

ZALORA

PRESS RELEASE

ZALORA EXPANDS ITS INFLUENCER MARKETING APPROACH WITH NEW COMMUNITY INFLUENCER PROGRAM POWERED BY IMPACT

Influencers earn while they endorse, with an attractive commission on sales

ZALORA COMMUNITY INFLUENCER PROGRAM

Recommend and Earn with ZALORA



SINGAPORE, 9 September 2021 - ZALORA, Asia's online fashion and lifestyle destination has partnered with Impact, the leading partnership management platform, to optimize its influencer marketing approach and adopt a commission-based model that invites more crowd participation. The ZALORA Community Influencer Program encourages influencers and ZALORA customers to endorse and earn via their social media platforms, rewarding them commission on sales. Launching on September 8th, influencers and customers will be able to register for the ZALORA Community Influencer Program via ZALORA's website.

The ZALORA Community Influencer Program will reward influencers with commission when shoppers click on their unique referral link, which is all tracked and managed within the Impact platform. Recommendations that successfully make sales earn the influencer up to 15% commission in cash back or up to 10% in cash. With over 3000+ brands to feature, community influencers have plenty of opportunities to endorse their personal favourites while earning.

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ZALORA Chief Marketing Officer, Jo Bjordal shared, “We are always excited to see the many creative ways that ZALORA’s fans and friends engage with our brands and assortment on social media. By introducing the ZALORA Community Influencer Program powered by Impact, we are reshaping the way customers interact and shop with us, while rewarding our loyal fans and followers. It’s a great opportunity to also earn money through their social media accounts!”

ZALORA Influencer Community Program powered by Impact

Impact’s partnership management technology will make it easy for Zalora to scale the Influencer Community Program as it automates the full life cycle of any partnership. This means recruiting and onboarding new influencers, contracting, payments, tracking, optimizing, fraud protection and measuring can all be easily managed from one user-friendly interface, freeing up the Zalora team to nurture and deepen their engagement with their growing influencer community.

Antoine Gross, Impact’s General Manager for Southeast Asia added, “Zalora joins a growing number of forward thinking brands who are realising the powerful role partnerships can play in driving new customer acquisitions and creating brand equity. As consumers become increasingly wary and distrustful of traditional forms of advertising, initiatives like the Zalora Influencer Community Program establish a more authentic connection in the form of trusted information, reviews and recommendations that resonate with consumers.”

The ZALORA Community Influencer Program is open to all ZALORA customers across markets. Users simply need to register with a valid ZALORA account and begin sharing referral links via their personal social media platforms to begin earning as they endorse. Join the ZALORA Community Influencer Program by signing up on <https://www.zalora.sg/influencer/>

Press materials [here](#).

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About ZALORA Group

ZALORA is Asia's online fashion and lifestyle destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA is part of Global Fashion Group, the leading fashion and lifestyle online destination in growth markets. ZALORA offers an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women. Offering up to 30-day free returns, speedy deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities.

About Global Fashion Group

[Global Fashion Group](#) is the leading fashion and lifestyle destination in growth markets across LATAM, CIS, SEA and ANZ. From our people, to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our four e-commerce platforms: dafiti, lamoda, ZALORA and THE ICONIC connect an assortment of international, local and own brands to more than one billion consumers from diverse cultures and lifestyles. GFG's platforms provide seamless and inspiring customer experiences from discovery to delivery, powered by art & science that is infused with unparalleled local knowledge. Our vision is to be the #1 online destination for fashion & lifestyle in growth markets, and we are committed to doing this responsibly by being people and planet positive across everything we do. For more information visit: www.global-fashion-group.com

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About Impact

Impact is the leading global Partnership Management Platform and has been transforming the way enterprises manage and optimise all types of partnerships — including affiliates, influencers, commerce content publishers, B2B, and more — since its founding in 2008. Through its integrated end-to-end solution named the Partnership Cloud™, Impact accelerates business growth by automating the full partnership life cycle, including discovery, recruitment, contracting, engagement, fraud protection, optimisation, and payment processing. To learn more about how Impact's SaaS technology platform and partnerships marketplace is driving revenue growth for global and local enterprise brands such as Canva, Westpac, Uber, Shopify, Lenovo, Booktopia, Razer, Decathlon, Levi's and eBay, visit www.impact.com
