



Q4 Playbook

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7 September, 2021

Agenda

Strategic Outlook:

- YTD Network Performance
- Q3 Takeaways
- Q4 Forecast

Key Events:

- Content Themes, Top Merchants, Top Tactics, Top Products & Promotions

Best Practices

- Communications; CPA / PPP; Flat-Fees

Checklist

- Your actions for seasonal success



Strategic Outlook

Key trends & Year-To-Date Performance



Remote Working Continues

+60%

65% of APAC respondents to the Global Data 2021 Q2 Consumer Survey Continue To Work From Home almost two years into the pandemic

Increase in online shopping

57%+

9 million Australian households shopped online in 2021, up 1.3 million since 2019

Mcommerce continues to grow

+31%

Mobile sessions continue to grow across APAC, up 34% in Singapore alone

Performance across our APAC network has increased significantly across traffic and sales

+84%

Year-To-Date Commerce Content Traffic

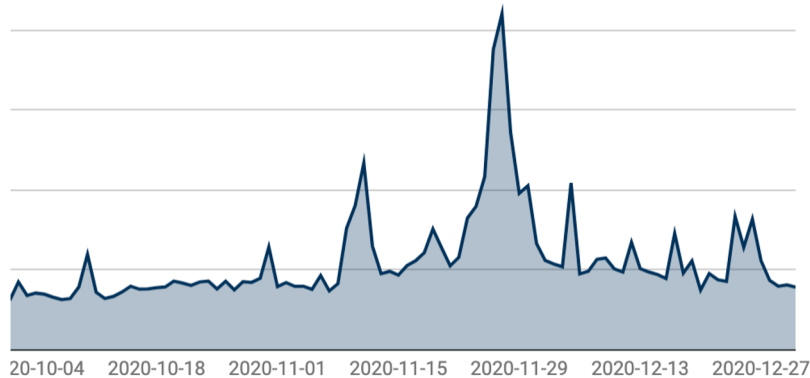
Key Events

Shopping Season Overview



Ecommerce Events Key shopping events with significant consumer interest and sales from major retailers	World Events Global events that offer an opportunity to create timely commerce content	Social Events Smaller events which provide a chance to promote evergreen content
Click Frenzy (November 9)	Halloween (October 31)	World Mental Health Day (October 10)
Singles Day (November 11)	Diwali (November 4)	Students Day (October 15)
Black Friday (November 26)	Christmas Shopping (December 1-24)	World Kindness Day (November 13)
Cyber Monday (November 29)	New Year's Eve (December 31)	Disney Day (December 6)
Boxing Day (December 26)	January Sales	Human Rights Day (December 10)

Traffic in 2020 in APAC



APAC Traffic Graph

51%+

Traffic on 10.10 in our
APAC Publisher

30%+

Traffic on 11.11 in our
APAC Publisher

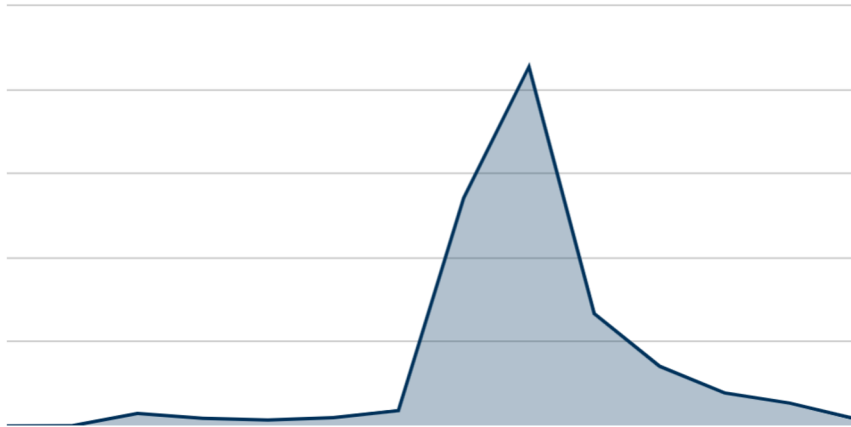
2x

Increase in traffic during
Black Friday week in the
APAC Publishers

100%+

Increase in traffic on
December 5 as
Christmas sales launch

Singles Day Traffic



11/11 Traffic Graph

When does traffic start?

Traffic to Singles Day Articles begins from the **start of November**, rising sharply three days out from the event as retailers launch sales

When does peak come?

Traffic to Singles Day Articles begins from the **start of November**, rising sharply three days out from the event as retailers launch sales

Top Singles Day Merchants



Lazada
Marketplace



LUISAVIAROMA
Luxury Fashion



Shopee
Marketplace



Charles & Keith
Fashion & Accessories



LELO
Adult Entertainment

Top Singles Day Categories & Products



Gadgets

Smartphones like the latest Apple and Android devices are popular



Video Games

Shoppers are keen to pick up consoles at discounted prices



Footwear

Sneakers are popular purchases during Singles Day



Accessories

Savvy consumers shop for handbags from fast fashion and luxury brands during the sales



Beauty Products

Skincare led the way in our network last year for Beauty at Singles Day

How Top Singles Day Retailers Get Coverage



小CK雙11包包只要
「1111」花三千帶三個包
回家！CHARLES & KEITH
必掃單品推薦

買三個包還不用五千塊！不趁機掃貨真的
對不起自己阿～

by EVA LEE ~ 2020/11/10



**Solo
Merchant
Articles**



SHOPPING

10 tech brands with worthy 11.11 Singles Day deals

From Arlo and Dyson to Sonos and Xiaomi, here's an
alphabetical, unabashedly no-frills list of 11.11
promotions from tech companies today.

by Ilyse Sholihyn / November 10, 2020



**Category
Wide
Promotion**



Deals

Your 11/11 special edition: Deals, codes and best buys for Singles' Day *Updated*

By Team HardwareZone - 13 Nov 2020



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Computing

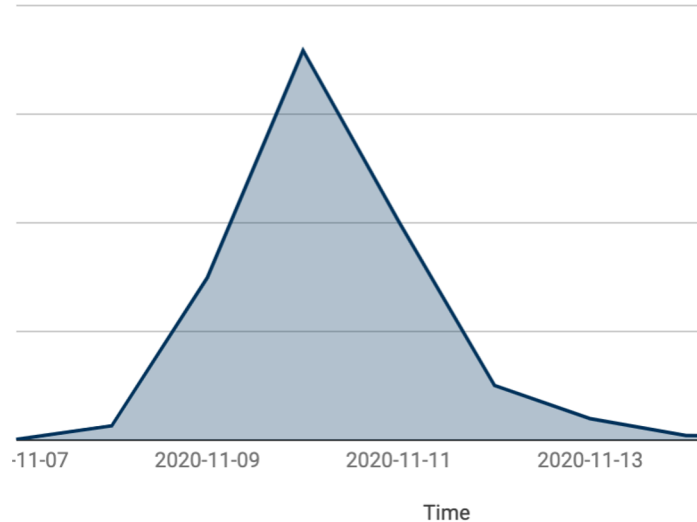
Looking to upgrade your gaming rig or
notebook? There's plenty here to choose from.

[AMD Ryzen 7 3700X](#)

**Timely Deal
Communications**

S

Click Frenzy Traffic



Click Frenzy Traffic Graph

When does traffic start?

Click Frenzy is a more concentrated ecommerce event, with traffic beginning to spike sharply **24-48 hours prior** to the event.

When does peak come?

The peak then takes place during the event itself, with a huge increase in traffic and performance, tapering off rapidly as retailers close their Click Frenzy sales.

Top Click Frenzy Retailers In Our Network



Catch.com.au
Marketplace



THE ICONIC
Fashion & Home



Lovehoney
Lingerie & Sex Toys



Canningvale
Home & Homewares



The Good Guys
Technology

Top Click Frenzy Categories & Products



Appliances

Vacuum cleaners lead the way in the home appliance category during Click Frenzy



Shoes

Shoes were a popular seller at Click Frenzy 2020, especially practical everyday boots



Laptops

Click Frenzy is a great time for tech bargains and laptops are a really popular category



Home Furnishings

New things for the home are also popular during Click Frenzy, particularly evergreen items like bedsheets and towels



Hair & Beauty

Shoppers are keen for deals on salon brands like Kerastase during Click Frenzy

How Top Click Frenzy Retailers Get Coverage



You Can Save \$250 On Those
Shit-Hot Dyson Vacs RN & That
Doesn't Suck Even A Lil' Bit



By PEDESTRIAN
Published November 10, 2020



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**Best-Seller
Information**

Best of shopping Sign Up Log In



Best Of > Fashion

Click Frenzy: The Main Event fashion bargains your wardrobe will love

With dazzling discounts from over 800 retailers and brands, there are plenty of fashion bargains to snap up – including a Kate Spade designer handbag.

Edwina Carr
Barraclough

6 min read November 12, 2020 - 8:04AM



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**Sitewide
Vertical
Discounts**



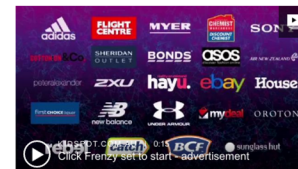
Click Frenzy 2020: We found all the best deals

From Julove to The Main Event, these are the Click Frenzy sales you need to know about - and all the best deals you can score on.

Dani Maher | November 10, 2020



Our recommendations are dedicated to helping you find the right product at the right price. Things you buy may earn us a commission. [Learn more.](#)

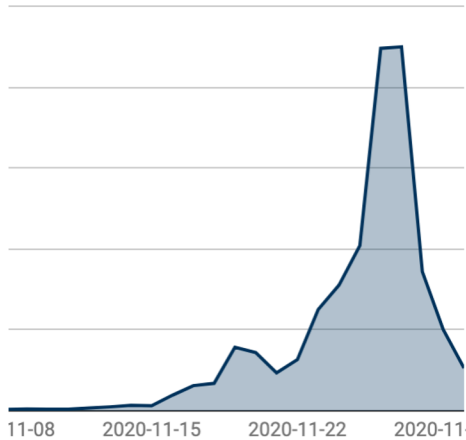


One of the biggest online sales in Australia is set to start with Click Frenzy gearing up to begin.

Click Frenzy is Australia's home grown e-commerce event. It

**Links To
Deal
Homepages**

Black Friday Traffic



11/11 Traffic Graph

When does traffic start?

Black Friday traffic begins from late October, rising steadily **from mid-November** as retailers launch sales and consumers begin to take advantage of deals.

When does peak come?

Peak begins on the Wednesday, with sustained traffic through Black Friday and the weekend into Cyber Monday.

Top Black Friday Retailers



eBay
Marketplace



City Beach
Fashion



boohoo
Fashion



NET-A-PORTER
Luxury



Kogan
Marketplace

Top Black Friday Categories & Products



All Things Apple

From watches to AirPods and everything in between, anything Apple performs

Video Gaming

The Nintendo Switch and PS5 consoles were the top products here last year

Activewear

Fitness is a great Black Friday category, especially workout gear such as leggings

Bedding

Shoppers use Black Friday deals for evergreen essentials like bedding, duvets, pillows and quilts

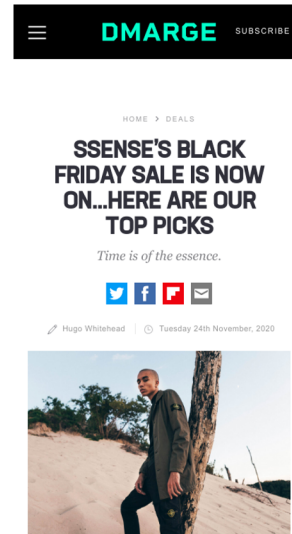
Cosmetics

Deals on major brands like Fenty and Benefit drive great results for cosmetics content

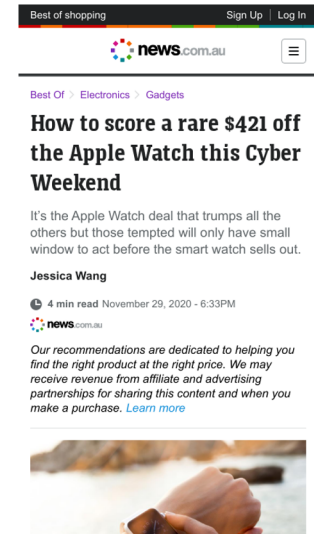
How Top Black Friday Retailers Do It



Australian
Retail
Roundups

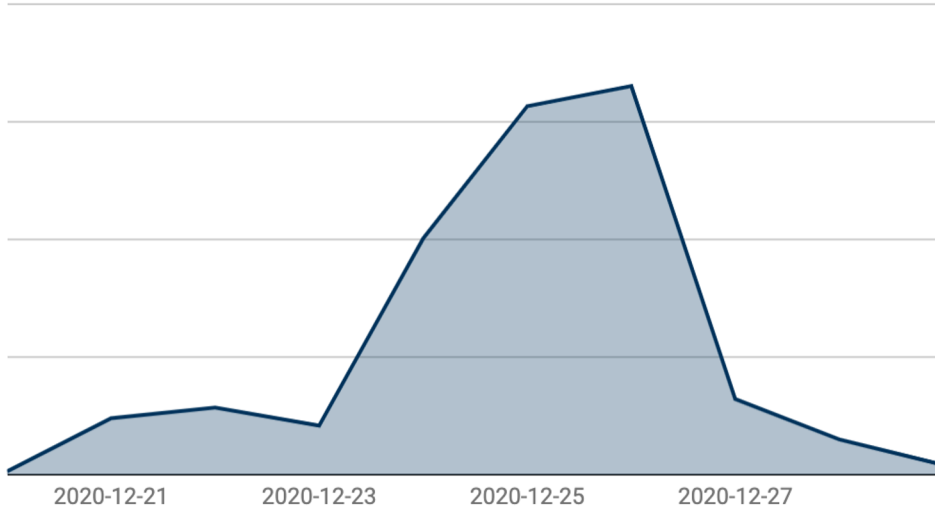


Live
Updates
During Sales



Deals On
Priority
Items

Boxing Day Traffic



Boxing Day Traffic Graph

When does traffic start?

Boxing Day traffic begins to rise sharply a **week prior to the event**, with a big leap in demand on Christmas Eve as retailers shift from Christmas discounting to Boxing Day.

When does peak come?

The peak begins on Christmas Eve, with traffic increasing 4.8x to Boxing Day articles overnight, with strong traffic through Christmas Day and the peak on Boxing Day.

Top Boxing Day Retailers



Bonds
Fashion
8% CPA



Lululemon
Athleisure
9% CPA



Freedom
Home & Interior
5% CPA



Dell
Computers
4% CPA



Country Road
Fashion
6.5% CPA

Top Boxing Day Categories & Products



BBQ & Outdoor

Outdoor Items perform well, with new Barbecues a big hit last year on Boxing Day



Kitchen

After Christmas fun, shoppers turn practical, with coffee machines a top sellers in 2020



Mattresses

Evergreen items continue to perform well on Boxing Day, with mattresses a notable performer



Kids & Baby

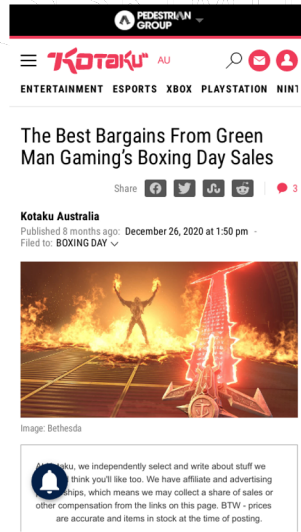
Baby purchases are a key feature of Boxing Day, with zipper wondersuits a big hit in 2020



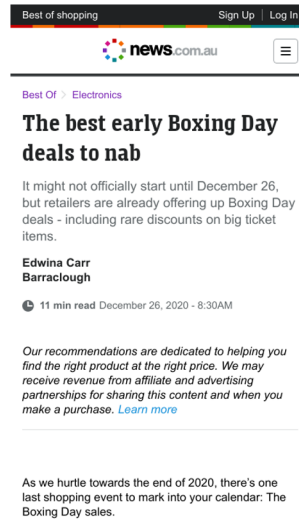
Summer Dresses

With a long summer ahead, maxi dresses and breezy summer options are popular in the sales

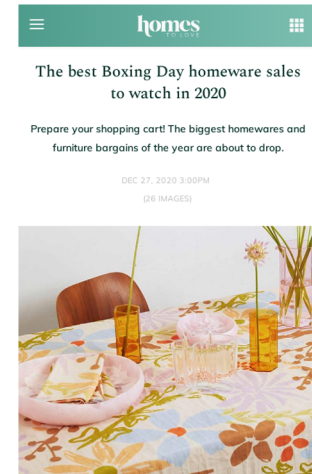
How Top Boxing Day Retailers Do It



**Budget
Keyword
Articles**



**Earlybird
Access
Articles**



**Advance Sale
Communication**

Best Practices

Set your CPA competitively

A seasonal boost



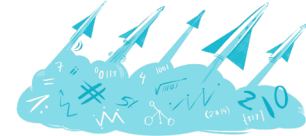
Increased rates will put you on Publishers' radar for the shopping season. We typically recommend a 25-50% increase on your base to see real performance.

Blanket Increase



Brands can use exclusive rates for top partners, but blanket increases across our editorial portfolio see best results and can encourage new partnerships.

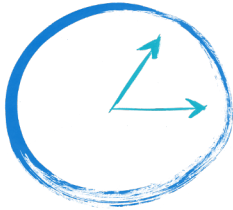
Proven Results



Travel brand Klook increased their CPA rate through Skimlinks' Preferred Partner Program to grow revenue almost 50% in Q4 2020 quarter-on-quarter, with order value up 50% too.

Communicate proactively

Share seasonal plans as far in advance as possible



Publishers plan content 6-8 weeks prior to event, so the sooner you can share information the better

Offers, New Product Launches, Trending Products



Publishers cover shopping events in depth, so offers, deals, new product launches and trending items are all relevant to share with them

Communications From Our Team



Skimlinks interacts daily with publishers through the shopping season, so the more information you provide us the more we can ensure you reach top editorial publishers

Q4 Checklist

Proactive communication is key

Ecommerce demand remains high

- People continue to shop online at elevated levels comparative to 2019
- Commerce Content has a key role to play, especially during major ecommerce events in the shopping season

Communication is key

- The best performing merchants have excellent communication strategies, sharing promotional information in advance and trending product information during the shopping season

Longer term CPA rate increases can drive performance

- Top partners last year used CPA rate increases to boost visibility, drive sales during the sales season and encouraged continued high performance into the new year