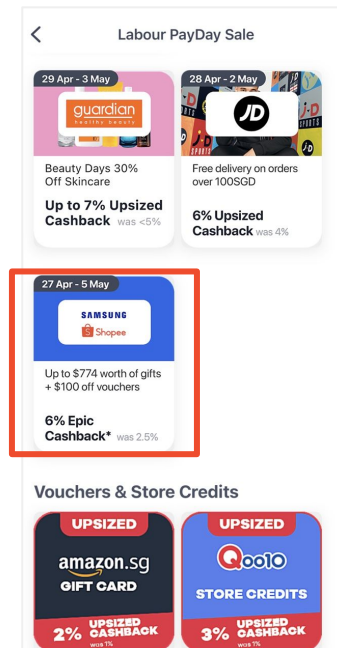
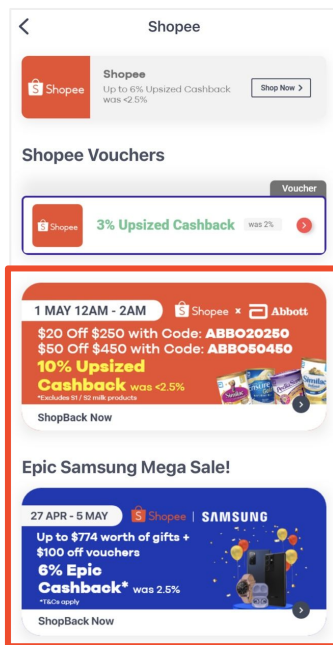
1. Leads to ShopBack App

Coupon / Cashback Platform

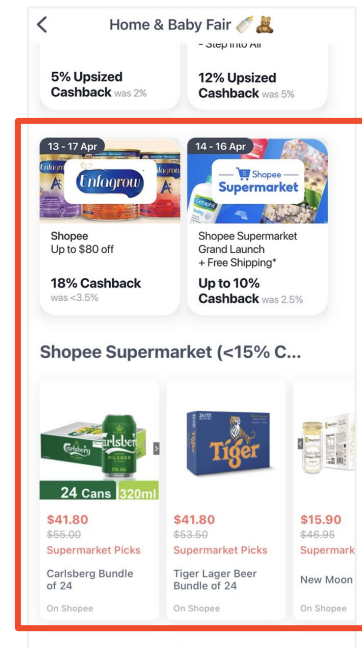
Feature your brand and cashback deal on prominent spots of partner's platform



Shopee's dedicated page on partner's platform

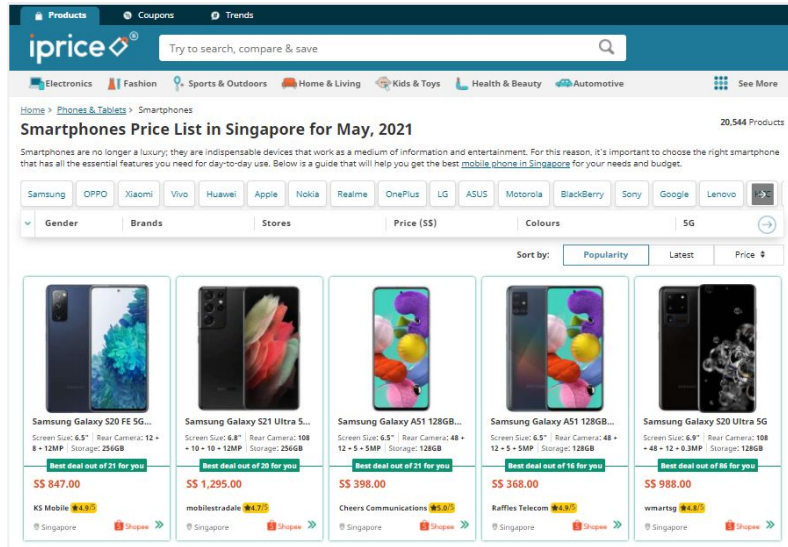


Specific brand shoutout on partner's campaign page



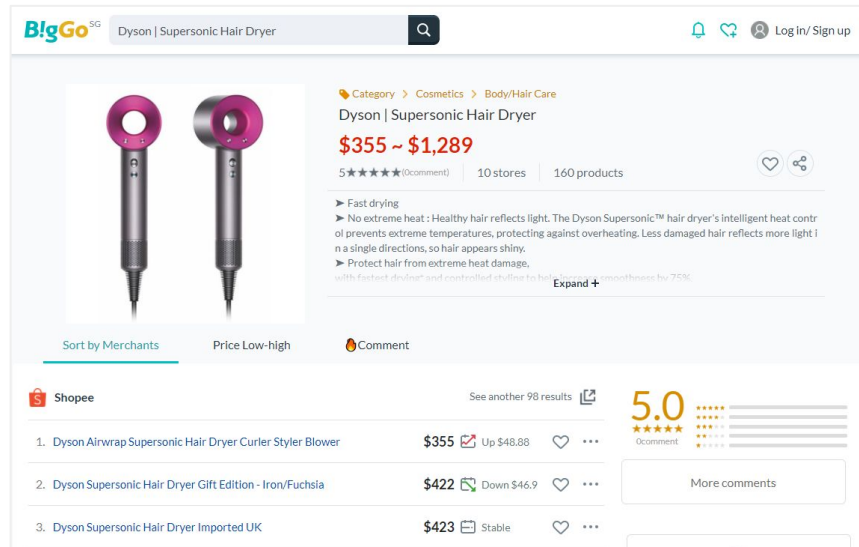
Price Comparison Platform

Maximize online visibility of your brand and product among price-conscious shoppers



The screenshot shows the iPrice Singapore website. The header includes navigation links for Products, Coupons, and Trends. A search bar is present with the text "Try to search, compare & save". Below the header, there are category links: Electronics, Fashion, Sports & Outdoors, Home & Living, Kids & Toys, Health & Beauty, and Automotive. The main section is titled "Smartphones Price List in Singapore for May, 2021" with 20,544 products. It includes a filter bar with options for Gender, Brands, Stores, Price (\$\$), Colours, and 5G. A "Sort by" dropdown is set to "Popularity". The product list shows five Samsung Galaxy models with their specifications and prices.

Product	Price	Store
Samsung Galaxy S20 FE 5G...	S\$ 847.00	KS Mobile
Samsung Galaxy S21 Ultra 5G...	S\$ 1,295.00	mobilestrada
Samsung Galaxy A51 128GB...	S\$ 398.00	Cheers Communications
Samsung Galaxy A51 128GB...	S\$ 368.00	Raffles Telecom
Samsung Galaxy S20 Ultra 5G	S\$ 988.00	wmartsg



The screenshot shows the BigGo Singapore website. The header includes navigation links for Products, Coupons, and Trends. A search bar is present with the text "Try to search, compare & save". Below the header, there are category links: Electronics, Fashion, Sports & Outdoors, Home & Living, Kids & Toys, Health & Beauty, and Automotive. The main section is titled "Dyson | Supersonic Hair Dryer" with 10 stores and 160 products. It includes a filter bar with options for Gender, Brands, Stores, Price (\$\$), Colours, and 5G. A "Sort by" dropdown is set to "Popularity". The product page shows two Dyson Supersonic Hair Dryers with their specifications and prices.

Product	Price	Store
Dyson Airwrap Supersonic Hair Dryer Curler Styler Blower	\$355	Up \$48.88
Dyson Supersonic Hair Dryer Gift Edition - Iron/Fuchsia	\$422	Down \$46.9
Dyson Supersonic Hair Dryer Imported UK	\$423	Stable

Showcase your product on various high traffic platforms

Content Publisher

Assure consumers of product quality with trusted industry expert recommendations

10 BEST AIR PURIFIERS IN SINGAPORE: BREATHE FRESH IN 2021!

Colin Ng | May 1, 2021

Polluted air doesn't only exist outside but also inside our own homes. How better to combat indoor air pollution by having the best air purifiers in Singapore?

It's become mandatory to have an air purifier in Singapore at home because of this. If you're clueless as to where to find the best air purifiers in Singapore, then you've come to the right place — we have a list of what you're looking for and we'll share it with you today.

Before we move on to that, though, we'll go over the factors to remember before buying an air purifier. If you know these things beforehand, you will be able to choose an air purifier from our list wisely.

1. Airfree P Series Filterless Air Purifier

Best for Bedrooms



10 Best Safe Boxes in Singapore (2021) For Protecting Your Valuables

MARCH 16, 2021 DRUM IT LOUD



With a safe box, you can keep your valuables securely in your own home without needing to worry. You can store valuables like luxury watches, jewellery and money. Additionally, offices will also benefit from having a safe box as you can keep important documents and deeds locked away and protected.

1. Yale Safe YSS/250/DB2

Cheap safe box



Mega Online Baby Fair And Promotions To Snag From Shopee Starting 17 May

Happening from 17 to 21 May, so hurry!

Online shopping can truly be a godsend especially in times of the Circuit Breaker. Whether it is getting food and essentials for the family or simply indulging in some retail therapy, receiving a package at the doorstep could really brighten up your day.

Parents, if you are looking for the best deals for your little ones, you definitely can't miss Shopee's **Mega Online Baby Fair** that will be happening from 17 to 21 May 2020.

Featured Baby Products & Promotions (17 to 21 May)



Shopee Mega Online Baby Fair: Promotions and free gifts from brands with minimum spending; bibs from Skip Hop and Mustela Love Pack. | Photo: Shopee

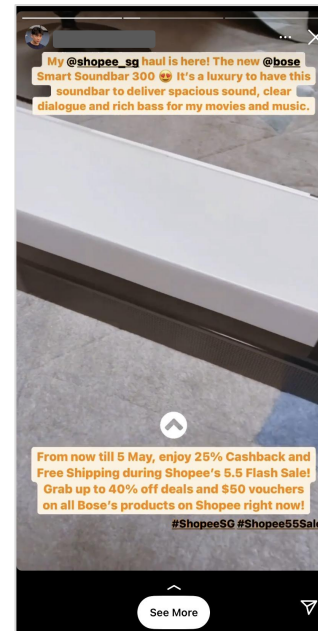
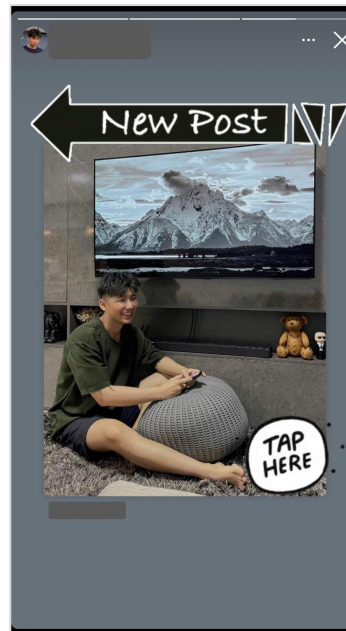
From 17 to 21 May, check out these featured brands that are offering promotions and free gifts with minimum spending.

- **Drypers** – Free Munchkin Stories Bath Book (worth \$18.90) with minimum spend of \$80]
- **Enfagrow A+** – Receive a welcome gift of your choice when you sign up for the Shopee's Mum's Club

Communicate product unique selling points from 3rd party perspectives

KOL / Influencer

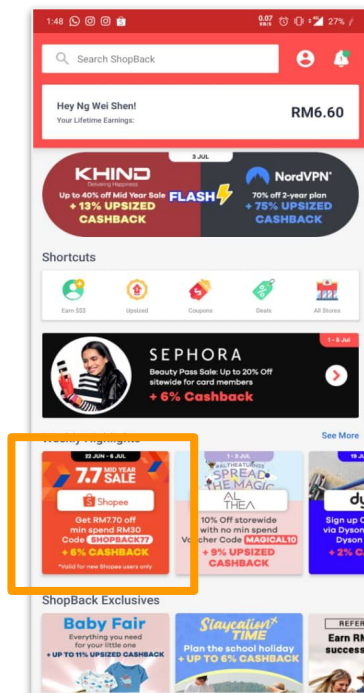
Boost your brand and product exposure through engaging social content from influencer



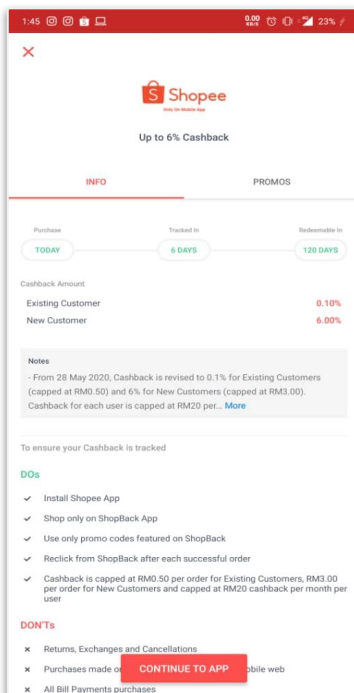
Influencer sharing his personal experience with the product in different content formats through Instagram post and story

C. User Journey

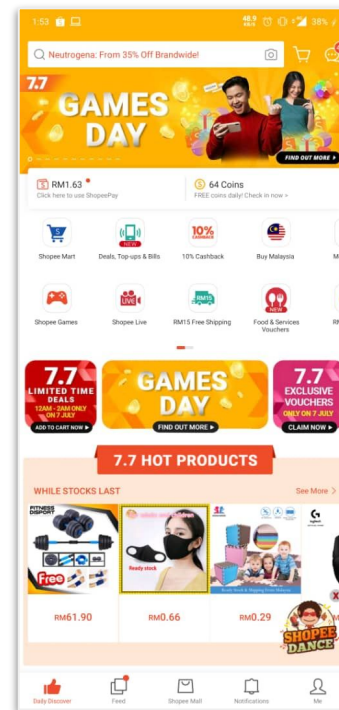
User journey through Affiliate Marketing with ShopBack (1/2)



ShopBack promotes brand's campaign/product promo info on their platform

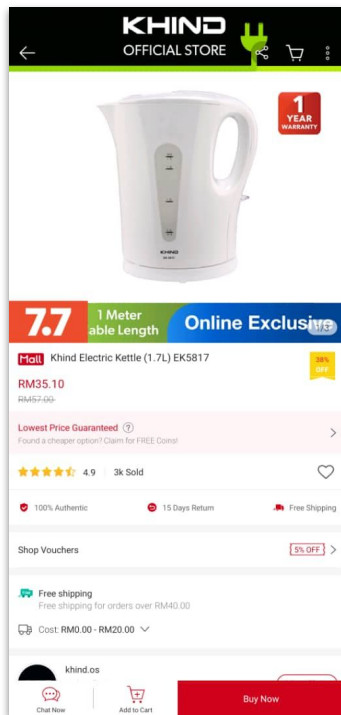


Consumer clicks on button and is directed to a landing page with cashback details. This is where cookie tracking begins (max. 7 days)

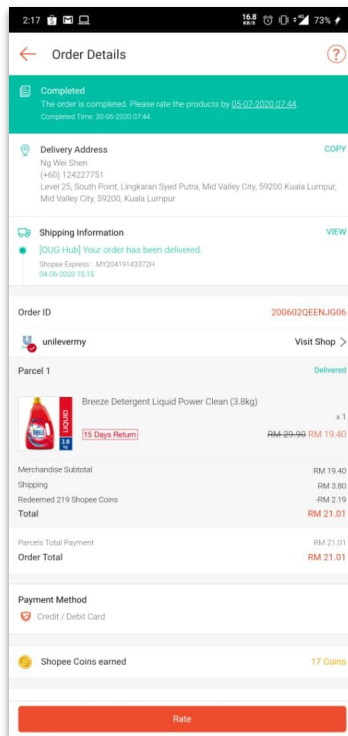


User arrives on brand Shopee store

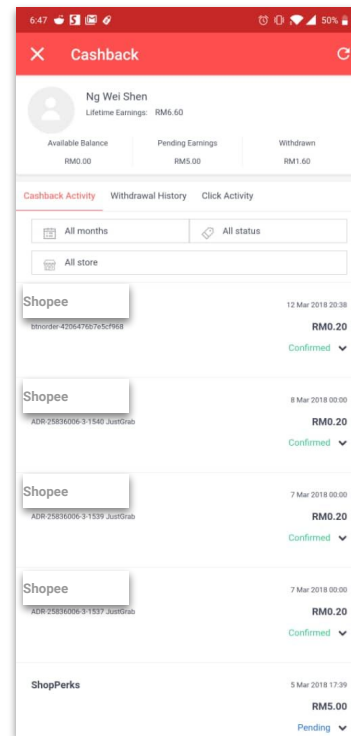
User journey through Affiliate Marketing with ShopBack (2/2)



User makes a successful purchase in Shopee

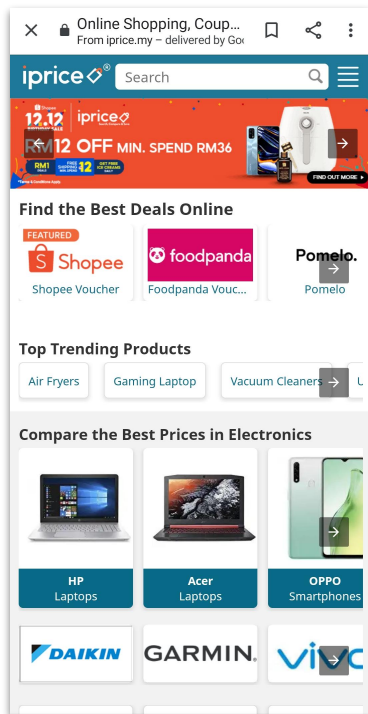


User's order has been shipped out and completed successfully

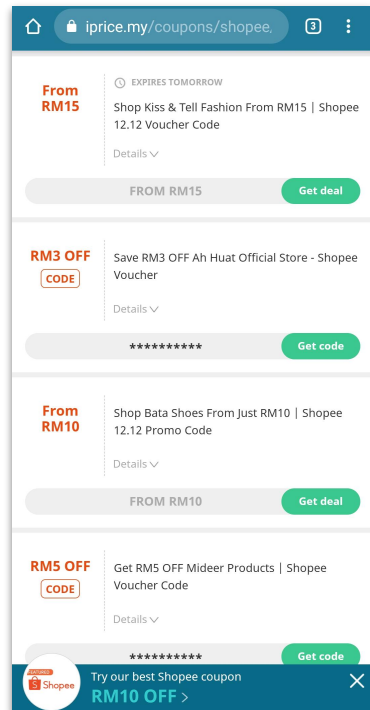


Order for this purchase will be validated to check for fraud activity and cookie tracking. If the order is legit after validation, commission to be paid out to user via ShopBack

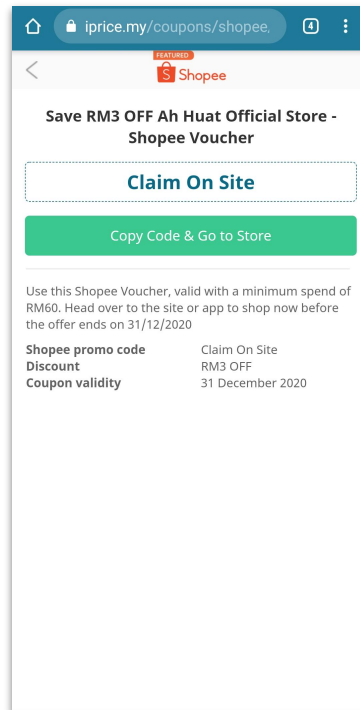
User journey through Affiliate Marketing with iPrice



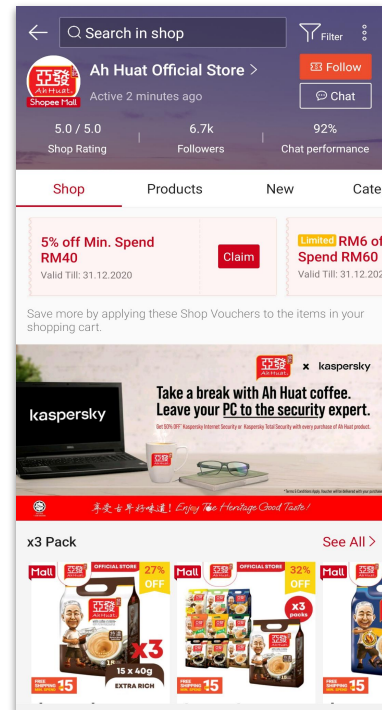
User visits iPrice's website and clicks on the Shopee Voucher Page banner



User lands on iPrice's Shopee Voucher Page and taps on 'Get Code'



User redirected to page with voucher code



Is redirected to brands' Shopee store and applies code upon check-out

THANK YOU

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