

A fashion advertisement for Zalora. On the left, a man with short dark hair and blue sunglasses stands in a doorway, wearing a green and blue striped cardigan over a white t-shirt and white trousers. On the right, a woman with long dark hair and brown sunglasses stands against a textured wall, wearing a green long-sleeved shirt, a blue skirt, a brown belt, and a grey shawl with fringe. The background is a textured, reddish-brown wall. The right side of the image features a black overlay with white and orange text.

ZALORA

ZALORA ADVERTISING PLATFORM

**2022 ZAP
MEDIA KIT**

ads.zalora.com

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Updated: March 2022

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- Performance Social - FB / IG
- Google Display Network
- YouTube
- Affiliates
- Facebook Collaborative Ads (CPAS)
- Google Shopping Ads

ZALORA

ZALORA

**WHO
ARE
WE?**

#1 FASHION DESTINATION IN SEA



Updated: March 2022

ZALORA is part of Global Fashion Group (GFG), the world's leading online fashion destination for emerging markets.



ZALORA'S REACH

#1 FASHION DESTINATION IN SEA



55M+

MONTHLY VISITS



19M+

EMAIL SUBSCRIBERS



7.9M+

FANS



1.6M+

FOLLOWERS



1.1M+

FOLLOWERS



74%



26%

18-45

AGE RANGE

25-35

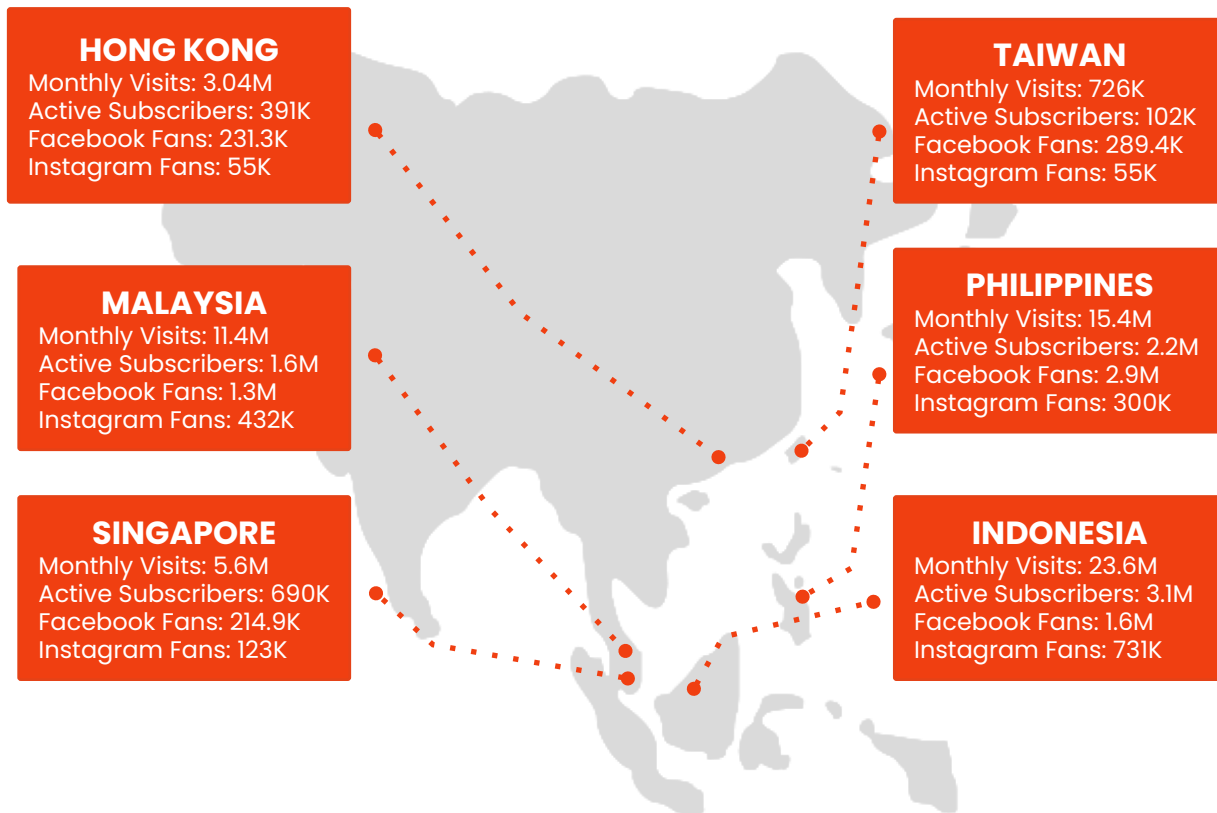
CORE AGE GROUP

HIGHLY QUALIFIED, FASHION-FOCUSED, PURCHASE-INTENT AUDIENCES BUILT OVER 10+ YEARS

REACH PER COUNTRY

Updated: Dec 2021

ZALORA



WHY ADVERTISE WITH ZALORA

ZALORA

FASHION AUDIENCE

Highly qualified, fashion-focused, purchase-intent audiences built over 10 years

0% COMMISSION

We believe in complete transparency and we have zero agency fee.

MEDIA BUYING EXPERTISE

In house digital experts who have managed >USD100 million across markets over the last 10 years.

EFFECTIVE FORMATS

Highly scalable advertising formats to reach target audiences across multiple platforms.



OUR CLIENTS

IN THE PAST 12 MONTHS, 300+ BRANDS HAVE
CHOSEN ZALORA ADVERTISING PLATFORM

ZALORA

Reebok

UNDER ARMOUR

adidas

NIKE

FILA

PUMA

GUESS[®]
U.S.A.
ESTABLISHED 1981

STÜHRLING
ORIGINAL

SWAROVSKI

Levi's[®]

ALDO
SHOES & ACCESSORIES

H&M

Ray-Ban[®]

ESPIRIT

Calvin Klein

AUTHENTIC
FOSSIL[®]

GAP

COS

ZALORA

**WHAT
IS**

ZALORA
ADVERTISING
PLATFORM



Updated: March 2022

ZALORA



we provide the

VOICE

through impactful marketing
solutions for brands to reach

HIGH VALUE

AUDIENCES

through ZALORA's sites and
beyond

2022 EVENTS CALENDAR



SALE

JANUARY

- EOSS
- **CNY**

MARCH

- 3.3
- Mid Season Sale
- **ZALORAYA (Offline)**
- Intl Women's Day
- **Z Birthday**

MAY

- Mother's Day
- **5.5**
- **May We Shop**

JULY

- **7.7**
- EOSS

SEPTEMBER

- **9.9**
- ZALORA Super September Sale

NOVEMBER

- **11.11**
- **BLACK FRIDAY / CYBER MONDAY**

FEBRUARY

- 2.2
- SS22 New Season
- Valentines' Day

APRIL

- **4.4**
- Mother's Day
- **ZALORAYA**

JUNE

- EOSS
- **6.6**
- **6.18**
- **June Big Fashion Sale**

AUGUST

- **8.8**
- Cashback Fest

OCTOBER

- **10.10**
- MSS

DECEMBER

- **12.12**
- Christmas Sale
- EOSS

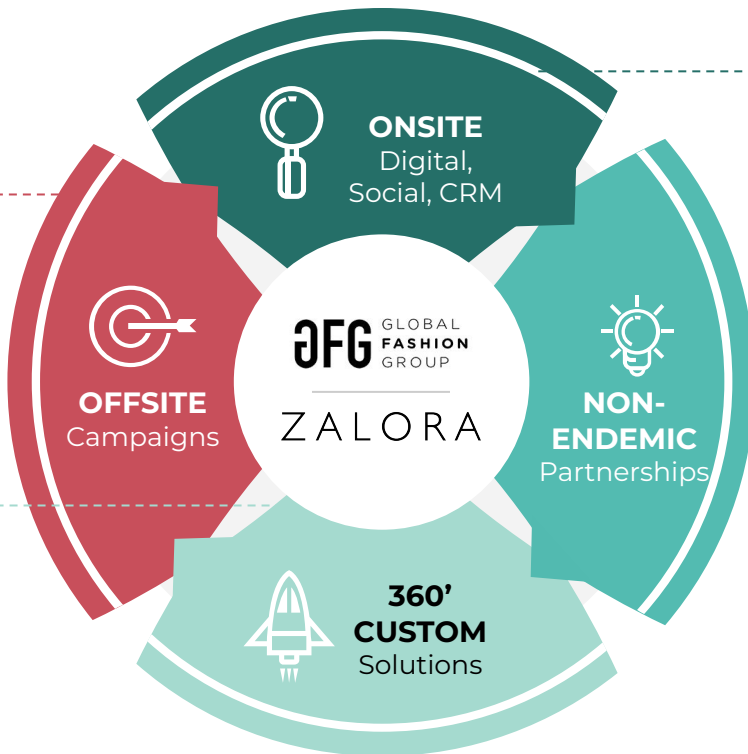
FULL FUNNEL MARKETING SOLUTIONS

ZALORA

POWERED WITH **MARKETING BY GFG**

Further amplify your brand **outside** of with ZALORA's key partners such as Facebook / Google, attracting new customers for your Brand.

Tailor a **customized** strategy for your brand, complete with Offline events, live-streaming, influencer marketing and more with ZALORA.



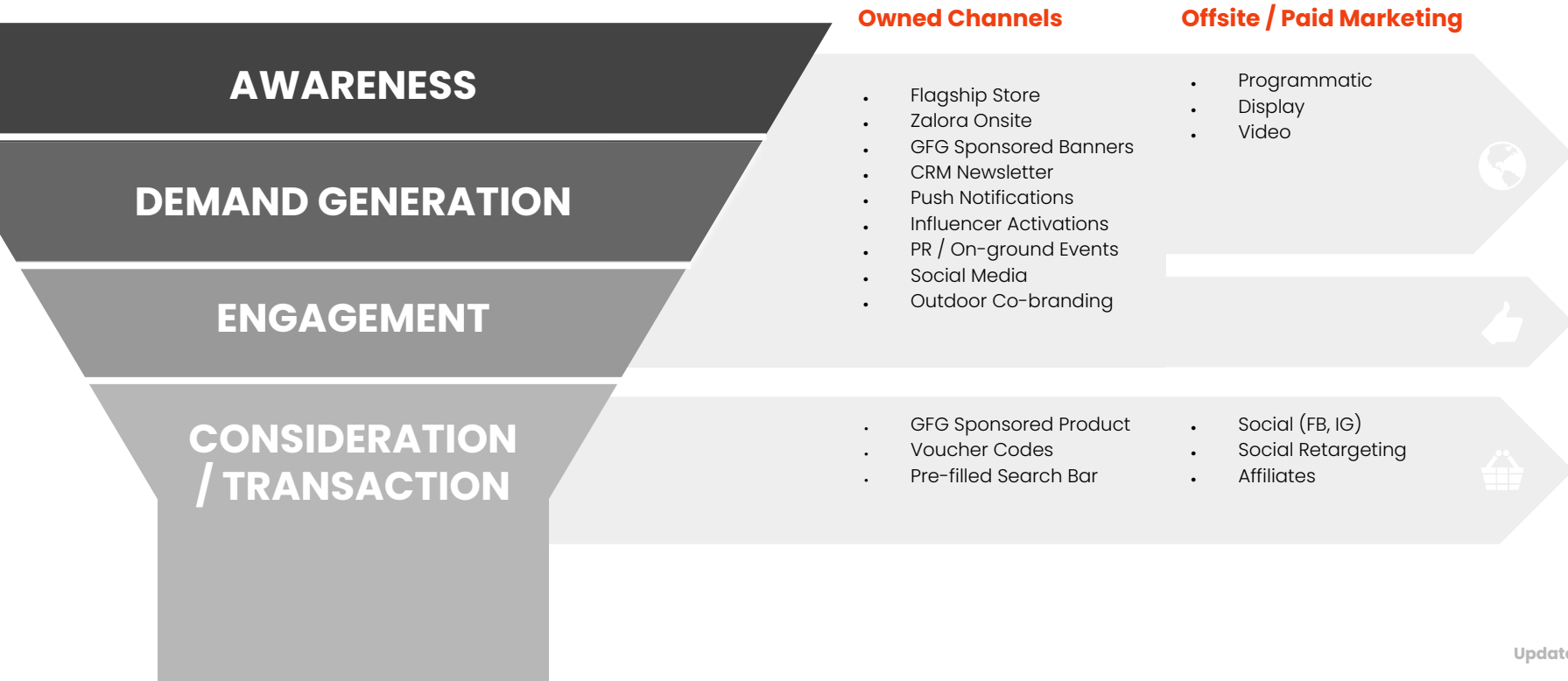
Increase Brand Exposure **within** ZALORA-owned environments, such as Social, CRM, and ZALORA App to reach highly qualified active Shoppers.

Collaborate with **Non-endemic Partners**, such as Buy-Now-Pay-Later partners to further Shoppers' experiences and value.

OVERVIEW OF PRODUCTS

ZALORA

TARGETING POTENTIAL SHOPPERS AT EVERY STAGE OF THE PURCHASE FUNNEL



ZALORA

2022 ZAP PACKAGES

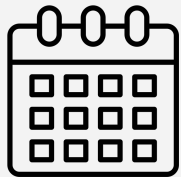
ZALORA
ADVERTISING
PLATFORM



Updated: March 2022

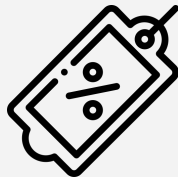
CAMPAIGN TYPES WITH ZALORA

ZALORA



STANDARD WEEKS

Weeks that do not coincide with any Seasonal / Mega Events



SEASONAL SALES

Includes Mid-season Sale / EOSS. and monthly Double Digit Days etc.



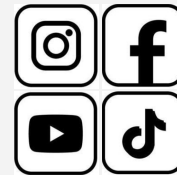
MEGA EVENTS

Key ZALORA Events, such as ZALORA Birthday, ZALORA Big Fashion Sale and shopping festivals such as 11.11



ALWAYS-ON

Highly scalable programmatic formats to reach target audiences all year round



PERFORMANCE MARKETING

Set-up social / Google ads with ZALORA with ease to grow your customer base

ZALORA STANDARD PACKAGES

What Is It?

Secure ZAP Standard Packages to build an all-rounded exposure with ZALORA, through a coordinated push on ZALORA Onsite, CRM and Social placements. Valid on days that do not coincide with Seasonal or Mega Event dates.

Best for:

- New Arrivals / Exclusive Collection Launch
- Product / Brand Story Building



Expand Audience Pool

As ZALORA grows its pool of audience during peak periods, brands advertising in this period will have a chance to grow their customer base with higher efficiency.



Gain Actionable Insights

By taking part in the marketing campaign you will gain access to insights about consumers engagement level with your deals and brand, giving you a chance to optimize future campaigns



Updated: March 2022

PACKAGE ENTITLEMENTS

ZALORA

SG, MY, HK, TW, PH, ID

Placements	Duration	SP1 (1 Slot / Category / Venture)	SP2 (1 Slot / Category / Venture)	SP3 (6 Slots / Category / Venture)
Desktop New Arrivals Banner	1 Week			
Desktop Featured Fashion Brand	1 Week			
App Highlights of The Week (Position 1-2)	1 Week			
App Highlights of The Week (Position 5-6)	1 Week			
Mobile Web Curated Edits Banner	1 Week			
Mobile Web Featured Brand	1 Week			
Facebook Multi Image	1 Feature			
Instagram Story	1 Feature			
NL Main Banner Feature (Mono-brand)	1 Feature			
NL Sub Banner Feature (Mono-brand)	1 Feature			
CRM Push Notification	1 Feature			

RATE CARD

ZALORA

Women	HK	MY	SG	TW	PH
SP1	\$9,432	\$19,949	\$30,128	\$3,923	\$28,637
SP2	\$5,889	\$11,586	\$19,197	\$2,148	\$17,754
SP3	\$3,623	\$4,998	\$9,395	\$1,101	\$3,164

Men	HK	MY	SG	TW	PH
SP1	\$4,641	\$11,450	\$14,470	\$2,635	\$15,595
SP2	\$3,061	\$6,331	\$8,753	\$1,564	\$8,836
SP3	\$1,506	\$1,742	\$2,679	\$960	\$1,791

PLEASE NOTE:

- All indicated rates here are in SGD.
- Website layout subjected to change
- Volume Discounts apply for Regular Day packages, depending on the final value of total committed budget.
- Price exclusive of taxes and bank charges
- Final availability is subjected to ZAP Partnership Team's approval
- All Giveaway / Voucher Mechanics executions are not included within the Package rates stated above.
- All campaign bookings with full asset submission must be cleared and approved by ZAP at least 2 working weeks before the intended campaign launch date. Any delays will lead to an adjusted campaign launch date.

RATE CARD

ZALORA

Kids	HK	MY	SG	TW	PH
SP1	\$2,400	\$3,700	\$4,950	\$1,500	\$6,690
SP2	\$1,200	\$2,467	\$3,300	\$1,000	\$3,750
SP3	-	-	-	-	\$2,430

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RATE CARD

ZALORA

Beauty/ Lifestyle	HK	MY	SG	TW	PH
SP1	\$3,002	\$5,760	\$5,700	\$1,500	\$3,331
SP2	\$1,934	\$3,432	\$3,800	\$1,000	\$2,501
SP3	\$1,000	-	\$1,370	-	\$2,034

Luxury	HK	MY	SG	TW	PH
SP1	\$3,396	\$5,446	\$4,365	\$1,193	\$3,865
SP2	\$1,551	\$2,149	\$1,741	\$702	\$2,921

PLEASE NOTE:

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- Website layout subjected to change
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ZAP

SP1

Onsite Placements

New Arrivals Banner – N1/2
(Web, App)

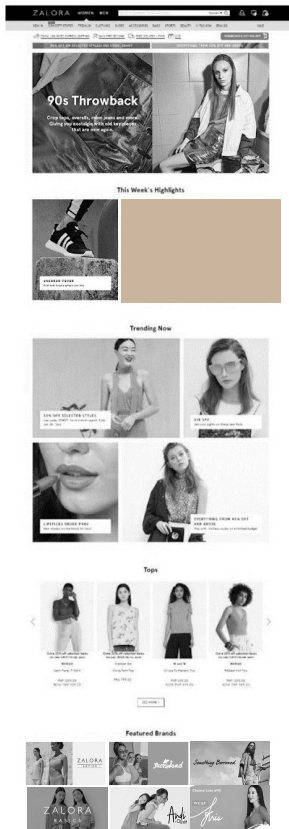
Social Media

Facebook Post
Instagram Story

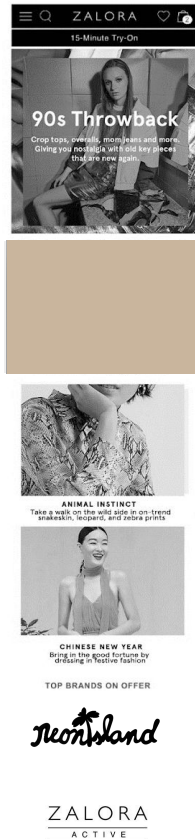
CRM

Newsletter – Main Banner Feature
Push Notification

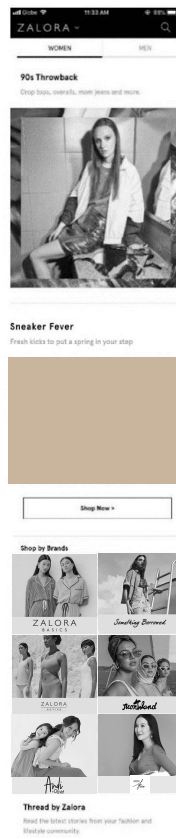
Desktop



Mobile Web



App



ZAP

SP1

Onsite Placements

New Arrivals Banner – N1/2
(Web, App)

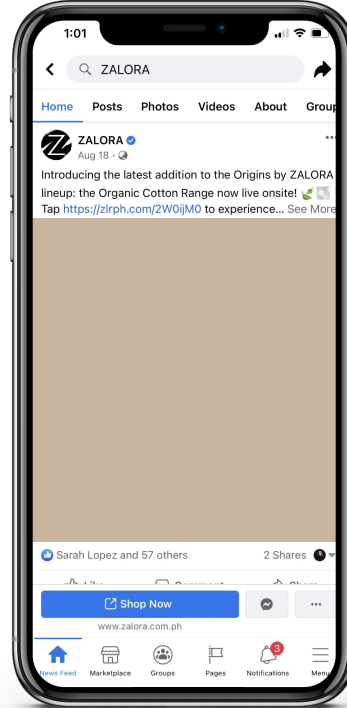
Social Media

Facebook Post
Instagram Story

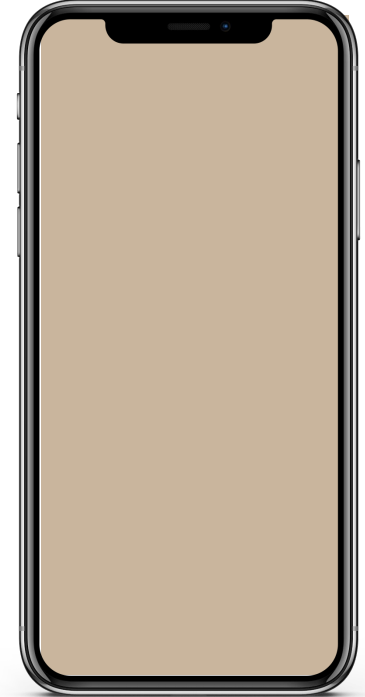
CRM

Newsletter – Main Banner Feature
Push Notification

Facebook



Instagram Story



ZAP

SP1

Onsite Placements

New Arrivals Banner – N1/2
(Web, App)

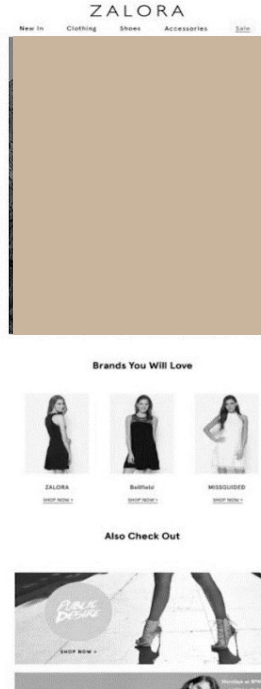
Social Media

Facebook Post
Instagram Story

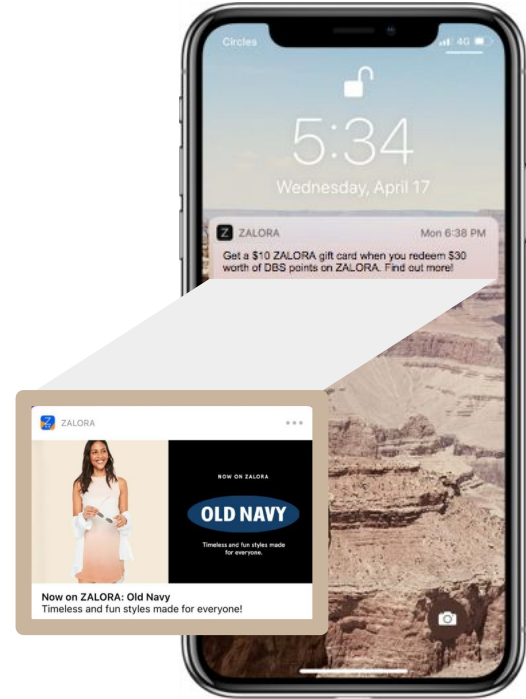
CRM

Newsletter – Main Banner Feature
Push Notification

Newsletter – Main Banner



Push Notification



ZAP

SP2

Onsite Placements

New Arrivals Banner - N1/2
(Web, App)

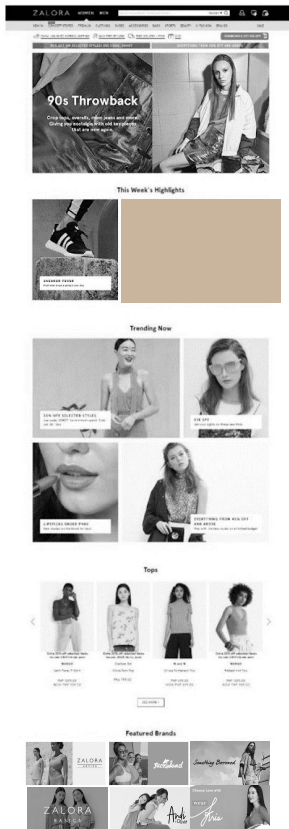
Social Media

Facebook Post

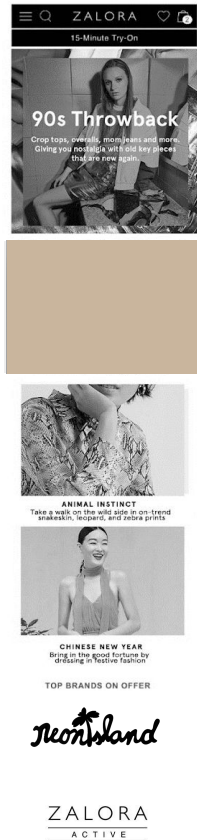
CRM

Newsletter - Sub-Banner Feature
(Mono-brand)

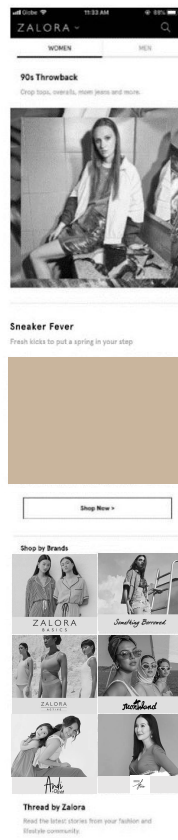
Desktop



Mobile Web



App



ZAP

SP2

Onsite Placements

New Arrivals Banner – N1/2
(Web, App)

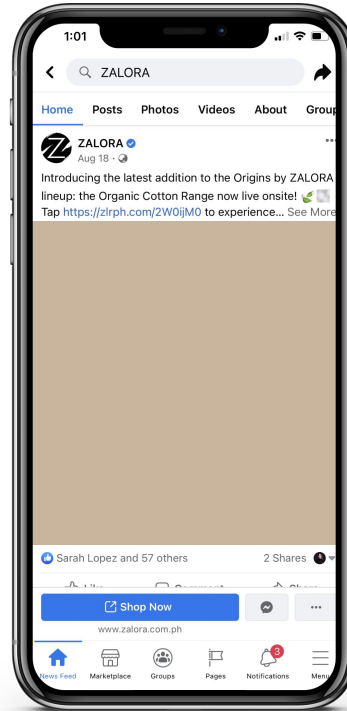
Social Media

Facebook Post

CRM

Newsletter – Sub-Banner Feature
(Mono-brand)

Facebook



ZAP SP2

Onsite Placements

New Arrivals Banner – N1/2
(Web, App)

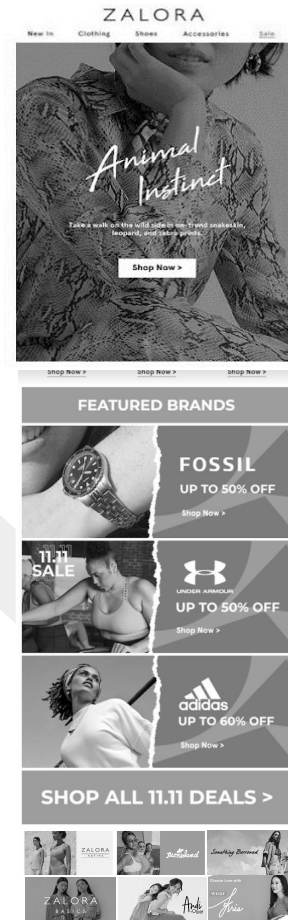
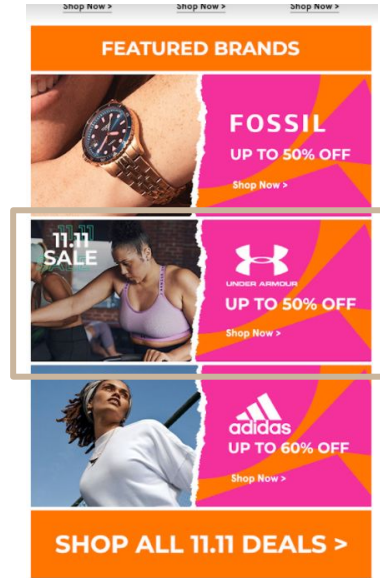
Social Media

Facebook Post

CRM

Newsletter – Sub-Banner Feature
(Mono-brand)

Newsletter



ZAP SP3

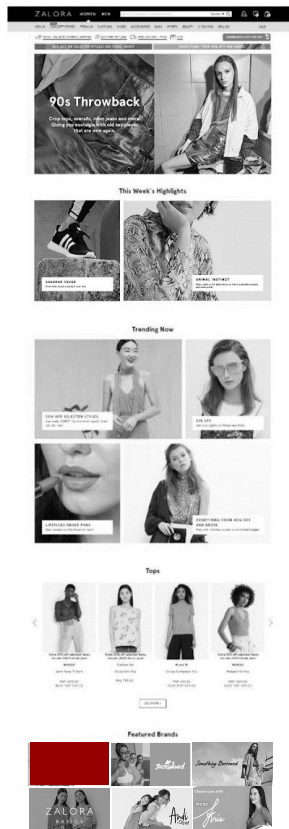
Onsite Placements

Featured Brands Banner – P1/6
(Web, App)

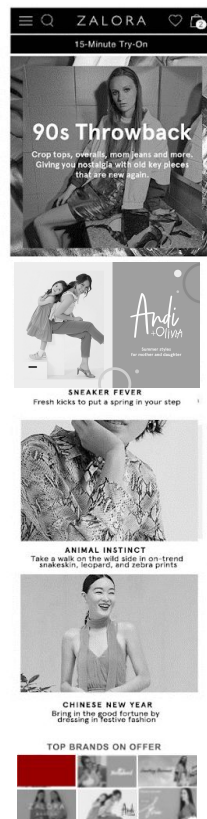
CRM

Newsletter – Sub-Banner Feature
(Mono-brand)

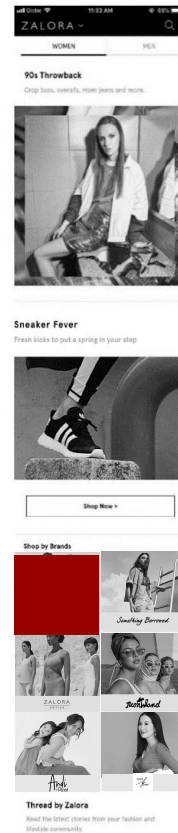
Desktop



Mobile Web



App



ZAP SP3

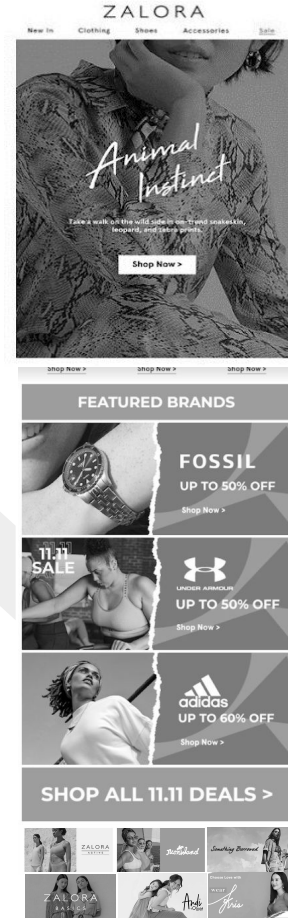
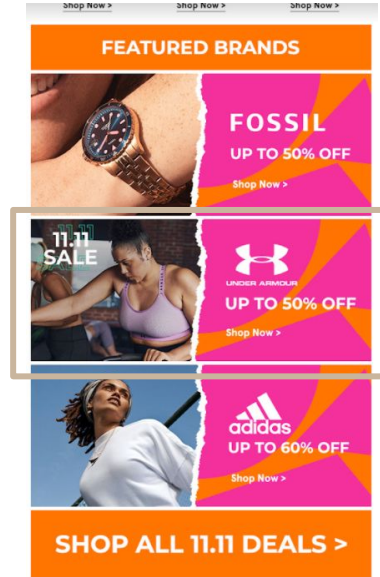
Onsite Placements

Featured Brands Banner - P1/6
(Web, App)

CRM

Newsletter - Sub-Banner Feature
(Mono-brand)

Newsletter



PACKAGE ENTITLEMENTS

ZALORA

SG, MY, HK, TW, PH (LUXURY)

Placements	Duration	SP1	SP2
		(1 Slot / Category / Venture)	(3 Slots / Category / Venture)
VIP Brand Highlights Banner (Web, App)	1 Week		
"Must Haves" Featured Brand Grid (Web, App)	1 Week		
Facebook Multi Image	1 Feature		
Instagram Story	1 Feature		
NL Main Banner Feature (Mono-brand)	1 Feature		
NL Sub Banner Feature (Mono-brand)	1 Feature		
CRM Push Notification	1 Feature		

LUXURY ZAP SP1

Onsite Placements

VIP Brand Grid (P1/2) – Web, App

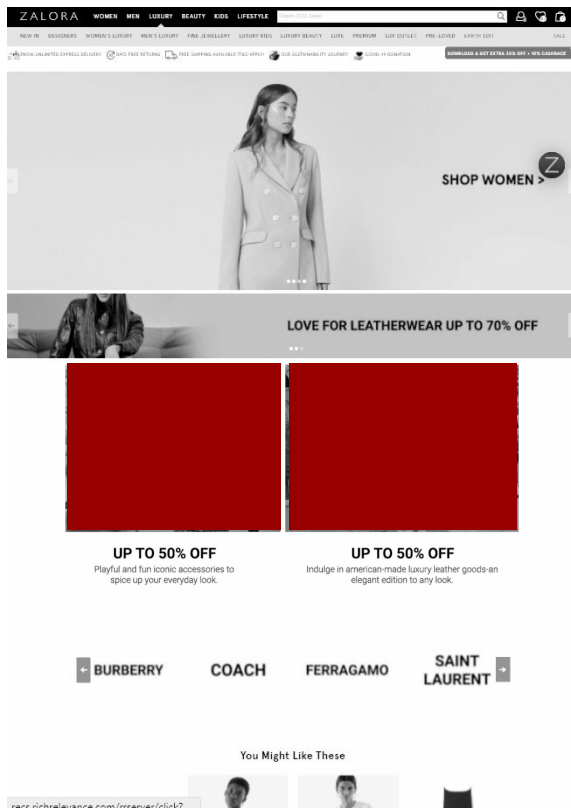
SOCIAL

Instagram Story
Facebook Post

CRM

Newsletter – Main Banner Feature

Desktop / Mobile Web



App



LUXURY ZAP SP1

Onsite Placements

VIP Brand Grid (P1/2) – Web, App

SOCIAL

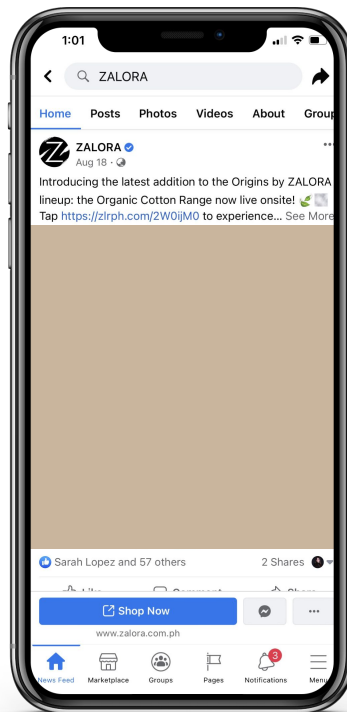
Instagram Story

Facebook Post

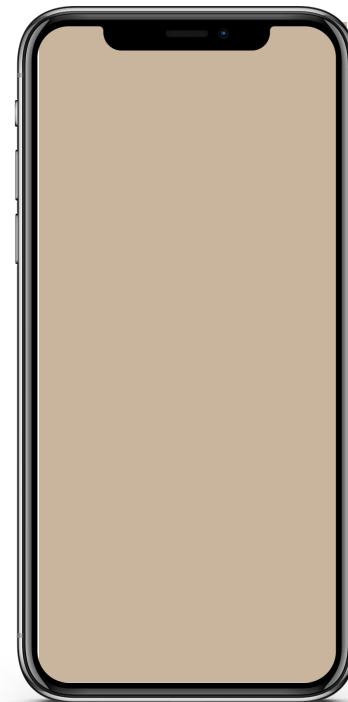
CRM

Newsletter – Main Banner Feature

Facebook



Instagram Story



LUXURY

ZAP

SP1

Onsite Placements

VIP Brand Grid (P1/2) – Web, App

SOCIAL

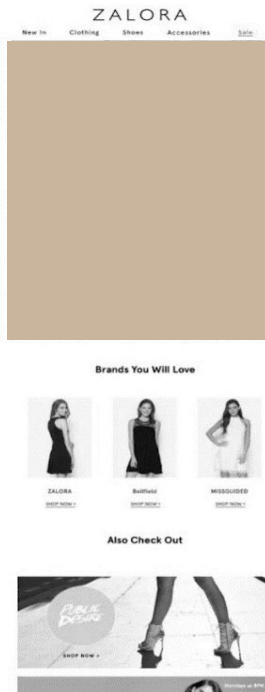
Instagram Story

Facebook Post

CRM

Newsletter – Main Banner Feature

**Newsletter –
Main Banner**



LUXURY

ZAP

SP2

Onsite Placements

Featured Brands Grid (P1/3)

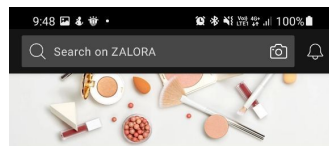
Web, App

SOCIAL

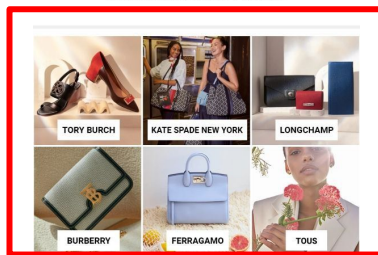
Facebook Post

CRM

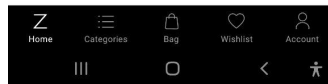
Newsletter - Sub Banner Feature
(Mono-brand)



LUXE BEAUTY MUST-HAVES



LUXE



LUXE BEAUTY MUST-HAVES



SKIP THE WAIT & GET NEXT-DAY DELIVERY
RIGHT TO YOUR DOORSTEP!

LUXURY ZAP SP2

Onsite Placements

Featured Brands Grid (P1/3)
Web, App

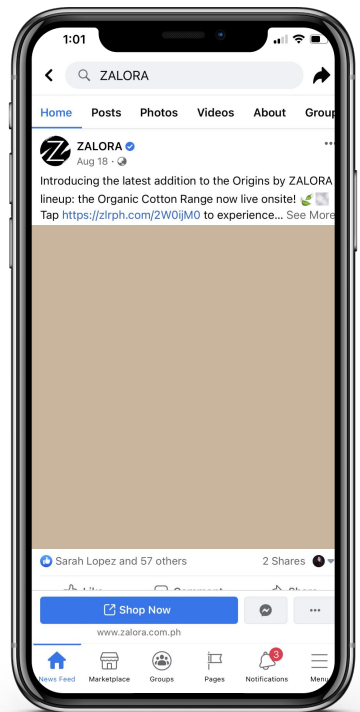
SOCIAL

Facebook Post

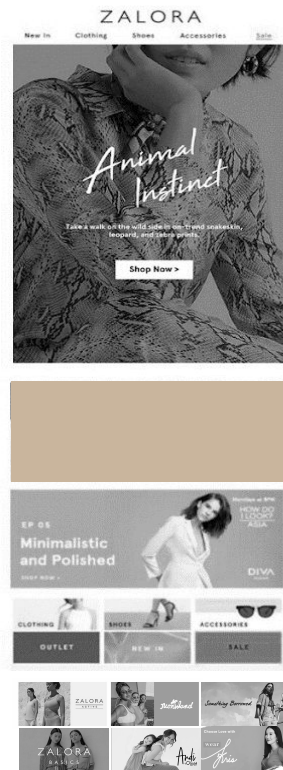
CRM

Newsletter - Sub Banner Feature
(Mono-brand)

Facebook



Newsletter - Sub Banner



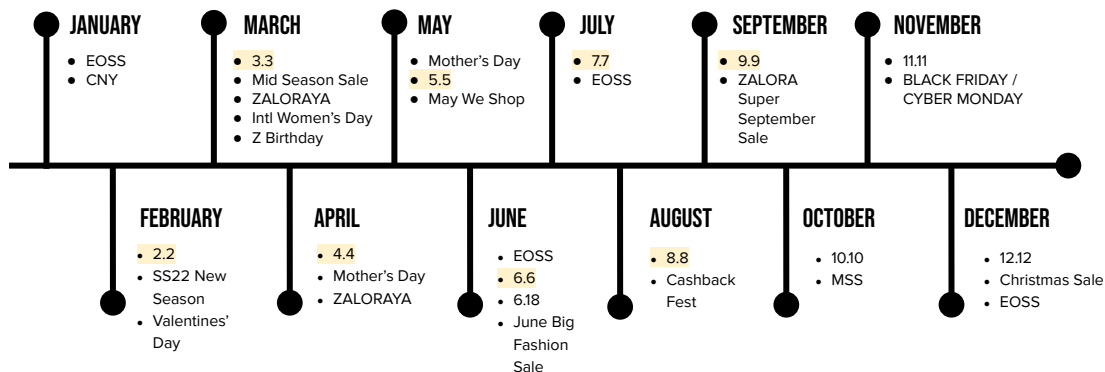


ZALORA SEASONAL SALES

What Is It?

ZALORA Seasonal Sale packages covers the monthly Double Digit Sale Dates, such as 2.2 and 8.8 events across the year. During Seasonal Sale periods, Standard Package rates do not apply.

When Are the Seasonal Sales?



PACKAGE ENTITLEMENTS

ZALORA

SG, MY, HK, TW, PH, ID

Placements	Duration	VIP (4 Slots / Category / Venture)	STANDARD (Unlimited Slots / Category / Venture)
Just Arrived Brands Group - N1/4 Banners (Web, App)	1 Week		
Featured Brand Tile, Upfront Positioning (Web & App)	1 Week		
NL Main Banner Feature (Multi-brand)	1 Feature		
NL Sub Banner Feature (Multi-brand / Logo)	1 Feature		
IG Story (Mono-brand)	1 Feature		
FB Post (Multi-brand)	1 Feature		

Terms & Conditions

- Normal season volume discount does not apply
- Price exclusive of taxes and bank charges
- All packages includes value-added Banner production services by ZALORA Creatives, to be adapted into ZALORA Event visual thematics
- Final availability is subjected to ZAP Partnership Team's approval

RATE CARD

ZALORA

SEASONAL EVENTS - WOMEN (VIP)

VIP	HK	MY	PH	SG	TW
2.2	\$4,500	\$5,850	\$15,443	\$7,650	\$1,822
3.3	\$4,500	\$5,850	\$15,443	\$7,650	\$1,822
4.4	\$5,400	\$7,591	\$3,773	\$8,475	\$2,143
5.5	\$5,400	\$7,591	\$3,773	\$8,475	\$2,143
6.6	\$5,400	\$7,591	\$3,773	\$8,475	\$2,143
7.7	\$5,400	\$6,375	\$3,773	\$8,475	\$2,143
8.8	\$5,400	\$6,375	\$3,773	\$8,475	\$2,143
9.9	\$6,480	\$6,375	\$3,773	\$8,475	\$2,143

PLEASE NOTE:

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RATE CARD

ZALORA

SEASONAL EVENTS - WOMEN (STND)

STANDARD	HK	MY	PH	SG	TW
2.2	\$3,000	\$3,800	\$2,470	\$5,100	\$1,215
3.3	\$3,000	\$3,800	\$2,470	\$5,100	\$1,215
4.4	\$3,600	\$5,061	\$1,887	\$5,650	\$1,429
5.5	\$3,600	\$5,061	\$1,887	\$5,650	\$1,429
6.6	\$3,600	\$5,061	\$1,887	\$5,650	\$1,429
7.7	\$3,600	\$4,250	\$1,887	\$5,650	\$1,429
8.8	\$3,600	\$4,250	\$1,887	\$5,650	\$1,429
9.9	\$4,320	\$4,250	\$1,887	\$5,650	\$1,429

PLEASE NOTE:

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- Price exclusive of taxes and bank charges
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RATE CARD

ZALORA

SEASONAL EVENTS - MEN (VIP)

VIP	HK	MY	PH	SG	TW
2.2	\$3,240	\$4,200	\$7,358	\$4,320	\$1,715
3.3	\$3,240	\$4,200	\$7,358	\$4,320	\$1,715
4.4	\$3,750	\$4,425	\$3,168	\$5,559	\$2,100
5.5	\$3,750	\$4,425	\$3,168	\$5,559	\$2,100
6.6	\$3,750	\$4,425	\$3,168	\$5,559	\$2,100
7.7	\$3,750	\$4,425	\$3,168	\$5,559	\$2,100
8.8	\$3,750	\$4,425	\$3,168	\$5,559	\$2,100
9.9	\$4,200	\$4,425	\$3,168	\$5,559	\$2,100

PLEASE NOTE:

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- Website layout subjected to change
- Volume Discounts apply for Regular Day packages, depending on the final value of total committed budget.
- Price exclusive of taxes and bank charges
- Final availability is subjected to ZAP Partnership Team's approval
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RATE CARD

ZALORA

SEASONAL EVENTS - MEN (STND)

STANDARD	HK	MY	PH	SG	TW
2.2	\$2,160	\$2,700	\$2,340	\$2,880	\$1,143
3.3	\$2,160	\$2,700	\$2,340	\$2,880	\$1,143
4.4	\$2,500	\$2,950	\$1,584	\$3,706	\$1,400
5.5	\$2,500	\$2,950	\$1,584	\$3,706	\$1,400
6.6	\$2,500	\$2,950	\$1,584	\$3,706	\$1,400
7.7	\$2,500	\$2,950	\$1,584	\$3,706	\$1,400
8.8	\$2,500	\$2,950	\$1,584	\$3,706	\$1,400
9.9	\$2,800	\$2,950	\$1,584	\$3,706	\$1,400

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RATE CARD

ZALORA

SEASONAL EVENTS - KIDS (VIP)

VIP	HK	MY	PH	SG	TW
2.2	\$2,160	\$3,168	\$2,574	\$3,600	\$1,464
3.3	\$2,160	\$3,168	\$2,574	\$3,600	\$1,464
4.4	\$2,251	\$4,977	\$2,241	\$4,545	\$1,800
5.5	\$2,251	\$4,977	\$2,241	\$4,545	\$1,800
6.6	\$2,251	\$4,977	\$2,241	\$4,545	\$1,800
7.7	\$2,251	\$4,239	\$2,241	\$4,545	\$1,800
8.8	\$2,251	\$4,239	\$2,241	\$4,545	\$1,800
9.9	\$2,250	\$4,239	\$2,241	\$4,545	\$1,800

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- Price exclusive of taxes and bank charges
- Final availability is subjected to ZAP Partnership Team's approval
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- All campaign bookings with full asset submission must be cleared and approved by ZAP at least 2 working weeks before the intended campaign launch date. Any delays will lead to an adjusted campaign launch date.

RATE CARD

ZALORA

SEASONAL EVENTS - KIDS (STND)

STANDARD	HK	MY	PH	SG	TW
2.2	\$1,440	\$2,112	\$1,716	\$2,400	\$976
3.3	\$1,440	\$2,112	\$1,716	\$2,400	\$976
4.4	\$1,500	\$3,318	\$1,121	\$3,030	\$1,200
5.5	\$1,500	\$3,318	\$1,121	\$3,030	\$1,200
6.6	\$1,500	\$3,318	\$1,121	\$3,030	\$1,200
7.7	\$1,500	\$2,826	\$1,121	\$3,030	\$1,200
8.8	\$1,500	\$2,826	\$1,121	\$3,030	\$1,200
9.9	\$1,500	\$2,826	\$1,121	\$3,030	\$1,200

PLEASE NOTE:

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- Website layout subjected to change
- Volume Discounts apply for Regular Day packages, depending on the final value of total committed budget.
- Price exclusive of taxes and bank charges
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RATE CARD

ZALORA

SEASONAL EVENTS - BEAUTY / LIFESTYLE (VIP)

VIP	HK	MY	PH	SG	TW
2.2	\$1,750	\$3,808	\$3,208	\$2,430	\$1,750
3.3	\$1,750	\$3,808	\$3,208	\$2,430	\$1,750
4.4	\$2,160	\$2,816	\$1,973	\$2,430	\$1,749
5.5	\$2,160	\$2,816	\$1,973	\$2,430	\$1,749
6.6	\$2,160	\$2,816	\$1,973	\$2,430	\$1,749
7.7	\$2,160	\$2,816	\$1,973	\$2,430	\$1,749
8.8	\$2,160	\$2,816	\$1,973	\$2,430	\$1,749
9.9	\$2,160	\$2,816	\$1,973	\$2,430	\$1,749

PLEASE NOTE:

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- Volume Discounts apply for Regular Day packages, depending on the final value of total committed budget.
- Price exclusive of taxes and bank charges
- Final availability is subjected to ZAP Partnership Team's approval
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RATE CARD

ZALORA

SEASONAL EVENTS - BEAUTY / LIFESTYLE (STND)

STANDARD	HK	MY	PH	SG	TW
2.2	\$1,166	\$2,438	\$2,138	\$1,620	\$1,166
3.3	\$1,166	\$2,438	\$2,138	\$1,620	\$1,166
4.4	\$1,440	\$1,877	\$986	\$1,620	\$1,166
5.5	\$1,440	\$1,877	\$986	\$1,620	\$1,166
6.6	\$1,440	\$1,877	\$986	\$1,620	\$1,166
7.7	\$1,440	\$1,877	\$986	\$1,620	\$1,166
8.8	\$1,440	\$1,877	\$986	\$1,620	\$1,166
9.9	\$1,440	\$1,877	\$986	\$1,620	\$1,166

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- Price exclusive of taxes and bank charges
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ZAP VIP

Onsite Placements

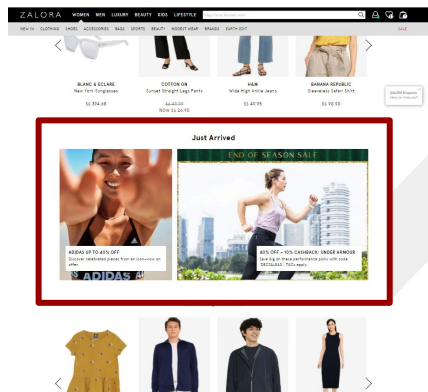
Just Arrived Group
Position 1-4
Web, App

Social Media

Instagram Story
(Mono-brand)

CRM

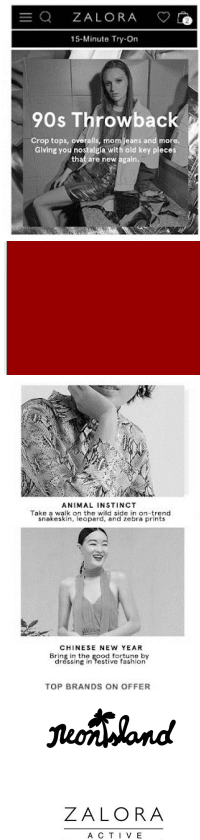
Newsletter - Sub Banner
Feature (Multi-brand)



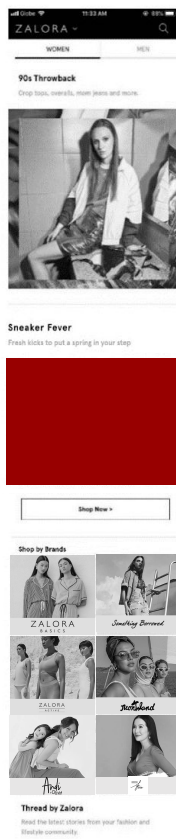
Desktop



Mobile Web



App



ZAP

VIP

Onsite Placements

Just Arrived Group

Position 1-4

Web, App

Social Media

Instagram Story
(Mono-brand)

CRM

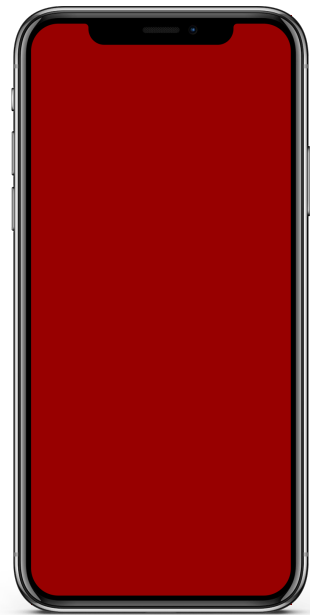
Newsletter - Sub Banner

Feature (Multi-brand)



VIP: Dedicated Brand Post Instagram Story

1 brand post per gender
(1 male and 1 female post during the
campaign period)



ZAP VIP

Onsite Placements

Just Arrived Group
Position 1-4
Web, App

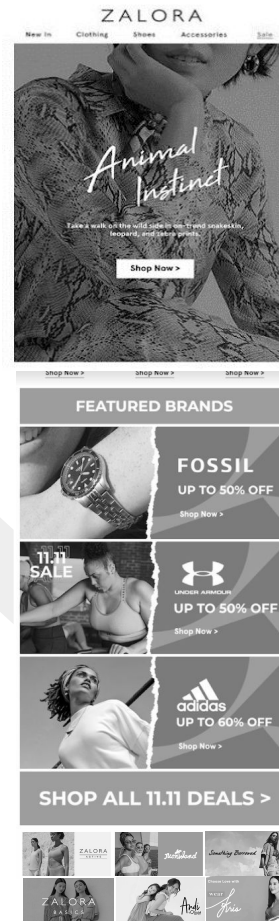
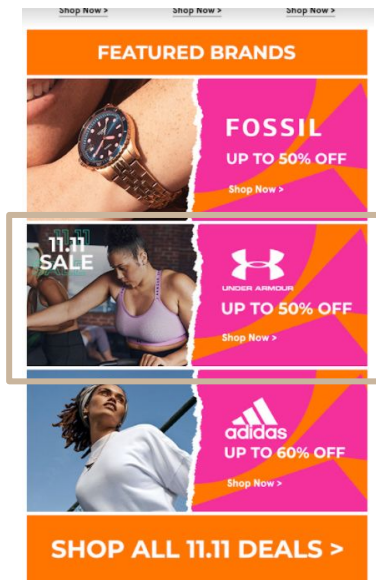
Social Media

Instagram Story
(Mono-brand)

CRM

Newsletter - Sub Banner
Feature (Multi-brand)

Newsletter

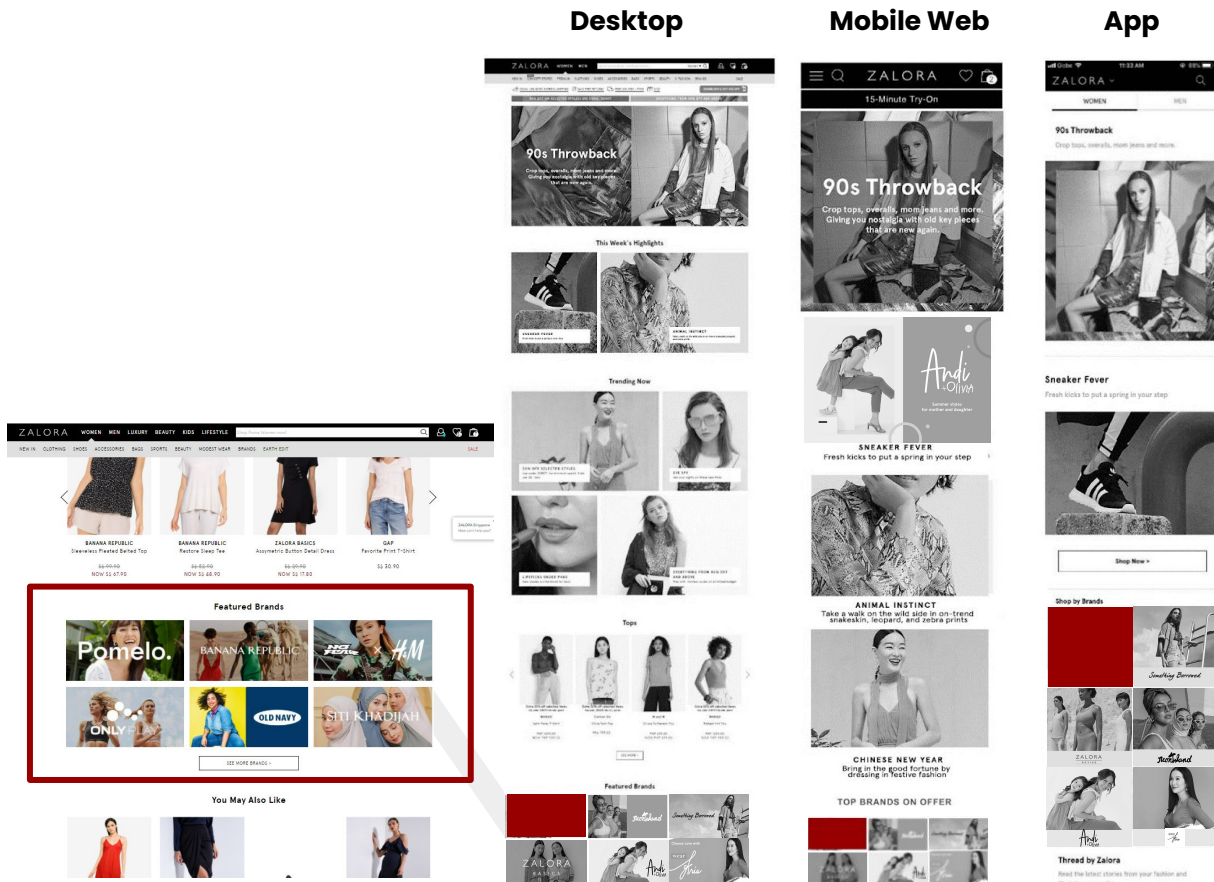


ZAP STANDARD

Onsite Placements
Featured Brand Tiles
Web, App

Social Media
Facebook Post (Multi-brand)

CRM
Multi-brand Sub-banner
(Logo Feature)



ZAP STANDARD

Onsite Placements

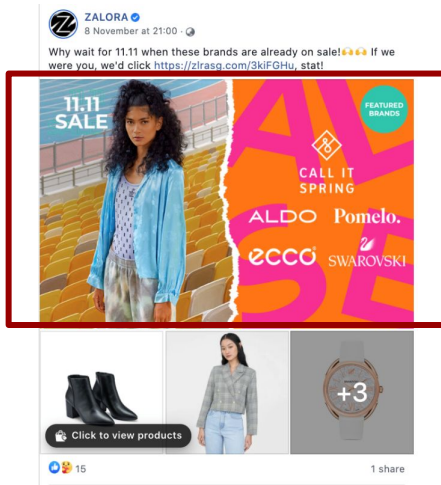
Featured Brand Tiles
Web, App

Social Media

Facebook Post (Multi-brand)

CRM

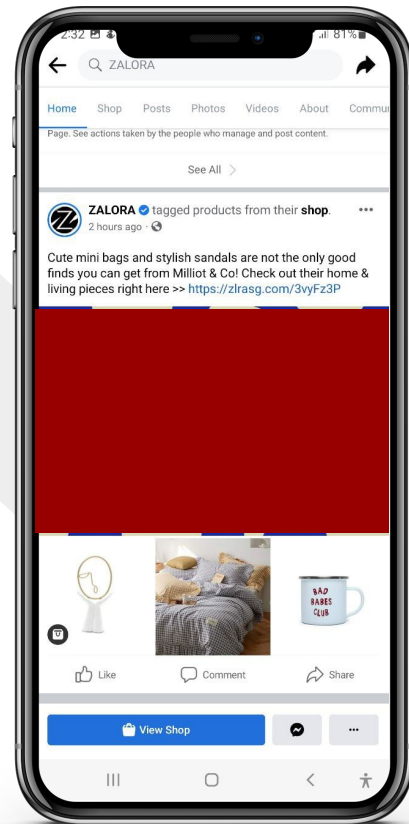
Multi-brand Sub-banner
(Logo Feature)



Standard: Multi Brand Post Facebook

Brand Key Visual will be adapted based on
Brand-provided hi-res Image.

Product Tiles below the post will be
automatically pulled from Brand's Catalog
on ZALORA, via Facebook.



ZAP STANDARD

Onsite Placements

Featured Brand Tiles
Web, App



















Social Media

Facebook Post (Multi-brand)

CRM

Multi-brand Sub-banner
(Logo Feature)

FEATURED BRANDS

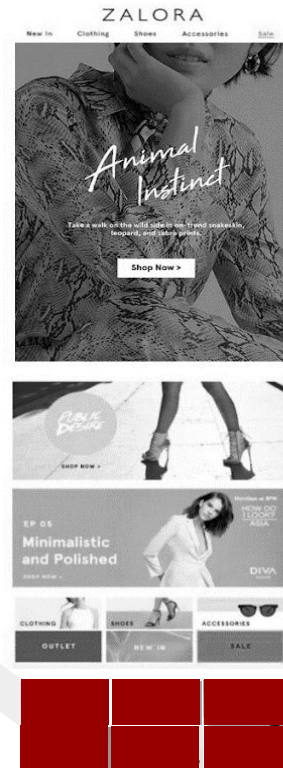


SHOP ALL 11.11 DEALS >

Standard: Multi Brand

Brand Logo file to be provided by Brand
upon Brand Asset Submission.

Newsletter



PACKAGE ENTITLEMENTS

ZALORA

SG, MY, HK, TW, PH (LUXURY)

Placements	Duration	VIP (2 Slots / Category / Venture)	STANDARD (6 Slots / Category / Venture)
VIP Brand Grid (P1/2)	1 Week		
Featured Brand Tile, Upfront Positioning (Web & App)	1 Week		
NL Main Banner Feature	1 Feature		
NL Sub Banner Feature (Multi-brand / Logo)	1 Feature		
IG Story (Mono-brand)	1 Feature		
FB Post (Multi-brand)	1 Feature		

Terms & Conditions

- Normal season volume discount does not apply
- Price exclusive of taxes and bank charges
- All packages includes value-added Banner production services by ZALORA Creatives, to be adapted into ZALORA Event visual thematics
- Final availability is subjected to ZAP Partnership Team's approval
-

Updated: Apr 2022

RATE CARD

ZALORA

SEASONAL EVENTS - LUXURY (VIP)

VIP	HK	MY	PH	SG	TW
2.2	\$2,327	\$2,931	\$7,722	\$2,612	\$1,053
3.3	\$2,327	\$2,931	\$7,722	\$2,612	\$1,053
4.4	\$2,071	\$2,642	\$1,973	\$2,970	\$1,275
5.5	\$2,071	\$2,642	\$1,973	\$2,970	\$1,275
6.6	\$2,071	\$2,642	\$1,973	\$2,970	\$1,275
7.7	\$2,071	\$2,642	\$1,973	\$2,970	\$1,275
8.8	\$2,071	\$2,642	\$1,973	\$2,970	\$1,275
9.9	\$2,536	\$2,642	\$1,973	\$2,970	\$1,275

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RATE CARD

ZALORA

SEASONAL EVENTS - LUXURY (STND)

STANDARD	HK	MY	PH	SG	TW
2.2	\$1,551	\$1,954	\$5,148	\$1,741	\$702
3.3	\$1,551	\$1,954	\$5,148	\$1,741	\$702
4.4	\$1,381	\$1,761	\$986	\$1,980	\$850
5.5	\$1,381	\$1,761	\$986	\$1,980	\$850
6.6	\$1,381	\$1,761	\$986	\$1,980	\$850
7.7	\$1,381	\$1,761	\$986	\$1,980	\$850
8.8	\$1,381	\$1,761	\$986	\$1,980	\$850
9.9	\$1,691	\$1,761	\$986	\$1,980	\$850

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LUXURY ZAP VIP

Onsite Placements

VIP Brand Grid (P1/2) – Web, App

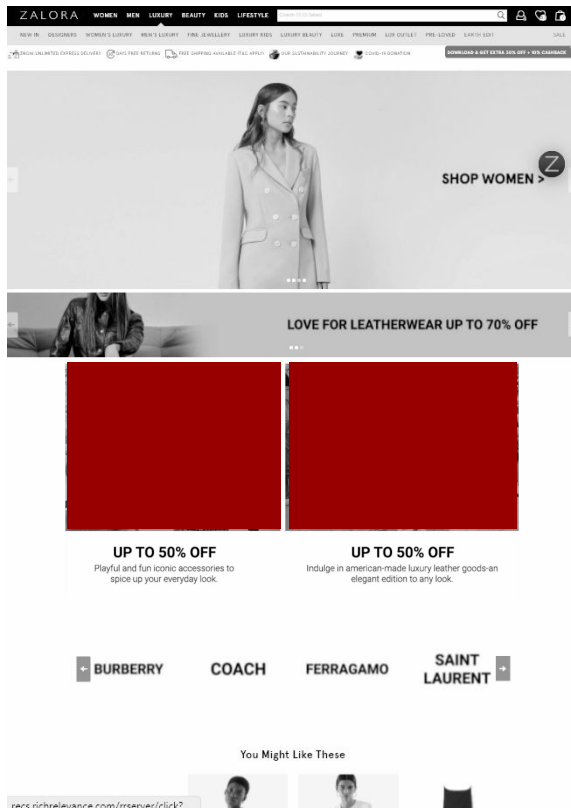
SOCIAL

Instagram Story

CRM

Newsletter – Main Banner Feature

Desktop / Mobile Web



App



LUXURY

ZAP

VIP

Onsite Placements

VIP Brand Grid (P1/2) – Web, App

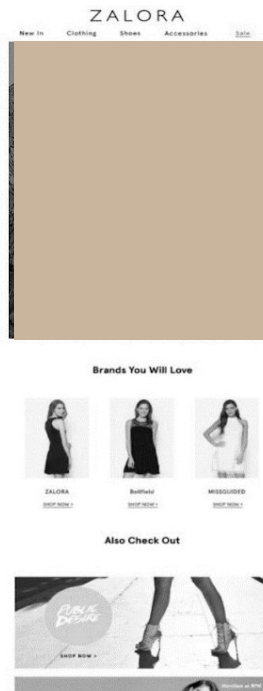
SOCIAL

Instagram Story

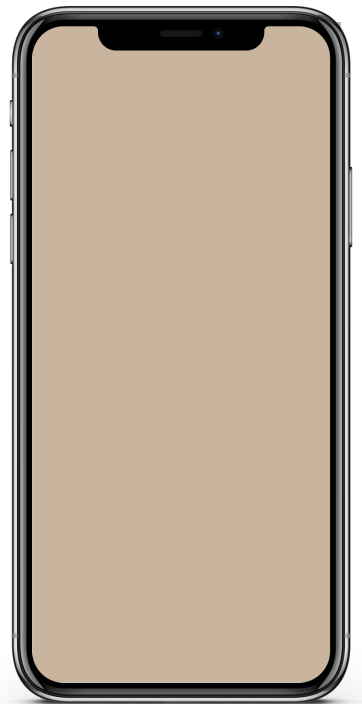
CRM

Newsletter – Main Banner Feature

**Newsletter –
Main Banner**



Instagram Story



LUXURY ZAP STANDARD

Onsite Placements

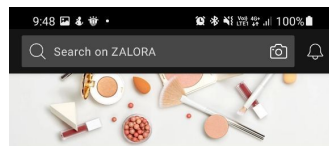
Featured Brands Grid (P1/3)
Web, App

SOCIAL

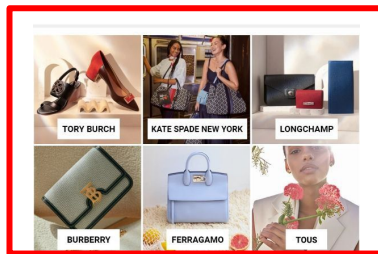
Facebook Post (Multi-brand)

CRM

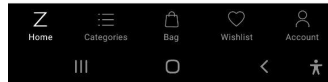
Multi-brand Sub-banner
(Logo Feature)



LUXE BEAUTY MUST-HAVES



LUXE



LUXE BEAUTY MUST-HAVES



SKIP THE WAIT & GET NEXT-DAY DELIVERY
RIGHT TO YOUR DOORSTEP!

LUXURY ZAP STANDARD

Onsite Placements

Featured Brands Grid (P1/3)
Web, App

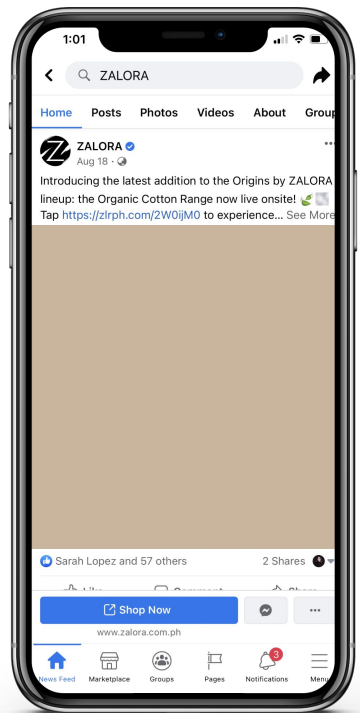
SOCIAL

Facebook Post (Multi-brand)

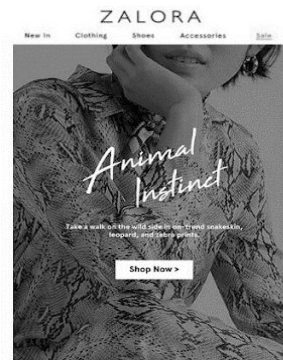
CRM

Multi-brand Sub-banner
(Logo Feature)

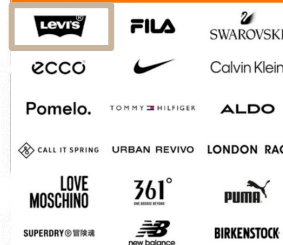
Facebook



Newsletter – Sub Banner



FEATURED BRANDS



SHOP ALL 11.11 DEALS >

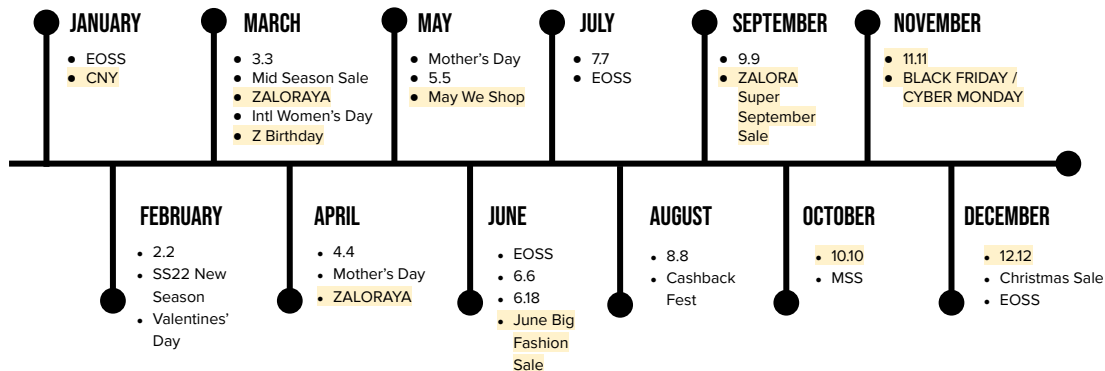


ZALORA MEGA DAYS

What Is It?

ZALORA Mega Days are key fashion-shopping seasons within SEA! Capture active features with attractive discounts, or simply ensure that your brand maintains high visibility during these seasons.

When Are the Mega Events Happening?



PACKAGE ENTITLEMENTS

ZALORA

SG, MY, HK, TW, PH, ID

Placements	Duration	VIP (6 Slots / Category / Venture)	STANDARD (Unlimited Slots / Category / Venture)
"Top Brands" Group - N1/6 Banners (Web, App)	1 Week		
Featured Brand Tile, Upfront Positioning (Web & App)	1 Week		
NL Sub Banner Feature (Mono-brand)	1 Feature		
NL Sub Banner Feature (Multi-brand / Logo)	1 Feature		
IG Story (Mono-brand)	1 Feature		
FB Post (Multi-brand)	1 Feature		

Terms & Conditions

- Normal season volume discount does not apply
- Price exclusive of taxes and bank charges
- All packages includes value-added Banner production services by ZALORA Creatives, to be adapted into ZALORA Event visual thematics
- Final availability is subjected to ZAP Partnership Team's approval

RATE CARD

ZALORA

MEGA EVENTS - WOMEN (VIP)

VIP	HK	MY	PH	SG	TW
Z-BIRTHDAY	\$4,950	\$6,720	\$16,200	\$10,800	\$2,225
CNY	\$4,649	\$6,623	\$15,443	\$9,679	\$1,905
ZALORAYA	-	\$7,902	-	\$14,641	-
May We Shop	\$5,940	\$6,351	\$6,601	\$9,363	\$2,314
ZBFS	\$6,468	\$8,362	\$6,601	\$11,198	\$2,722
Super Sept.	\$5,363	\$5,931	\$6,601	\$8,444	\$2,143
10.10	\$7,103	\$8,559	\$4,348	\$11,198	\$2,722
11.11	\$12,359	\$15,655	\$14,689	\$17,484	\$3,402
BFCM	\$4,176	\$9,978	\$8,027	\$12,008	\$2,669
12.12	\$6,480	\$15,260	\$13,860	\$16,126	\$2,592

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RATE CARD

ZALORA

MEGA EVENTS - WOMEN (STND)

STANDARD	HK	MY	PH	SG	TW
Z-BIRTHDAY	\$3,300	\$4,380	\$4,685	\$7,200	\$1,483
CNY	\$3,099	\$4,315	\$2,349	\$6,452	\$1,270
ZALORAYA	-	\$5,268	-	\$9,761	-
May We Shop	\$3,960	\$4,234	\$3,492	\$6,242	\$1,543
ZBFS	\$4,312	\$5,575	\$3,492	\$7,465	\$1,814
Super Sept.	\$3,575	\$3,954	\$3,492	\$5,629	\$1,429
10.10	\$4,736	\$5,706	\$2,748	\$7,465	\$1,814
11.11	\$8,239	\$10,436	\$6,578	\$11,656	\$2,268
BFCM	\$2,784	\$6,652	\$5,204	\$8,005	\$1,780
12.12	\$4,320	\$10,174	\$6,210	\$10,751	\$1,728

PLEASE NOTE:

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- Volume Discounts apply for Regular Day packages, depending on the final value of total committed budget.
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RATE CARD

ZALORA

MEGA EVENTS - MEN (VIP)

VIP	HK	MY	PH	SG	TW
Z-BIRTHDAY	\$3,785	\$4,488	\$12,000	\$5,184	\$1,929
CNY	\$3,600	\$4,560	\$7,358	\$5,184	\$1,716
ZALORAYA	-	\$3,960	-	\$4,695	-
May We Shop	\$4,625	\$4,545	\$4,621	\$5,040	\$1,929
ZBFS	\$4,752	\$5,184	\$4,621	\$5,409	\$1,544
Super Sept.	\$4,163	\$4,635	\$4,621	\$5,040	\$1,736
10.10	\$4,752	\$4,752	\$4,226	\$5,559	\$1,929
11.11	\$7,000	\$8,942	\$6,192	\$8,345	\$2,314
BFCM	\$4,624	\$6,615	\$5,551	\$7,755	\$2,118
12.12	\$4,968	\$7,605	\$5,737	\$7,558	\$2,231

PLEASE NOTE:

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- Final availability is subjected to ZAP Partnership Team's approval
- All Giveaway / Voucher Mechanics executions are not included within the Package rates stated above.
- All campaign bookings with full asset submission must be cleared and approved by ZAP at least 2 working weeks before the intended campaign launch date. Any delays will lead to an adjusted campaign launch date.

RATE CARD

ZALORA

MEGA EVENTS - MEN (STND)

STANDARD	HK	MY	PH	SG	TW
Z-BIRTHDAY	\$2,523	\$2,892	\$3,000	\$3,456	\$1,286
CNY	\$2,400	\$2,940	\$2,340	\$3,456	\$1,144
ZALORAYA	-	\$2,640	-	\$3,130	-
May We Shop	\$3,083	\$3,030	\$2,984	\$3,360	\$1,286
ZBFS	\$3,168	\$3,456	\$2,201	\$3,606	\$1,030
Super Sept.	\$2,776	\$3,090	\$2,201	\$3,360	\$1,157
10.10	\$3,168	\$3,168	\$2,668	\$3,706	\$1,286
11.11	\$4,667	\$5,961	\$3,978	\$5,564	\$1,542
BFCM	\$3,083	\$4,410	\$3,551	\$5,170	\$1,412
12.12	\$3,312	\$5,070	\$3,677	\$5,038	\$1,488

PLEASE NOTE:

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- Volume Discounts apply for Regular Day packages, depending on the final value of total committed budget.
- Price exclusive of taxes and bank charges
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RATE CARD

ZALORA

MEGA EVENTS - KIDS (VIP)

VIP	HK	MY	PH	SG	TW
Z-BIRTHDAY	\$2,160	\$3,564	\$3,960	\$4,800	\$1,728
CNY	\$2,160	\$3,564	\$2,574	\$4,800	\$1,647
ZALORAYA	-	\$5,025	-	\$9,000	-
May We Shop	\$3,240	\$5,940	\$4,068	\$9,001	\$2,916
ZBFS	\$2,160	\$4,595	\$4,068	\$6,000	\$1,944
Super Sept.	\$2,376	\$4,185	\$4,068	\$5,700	\$1,944
10.10	\$2,520	\$4,952	\$3,622	\$4,523	\$2,074
11.11	\$2,970	\$5,693	\$5,058	\$6,752	\$2,790
BFCM	\$1,944	\$4,752	\$4,860	\$6,075	\$2,160
12.12	\$2,880	\$5,445	\$6,345	\$6,375	\$2,790

PLEASE NOTE:

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RATE CARD

ZALORA

MEGA EVENTS - KIDS (STND)

STANDARD	HK	MY	PH	SG	TW
Z-BIRTHDAY	\$1,440	\$2,376	\$2,640	\$3,200	\$1,152
CNY	\$1,440	\$2,376	\$1,716	\$3,200	\$1,098
ZALORAYA	-	\$3,350	-	\$6,000	-
May We Shop	\$2,160	\$3,960	\$2,201	\$6,001	\$1,944
ZBFS	\$1,440	\$3,064	\$2,984	\$4,000	\$1,296
Super Sept.	\$1,584	\$2,790	\$2,984	\$3,800	\$1,296
10.10	\$1,680	\$3,301	\$2,264	\$3,015	\$1,382
11.11	\$1,980	\$3,795	\$3,222	\$4,501	\$1,860
BFCM	\$1,296	\$3,168	\$3,090	\$4,050	\$1,440
12.12	\$1,920	\$3,630	\$4,410	\$4,250	\$1,860

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- Price exclusive of taxes and bank charges
- Final availability is subjected to ZAP Partnership Team's approval
- All Giveaway / Voucher Mechanics executions are not included within the Package rates stated above.
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RATE CARD

ZALORA

MEGA EVENTS - BEAUTY / LIFESTYLE (VIP)

VIP	HK	MY	PH	SG	TW
Z-BIRTHDAY	\$1,944	\$4,164	\$3,564	\$2,970	\$1,944
CNY	\$1,944	\$4,164	\$3,564	\$2,970	\$1,944
ZALORAYA	-	\$4,014	-	\$3,061	-
May We Shop	\$2,250	\$3,429	\$2,336	\$3,206	\$2,152
ZBFS	\$2,430	\$3,960	\$2,336	\$5,418	\$2,376
Super Sept.	\$2,250	\$3,429	\$2,336	\$3,206	\$2,152
10.10	\$2,430	\$3,960	\$2,696	\$5,632	\$2,376
11.11	\$2,592	\$4,158	\$4,226	\$6,862	\$2,592
BFCM	\$2,250	\$3,960	\$2,696	\$5,632	\$2,376
12.12	\$2,430	\$4,158	\$4,860	\$6,862	\$2,592

PLEASE NOTE:

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- Price exclusive of taxes and bank charges
- Final availability is subjected to ZAP Partnership Team's approval
- All Giveaway / Voucher Mechanics executions are not included within the Package rates stated above.
- All campaign bookings with full asset submission must be cleared and approved by ZAP at least 2 working weeks before the intended campaign launch date. Any delays will lead to an adjusted campaign launch date.

RATE CARD

ZALORA

MEGA EVENTS - BEAUTY / LIFESTYLE (STND)

STANDARD	HK	MY	PH	SG	TW
Z-BIRTHDAY	\$1,296	\$2,676	\$2,376	\$1,980	\$1,296
CNY	\$1,296	\$2,676	\$2,376	\$1,980	\$1,296
ZALORAYA	-	\$2,676	-	\$1,857	-
May We Shop	\$1,500	\$2,286	\$1,408	\$1,954	\$1,435
ZBFS	\$1,620	\$2,640	\$1,408	\$3,429	\$1,584
Super Sept.	\$1,500	\$2,286	\$1,408	\$1,954	\$1,435
10.10	\$1,620	\$2,640	\$1,647	\$3,571	\$1,584
11.11	\$1,728	\$2,772	\$2,246	\$4,391	\$1,728
BFCM	\$1,500	\$2,640	\$1,647	\$3,571	\$1,584
12.12	\$1,620	\$2,772	\$3,090	\$4,391	\$1,728

PLEASE NOTE:

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- Website layout subjected to change
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- Price exclusive of taxes and bank charges
- Final availability is subjected to ZAP Partnership Team's approval
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- All campaign bookings with full asset submission must be cleared and approved by ZAP at least 2 working weeks before the intended campaign launch date. Any delays will lead to an adjusted campaign launch date.

ZAP VIP

Onsite Placements

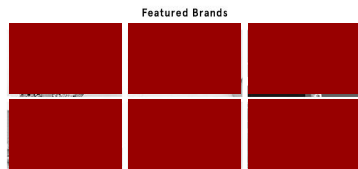
"Top Brands" Group – N1/6
Banners (Web, App)

Social Media

Instagram Story
(Mono-brand)

CRM

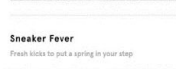
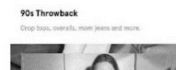
Newsletter – Sub Banner
Feature (Mono-brand)



Desktop / Mobile Web



App



ZAP VIP

Onsite Placements

"Top Brands" Group – N1/6
Banners (Web, App)

Social Media

Instagram Story
(Mono-brand)

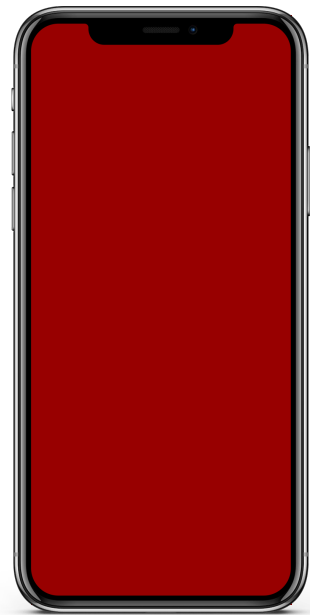
CRM

Newsletter – Sub Banner
Feature (Mono-brand)



VIP: Dedicated Brand Post Instagram Story

1 brand post per gender
(1 male and 1 female post during the
campaign period)



ZAP VIP

Onsite Placements

"Top Brands" Group – N1/6
Banners (Web, App)

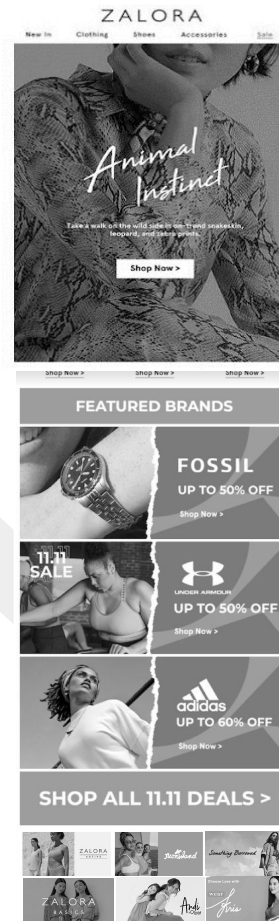
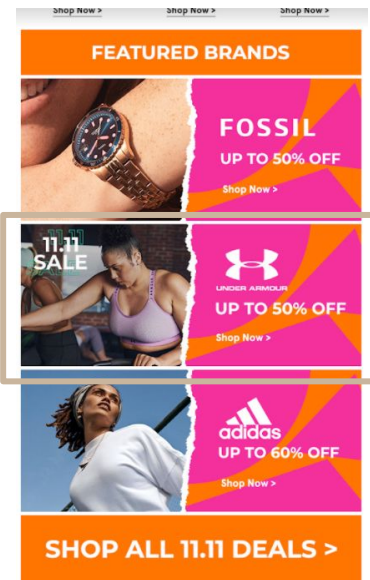
Social Media

Instagram Story
(Mono-brand)

CRM

Newsletter – Sub Banner
Feature (Mono-brand)

Newsletter



ZAP STANDARD

Onsite Placements

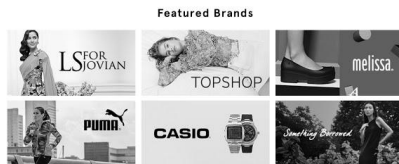
Featured Brand Tiles
Web, App

Social Media

Facebook Post (Multi-brand)

CRM

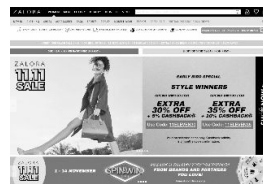
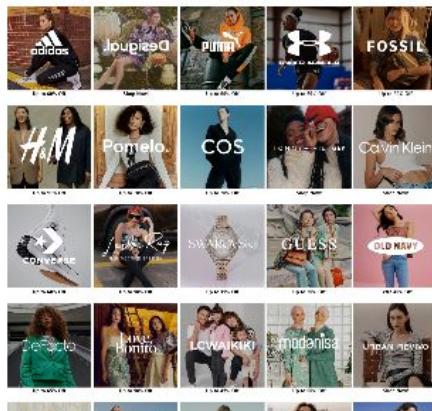
Multi-brand Sub-banner
(Logo Feature)



Top Sellers in Women



TOP BRANDS ON OFFER



Now in Style



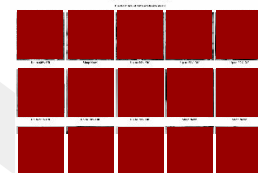
Featured Brands



Top Sellers in Women



TOP BRANDS ON OFFER



ZAP STANDARD

Onsite Placements

Featured Brand Tiles
Web, App

Social Media

Facebook Post (Multi-brand)

CRM

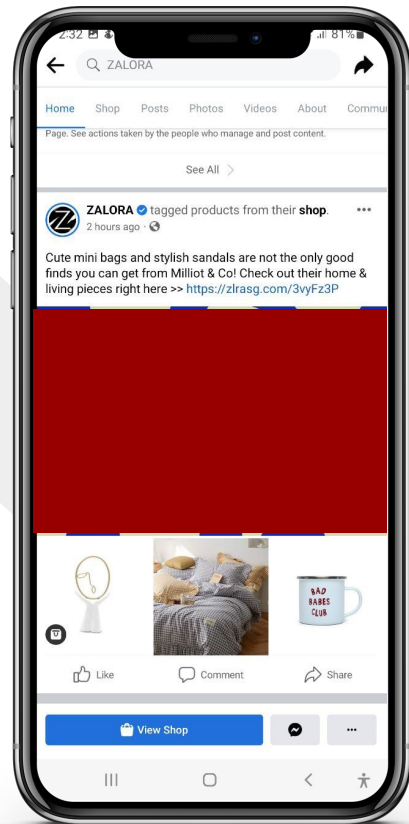
Multi-brand Sub-banner
(Logo Feature)



Standard: Multi Brand Post Facebook

Brand Key Visual will be adapted based on
Brand-provided hi-res Image.

Product Tiles below the post will be
automatically pulled from Brand's Catalog
on ZALORA, via Facebook.



ZAP STANDARD

Onsite Placements

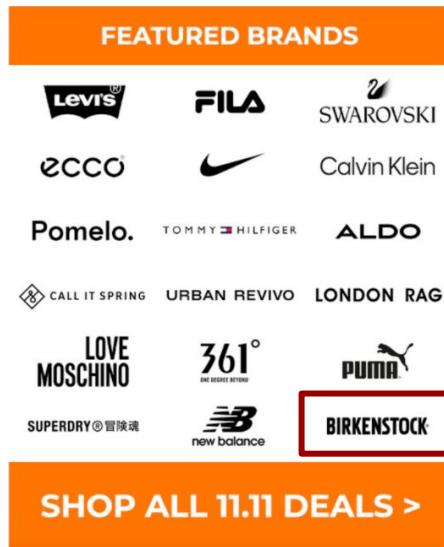
Featured Brand Tiles
Web, App

Social Media

Facebook Post (Multi-brand)

CRM

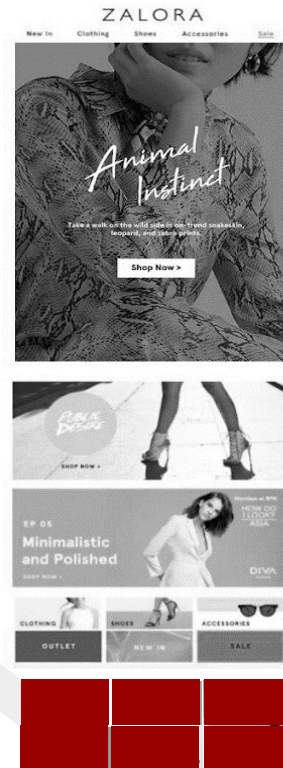
Multi-brand Sub-banner
(Logo Feature)



Standard: Multi Brand

Brand Logo file to be provided by Brand
upon Brand Asset Submission.

Newsletter



RATE CARD

ZALORA

MEGA EVENTS - LUXURY

VIP	HK	MY	PH	SG	TW
Z-BIRTHDAY	\$2,792	\$3,517	\$7,722	\$3,134	\$1,264
CNY	\$2,792	\$3,517	\$7,722	\$3,134	\$1,264
ZALORAYA	-	\$3,742	-	\$2,686	-
May We Shop	\$2,991	\$3,508	\$2,336	\$3,624	\$2,164
ZBFS	\$3,450	\$3,743	\$2,336	\$4,082	\$2,536
Super Sept.	\$2,991	\$3,508	\$2,336	\$3,624	\$2,164
10.10	\$3,450	\$4,683	\$2,696	\$3,986	\$2,407
11.11	\$3,938	\$5,918	\$4,226	\$7,875	\$3,000
BFCM	\$2,991	\$5,175	\$2,696	\$6,375	\$2,850
12.12	\$2,991	\$5,625	\$4,860	\$7,387	\$2,908

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RATE CARD

ZALORA

MEGA EVENTS - LUXURY

STANDARD	HK	MY	PH	SG	TW
Z-BIRTHDAY	\$1,861	\$2,345	\$5,148	\$2,089	\$842
CNY	\$1,861	\$2,345	\$5,148	\$2,089	\$842
ZALORAYA	-	\$2,495	\$450	\$1,791	-
May We Shop	\$1,994	\$2,339	\$1,408	\$2,416	\$1,443
ZBFS	\$2,300	\$2,495	\$1,408	\$2,721	\$1,691
Super Sept.	\$1,994	\$2,339	\$1,408	\$2,416	\$1,443
10.10	\$2,300	\$3,122	\$1,647	\$2,657	\$1,605
11.11	\$2,625	\$3,945	\$2,246	\$5,250	\$2,000
BFCM	\$1,994	\$3,450	\$1,647	\$4,250	\$1,900
12.12	\$1,994	\$3,750	\$3,090	\$4,925	\$1,939

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LUXURY ZAP VIP

Onsite Placements

VIP Brand Grid (P1/2) – Web, App

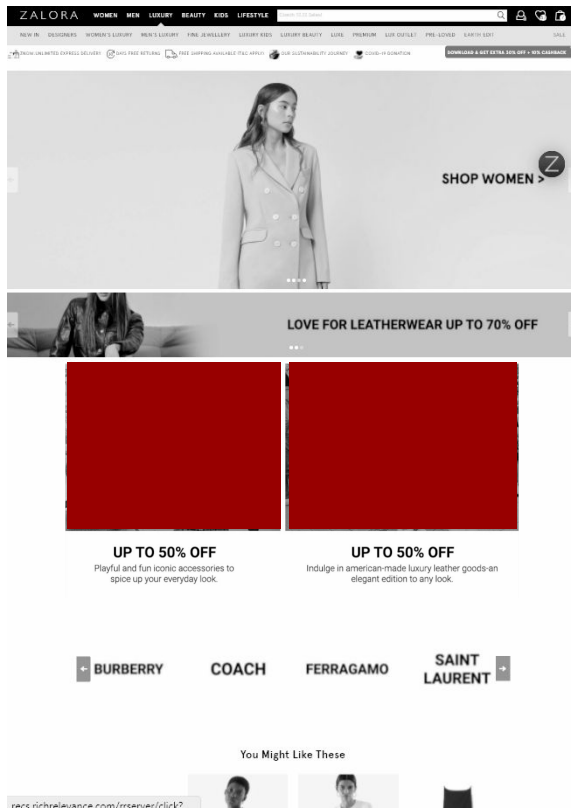
SOCIAL

Instagram Story

CRM

Newsletter – Main Banner Feature

Desktop / Mobile Web



App



LUXURY

ZAP

VIP

Onsite Placements

VIP Brand Grid (P1/2) – Web, App

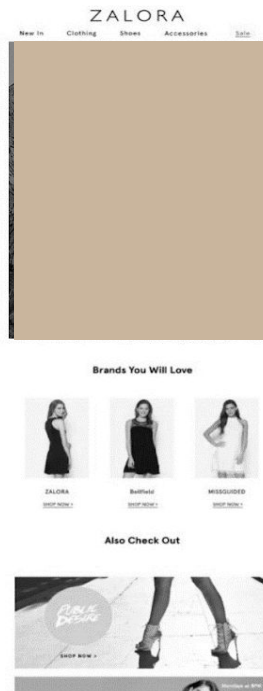
SOCIAL

Instagram Story

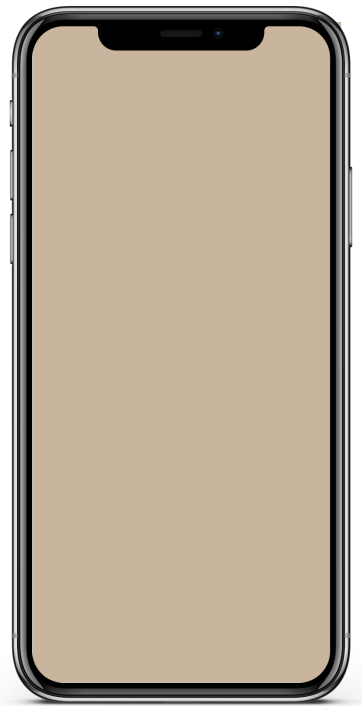
CRM

Newsletter – Main Banner Feature

**Newsletter –
Main Banner**



Instagram Story



LUXURY ZAP STANDARD

Onsite Placements

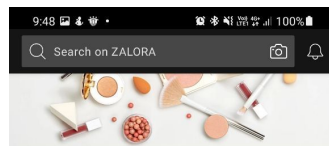
Featured Brands Grid (P1/3)
Web, App

SOCIAL

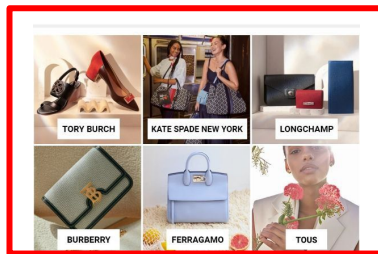
Facebook Post (Multi-brand)

CRM

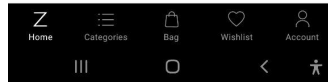
Newsletter - Sub Banner Feature
(Multi-brand)



LUXE BEAUTY MUST-HAVES



LUXE



LUXE BEAUTY MUST-HAVES



SKIP THE WAIT & GET NEXT-DAY DELIVERY
RIGHT TO YOUR DOORSTEP!

LUXURY ZAP STANDARD

Onsite Placements

Featured Brands Grid (P1/3)
Web, App

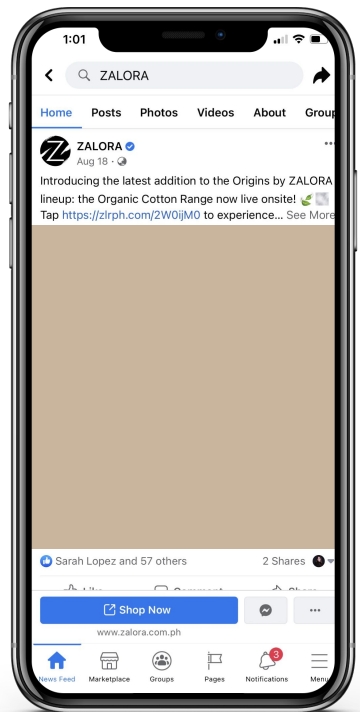
SOCIAL

Facebook Post (Multi-brand)

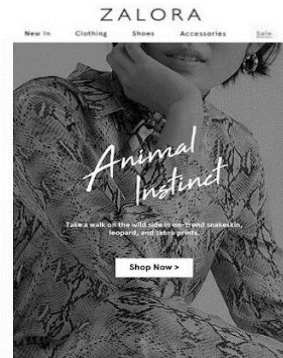
CRM

Newsletter - Sub Banner Feature
(Multi-brand)

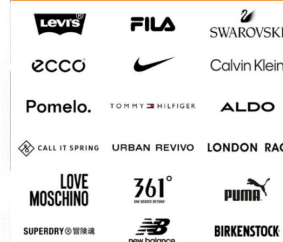
Facebook



Newsletter - Sub Banner



FEATURED BRANDS



SHOP ALL 11.11 DEALS >



HOW TO PURCHASE?

ZALORA

ZAP PACKAGES - MANAGED SERVICES



1. Confirm the booking with your **ZAP representative/Buyer/Account Manager**
2. ZALORA will share a ZAP agreement for your review
3. Once the agreement is agreed and signed, we will proceed with booking
4. Full Banner Assets and Campaign Messaging must be submitted at least 2 clear working weeks before the intended launch date. ZALORA Brand Assets will request for assets/banner from you according to ZALORA Banner Guidelines
5. Campaign is good to go!

** We can also provide assets photoshoot and editing at affordable prices.
Contact ads@zalora.com to get your quotation!*

HOW TO PURCHASE?

ZALORA

ZAP PACKAGES - SELF-SERVICE



1. Log into your **GFG Ads Account** and select “Purchase” at the top right corner.
2. Select the preferred campaign packages and dates that you would like to launch the campaign on.
3. Review the Terms & Conditions, and check-out with your preferred payment options.
4. Full Banner Assets and Campaign Messaging must be submitted at least 2 clear working weeks before the intended launch date. ZALORA Brand Assets will request for assets/banner from you according to ZALORA Banner Guidelines
5. Campaign is good to go!

** We can also provide assets photoshoot and editing at affordable prices.
Contact ads@zalora.com to get your quotation!*

ZALORA

2022 DISCOUNT PROGRAMS

ZALORA
ADVERTISING
PLATFORM



Updated: March 2022

ZAP DISCOUNT SCHEMES

ZALORA

OVERVIEW

REGULAR WEEKS

SEASONAL & MEGA EVENTS

ZAP Solutions	ZAP Standard Packages	GFG Ads Platform	ZAP Seasonal Packages	ZAP Mega Packages
Volume Discount	✓ Bookings made through Managed Service	-	-	-
GFG New Brand Onboarding	-	✓ SGD 100 Ad-Credits for New-to-GFG Brands	-	-
40% Co-investment (CPAS / GFG)	NOT APPLICABLE FOR REGULAR WEEKS		✓ 15% Discount on Rate Card Value	
Brand Account Shout-out			✓ 5% Discount on Rate Card Value	
Brand Ambassador Shout-out			✓ *Varies Refer to Slide 76	
Early Bird Discount			✓ 30% Discount on Rate Card Value	

1 GFG FIRST-TIMER CREDITS

ZALORA

NEW BRAND ONBOARDING

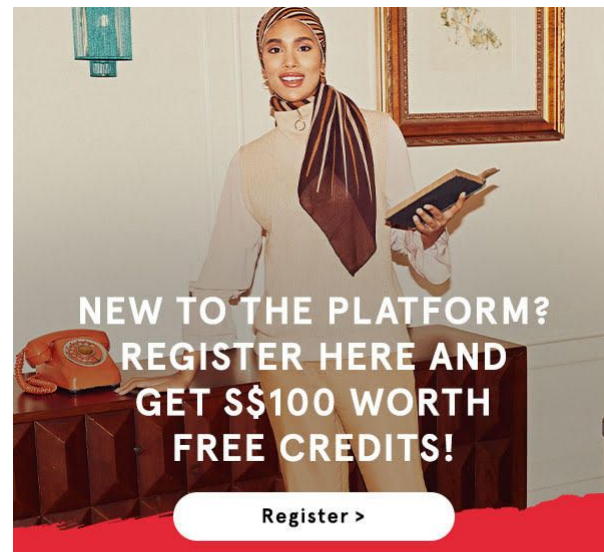
How It Works: Sign up for a GFG account for your brand and receive SGD 100 Ad-Credits to kickstart your first campaign.

Requirements:

- [1] Brand must be a new to GFG Platform Brand
- [2] GFG Ad-credits can be utilized on both Standard Packages, or Sponsored Ads
- [3] All GFG Ad-credits will expire 1 year after the Credits top-up date
- [4] Each brand can only redeem the first-timer credits once

How to Redeem:

1. Sign up for a GFG account with your Brands' details
2. Reach out to your Account Manager, or to the Chatbot within GFG Ads to confirm on whether your brand is eligible for this Program.
3. Share with us your company's details, as well as the linked GFG Account's email address.
4. ZAP will top-up the credits into your account within 7 working days of receiving confirmation.



[\[CLICK HERE\]](#)

2 CO-INVESTMENT DISCOUNT






ZALORA

SEASONAL & MEGA DAYS ONLY

How It Works: Complement your Mega and Seasonal ZAP packages with concurrent investments in GFG Ads Platform/ Facebook CPAS to maximise exposure of your brand and the campaign mechanics.

OPTION B. Receive a 15% discount when you commit min. 40% of ZAP Package rate card cost converted to investment value to CPAS or GFG Ads Platform

OPTION A. Level up to enjoy a 20% discount when you post a shout-out on your own brand channel and commit min. 40% of ZAP Package rate card cost converted to investment value to CPAS or GFG Ads.

	 OPTION A (CPAS/GFG + Brand Shout Out^)	OPTION B (CPAS/GFG Commitment)	OPTION C^ (Brand Shout Out^)
	REQUIREMENT: Brand commits for CPAS or GFG and post a shout-out on your own brand channel	REQUIREMENT: Brand commits min. 40% of investment value to CPAS or GFG	REQUIREMENT: Brand posts a shout-out on your own brand channel
BOOSTER; GFG / CPAS (% of ZAP Package Rate Card Cost)	40%	40%	
 1x BRAND SHOUT-OUT			
TOTAL EST. IMPRESSION REACH (Based on ZALORA Onsite / CPAS)	>368,000	>368,000	>180,000
DISCOUNT ENTITLEMENTS (Against Rate Card)	15% + 5%	15%	5%

* Collaborative ads and brand shout-out campaigns have to be executed during mega day period.

3 BRAND SHOUT-OUT DISCOUNT

ZALORA

MEGA DAYS ONLY – LOCAL BRAND AMBASSADOR SUPPORT

How It Works: Give ZALORA a shout-out through your local brand ambassadors and unlock exclusive discounts on ZAP or barter trade with complimentary offers.

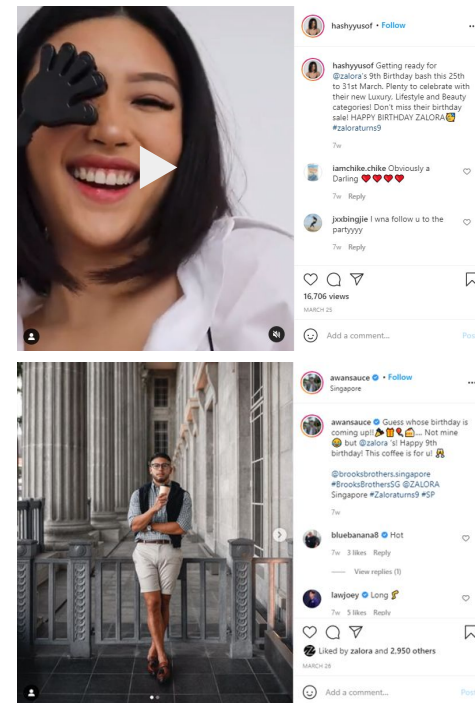
Keywords: “ZALORA’s [EVENT] Sale is here from [EVENT DATES] 2022!”

Requirements: The ZALORA store shout-out can be in the form of:

- [1] an offline or online media publication or,
- [2] a social media post or video featuring your local brand ambassador or influencer

	Local Brand Ambassador	Brand Influencers
CRITERIA	Official: Nationwide Celebrity endorsed by Brand	Wide social media presence (Min. 10K followers)
ADDITIONAL ZAP Benefits	<ul style="list-style-type: none">2x Complimentary IG StoryFree SGD300 credits for Sponsored ads1x CRM sub-feature on a regular week	<ul style="list-style-type: none">2x Complimentary IG StoryFree SGD300 credits for Sponsored ads

- Advertiser to provide screenshot of live post for proof of posting
- Complimentary IGS/ CRM sub-feature only applicable for use on a regular period, to be utilized **6-months** after end of Mega Day campaign. Availability is subjected ZALORA.
- GFG credits will be credited in the GFG account within 3 weeks following the completion of the campaign.



Examples from ZALORA's Birthday event shout-out

4 BRAND SHOUT-OUT DISCOUNT

ZALORA

MEGA DAYS ONLY – BRAND ACCOUNT SHOUT-OUT

How It Works: Give ZALORA a shout-out through your brand's comms channel – Either CRM or Social Media channel and unlock exclusive complimentary ZAP offers.

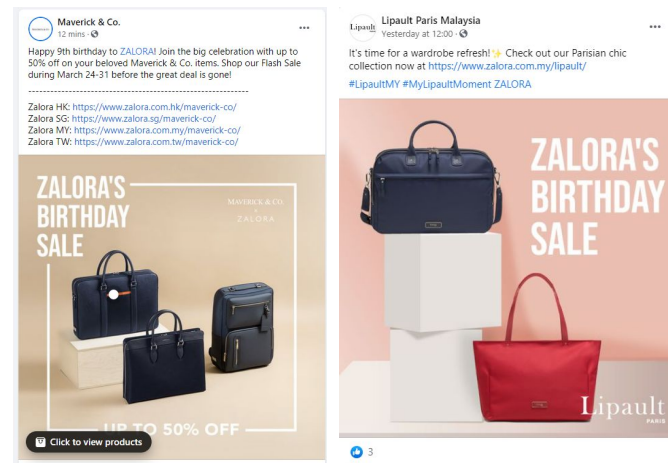
Keywords: "ZALORA's [EVENT] is here from [EVENT DATE]!"

Requirements:

- [1] Brand post to include Zalora's Event logo (Template will be provided)
- [2] Tag and mention ZALORA (in respective markets)
- [3] Post between Event Week
- [4] Brand Account must have a minimum follower count of 1k

OPTION 1	OPTION 2
5% discount* off ZAP Package	Free SGD\$200 credits for Sponsored Ads

- Additional (stackable) discount on top of early bird discounted prices
- Advertiser to provide screenshot of live post for proof of posting
- ZAP Credits within GFG to be utilized within 1 Year of issued date.
- Availability is subjected ZALORA.



Examples from ZALORA's Birthday event shout-out

For Multi-brand Distributors:

Please note that the SGD 200 GFG credits is awarded **per unique Social Account**.

ZALORA

2022 GFG ADS PLATFORM

ZALORA
ADVERTISING
PLATFORM



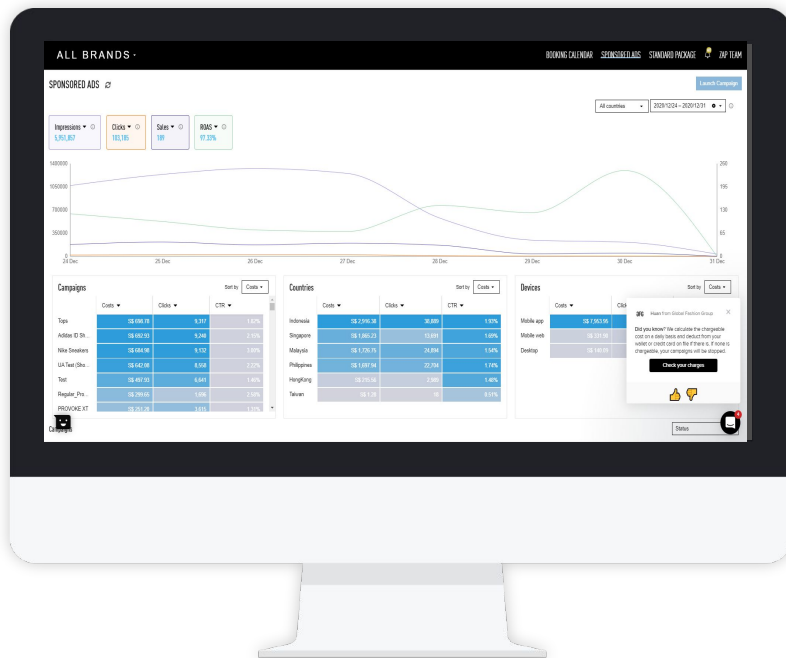
Updated: March 2022

GFG ADS PLATFORM

ZALORA

Introducing ZALORA's new **self-service** e-Commerce advertising solution –
The GFG Ads Platform enables you to purchase sponsored ads solutions to boost your products on
ZALORA store and track your campaign performance in real time.

Link: <https://zalora.ads.global-fashion-group.com/>



1 AD STRATEGY

Decide your ad strategy. Set your maximum budget and cost per click/cost per impression



2 AD TARGETING

Bid for relevant keywords to optimize your sales. Promote your top selling products on premium, high visibility placements on our catalogue and search result pages



3 AD REPORTING

Have full visibility on impressions, clicks, sales made through Sponsored Ads, and the best performing keywords.

Optimize and plan your ad strategy according to your real-time results.

GFG ADS PLATFORM

ZALORA

RECOMMENDED BUDGETS & RATES

Recommended Campaign Set-up

CPC (SGD)	SG	ID	MY	PH	HK	TW
Min. Daily Total Spend	100	50	100	50	55	40
Bid Price	0.4	0.1	0.15	0.1	0.25	0.25

Recommended Commitments

SGD	SG	ID	MY	PH	HK	TW
Suggested Budget for 1 week	1,000	500	1,000	500	800	400

Best Practices:

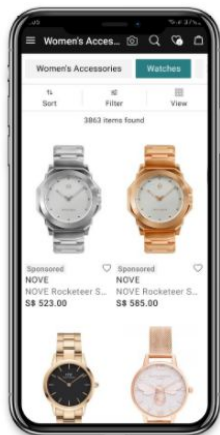
- Focus on best-selling SKUs with the best deals to seize the sales opportunity
- Ensure stocks are >5 items per SKU to be featured
- Pick the most-searched keywords
- Pick other relevant keywords (Competitor term bidding is not allowed)
- Prices above are recommended for effective performance during peak period

GFG ADS PLATFORM

ZALORA

AD-FORMATS & SOLUTIONS

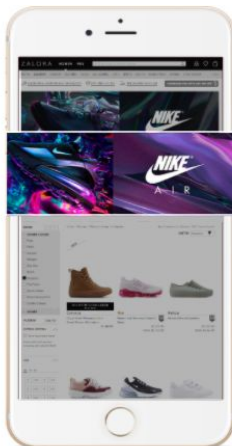
Choose from curated onsite ad solutions and packages to optimize and achieve your campaign goals.



SPONSORED ADS

Sponsored Products are SKUs that are boosted to be the first few results the customers see when they enter the page.

Designed to increase clicks and sales conversions.



SPONSORED BANNERS

Sponsored Banners are boosted to be visible on the main homepages, the top of the category or search pages. Also available as a banner tile.

Designed to increase brand awareness via increasing impressions.



Select a Package				
	SP1 Start from S\$11,060	SP2 Start from S\$6,000	SP3 Start from S\$1,300	8.8 Start from S\$2,016
Desktop	Purchase	Purchase	Purchase	Purchase
Desktop New Arrivals Banner ⓘ	✓	✓		
Desktop Featured Fashion Brand ⓘ			✓	
Desktop Featured Brands (Position 4 onwards) ⓘ				✓
Desktop Featured Brands (Position 1-3) ⓘ				
Mobile				
App Highlights of The Week (Position 1-2) ⓘ	✓	✓		
CRM Push Notification ⓘ	✓			

STANDARD / MEGA DAY PACKAGES

Create an integrated campaign by purchasing a Standard Package on ZALORA – Offering high visibility via our onsite premium placements, social and CRM channels.

Designed to build strong brand presence across ZALORA's suite of ad solutions

GFG ADS PLATFORM

ZALORA

PERFORMANCE BENCHMARKS

Sponsored Products

- Boost exposure of specific SKUs
- Focused on lower funnel conversion goals, pinned within 1st row of Category Catalog Page



~500%

RETURN-ON-AD-SPEND (ROAS)

2.50%

AVERAGE CTR

Sponsored Banners

- Increase visibility for your Brand within specific Catalog Pages, appearing within 1st scroll in Web / App environment
- Large banner size for high viewability and SOV



~8-12%

AVERAGE CTR

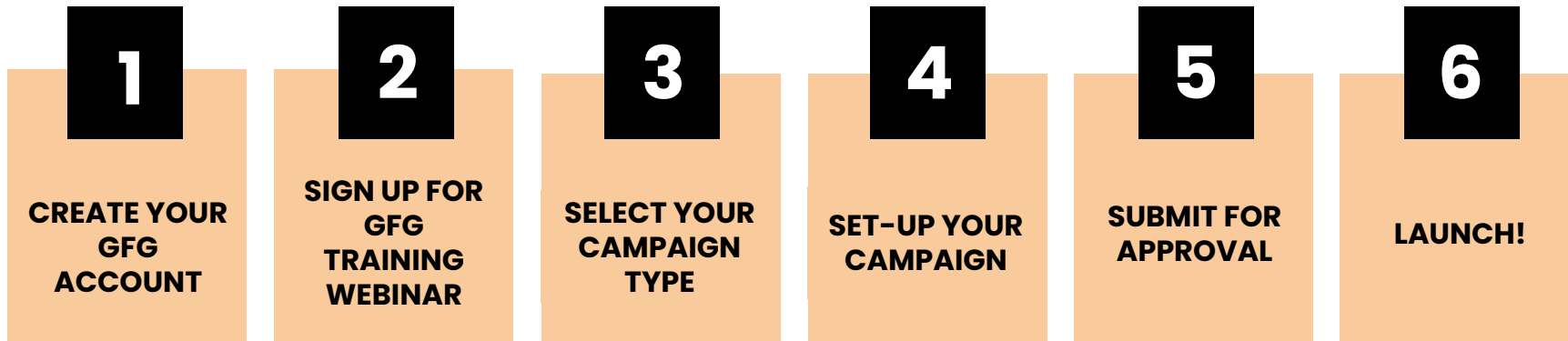
Note:

- Performance for sponsored products depends on various factors like campaign budget, duration, average price of boosted SKUs, and brand popularity. Results will vary for different brands.
- Benchmark performance as of the month of June 2021.

HOW TO PARTICIPATE?

ZALORA

GFG ADS PLATFORM



1. Create your GFG Account [[HERE](#)]
2. Sign up for our monthly Training Webinar to familiarize yourself with the platform [[HERE](#)]
3. Select your Campaign Type - Sponsored Ads / Standard Packages within GFG and complete the purchase.
4. Set-up your campaigns
 - a. For Sponsored Ads - proceed to set-up your targeting or SKU list for boostings.
 - b. For Standard Packages - our Brand Assets Team will reach out to you 2 weeks prior to campaign launch for the hi-res assets. ZALORA GDs will support in the banner adaptation process.
5. ZAP will review all elements and approve the campaigns accordingly. Once cleared, campaign will be scheduled for launch.

Contact ads@zalora.com for more information!

ZALORA

2022 ONSITE SOLUTIONS

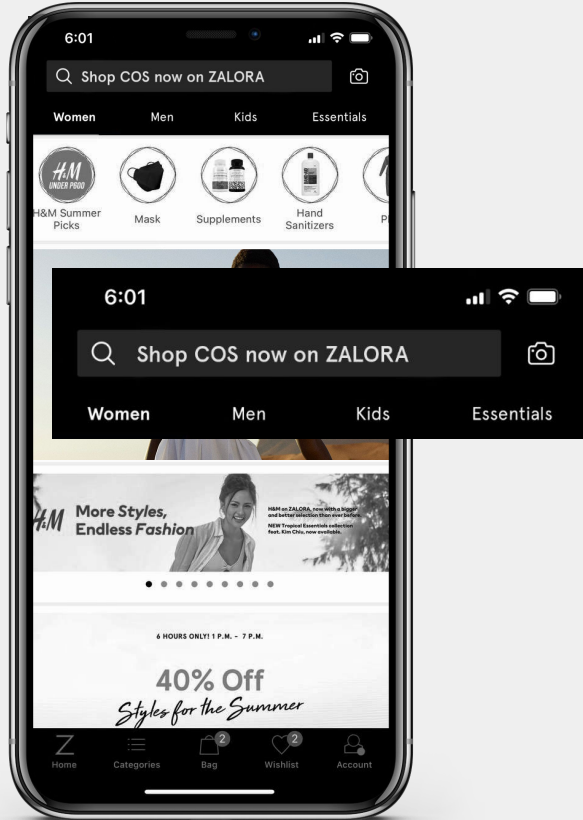
ZALORA
ADVERTISING
PLATFORM



Updated: March 2022

PRE-FILLED SEARCH

ZALORA ONSITE



TOP OF ZALORA PAGE

Customers can click on the search suggestion without having to type any keywords and be automatically led to the landing page of your choice.

There are 2 types of placements but they are always used hand-in-hand. Both options can be segmented by Categories.

1. **Text Placeholder** on search bar, before user clicks on it. No link.
2. The first **Promotion text** pinned right below the search, as user clicks on search bar. This has a redirect link which can lead users to a curated **landing page** as needed

LINKED TO YOUR PAGE

Ad clicks are linked to the specific **Curated Landing Page** for your Campaign

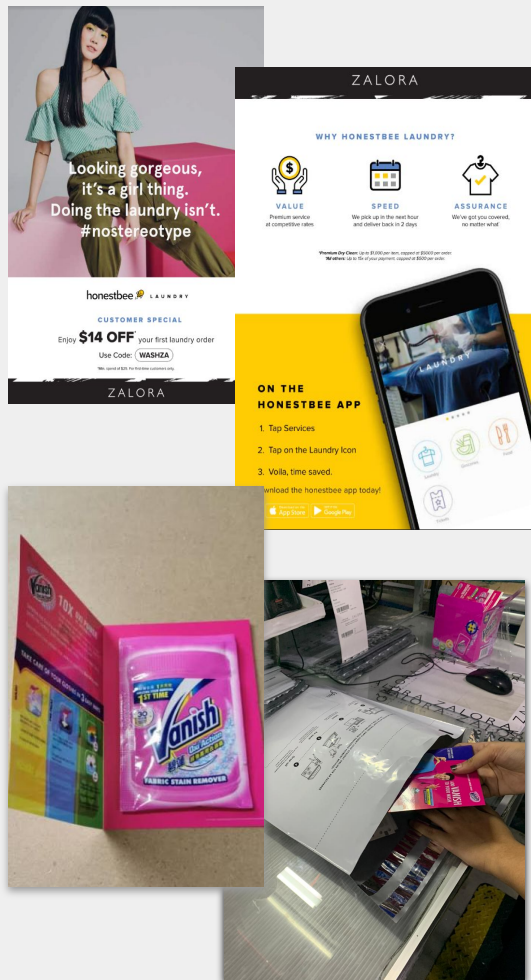
AVAILS

- 1x Search Text Promo slot / 3 Days / Category

TRACKING METRICS

- GA Sessions
- GA Event Clicks for Search Promotion Text

NOTE: Please reach out to your ZAP representative to check for availabilities and pricing.



PARCEL INSERTS

ZALORA AD SOLUTIONS

DIRECT REACH TO ZALORA CUSTOMERS

Deliver exclusive gifts, voucher codes or marketing materials to your preferred audience based on their location and purchase preferences!

Brands can choose to deliver the inserts by targeting specific **regions** (SG, MY, HK, TW), **genders**, or based on specific cross-targeted **Brands**.

Final targeting strategy to be confirmed by ZAP team and ZALORA Operations based on minimum volumes.

Products and other items (within import and export regulation): charge differs by weight and volume and destination country

LINKED TO YOUR PAGE

Flyers can include a specific Voucher Code, or a QR code leading to a specific Brand / Product Page within ZALORA!

AVAILS

- 1x Parcel Insert / Market / Month
- Only Non-perishable items allowed. Liquid volume caps apply.
- Minimum volume starts at 5K Parcel Inserts

NOTE: Please reach out to your ZAP representative to check for availabilities and pricing.

SHOP THE LOOK

ZALORA PRODUCT

CROSS-SELL YOUR PRODUCT

Tag your products onto other brands' listings/looks on ZALORA to cross-sell your items with their SKUs

LINKED TO YOUR PAGE

Ad clicks are linked to the specific **Curated Landing Page** for your Campaign

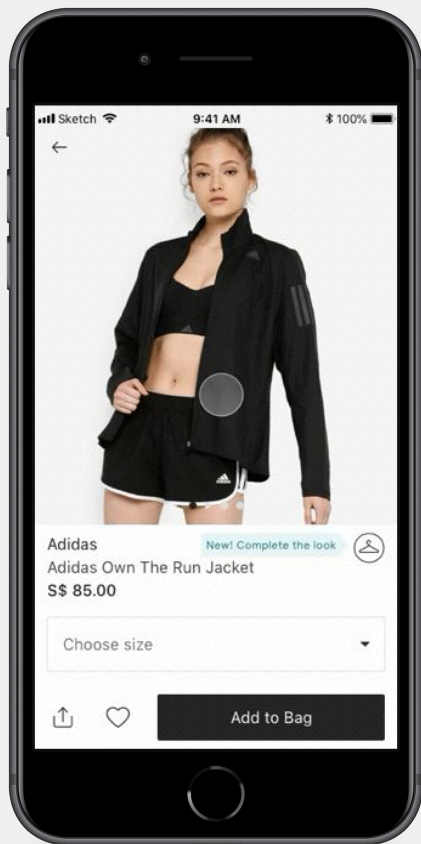
AVAILS

- 1x Search Text Promo slot / Week / Category

TRACKING METRICS

- GA Sessions
- GA Event Clicks for Search Promotion Text

NOTE: Please reach out to your ZAP representative to check for availabilities and pricing.



ZALORA

2022 OFFSITE SOLUTIONS

ZALORA
ADVERTISING
PLATFORM



Updated: March 2022

EXTEND YOUR REACH WITH OFFSITE CAMPAIGNS

ZALORA

ZALORA Involvement

BRAND Involvement

- **Paid Social – FB / IG**
- **Google Display Network (GDN)**
- **YouTube**

- **Affiliates**
- **Google Shopping Ads (GSA)**

- **Facebook Collaborative Ads (CPAS)**

Driven By	ZALORA Brand to share media brief only	ZALORA Brand to share media brief	BRAND ZALORA support on catalog & audience set-up
Campaign Period	Seasonal / Mono-brand campaigns Min. 1 week duration	Min. 2 months duration (GSA) Min. 1 month duration (Affiliates)	Up to Brand's discretion Recommended during key events
Campaign Budgets (Per Market)	SGD 1,500 per week	Recommended at SGD 8,000 (GSA) for 8-weeks campaign period	Up to Brand's discretion
Campaign Objectives	Catalog sales, Conversions, Sales, Views	Sales, Traffic	Catalog sales, Conversions
Reporting Set-up	ZALORA report sent 3 weeks after campaign ends	ZALORA monthly report	Brands' Facebook Ads Manager

EXTEND YOUR REACH WITH OFFSITE CAMPAIGNS

ZALORA

ZALORA Involvement

BRAND Involvement

- **Paid Social – FB / IG**
- **Google Display Network (GDN)**
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- **Affiliates**
- **Google Shopping Ads (GSA)**

- **Facebook Collaborative Ads (CPAS)**

Driven By	ZALORA Brand to share media brief only	ZALORA Brand to share media brief	BRAND ZALORA support on catalog & audience set-up
ZALORA Benefits	<ul style="list-style-type: none"> • Remarketing* capabilities with ZALORA 1st party Audiences. • Real-time campaign optimization towards Awareness Objectives. 	<ul style="list-style-type: none"> • Remarketing* capabilities with ZALORA 1st party Audiences. • Reach in-market shoppers with product ads. 	<ul style="list-style-type: none"> • Brand Feature on ZALORA Social Marketplace* • Tiered Discounts on your Annual ZAP Investment (Standard Weeks)* • 15% Co-investment Discounts on your Mega Event Packages' purchase
Activation Timelines	Booking Confirmation 2 weeks in advance of Launch Date	Booking Confirmation 3 weeks in advance of Launch Date for to Google Shopping Brands.	For Initial Set-up with ZALORA: 3 Working Days
Creative Requirements	Brand to provide hi-res Visuals. ZALORA Creative Services to support on Asset Adaptation.	Brand to provide hi-res Visuals. ZALORA Creative Services to support on Asset Adaptation.	Up to Seller Discretion

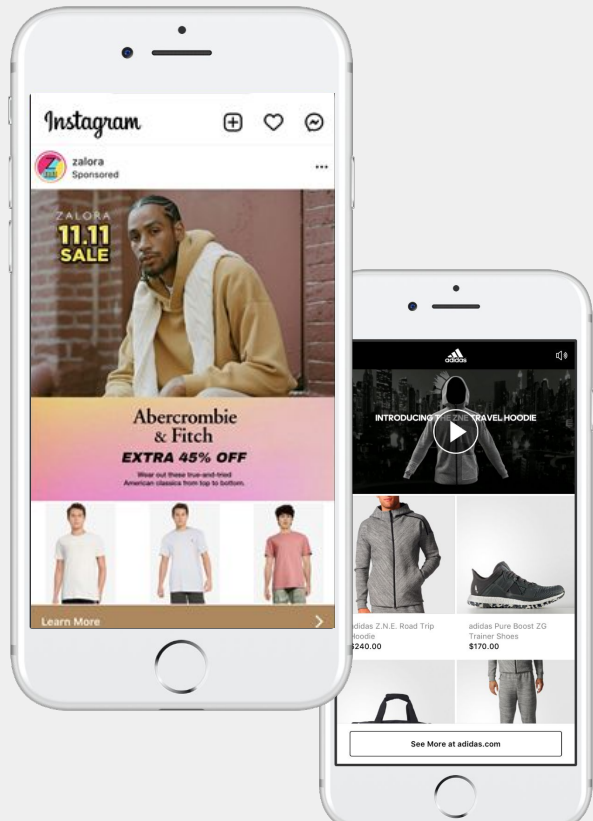
**TBC at a later date*



PAID SOCIAL

ZALORA

FACEBOOK / INSTAGRAM



SHOWCASE YOUR ASSORTMENT TO HIGH AFFINITY SHOPPERS

- Targeting your brand's most valuable customers with specific keywords and demographics when they browse on their social platforms.
- Integrate your Brand messaging with a dynamic catalog featuring your Brand's products in the same ad (Collection Ads).

LINKED TO YOUR PAGE

- For Brand-wide campaigns, Ad clicks are linked to your brand catalog page or ZALORA shop-in-shop to maximise.
- For specific collection pushes, Curated Landing Page to be provided for set-up. Please approach your AM to set-up a Curated Landing Page.

AD-FORMATS

- Collection Ads *Recommended*
- Carousel Ads
- Page Post Ads

OBJECTIVES

Catalog sales (Collection Ads)
Conversions

EXECUTED BY

ZALORA

NOTE: Minimum spends requirements apply for each market. Please refer to Budget Alignment Slide for details.



GOOGLE DISPLAY NETWORK ZALORA



TARGET CUSTOM AUDIENCES

- Leverage on Google audience segments to identify your brand's most valuable audience and target them while they are browsing the web.
- Engage shoppers when they browse on shopping content and other relevant websites.

LINKED TO YOUR PAGE

- Ad clicks are linked to your generic brand page on ZALORA. For specific collection pushes, a curated landing page is required for the set-up. Please approach your AM to set-up a Curated Landing Page.

AD-FORMATS

- Static / Animated Visuals
- 4x Banner Sizes per Campaign

OBJECTIVES

Sales

EXECUTED BY

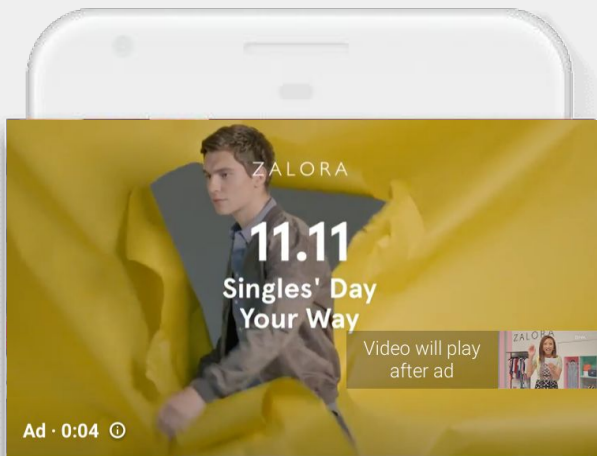
ZALORA

NOTE: Minimum spends requirements apply for each market. Please refer to Budget Alignment Slide for details.



YOUTUBE

ZALORA



435,585 views



16,162



404



Share



Save



Add to

 SUBSCRIBE

VIDEO ADS DIRECTED AT QUALIFIED AUDIENCES

- Engage and capture the attention of viewers with a captivating video of your brand's launch or promotion while they are actively consuming content on YouTube.

LINKED TO YOUR PAGE

- Ad clicks are linked to your generic brand page on ZALORA. For specific collection pushes, a curated landing page is required for the set-up. Please approach your AM to set-up a Curated Landing Page.

AD-FORMATS

- 15s TrueView, Skippable
- 6s Bumper Ads, Non-skippable

OBJECTIVES

Views

EXECUTED BY

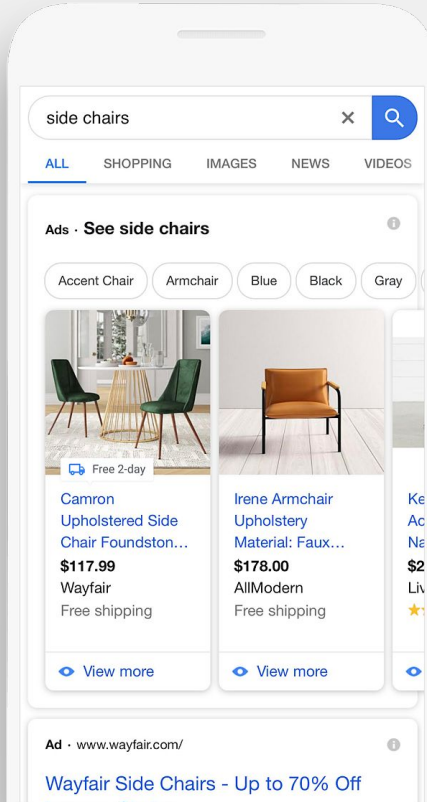
ZALORA

NOTE: Minimum spends requirements apply for each market. Please refer to Budget Alignment Slide for details.



GOOGLE SHOPPING ADS

ZALORA



PRODUCT BASED ADS

- Product based ads across Google Properties; Search, Google Display Ads, YouTube and Gmail.
- Reaching in-market and high intent audiences with relevant products from your brand's catalog on ZALORA.
- Typically the highest ROAS format compared to other Google offerings.

AD-FORMATS

- Static / Animated Visuals
- 4x Banner Sizes per Campaign

OBJECTIVES

Sales/ Traffic

EXECUTED BY

ZALORA

NOTE: Reach out to ads@zalora in advance for the set up.

LINKED TO CATALOG

- Ads are directly linked to the catalog where only the products that are in stock will appear in the ad.



iprice
Search, Compare & Save

Star
MEDIA GROUP

% CUPONATION



AFFILIATES

ZALORA

ZALORA PROGRAM

EXTEND YOUR REACH TO AFFILIATES

- Have your Brand featured on our top affiliate partners: cashback, e-wallet, voucher, loyalty, media, article content.

LINKED TO YOUR PAGE

- Ad clicks are linked to your brand catalog page.

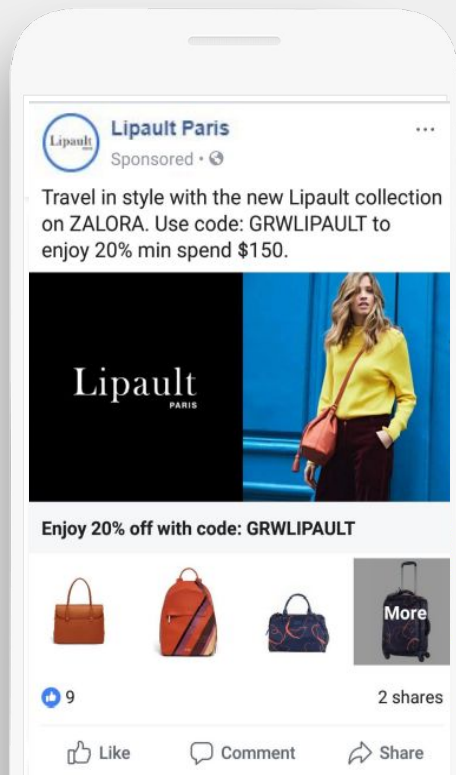
AD-FORMATS

- Dependant on the affiliate sites chosen.

OBJECTIVES

Awareness & Reach

NOTE: Please reach out to your ZAP representative for additional information.



CPAS

ZALORA

FACEBOOK COLLABORATIVE ADS

RETARGET YOUR BRAND'S SHOPPERS

- Leverage on ZALORA's data and retarget consumers who have interacted with your brand on Zalora with ads directly linked to your brand's catalog on ZALORA when they are scrolling through Facebook/Instagram.

AD-FORMATS

- Collection Ads
- Carousel Ads
- Page Post Ads

OBJECTIVES

Catalog sales
Conversions

PRODUCT LEVEL REPORTS

- Monitor the collaborative ads performance at SKUs level using product level reporting tool.
- Have full control over the campaign performance and optimisation.

EXECUTED BY

Brand

To get started:

- Watch the [recorded training](#) and/or refer to the [Onboarding Deck](#).
- Create a new ads manager account specifically to be used for Collaborative Ads.
- Submit the [onboarding form](#).

*Kick start the process at least 3 working days before setting up the campaign.



ZALORA ADVERTISING PLATFORM

For bookings and
more details, please
contact your
account
manager or email us
at ads@zalora.com