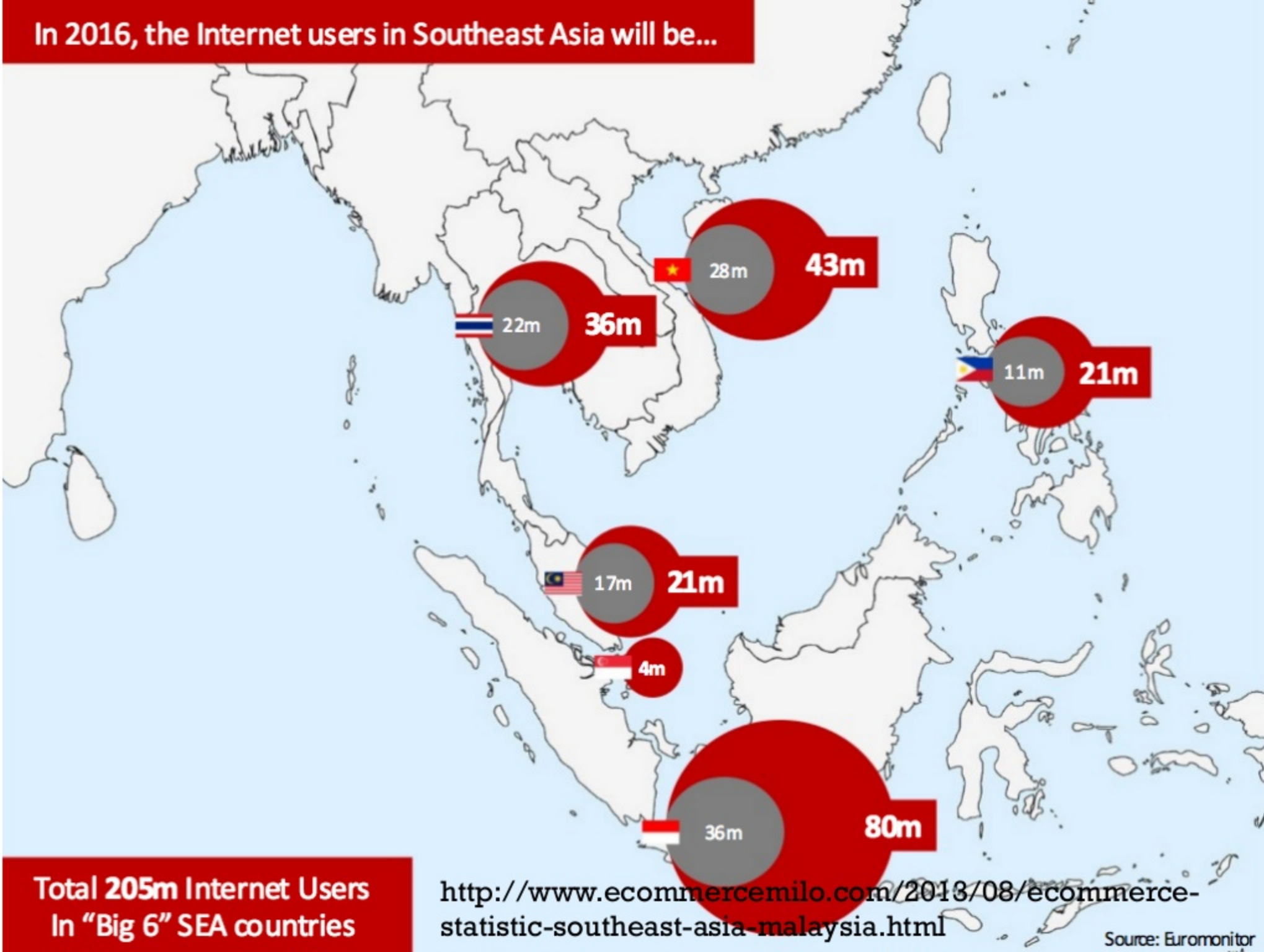




Ecommerce
Trend

In 2016, the Internet users in Southeast Asia will be...



Total **205m** Internet Users
In "Big 6" SEA countries

<http://www.ecommercemilo.com/2013/08/ecommerce-statistic-southeast-asia-malaysia.html>

Source: Euromonitor

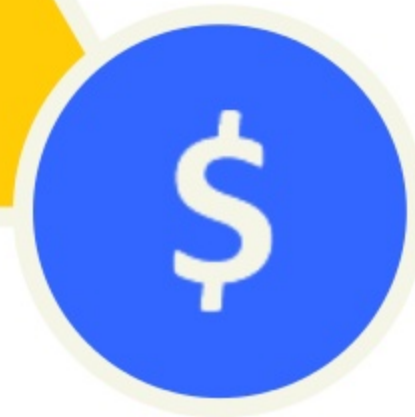
Platform




Trend



**Marketing
&
Acquisition**



Payment



Marketing & Acquisition



Promoting



**Audience
Targeting**

DEMAND SIDE PLATFORM (DSP)

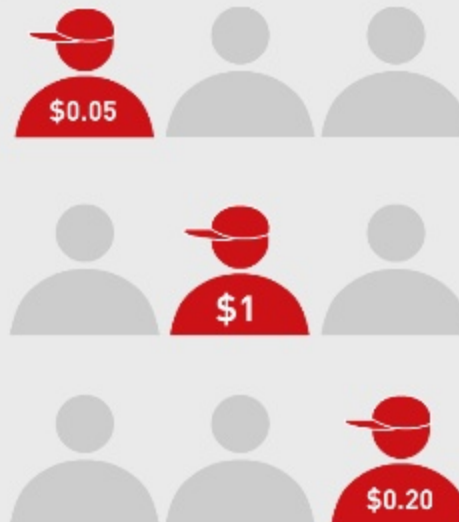
ADVERTISER



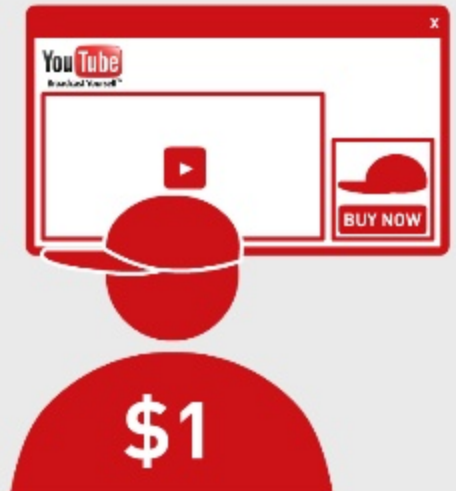
BIDDING PLATFORM



AUDIENCE



BANNER DISPLAY



SYNDACAST
<http://www.syndacast.com>

DATA MANAGEMENT PLATFORM (DMP)



**Collect Data
On Your Website Users**

**Process the
DATA**



Segment the DATA
for Optimal Banner Targeting

Interested in Tech



Frequent Visitors



Interested in Travel



From Thailand



..and More



SYNDACAST

<http://www.syndacast.com>

Dynamic Creative Retargeting





Google™
Remarketing

facebook Find Friends Home

Update Status Add Photo / Video

What's on your mind?

Facebook Exchange

RETARGET CUSTOMERS THAT HAVE
ALREADY VISITED YOUR WEBSITE
DIRECTLY ON FACEBOOK!

FACEBOOK ADS APPEAR
ON THE RIGHT SIDEBAR

Your Ad Title
Your Image
Description of your ad or your website for facebook users to see.
Like

Your Ad Title
Your Image
Description of your ad or your website for facebook users to see.
Like

Your Ad Title
Your Image
Description of your ad or your website for facebook users to see.
Like

Source of picture: <http://adsupnow.com/facebook-exchange.php>



Platform

Vertical Ecommerce



[SHOP NOW »](#)


 venbi.com

ค้นหา... 

จัดส่ง ฟรี!
 ในกรุงเทพฯ

หน้าหลัก | สินค้าสำหรับเด็ก | บนมงคลและอาหาร | ผลิตภัณฑ์จากผ้า | ของเล่นและอุปกรณ์ | รถเข็นและเบาะเด็ก | เสื้อผ้า | பிரிவுகள்

ตัวแทน



BEST PRICE
 If you find a cheaper elsewhere, we'll beat
 View More

congmao.com

Tìm kiếm sản phẩm

MIỄN PHÍ giao hàng

Nhận tin khuyến mãi
 Nhập email của bạn

1900 6637

Thực phẩm
 Đồ chơi
 Đồ ăn vặt
 Đồ ăn vặt
 Đồ ăn vặt
 Đồ ăn vặt
 Đồ ăn vặt

Tã dán Bìn Bìn
89.000đ
 Tặng ly hoặc đĩa thủy tinh

Mã Weight
 Sản phẩm

Phan Thị
 Đồ chơi giáo dục

Bìn Bìn
 Tã dán

Pigeon
 Bút gel 10 lít

Lễ tũ cho bé
PHAN THỊ
105.000đ

Gói ẵm voi
 cho bé
 155.000đ
134.000đ

beyou.com

Hotline: 09.73009537

Trả hàng
 Trong 7 ngày

Miễn phí
 Giao hàng

Thanh toán
 Khi nhận

Gõ từ khóa cần tìm

Search

Thương hiệu | Thực phẩm | Vật dụng chăm sóc bé | Bimbi, khăn ướt | Đồ chơi | Tắm rửa | Quần áo phụ kiện | Xe đẩy ghế ngồi | Nhà cửa | Đồ chơi | Sách và học cụ | Cho mẹ | Quà tặng | Khuyến mãi

QUÀ HỮU ÍCH KHI MUA SỮA
 Thời gian 15/10

GROW G-POWERVANILLA
 400g: ANGRY BIRD MÈM MẠI

GROW SCHOOL G-POWER VANILLA
 900g: AQ MUA CAO CẤP

Sản phẩm nổi bật
 Xe đẩy cao cấp
 Zoom Cookids

Cẩm nang chăm sóc bé

SẢN PHẨM MỚI
 XEM TOÀN BỘ >>

Canpol
 Cốc tập uống nún silicone
 Canpol - 200ml (12...
 125.000 đ

Super Baby
 Superbaby/Bộ ngăn bé trai -
 chữ trắng (CB-2)
 99.000 đ

Modulo Home
 Kệ treo tường Lily 90 Modulo
 Home - màu đỏ...
 285.000 đ



CASH ON DELIVERY



30 DAY RETURNS



PHONE ORDERS: 02-204-7566

[Register](#)

[Log In](#)

[Login](#)



[My Cart](#)



VERIFIED & SECURED



We'll fetch it for you.

Search...



Free Shipping!
in Bangkok



[HOME](#)



[DOGS](#)



[CATS](#)



[DEALS](#)



[HELP](#)



Get your pet excited
WITH NEW ARRIVALS OF MORE THAN
14 BRANDS



[LEARN MORE](#) >

The Rising of Ecommerce Enablers



Brick and Mortar



Pure Online Brand



Purchasing System

Logistic System

Payment System

Omni-Channel
(eg. Mobile)

Social Commerce

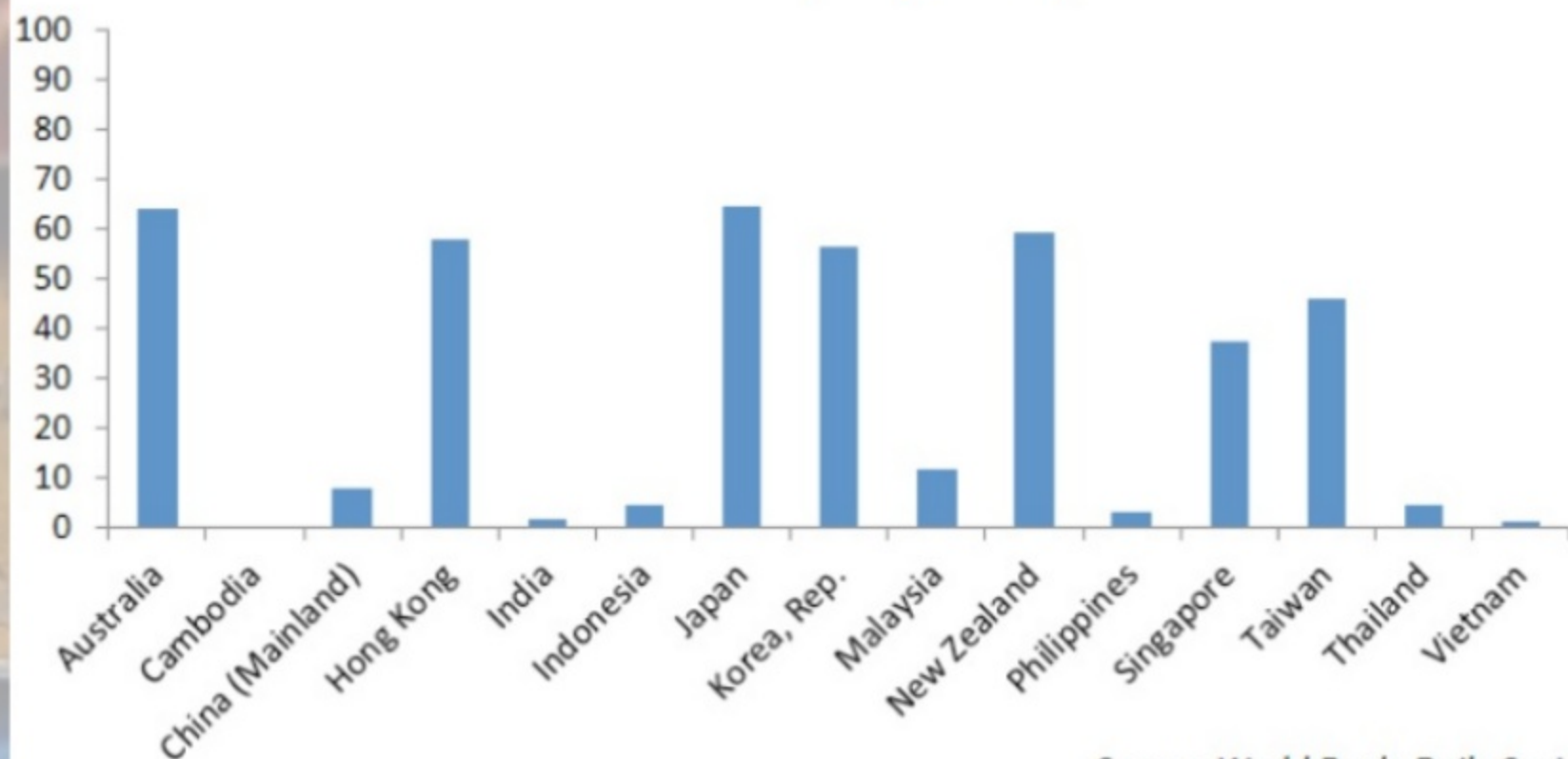
Ecommerce Enabler





Payment

Credit card (% age 15+)



Source: World Bank, Daily Social

Overall

Consumer
Readiness

Environment

Financial Services

Infrastructure

Mobile Commerce
Clusters

Regulation

Global

Polar

45.6 Singapore
42.0 Canada
41.5 United States
40.4 Kenya
39.7 South Korea
39.6 Japan
37.9 United Arab Emirates
37.5 United Kingdom
37.5 Saudi Arabia
36.5 China
36.1 Taiwan
35.3 Australia
34.7 Philippines
34.3 Malaysia
33.7 Hong Kong
33.4 Brazil
32.7 New Zealand



Colombia 32.4
Germany 31.6
Thailand 31.6
India 31.5
Nigeria 31.3
France 31.2
Egypt 30.2
Vietnam 30.1
South Africa 29.1
Turkey 28.8
Russia 28.5
Poland 27.9
Mexico 27.7
Hungary 27.0
Italy 25.5
Indonesia 24.0
Argentina 22.4



WHAT IS A MOBILE PAYMENT?

THERE ARE FIVE MAIN TYPES,
LOOK, THEY'RE RIGHT DOWN THERE.



MOBILE AT THE POINT OF SALE	MOBILE AS THE POINT OF SALE	THE MOBILE PAYMENT PLATFORM	DIRECT CARRIER BILLING	CLOSED LOOP MOBILE PAYMENTS
THE MOBILE WALLET	EVERY SMARTPHONE IS A CASH REGISTER	THE EVERYTHING ELSE MOBILE PAYMENT	TELLING DIGITAL MERCHANTS TO 'PUT IT ON MY BILL'	THE RETURN OF THE STORE CREDIT CARD: THIS TIME, IT'S MOBILE
THIS IS THE FIRST MOST OVER-HYPED TYPE OF MOBILE PAYMENT. IT'S PAYING FOR THINGS AT A STORE WITH A MOBILE DEVICE USING NFC OR "TAP AND GO" OR SOME OTHER YET-TO-BE-HYPED METHOD.	THE SECOND MOST OVER-HYPED TYPE OF MOBILE PAYMENT. THIS IS MERCHANTS USING A MOBILE DEVICE TO PROCESS CREDIT CARD PAYMENTS. DO NOT CONFUSE THIS WITH MOBILE WALLETS. THEY ARE NOT THE SAME THING.	THIS IS "EVERYTHING ELSE." THINK OF IT AS A CATCH-ALL CATEGORY FOR PRODUCTS THAT LET CONSUMERS SEND MONEY TO MERCHANTS, OR EVEN EACH OTHER (SOMETIMES CALLED P2P), USING MOBILE DEVICES. IT MIGHT BE AT THE POINT OF SALE. IT MIGHT BE ONLINE. IT MIGHT USE TEXT MESSAGES OR EVEN NFC SOMEDAY.	THIS IS CONSUMERS BUYING RINGTONES OR GAMES OR DIGITAL CONTENT BY PUTTING THE CHARGES ON THEIR CELL-PHONE BILLS. (YOU MAY HEAR IT CALLED "IN APP BILLING" TOO.) UNSEXY? SURE. BUT IT'S ALSO THE ONLY ONE THAT'S ACTUALLY WORKING IN THE HERE-AND-NOW. (PEOPLE WANT THEIR ANGRY BIRDS!)	IF A COMPANY DOESN'T WANT TO WAIT FOR SOMEONE ELSE TO BUILD A WALLET OR A PLATFORM, IT CAN ALWAYS BUILD ITS OWN. STARBUCKS DID IT. IS IT EXPENSIVE? YOU BET. IS IT WORTH IT? ASK STARBUCKS. THEY DID 3 MILLION TRANSACTIONS IN THEIR FIRST TWO MONTHS.
   	 	 	   	

Source: <http://www.mobilepaymentstoday.com/infographic.php?id=2>



Mobile Wallet ⇔ Bank Account