DEEPLINK

New Opportunities for Brand Marketing Operations

Boston Consulting Group in collaboration with Alimama

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*Disclaimer:* The content of this report is based on analysis of brands from big data provided by Alibaba. BCG’s growth insight and research are based purely on this analysis. BCG has not obtained specific figures or indicators for any individual brand.
Marketers face two major difficulties: a growing number of consumer touchpoints, and a proliferation of marketing methodologies, making effective marketing increasingly difficult. During this year’s June 18 shopping festival, Alimama helped stores grow their new customer assets by more than 140%. Brands have seen positive initial results from consumer-centric operations, demonstrating that smart uni-marketing and end-to-end consumer marketing planning are key levers in improving marketing performance. The combination of “smart ad placements based on demand, cross-platform ad placements, and innovative tools” has solved many of merchants’ pain points by reducing costs and boosting efficiency, while enabling superlinear growth.

As consumer groups develop more unique characteristics and consumer behaviors shift, marketing operations have become much more important. It is in this context that Alimama proposed DEEPLINK as a solution for the ‘new normal’ of brand digitalization. We hope that the new DEEPLINK methodologies and systems will help brands to build up valuable consumer assets and the brand impact they need to generate long-term value.

In the new consumer era, brands will need to leverage data and technology to face new marketing challenges. Over many years, Alimama has built a matrix consisting of strong data foundations, products, and capabilities, to help brands develop clearer, smarter, and more effective digital marketing in response to the new market environment. As digital operations gain traction, brands will need to have full control over customer journeys and all sections of the sales funnel, deepen their operations and generate more long-term value. Alimama’s DEEPLINK system could not have come at a better time. Its features reflect China’s unique and leading operating environment, for example the inclusion of digital brand membership growth features. We hope that the DEEPLINK indicators, which are based on consumer assets with detailed segmentation, will help brands better understand and build deeper connections with consumers, as well as uncover more business opportunities.
Cinthia Chen  
Managing Director and Partner, Boston Consulting Group, head of BCG’s Center for Customer Insight (CCI) in China

As marketing channels become more diverse and users skip between different stages of the customer journey, it is becoming more difficult for businesses to evaluate the performance of marketing campaigns accurately. Rapid changes in market trends and the needs of various segments continue to challenge brands’ marketing management capabilities.

DEEPLINK is significant not only because it enables more in-depth marketing management, but also because it helps brands break down the existing framework of sales funnels, ad placements, conversion, and traffic advantages, offering a new way of thinking about the evolution of the marketing management model, based on skips and connections between touchpoints. Brands should look for the marketing links that match their stage of development and strategic direction based on their users, making full use of cross-platform resources, to boost conversion rates across customer segments and enable more precise, flexible, and transparent resource allocation and strategy development.

Charley Xu  
Managing Director and Partner, Boston Consulting Group, head of BCG’s Marketing, Sales & Pricing Practice in China

Young consumers in the smart digital marketing age have a broader range of demands, while formats such as livestreaming and short videos create new ways for brands and consumers to interact. This new industry pattern challenges traditional concepts of brand marketing, however many businesses are still stuck with the “branding funnel + sales funnel” model.

BCG and Alimama’s collaboration has produced a new marketing indicator management system covering all components of the pre- and post-sales funnels, based on a data operations middle platform. It quantifies indicators such as scale of consumer assets, consumer behavior statuses, and the contribution of funnel sections, bringing brand marketing into the DEEPLINK age.
Since the outbreak of COVID-19, we have seen more diverse consumer behaviors. Interacting with consumers digitally through the whole consumer journey has therefore taken on a new importance. However, even though competition has become fiercer and the range of digital channels has grown, brands are still focusing on short-term conversion goals and neglecting the importance of building long-term brand value, falling into a vicious cycle. This was the motivation for the development of the DeEP brand mindshare framework last year — to help brands grow and thrive in the long term. This year the digital marketing game is changing, so in order to continue to serve brands, we have proposed the DEEPLINK framework on the basis of the DeEP model. DEEPLINK is a framework which will empower brands to look more deeply into their consumer journeys, build long-lasting relationships with consumers, and generate sustained brand value.
Brand Acknowledgments

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Brands that contributed case studies (in no particular order)
1. Foreword

1.1 Executive Summary

Boston Consulting Group (BCG) and Alibaba have been committed to researching methodologies to help brands grow, starting from an initial research collaboration in 2019, which produced the GROW digital category growth model, followed in 2020 by the DeEP model for brand mindshare growth.

This report, the third collaboration between the two firms, outlines the DEEPLINK system, which is based on the fundamental elements of the consumer purchase journey: AIPL (Awareness — Interest — Purchase — Loyalty). DEEPLINK aims to increase the transparency of the marketing process. It outlines the subtle transformations in customer segment assets and consumer pathways that take place during marketing campaigns to help brands discover the keys to sustained growth.

The joint research team explored the differences and flows of various consumer assets in different industries and marketing scenarios, to help brands “define metrics, set benchmarks, look for differences, and find opportunities.” We tracked and analyzed DEEPLINK data from hundreds of mature and up-and-coming brands, using Alimama’s computing power to carry out full statistical analysis of user flows and pathways, and identified the typical user journeys at different stages of brand development and under different scenarios. We then distilled case studies of successful brands to form a highly effective combination of insights for brands to optimize their market efforts.

During the 2021 June 18 shopping festival, many brands achieved outstanding results in product launches and “uni-marketing”, as well as growing desire to purchase through content, collaborations, and increases in mindshare. We have identified and analyzed these successful practices to inform brands’ operations.
This report is the result of BCG’s research cooperation with Alimama on ‘uni-marketing’ and DEEPLINK. We hope that our work will stimulate further discussions and insight.

1.2 Innovation: The New Normal

Saturnbird: Challenging the Category Leaders After Only Three Years on Tmall

Saturnbird launched on Tmall in 2018, quickly rising through the category rankings, challenging the leading brands in the category, and becoming the top selling brand after only three years. Saturnbird is focused on consumer needs and directly responding to consumer pain points. By packaging its coffee in small and easy-to-carry cans, it expanded the number of possible product use cases, and built close communication and deep connections with consumers throughout the product lifecycle, from production to marketing, product use and sustainability.

As well as having access to a wider range of communication channels, the way consumers respond to information is also changing. Previously, they only consumed information passively, whereas they now share it actively. The key to Saturnbird’s remarkable rise was promoting its products to food enthusiasts in the early stages of its marketing, to drive brand recommendations through word of mouth.

Following this initial buzz, Saturnbird then encouraged repurchases by marketing its products in packs. According to big data from Tmall, if a user drinks 50 cups of coffee for two consecutive months, and demonstrates a 40% repurchase rate within 90 days, they have developed a coffee-drinking habit. Therefore, Saturnbird launched packs of 12, 18, 24, 64, and 80 cans. The more cans in the pack, the higher the value for money for the consumer. Non-coffee fans who tried the product could drink it for many consecutive days, developing a coffee drinking habit and becoming regular customers.

Saturnbird also launched a program under which consumers could return empty cans and receive a small payback in return. It set up “return points” in collaboration with offline retail stores. Users can book a return online and exchange their empty cans for free coffee or household items, which not only keeps the cups and cans in limited supply, but also builds a sustainable connection between consumers and the brand.

Saturnbird took advantage of its background as a ‘digital native’, amplifying the ‘social’ nature of its brand through its packaging. Having developed journeys for its brand marketing, it is experienced at building deep connections with consumers, which helped it to grow more quickly through word of mouth.
Watches & Wonders: A Stunning Luxury Marketing Transformation in the Post-pandemic Era

Watches & Wonders originally planned to hold an exhibition in Geneva from April 25 to 29, 2020, but was forced to hold the event online due to the pandemic, taking the opportunity to create online experiences and interact with more than one billion Chinese consumers.

The world-famous Salon International de la Haute Horlogerie (SIHH) was founded in 1991 and is hosted by the Fondation de la Haute Horlogerie in Switzerland. It brought the Salon online for the first time in 2020, building a combined platform for official brand releases, and created new online scenarios with immersive brand experiences for consumers. Watches & Wonders held its first ‘cloud’ watch exhibition on Tmall in the NET-A-PORTER store, in collaboration with a number of high-end Richemont Group brands. It showcased products in multiple ways, using Tmall’s ‘Luxury Pavilion’ channel, ‘Hey Box’ function, as well as Taobao livestreaming.

Building on the success of the online exhibition, Watches & Wonders extended its experiments to build deeper digital connections with consumers in 2021. Aiming to boost its digital development in China and enhancing connections between online and offline scenarios, it launched a second collaboration with “Tmall Super Brand Day” in April of this year, with each participating brand providing unique experiences and exclusive prod-
ucts on Tmall’s Luxury Pavilion. The cooperation attracted 11 leading Swiss watch brands, empowered the luxury goods industry through powerful digital services, and created a diverse and educational experience for watch enthusiasts.

During these two years of experimentation, the luxury watch brands took on completely new marketing technology and concepts, using digital platforms to bring their customers an array of surprises and new experiences. Innovation is becoming the new normal.

The COVID-19 pandemic hit China’s consumer market hard, causing a notable slump in demand. However, as the pandemic has been brought under control and take-up of vaccines has increased, the national economy has recovered rapidly, driving a strong rebound in consumer demand. Although total retail sales in 2020 were 3.9% down in 2019, in general the market has been recovering.

In particular, online sales have bounced back quickly, growing by 10.9% compared to 2019, reaching 11.76 trillion yuan, and making China the largest online retail market in the world for eight consecutive years. Online sales of physical goods topped 9.76 trillion yuan, an increase of 14.8% compared with 2019, accounting for 24.9% of all consumer goods sales, a 4.2% rise compared to 2019.¹

In addition, growth in domestic consumer demand has become an important “strategic foundation” in China. In 2021, the government stimulated domestic consumption further, and total retail sales are expected to grow by 7%.²

As the overall market picks up, online retail is also going through a transformation, rapidly evolving from a ‘shelf’ model in which “consumers find products” to a content e-commerce model in which “products find consumers.” E-commerce platforms have expanded into new areas, while their core functions have been strengthened, shaking up the traditional boundaries between “consumers, products, and scenarios.” During this process of evolution, we have witnessed a proliferation of touchpoints in brand marketing, as well as more diverse customer journeys and more dynamic market development.

2.1 Proliferation of Touchpoints: Proliferation of Online Touchpoints, Differentiated User Experiences and Journeys

As content marketing has grown, the range of content formats has also broadened from traditional text and images to audio, short videos, and livestreaming, which offer deeper user experiences, more detailed product introductions, feature comparisons, and promotions such as flash sales.

¹Data source: National Bureau of Statistics.
²Ibid.
In terms of touchpoints, e-commerce platforms, social media and messaging platforms, news and entertainment services, short videos, live streams, games, and search engines together offer a rich array of possible content distribution portals that users can jump between at will. And although there are now more and more channels through which consumers can obtain information before making a purchase decision, the channels are generally siloed. We have seen a diversification of touchpoints not only between public and private domains, but also between different public domain platforms. This is not only reflected in the consistency of the user experience, but also impacts the collection and integration of user assets.

Currently, user assets are divided among various fragmented touchpoints, including offline brand stores, social networks, media, e-commerce sites, as well as short video and livestreaming platforms. It is not possible for brands to link accounts together to form unified portraits of users, and it is difficult to monitor and make decisions based on users’ cross-platform profiles.

Brands therefore need to think about how to bridge the gaps in user experience between platforms and establish continuously updating user experience journeys with a consistent user experience, so they can unify their brand asset management and marketing analysis across platforms.

### 2.2 Differentiated Consumer Journeys: Jumps Between Touchpoints, Rich Interactions, and More Varied Paths

As brands focus more on building deeper online interactions with users, a new user experience model based on “product recommendations, generating desire, and stimulating purchases” has emerged, with a larger number of links on user journeys. Users often skip freely online and offline channels, and it can be difficult to gauge the true consumer psyche and trace their path, even within the same channel.

Evaluating the flow of user assets using the classic AIPL marketing model (A = Aware, I = Interest, P = Purchase, L = Loyalty), we can improve conversions to an extent, however on a more granular level, many users are jumping back and forth between the four stages or may remain in one stage for a longer period. They may complete the entire journey, or skip ahead, or even take a step back before moving forward again. When following such a fragmented and complex path, behavioral touchpoints begin to overlap, making it more difficult to identify the core path taken by a brand’s main user group. These behaviors not only change our understanding of marketing links, but also mean that previous ad placements and operations have become outdated.
To adapt to changing user behaviors, brands should consider all the stages in the sales funnel, to build an accurate understanding of where various consumer segments have reached in the purchase journey in different categories, as well as the paths that they are taking. They should also calculate the probability of users taking alternative paths and analyze the time they spend at each stage and the efficiency of movement between stages, in order to design the most appropriate user journeys, and select appropriate marketing strategies.

2.3 More Dynamic Market Development: Rapidly Evolving Consumer Needs and Competitive Landscape Call for More Agile Marketing Strategies

As consumption evolves from ‘buying for functions’ to ‘buying for the experience’, the structure of consumption has changed rapidly. Products that are increasingly homogeneous in function and appearance no longer satisfy demand, as consumers are looking for more than just the simple purchase of a product or service. They now make more ‘active’ purchase decisions, buying to consciously create a lifestyle or an inner sense of ‘joy’ and satisfaction. At the same time, as competition intensifies, the costs of switching to another brand continue to fall. In particular, Gen Z users are highly sensitive to the changing world of online influencers. They like to keep up with trends and switch their brand allegiances practically in an instant.

For brands, the key issues are how to acquire new customers, maintain customer stickiness, and keep their brand image fresh. As well as launching products more quickly, brands need to build systems to uncover new market opportunities within limited time windows through cross-platform analysis, encourage innovative idea generation, verify ideas, and upgrade their marketing strategies quickly in response.
3. DEEPLINK

3.1 The Digital Marketing Model of the Future: DEEPLINK

The biggest issues in brand marketing today as the number of digital touchpoints grows are the diversification of consumer journeys and rapid changes in demand, maintaining continuous interaction with consumers, increasing mindshare, and building consumer assets to power sustained marketing growth.

In the past, brands had a fairly crude understanding of integrated marketing. They identified pain points based on limited consumer surveys, and had a much narrower range of media and content types at their disposal — principally outdoor advertising, television, and search advertising. Given these constraints, their strategy was to concentrate their marketing efforts to build consumer awareness quickly and achieve conversions. However, as the range of digital media grows, the window of time to impact consumers with any type of marketing has narrowed significantly. Brands simply do not have the resources to cover all types of media, and it is no longer a question of whether they are able to occupy consumer mindshare or not, but rather whether they can remain top of mind for a sustained period, which requires much more nuanced and intensive operations.

If brands wish to achieve this, they must analyze their consumer assets in much more depth and build up more accurate portraits. First, brands must analyze consumers holistically, taking into account behaviors such as searches in the brand’s public domain and social interactions in the private domain, to build up an accurate and real-time understanding. Second, they need to be able to analyze the paths consumers are taking towards conversion in detail, and plot the flows between stages. In this way, brands can piece together their consumer journeys, as a prerequisite for improving their model of interaction with consumers, refining their consumer operations, and growing their consumer assets sustainably.

BCG and Alibaba have developed the DEEPLINK framework to help brands to build and operate consumer assets. Its objective is to offer brands a complete set of consumer journeys, with an accompanying system of indicators covering all perspectives, so that brands may deepen their operations, and connect with consumers at every stage.

The AIPL model can be extended so that the full range of consumer assets can be managed — both those on Alibaba properties and those outside the Alibaba ecosystem, on platforms such as Douyin, WeChat, Xiaohongshu, and brands’ own CDPs. Under the DEEPLINK
framework, the four levels of the AIPL model have been expanded into seven levels, giving brands greater levels of granularity to analyze consumer behaviors, develop targeted marketing strategies, and refine their campaigns.

The DEEPLINK framework creates value for brands in two core ways. (See Exhibit 1.)

- **Comprehensive and detailed segmentation of consumer assets**

  Consumer assets can be analyzed from multiple dimensions, such as growth potential, performance of historical ad placements, and the probability of conversion.

- **Better guidance for brands’ operations across the consumer journey**

  The DEEPLINK model offers detailed metrics for every stage of the user journey, to help brands find in-depth actions for consumers at different stage of the journey showing different behaviors, so that brands can improve the customer’s experience and optimize their marketing at the same time.

Brands need to improve their understanding of consumers and assets, expand their range of interactions, and build a comprehensive and real-time picture of consumers, to reshape their digital interactions and integrate a full range of scenarios. Brands will be able to
focus down on specific target groups according to their marketing strategy, and tailor their marketing according to which groups their assets belong to and their position on the conversion journey, in order to maximize their value.

3.2 The DEEPLINK Metrics System

DEEPLINK metrics link a brand’s consumer assets with operations. They make it possible for brands to select appropriate channels and content for their consumers according to depth metrics in the pre-sales and post-sales funnels to target consumers with different behavior statuses, thereby increasing their user assets in target behavior groups and improving progression between the stages of the journey.

Brands should interpret their performance and analyze correlations between metrics based on their situations, to identify appropriate optimizations. In the cosmetics industry, for example, there is a flow of consumers from “watching live streams” and becoming interested in the brand, to taking action by “putting the product in their shopping cart.” Cosmetics brands continuously promote their products to consumers through livestreaming, while also targeting consumers who have added the products to their shopping carts and converting them by offering time-limited coupons. However, under the DEEPLINK system, metrics vary by consumer sector, therefore it is up to brands to judge the importance of the metrics at each stage for their own businesses and determine appropriate strategies and actions.

The DEEPLINK consumer asset metric system features extra levels in addition to the original AIPL model, comprehensively evaluating asset healthiness on basic, operational, and mindshare levels so that brands may develop more nuanced operations. (See Exhibit 2.)

- **Basic DEEPLINK metrics**

  The basic DEEPLINK metrics define the scale of assets across the seven DEEPLINK stages and the L domain as a whole. The metrics are calculated based on the number of consumers who meet certain behavioral conditions for that level. The basic metrics give brands an overview of their consumer assets across the seven stages of the user journey, so that they can make efforts across channels to progress consumers where necessary.

- **Operational DEEPLINK metrics**

  The operational DEEPLINK metrics define the progression rates and GMV contribution
## EXHIBIT 2 | DEEPLINK Metric System

<table>
<thead>
<tr>
<th>Pre-sales funnel</th>
<th>Post-sales funnel</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discover</strong></td>
<td><strong>Initial</strong></td>
</tr>
<tr>
<td>Awareness of the brand</td>
<td>First purchase</td>
</tr>
<tr>
<td><strong>Engage</strong></td>
<td><strong>Numerous</strong></td>
</tr>
<tr>
<td>Initial interest in the brand</td>
<td>Repeat purchases as a non-member</td>
</tr>
<tr>
<td><strong>Enthuse</strong></td>
<td><strong>Keen</strong></td>
</tr>
<tr>
<td>Closer connection with the brand</td>
<td>Repeat purchases as a member</td>
</tr>
<tr>
<td><strong>Perform</strong></td>
<td></td>
</tr>
<tr>
<td>Taking positive actions, incl. becoming a member</td>
<td></td>
</tr>
<tr>
<td><strong>Initial</strong></td>
<td></td>
</tr>
<tr>
<td>First purchase</td>
<td></td>
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<tr>
<td><strong>Numerous</strong></td>
<td></td>
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<tr>
<td>Repeat purchases as a non-member</td>
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<tr>
<td><strong>Keen</strong></td>
<td></td>
</tr>
<tr>
<td>Repeat purchases as a member</td>
<td></td>
</tr>
</tbody>
</table>

### Basic

- **D assets**
  - Impressions
  - Clicks

- **E assets**
  - Short video views
  - Live stream views
  - Site views
  - Category search

- **E conversion**
  - E\(^1\) GMV ratio
  - E\(^1\) \(\rightarrow\) E\(^2\) %
  - E\(^1\) \(\rightarrow\) P %

- **P assets**
  - Membership
  - Favorites
  - Add-to-cart
  - Pre-sales chats

- **I assets**
  - First purchase

### Ops

- **D conversion**
  - D GMV ratio
  - D \(\rightarrow\) E\(^1\) %
  - D \(\rightarrow\) E\(^2\) %
  - D \(\rightarrow\) P %

- **E\(^2\) conversion**
  - E\(^2\) GMV ratio
  - E\(^2\) \(\rightarrow\) P %

- **P conversion**
  - P GMV ratio
  - P \(\rightarrow\) I %

- **I conversion**
  - I GMV ratio
  - I \(\rightarrow\) N %
  - I \(\rightarrow\) K %

### Mind share

- **D-DeEP share**
  - Impressions
  - Clicks

- **E\(^1\)-DeEP share**
  - Short video views
  - Live stream views
  - Site views
  - Category search

- **E\(^2\)-DeEP share**
  - Fan interactions
  - Subscribers
  - Try-outs
  - Product views
  - Brand search

- **P-DeEP share**
  - Membership
  - Favorites
  - Add-to-cart
  - Pre-sales chats

- **I-DeEP share**
  - First purchase

### Growth journey

- **A**
- **I**
- **P**
- **L**

### Source:
BCG analysis.
of each of the seven stages. They are designed to help brands discover high-value paths that lead to high progression and contribution rates, customize their marketing, and move consumers along their journeys.

- **Mindshare DEEPLINK metrics**

  The DeEP model defines “mindshare” as the share of a consumer’s interaction with the brand as a proportion of all their interactions with brands or products in the same category. The mindshare metrics help brands evaluate the depth of consumer interactions during a journey (for details, please refer to the white paper *Data-Driven Integration of Branding-Focused and Results-Focused Marketing: The DeEP Digital Brand Asset Evaluation Model and Its Applications* published by BCG & Tmall in May 2020).

  The DEEPLINK metric system allows brands to analyze their consumers more comprehensively, with greater breadth and depth. The scale of consumers at each stage, progression rate, and mindshare, are clearly visible at a glance, making it easier to benchmark across industries and locate growth opportunities. Armed with such insights, brands can uncover the stages of their marketing with the highest contribution to GMV, and analyze the relations between metrics. They can then design quantitative marketing strategies, define goals for each metric on the journey, plan appropriate marketing campaigns, allocate resources accurately, and grow their overall ROI. And during the implementation process, they can continue to monitor changes in the structure of their consumer assets and conversion rates, and continue to optimize campaigns, in order to maximize resource use and manage the marketing process quantitatively.

### 3.3 DEEPLINK Applications & Case Study Analysis

We have observed varying features in the marketing journeys of brands at different stages of development, based on their marketing strategies and performance in the DEEPLINK metrics, which form the basis by which brands can formulate more targeted precise marketing strategies.
Case Example: An Up-and-Coming Health Care Brand Increased Its GMV Growth by 560% by Leveraging DEEPLINK Pre-sales Funnel Interactions

Background
The brand only had limited consumer assets, and needed increased exposure to build awareness and engagement, so that it could stand out from a large number of established brands.

DEEPLINK Metric Analysis
The brand’s consumer assets were concentrated at the D stage, with fewer assets at the E₁ and E₂ stages than other brands in the category. It calculated the marketing cycle as 15 days, based on the nature of its products, and worked out the GMV contribution of each stage of the DEEPLINK journey. It discovered that 22% of buyers passed through the E₁ and E₂ stages, the highest proportions in the pre-sales funnel. It therefore deduced that these two stages were the most important in producing sales conversions, and decided to target these areas, as the concentration of consumer assets at the E₁/E₂ stages was lower.

Marketing Strategy Development
a) Strategic direction: The brand focused on improving progression from the D stage to the E₁ and E₂ stages, growing interaction to boost its customer base and voice.

b) Key metrics: growth in E₁ and E₂ assets, improvement in progression rates.

Campaign Execution
After identifying target stages of the marketing journey using DEEPLINK, the brand started to build a buzz using live streams and short videos to interact with consumers, and optimized its store design.

a) Identification of target DEEPLINK consumers: Based on the E₁ and E₂ stages, the brand identified Gen Z college students, white-collar women, and quality-conscious mothers as its three target consumer groups.

b) Engagement: The brand produced short videos to attract users at the D stage based on the needs of its target consumer segments, product features, and celebrity recommendations.

c) Interaction through livestreaming: The brand held special live streams with KOLs and other brands of interest to its target segment. It improved progression at the E₁ stage by answering questions, holding prize draws, and offering exclusive member privileges.

d) Store optimization: The brand analyzed the preferences of its target segment, and adjusted the layout and product page design of its store accordingly, so that consumers could directly find the products they were looking for and save the store directly after accessing it;

e) Product recommendation: The brand recommended combinations of highly complementary products suited to E₁ and E₂ consumers, such as bestselling products and co-branded products, leveraging pre-sales, stock products, new products, bestsellers, gift packs, and mystery boxes, to stimulate cart-add or direct conversions.
Case Example: An Up-and-Coming Health Care Brand Increased Its GMV Growth by 560% by Leveraging DEEPLINK Pre-sales Funnel Interactions (continued)

EXHIBIT | DEEPLINK Metric Analysis

Source: BCG analysis; Alimama brand model analysis.  
Note: Based on industry data from April 1, 2021 to May 15, 2021.

- The brand boasted a large no. of consumers at the D stage, with much lower E1/E2 assets than the avg.
- Judging by the contributions to GMV, the E1/E2 stages were important for conversions, and the brand had not tapped their potential sufficiently.

f) Second interactions: The brand refined its target segment based on interactions. It then seeded a second short video to users with low activity levels to increase product take-up.

Results Analysis
Thanks to DEEPLINK, the brand grew its E1 and E2 assets by 160%—200%, building a foundation for further growth, and achieving a GMV increase of over 560% in just one month.
After analyzing and testing the DEEPLINK model in a broad range of scenarios, we found that analyzing entire consumer journeys presents certain difficulties, and that the rate of progression is affected by many different factors. We have summarized our findings as follows:

1) **Asset scale at different stages of the journey is impacted by the type of consumers, industry, category, and marketing scenarios.** These factors influence each other to form unique consumer journeys for each brand, and the same group of consumers may exhibit completely different characteristics under different marketing scenarios. For example, group A may demonstrate more interaction behaviors after a brand launches a new product, with a longer pre-sales funnel, while the same group may demonstrate more direct buying behaviors during a major price promotion, without comparing products and considering many factors, and shortening the pre-sales funnel.

2) **Mindshare is crucial in ensuring high rates of progression between stages.** Occupying consumer mindshare is a crucial factor in brand marketing. Brands need to interact with consumers sufficiently and effectively in order to improve the structure of their consumer assets and boost progression. For example, if a brand increases mindshare at the E¹ and E² stages, and deepens their relationships with consumers, the proportion of consum-
ers at these two stages will fall, as consumers move more efficiently to subsequent stages, and alter the pattern of the journey.

3) **Brands can piece together their own marketing journeys based on common marketing scenarios.**

- **New product journeys:** Startups have fewer customer assets than mature brands, therefore their core marketing goal is to expand their user base and build awareness as quickly as possible. In such cases, the most important marketing journey is the transition from $E_1/E_2 \rightarrow P \rightarrow I$. Brands launching new products can increase mindshare at the $E_1$ and $E_2$ stages through livestreaming, short videos, and interactions with fans, to acquire high quality customer assets and convert them more efficiently from the pre-sales to the post-sales funnel.

- **Cross-category shopping:** Mature brands have already built up significant consumer assets, but they find it harder to progress them along the marketing journey. For these brands, encouraging cross-category purchases at the D stage can be effective. These brands can work on upgrading their consumer assets to deeper stages and expanding the range of their assets based on their brand upgrade strategies. They can monitor the efficiency of progressions using the DEEPLINK metrics, and optimize their marketing mix in response.

- **User value activation journeys:** Brands whose shares of N and K assets are lower than the industry average will need to re-activate their existing customers and stimulate them to repurchase, encouraging them to join membership programs. For these brands, “$I \rightarrow P \rightarrow K$” would be a typical journey. They can attract their target audience at the I stage, and encourage them to join the brand’s membership program by offering membership benefits and exclusive coupons (the P stage) then purchase again (the N stage), and incentivize them to share exclusive benefits by word of mouth, and grow the brand’s customer base (the K stage), thereby deepening their relationship and affinity with the brand.

In fact, the journeys described above are only a few examples of the journeys that are possible under the DEEPLINK model. If the DEEPLINK metrics are taken in combination with other factors, brands can form more diverse and multi-dimensional perspectives, and explore the most appropriate applications according to their situations.
3.4 Three Steps to Implement DEEPLINK

The closed loop of “DEEPLINK indicators — scenarios — marketing actions” helps brands define goals, and select the best marketing methodologies and tools, while improving their marketing spends and goal management. We have summarized three key steps for brands to implement DEEPLINK. (See Exhibit 3.)

**EXHIBIT 3 | Three-Step DEEPLINK Strategy**

Based on their distinct goals and different marketing scenarios, brands can leverage DEEPLINK to build a new marketing funnel and improve the effectiveness of marketing activities.

**Step 1: Analyze DEEPLINK Metrics**

Benchmark performance in the basic DEEPLINK metrics (scale of consumer assets) against other brands in the industry/category, then find the most prominent consumer journeys and benchmark the progression rate and mindshare of these journeys against other brands in the category, to define the status of the brand’s journeys. (See Exhibit 4.)

**Step 2: Design a DEEPLINK Operations Strategy**

Reshape the marketing strategy around appropriate consumer journeys based on analysis of DEEPLINK indicators, while taking into account the brand’s strategy and growth trends, then set operational KPIs and marketing ROI targets for each DEEPLINK level. (See Exhibit 5.)
### EXHIBIT 4 | Step 1: Analyze DEEPLINK Metrics

**Evaluation Dimensions**

- **Benchmark the industry avg and leader**
  - Assess asset scale and industry trends for potential gaps and opportunities

- **Deep dive into consumer journeys**
  - Identify progression bottlenecks and well-performing assets

- **Compare mindshare across the D—E₁—E₂—P funnel**
  - Deepen the understanding of the competitive landscape and ROI

- **GMV-based attribution**
  - Pinpoint high-value assets along the pre-sales funnel and key consumer journeys

**Consumer Asset Evaluation**

- **Metric analysis**
  - Benchmark against peers in asset scale & efficacy

- **Journey analysis**
  - Identify high-value journeys

- **Position focus**
  - Explore areas of opportunity

**Source:** BCG analysis.

### EXHIBIT 5 | Step 2: Design a DEEPLINK Operations Strategy

**Define Brand Goals**

- **Growth strategy**
  - Brand positioning
  - Mid-long-term market strategy
  - Mid-long-term product strategy

- **Brand profile**
  - Stage: Emerging/Mature
  - Origin: Global/Local
  - Channel: Offline/Online

- **Asset health**
  - Consumer scale
  - Asset efficacy
  - Consumer mindshare

**Tailor the Marketing Funnel**

- **Brand goals**
  - Marketing ROI

- **Strategy focus**
  - Centered around E₁ → E₂ → P → 1

- **KPI Setting by Stage**
  - Asset scale
  - Conversions
  - Mindshare
  - Staged ROI

**Source:** BCG analysis.
Step 3: Implementation, Monitoring, and Optimization

Optimize consumer assets, while monitoring and optimizing the marketing mix in real-time based on target consumer journeys, forming a complete digital marketing closed loop. (See Exhibit 6.)

EXHIBIT 6 | Step 3: Implementation, Monitoring, and Optimization

Aim Targeted Marketing Tactics at Key Consumers

<table>
<thead>
<tr>
<th>Key stage</th>
<th>Target consumers</th>
<th>Marketing efforts</th>
</tr>
</thead>
<tbody>
<tr>
<td>D</td>
<td>Universal outreach</td>
<td></td>
</tr>
<tr>
<td>E¹</td>
<td>Tailored content marketing</td>
<td></td>
</tr>
<tr>
<td>E²</td>
<td>Deepening connections with consumers</td>
<td></td>
</tr>
<tr>
<td>P</td>
<td>Membership recruitment</td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Driving conversions</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>New consumer activation</td>
<td></td>
</tr>
<tr>
<td>K</td>
<td>CLV enhancement initiatives</td>
<td></td>
</tr>
</tbody>
</table>

Monitor Metrics & Optimize Campaigns

DEEPLINK monitoring
- E¹/E² scale growth
- E¹/E² mindshare growth
- E¹/E² GMV ratio

Marketing tactic optimization
- Adjusted placement for target consumers
- Tactic improvement

Source: BCG analysis.
4. Implementation: Key Scenarios & Brand Case Studies

During the June 18 shopping festival in 2021, brands tested the product and technology upgrades in the DEEPLINK system in many new applications. In the next section, we will expand on and analyze seven key DEEPLINK scenarios: marketing budget optimization (M-DEEPLINK), improved member marketing, uni-marketing, content marketing, brand collaborations, mindshare evaluation, and new product marketing.

Key Scenario 1: Marketing Budget Optimization Based on DEEPLINK Consumer Assets (M-DEEPLINK)

Brands can leverage DEEPLINK to make their marketing planning more effective, by combining detailed DEEPLINK consumer assets, market trend prediction, goal breakdown, and mixed marketing, to evaluate the scale of consumer assets required for each stage and the optimum resources required for each channel, allowing them to set and monitor marketing goals.

**Case Study**

L’Oréal Optimized Its Sales Promotions and Marketing by Accurately Calculating Its E² and P Assets

Improving operations for a large volume of new customers and optimizing marketing spend based on more accurate calculations have always been a key focus area for brands. During this year’s June 18 shopping festival, L’Oréal took advantage of DEEPLINK’s precise

---

**EXHIBIT | L’Oréal’s Universal Marketing Campaign**

- As the AI-powered marketing campaign drew many D/E¹/E²/P consumers into the funnel, how could the brand progress them towards the I/N/K stages more effectively?
- How could the brand leverage its advertising channels to improve operations of new customers?

**Impact**

D—E¹—E²—P assets X optimum channel mix

**Challenges**

D—E¹—E²—P assets by stage X optimum channel mix by stage

**Approaches**

- Better placement performance
  - ROI up 2x+
  - CTR up 40%+
  - CVR up ~80%

**Source:** Alimama.
consumer insights to figure out how to move consumers through the customer journey after reaching them with exposure ads across multiple platforms, while improving the progression rates for its D assets through more accurate operations. During the build-up to June 18, L’Oréal reached its core target audience multiple times, both within and outside the Alibaba ecosystem, to grow mindshare and convert the first phase of consumers after the promotion started. After the first phase, the brand divided new brand customers into four groups: D, E₁, E₂, and P. It looked at how to convert these groups by reaching them through a mix of multiple channels in the first stage, in order to find the optimum channel mix for consumers at each stage and progress them to the INK stages. During the second phase of the promotion, it adjusted the targeting of its ad placements on the Alimama marketing matrix so that the most appropriate consumers would see the ads, thereby improving reach and boosting conversions among new customers.

After testing various ad placement settings, the brand found that the campaigns performed much better with an optimum mix of exposure channels at the early D, E₁, E₂, and P stages of the funnel than with broad exposure at these stages, producing a 40% uplift in CTR, an 80% uplift in CVR and double the ROI.

**Whisper Improved Its Customer Acquisition Through DEEPLINK Asset Modeling**

Whisper is one of P&G’s flagship brands, with consumer assets numbering in the hundreds of millions, however its assets came from ad placements by different brands, and the brand was not attracting enough highly targeted assets in the pre-sales stage of the funnel, making it difficult to calculate business value. In terms of asset structure, Whisper saw the best improvements in conversion rate when assets progressed to the E₂ and P stages, therefore it wanted to increase the scale of its E₂ and P assets prior to big promotions then look at ways to improve and strengthen these assets during the promotions.

**EXHIBIT | Whisper’s Asset Sources**

<table>
<thead>
<tr>
<th>% of Non-P/L Assets Converting to Monthly Buyers</th>
</tr>
</thead>
</table>

- 0.4%+
- 3.0%+
- A
- I
- P
- L

**2021 Women’s Day Shopping Festival**

![Chart showing asset conversion rates](chart)

*Source: Alimama.*
Looking at the DEEPLINK analysis, the brand found that its new customers mainly came from the P and D stages, and conversions were significantly higher at the P and E² stages. Therefore, in the latest round of optimizations, it predicted the assets that would result in the biggest improvements prior to the campaign, and was able to maximize its conversion rates during the promotional period by planning the combination of touchpoints, modeling, and testing.
“Tmall Beauty & Personal Care has implemented the DEEPLINK metric system to digitalize consumer assets across platforms, upgrade its business models based on customer journeys, and be among the first to enter the new digital operations age. Looking ahead, we will continue to explore effective and differentiated operations mechanisms based on the DEEPLINK stages, and offer brands more accurate and comprehensive methodologies, starting with member operations.”

—Xi Chen, General Manager of Tmall FMCG

Key Scenario 2: Targeted Member Marketing (Integration of P, I, N, and K Indicators)

**EXHIBIT 7 | P-INK Metrics**

<table>
<thead>
<tr>
<th>Perform</th>
<th>Initial</th>
<th>Numerous</th>
<th>Keen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus point 1: First purchase</td>
<td>Focus point 2: Repeat purchase</td>
<td>Focus point 3: Retention</td>
<td></td>
</tr>
<tr>
<td>Key channel</td>
<td>Benefits</td>
<td>Key channel</td>
<td>Benefits</td>
</tr>
</tbody>
</table>

**Active engagement**
- **Limited-time gifts**
  - Live streams
  - Host’s recommendation

**Effective conversion**
- **Content/channels plus rewards & interaction to promote first purchase**
  - Limited-time gifts
  - Host’s recommendation

**Retention**
- **Tailored channels plus rewards & targeted recommendation to promote repeat purchases, followed up by CSAs**
  - Member groups
  - Dedicated CSAs
  - Customized content

**Key channel**
- **Periodic tasks with benefits to increase mindshare**
  - Periodic tasks with benefits
  - Dedicated CSAs

Source: BCG analysis.
Note: CS and CSA stand for customer service and customer service agent.
Case Study: A Brand Segmented Assets in Its Post-Sales Funnel to Target Its “Super Member” Operations, While Boosting LTV and Customer Acquisition

The brand wanted to segment its existing store customers by value, find “super users”, expand its high-value customer base, and improve the store’s overall customer acquisition. It faced two challenges: 1) how to stimulate repurchases among existing customers, and 2) how to attract new customers. Using the DEEPLINK system, it summarized the features of high-value customers (members who buy more than once) at the I, N, and K stages, and segmented buyers based on factors such as whether or not they were members, and whether or not they had made a further purchase, to improve its understanding of its assets and analyze its consumers’ behaviors. At the same time, the brand actively expanded its base of high-value “super users” based on customized groups for certain scenarios. In summary, the brand was able to boost the ROI of its “super members” and “super customers” by segmenting its consumer assets based on value, sequencing its ad promotions based on priority, and optimizing its copy.

EXHIBIT | Identify “Super Users” in Value-Based Segments, Increasing Customer Acquisition Efficiency

Source: Alimama.

Key Scenario 3: Improving Uni-Marketing Performance Using L Metrics

Under DEEPLINK’s universal (L) metric, consumer assets from multiple platforms can be analyzed and segmented in detail, allowing brands to monitor overall changes in their assets. (See Exhibit 8.)
L metrics help brands differentiate their operations of various consumer asset groups, and improve operational efficiency. (See Exhibit 9.) For example, a brand can remarket to its own assets and consumers reached through external media within the Alibaba system, to improve asset progression and deepen connections with consumers.

Source: Alimama; BCG analysis.

Source: Alimama; BCG analysis.
A brand found that its conversion rate in the dishwasher category was low, causing sluggish sales growth in its stores, while it was losing market share to competitors in the washer-dryer combo category. Its main goal was to improve its universal (L) metrics in both categories to create an uplift in its CTR, adding to cart, and conversion rates. It also wanted to improve the performance of its ads across different media, and direct traffic from off-platform ads back onto the platform, then retarget and reach these consumers to push them to the next stage in the journey as soon as possible, grow its P assets, and reach its sales goals.

When marketing across platforms, ad placements could be sequenced and consumers were categorized into DEEPLINK stages to enable more accurate marketing on Alibaba's platforms, optimize media use, improve conversion rates, and protect brand assets. After breaking down its assets and analyzing them in detail, the brand found that the number of conversions and the conversion rates were highest for its P assets, and that a certain ad placement was more likely to result in a conversion to a purchase — users actively searching for the product mostly came from traffic from the same industry on the platform, and searches were made after seeing brand ads, therefore increasing the number of users from search channels was the key to growing the brand's overall conversion rates. On this discovery, the brand divided its ad spend into two tests — a PDC dishwasher ad and a PLC washer-dryer combo ad. Using DEEPLINK, it combined the consumer assets who searched for a product after seeing a specific ad placement with the P assets, and ran the ads from June 9 until June 18.

After the shopping festival, the brand reviewed its performance, and found that by using DEEPLINK consumer asset analysis and sequenced ad placements, it had significantly grown both its conversion and adding to cart rates.
EXHIBIT | Sequenced Placement Endeavors Resulted in Asset Conversions Across DEEPLINK Funnel

- Sequenced resource pooling on/off-platform
- Pre-selling warm-ups
- Major promotions
- Alimama mkt tool
- Alimama mkt tool
- Alimama mkt tool
- Placed ads outside Alibaba to identify new leads
- Exposure & product recommendation in Alibaba + external placement
- RTB — re-engage consumers exposed to ads outside Alibaba platforms
- D — E1 — E2 — P — I — N — K
- RTB
- Retargeting
- DMP
- Source: Alimama.

EXHIBIT | Targeted Second On-platform Exposure

- % on/off-platform viewers 30%+
- Transaction rate rising to 10%+
- CVR 50%+ ↑
- On-platform ad placement alone
  - Views: 2 Mn+
  - Transaction rate: ~1%+
- Overlapped ad placement outcomes
  - Views: 1 Mn+
  - Transaction rate: ~1%+
- Off-platform ad placement alone
  - Views: 1 Mn+
  - Transaction rate: ~1%+

Source: Alimama.
“Tmall Fresh Food is working to help brands adopt smart digital operations. With the DEEPLINK metrics, they can analyze trends in consumer behaviors and fresh food, including strong tastes, healthy ingredients, quality stay-at-home experiences, de-stressing and healing, to find new market opportunities and more effective modes of operations. DEEPLINK empowers brands to achieve sustained value growth through data insights on new product development, test products, launches and sales growth, in-depth consumer operations, and asset accumulation.”

— Junsheng Qi, GM, Tmall Food

Key Scenario 4: Improving Live Stream and Short Video Marketing Based on E Metrics

Case Study: Dove Evaluated the Value of Its Live Stream Group Assets and Re-targeted Its Live Stream Viewers

Dove had significant consumer assets, but its biggest challenge during the June 18 shopping festival was how to improve the progression of its consumers through the funnel, especially through livestreaming, which was becoming more and more important for the brand. It wanted to assess its performance among the livestream behavior category, and optimize its operations in subsequent stages. Following DEEPLINK’s consumer asset level analysis, Dove looked in detail at its progression rates throughout the whole customer journey. It found that customer churn was highest at the E1 stage, therefore it analyzed the touchpoints at this level. Live streams proved to be a high-growth touchpoint, therefore Dove decided to retarget live stream viewers through other channels to build stronger connections between the DEEPLINK levels. It analyzed the live stream preferences of new customers, then gained additional insights from the "Damopan" platform, verifying the overall uplift. From the consumer’s perspective, a behavior might be the result of interaction with multiple touchpoints, and from a brand's point of view, it was important to find the best sequence of touchpoints to reach users most effectively and improve marketing efficacy within a limited budget.

These challenges came to the fore particularly during promotional periods and new product launches. DEEPLINK’s insights helped brands identify the key components of the funnel they need to optimize for user progression in real time, then decide on the optimum channel mix to reach consumers, and grow brand assets in the D — E1 — E2 — P pre-sales funnel. By combining paid ads and content, the brand layered touchpoints and was able to continue to market to its assets, to improve the progression rate. When reviewing performance, the DEEPLINK consumer asset indicator system allowed brands to compare the progression rates at each stage of the funnel and attribute consumers to specific touchpoints, so that brands knew where to focus their ongoing effort.
Key Scenario 5: Combining DEEPLINK Assets with DeEP Mindshare Metrics

The DEEPLINK model is in fact fully integrated with the DeEP model Tmall proposed last year. Under the DEEPLINK model, the DeEP mindshare index has been expanded to seven levels, but it is possible to map the two systems directly to aid calculations. DEEPLINK preserves the fundamental logic of the DeEP mindshare metrics (the time a user spends interacting with a brand or the frequency of interactions vs the time they spend interacting with a category or the frequency of category interactions), and this is the method that is used to calculate the mindshare level at each DEEPLINK stage.

**Enhancing operability:** The DeEP mindshare metric can be broken down into specific behavior groups, and brands have access to customized mindshare and competitor comparisons, which can help them refine their operations.

**Depth of impressions during brand collaborations:** The DeEP mindshare metric can be used during brand collaborations to monitor the depth of impressions created by the collaboration, as one of the DEEPLINK metrics for consumer progression. By comparing performance with baseline values for the category and touchpoint analysis, brands can improve progression through their customer journeys.

**Product-level breakdowns:** With DeEP, brands can monitor changes in mindshare for each product, to give them more diverse perspectives on sales performance. This could help them optimize their product portfolios or select products with the potential to become bestsellers.
**Case Study:** Vans Gains Extra Insights by Combining the DEEPLINK and DeEP Frameworks

Consumer asset group operations are a powerful lever that brands can pull during major campaigns, but prioritization and budget planning can cause difficulties, and growing in scale alone is not enough to solve the problem. The value of the DeEP model is that it introduces mindshare indicators as an extra dimension in addition to consumer asset scale and purchasing power. It allows businesses to gauge their attractiveness to different consumer assets and comprehensively evaluate asset quantity and quality, so they can determine their marketing priorities.

In the run up to the June 18 shopping festival, Vans used DeEP data to find its highest value I and E² assets, as these were large groups with strong purchasing power and brand awareness that were easier to convert, and also translated into the highest sales volume during the promotional period. At the same time, Vans used DeEP for its detailed day-to-day marketing operations, to assess the mindshare and value of assets at different stages of the customer journey, and improve conversions of consumers of competitors’ products, cross-category consumers, and special groups.

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**EXHIBIT | Vans Discovered the Correlations Between Its DEEPLINK Assets and DeEP Mindshare**

![Graph showing strong correlation between DeEP assets and sales amounts]

**DeEP Asset Value**

\[
\text{DeEP asset value} = \sum \text{Mindshare} \times \text{asset scale} \times \text{category spending power}
\]

<table>
<thead>
<tr>
<th>Asset stratification</th>
<th>DeEP asset value</th>
<th>Mindshare %</th>
<th>Mindshare scale</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>D</td>
<td>97</td>
<td>4%</td>
<td>626</td>
<td>371</td>
</tr>
<tr>
<td>E¹</td>
<td>354</td>
<td>5%</td>
<td>1,205</td>
<td>347</td>
</tr>
<tr>
<td>E²</td>
<td>1,227</td>
<td>5%</td>
<td>6,100</td>
<td>380</td>
</tr>
<tr>
<td>P</td>
<td>973</td>
<td>14%</td>
<td>1,373</td>
<td>622</td>
</tr>
<tr>
<td>I</td>
<td>1,082</td>
<td>12%</td>
<td>2,004</td>
<td>701</td>
</tr>
<tr>
<td>N</td>
<td>74</td>
<td>13%</td>
<td>109</td>
<td>1,325</td>
</tr>
<tr>
<td>K</td>
<td>374</td>
<td>12%</td>
<td>438</td>
<td>2,622</td>
</tr>
</tbody>
</table>

Source: Alimama.

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“In the new consumer era, young people are the largest consumer group. Quality of life and value for money are now mainstream demands, therefore there are still opportunities in the consumer electronics industry from consumers trading up. New and high-end brands and products have achieved growth by targeting specific segments. The trend towards premium products and the development of AI technology have created a large number of new consumer product categories, so we have also been thinking about questions such as ‘What can we do to help brands gain more value from Tmall?’ DEEPLINK has come at an opportune time. We hope that it will help brands to expand the range of their consumer assets and grow their long-term brand value. At the same time, we want to help brands with strong manufacturing capabilities to become companies of the future with smart digital operating capabilities.”

— Chunlei He, General Manager of Tmall Consumer & General Manager of the Electronics Dept of Alibaba Auto
Key Scenario 6: Driving Sales of New Products Using the DEEP Pre-sales Funnel

**Case Study:** Bosch Grew Its DEEPLINK Consumer Assets Through New Product Launches+Content Distribution, Becoming a Benchmark in the Category

Bosch Home Appliances made a sales breakthrough across multiple platforms during the June 18 shopping festival, 2021. It used Tmall’s Hey Box function to launch new products and create bestsellers, by promoting celebrity content. Bosch designed an ad campaign spanning multiple categories for the festival to launch new products and attract customers. It used Hey Box to seed content about new and popular products, increasing reach and conversions for its new fridge freezer model. It grew its E assets by 300% compared to the period before the shopping festival, building a good foundation for sales conversions. And to attract new customers, Bosch used a combination of mass exposure and TOP combined ad promotion products to achieve high exposure outside the Alibaba ecosystem, and reach new consumers. The brand grew its D assets by almost 80% compared to the period before the festival, and spread its assets more broadly over the customer journey. It attracted customers from across product categories and vastly expanded its assets further down the funnel.

During the shopping festival period, Bosch placed ads in multiple categories using Alimama Joint Consumer Growth Program (JCGP)’s communications matrix. It expanded its reach to more than 60 million new customers, accounting for around 80% of its total reach. It focused on accurate targeting of E assets for its new product launches, generating interaction from around three million consumers, of which more than 70% were new customers. At the same time, it selected content marketing for top-selling products to continue to reach P assets within the Alibaba ecosystem. Around 2% of users progressed to the I stage, a significant uplift.

**EXHIBIT | Bosch Selected Marketing Levers Based on Category Characteristics**

<table>
<thead>
<tr>
<th>Pre-selling/Warm-up</th>
<th>Successful launch</th>
<th>More pre-selling/warm-up activities</th>
<th>“618” carnival</th>
</tr>
</thead>
<tbody>
<tr>
<td>JCGP+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alimama mkt tool</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alimama mkt tool</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of hits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alimama mkt tools</td>
<td>TOP</td>
<td>Hey Box</td>
<td>List of Hits</td>
</tr>
</tbody>
</table>

Source: Alimama.
Case Study: Guanzhan Adjusted Its Channel Strategy Based on D and E1 Stage Data, to Encourage Progression from These Stages

Guanzhan is the leader in the fish maw category. It attracted a large number of new consumers to the industry during the June 18 shopping festival, 2021, and refined its asset categorization and conversions on Alibaba platforms, thanks to the DEEPLINK metric system.

Leaders in new categories need to attract large numbers of new consumers who are unfamiliar with the category, therefore they need to focus their energies on the D and E1 stages, while trying to keep these assets and move them through the funnel efficiently, something brands have been trying to optimize for a long time. During this year’s June 18 shopping festival, Guanzhan worked with Alimama to figure out how to move customers from multiple platforms through the funnel after entering at the D stage, and upgrade to a more nuanced D asset conversion strategy.

During the first phase, Guanzhan performed poorly in progressing its D and E1 assets, but during the second phase, with the help of DEEPLINK data and support from the Nuonu platform, it was able to adjust its strategy in real time and re-market to users who entered the funnel at the D and E1 stages. By analyzing its users in stages, Guanzhan was able to fine-tune its budget allocation between channels to optimize its promotion planning, and coordinate consumers, products, and scenarios. During the second phase of the promotion, it was able to move consumers smoothly through the D and E1 stages, building 150% deeper relationships with D stage users and 200% deeper relationships with E1 stage users. These operational improvements were made possible thanks to the DEEPLINK system.
There is a clear trend of concentration and increased loyalty for sports brands. We have been working with brands to find sustainable high-quality growth drivers. The DEEPLINK framework is based on behavior journeys, which helps sports brands discover more growth scenarios, and find ways to grow sustained value through their marketing. For example, top sports and outdoor brands can build communities by focusing on their membership operations, to stimulate repurchase rates, while expanding the range of their interactions with consumers.

— Jun Ren, General Manager, Tmall Sports

Key Scenario 7: Improving the Pre-sales Funnel in Co-branding Campaigns Using DEEPLINK

<table>
<thead>
<tr>
<th>Stage</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>D</td>
<td>150%+</td>
</tr>
<tr>
<td>E¹</td>
<td>200%+</td>
</tr>
<tr>
<td>E²</td>
<td>150%+</td>
</tr>
<tr>
<td>P</td>
<td>30%+</td>
</tr>
<tr>
<td>I</td>
<td>90%+</td>
</tr>
<tr>
<td>N</td>
<td>10%+</td>
</tr>
</tbody>
</table>

Source: Alimama.
**Case Study:** A Brand Grew Its D and E\(^1\) Assets by Combining a Major Sales Promotion and Super Brand Day Promotions to Attract New Consumers and Stimulate Sales

The brand is a leader in offline home furnishings retail in China that was struggling to integrate data from multiple platforms and drive it back onto Alibaba platforms. The barriers between online and offline touchpoints and between the Alibaba ecosystem and other platforms meant that it did not have a clear picture of its user assets. The brand used the DEEPLINK framework to attract new customers and achieve sales conversions. It discovered opportunities for growth at the D and E\(^1\) stages. It grew its customer base and posted content to attract users from outside Alibaba platforms, then continued to reach them within the Alibaba ecosystem, growing its L assets and achieving conversions at the I stage. The brand defined its ad placement strategy, attracting new users through exposure ads, and showcasing brand products to retarget users within the Taobao system and convert them more quickly through “super live streams.” It was also able to bring some of its offline traffic online, drawing on the benefits of new retail. It achieved brand exposure to more than 20 million new consumers and interactions with more than 280,000 consumers, decreased its overall costs, and increased efficiency, boosting ROI by 200% using dedicated Alibaba tools, with year-on-year growth of several times.

DEEPLINK helped the brand understand and break down its consumer assets prior to the campaign and uncover growth opportunities. Using Alimama tools, it was able to reach new users, and boost its sales revenue on Super Brand Day across platforms to over one billion yuan in a single day, with growth of 100 million yuan in the brand’s core category.

**EXHIBIT | Precision Asset Management to Crack the Code of Attention Online**

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional businesses face barriers to digital transformation, due to lack of traffic/ of integrated mgmt of traffic offline and on Alibaba platforms</td>
<td>Efforts to attract new assets across the DEEPLINK journey are organized around Alimama marketing tools deployed outside Alibaba and offline marketing activities to expand brand visibility</td>
</tr>
</tbody>
</table>

Data helps brands understand their assets and discover “super users” and prospects

The Alimama toolkit helps brands to increase visibility and reach consumers

The Super Brand Day and mid-year sales blitz are good opportunities to do universal marketing for lead generation, branding, and conversions

Offline exposure fuels live streams to drive transactions and repeat purchases

Source: Alimama.
5. DEEPLINK Glossary with Scenario-Specific Case Studies

D Stage Action Plan

D1: Universal AD Placement to Increase Brand Assets
- Implications: Expand consumer assets through means such as massive media exposure to generate leads for big promotional campaigns.

- Strategy: Select target consumers based on their traits, social status, and spending habits, and segment them into core assets and potential consumers. Maximize the performance of ad placements within and outside the Alibaba ecosystem to enhance overall marketing efficiency.

D2: Use of an Algorithm to Expand Brand Exposure to More Target Brand Consumers
- Implications: Reach larger numbers of core assets.

- Strategy: Analyze what target consumers have in common, then scale consumer bases with algorithm-driven marketing tools and thereby reach high-quality assets.

D3: Channel-by-Channel Approach to Reach the Consumer Base
- Implications: Increase precision of exposure ads, and maximize the value of media spend.

Case study: Curél Improved Its D Asset Progression Using DEEPLINK Analysis

In the last two years, Curél had seen rapid growth by tapping into the sensitive skin market until it recently hit a growth bottleneck, as it needed to reach a higher bar to attract new customers shopping across categories and increase the precision of its marketing. Using DEEPLINK diagnosis, Curél found that its consumer base in lower-tier markets was growing rapidly and was likely to become a strong growth engine.

With the aid of the DEEPLINK metrics, Curél identified a marketing opportunity in lower markets. It expanded its consumer base in other categories while maintaining high asset progression rates. Through the DEEPLINK analysis, the brand discovered that the scale of its D assets and progression rates were much lower among its lower-tier consumers than its consumer base at large. To address the imbalance, it began expanding its branding tactics in lower-tier markets, including offline lectures, cross-brand gift sets, personalized store pages, and dedicated try-outs, which caused D — $E^1$ — $E^2$ progression rates to soar.

In particular, its base of lower-tier consumers swelled, contributing more to sales growth than other segments, and paving the way to a growth path with greater potential.
**EXHIBIT | Curél Rolled Out Assorted Marketing Activities in Lower-tier Markets**

- Offline lectures
- Cross-branded gift sets with Nanci
- Personalized landing pages
- Viral marketing
- Targeted sample distribution

Source: Alimama.

**EXHIBIT | D/E³ Assets Showed Greater Growth Potential**

Promotional events
- Keen
- Numerous
- Initial
- Perform
- Enthuse
- Engage
- Discover

Brand assets
- +500% from Mar 8, 2021 to Jun 18, 2021
- 2,000%+ from Mar 8, 2021 to Jun 18, 2021

Source: Alimama.
• Strategy: Analyze the efficiency of exposure ads by channel, comparing the traffic and clicks each channel brings in, ensuring that the brands invest sufficiently in the channels that resonate with consumers at each stage.

Case Study: Purina Pro Plan Uncovered a Wealth of Prospects Using DEEPLINK Analysis

Taking advantage of DEEPLINK insights, Purina Pro Plan brought to market its new product series Kitten Starter in the early stages of the June 18 shopping festival, 2021, specifically adding colostrum to the recipe, which is good for kittens, and helps them to develop a healthy immune system. Following analysis of its target market and touchpoints, the brand identified Gen-Z as its core asset and decided on content-based channels to reach the younger generation.

Purina Pro Plan deployed short product videos across platforms to spark consumer interest. It also leveraged a Taobao livestreaming platform to drive traffic, swiftly climbing the most watched livestream list in the category. As a result, its transaction rate during the live streams exceeded 10%. Following the content marketing efforts, the brand began to debut products in collaboration with Alimama, paired with exclusive membership benefits, including new product try-outs and combination sales, to raise conversions. As a result of the campaign, Purina Pro Plan topped one million in sales volume during the shopping festival. Its Gen-Z consumers turned out to be the fastest growing segment and the second largest by share — higher than the industry average for both indicators. Its D assets skyrocketed by 2,000%, compared with the period before the shopping festival, attracting a myriad potential high-value consumers. The brand’s I assets also grew by 5%, meaning that newly acquired assets were making first purchases.

EXHIBIT | Purina Pro Plan Broke Down Gen-Z DEEPLINK Assets Using AIPL and Selected Matching Channels

Source: Alimama.
**E¹ Stage Action Plan**

**E¹: Re-marketing to Live Stream Viewers**
- Implications: Repeatedly reach and rapidly convert early brand live stream adopters, as they are already potential customers.

**Case Study: Decathlon Executed a Content Marketing Campaign Built Around Short Videos and Live Streaming to Enlarge Its E¹ Assets**

To solve the pain point of customer acquisition, Decathlon implemented a consumer asset expansion strategy during the June 18 shopping festival, 2021 to increase brand exposure among prospective consumers. It made full use of creative content embedded in short videos to grab consumers’ attention. During the campaign, it grew its E¹ assets by more than 180%, laying a solid foundation for future conversions.

With the help of DEEPLINK analysis, Decathlon implemented an integrated campaign, with a combination of JCGP marketing levers for customer acquisition and a Taobao live stream channel. During the campaign it recorded over five million unique visitors (UV): ~80% were new users, as well as ~60% of those engaging with the brand, with an overall interaction rate of 20%. Decathlon extended its reach beyond its traditional consumer base to a fresh pool of potential consumers, thus boosting interaction and conversions. "Super users" averaged 20+ minutes of live stream viewing, with an engagement rate of 50%. The whole shopping festival promotion drew 20,000 clicks, adding to the share of new consumers.

**EXHIBIT | Decathlon’s Content Marketing Acquired More Consumers Than Ever**

- Leveraged short videos/live streams to lure high-quality leads, increasing reach to D assets and accumulation of E¹ assets. As a result, D and E¹ assets grew by 40%+ and 100%+ YOY respectively
- Continued to attract cross-category consumers, experiment with try-outs, and launch big campaigns that had worked well, reaching new heights in consumer acquisition

*Source: Alimama.*
• Strategy: During the engagement stage, create more diverse short video content and hot topics to grow their mindshare, thereby improving brand awareness. At the same time, increase interactions during live streams through activities like Q&A, prize draws, and exclusive membership benefits to lure in new consumers.

Case Study: Yuanqi Senlin Used DEEPLINK to Map Key Consumer Journeys in Detail, Envisioning D—E\textsuperscript{1} Progression Rate by over 50%

As an up-and-comer in the beverage industry, Yuanqi Senlin has taken off in the past three years. It prides itself on its consumer-first digital mindset, which has helped it accumulate massive consumer assets. During the June 18 shopping bonanza in 2021, its consumer assets multiplied compared to the previous year, but with no substantial progress in sales value.

The B2B media firm Ascential reported that after the shopping festival Yuanqi Senlin lost huge volumes of assets across the sales funnel from the E\textsuperscript{2} to P stages, and saw a 40%+ YOY drop in progression rates throughout the D/E\textsuperscript{1}/E\textsuperscript{2}/P funnel. In response, the brand deployed precision marketing tools to facilitate retention and conversions its subsequent promotions, reaching a penetration rate of more than 30% and a conversion rate of more than 20%. It planned to raise the progression rate from D to E\textsuperscript{1} by 50%+, to clear the path for further conversions.

EXHIBIT | Yuanqi Senlin Deepened Consumer Engagement, with D/E Asset Progression Rates of up 50%+

Source: Alimama.
E\textsuperscript{2}: Universal Content Marketing

- Implications: Place creative content across Alibaba and non-Alibaba platforms to reach consumers a second time and improve prospecting.

- Strategy: Based on historical consumer data, build a deep understanding of their DEEPLINK assets by stage, their preferred channels, and products. Offer short videos and live streams to attract consumers, while optimizing the design of the landing pages and product detail pages on their Taobao stores, while designing customized pages to cater to new segments, which improves conversion rates and seamlessly directs consumers to the products they want to buy.

E\textsuperscript{2} Stage Action Plan

E\textsuperscript{2}\textsuperscript{1}: Integrated and Staged Management of Fans

- Implications: Accurately activate fans at all stages and deepen progression rates for D/E\textsuperscript{1} assets.

- Strategy: Group consumers according to their levels of interest and activity, shaping the way brands communicate with their audience at different stages.

E\textsuperscript{2}\textsuperscript{2}: Expand the Mindshare of New Products

- Implications: Increase engagement with D/E\textsuperscript{1} assets by offering ‘try before you buy’ services to support future product launches.

- Strategy: Analyze the traits of both key assets and consumers, before precisely targeting consumers with ads. In addition, brands can generate publicity both inside the Alibaba platform and beyond, including “prize draws”, “inviting a friend to try”, and “sales with presents” to repeatedly reach or nudge consumers to make more purchases.

E\textsuperscript{2}\textsuperscript{3}: Influencer Collaborations to Increase Store Exposure and Stickiness

- Implications: Increase the time consumers spend on store pages and their stickiness through gamification after promotional activities by online influencers.

P Stage Action Plan

P1: Staged Member Marketing
- Implications: Reach members at various stages and follow up with multi-level benefits across touchpoints.
- Strategy: Analyze product and channel preferences based on the seven DEEPLINK stages and make member benefits widely known throughout consumer journeys, before matching consumers with their favorite products. In the private domain, focus on guided shopping experiences, consumer community development, live stream collaborations, group chats, and cashback rewards, to attract interested consumers to take out memberships and enhance members’ experience and engagement.

P2: Real-time Member Status Updates, with Re-targeting of Consumers After AI-driven Consumer Expansion/Selection
- Implications: Reach new members in real time and improve the performance of ad placements.
- Strategy: Take advantage of the analytic capabilities of the DMP platform to convert new members more efficiently during big promotions.

Case Study: Kérastase Moved Its E^2 Assets to the P Stage at Lower Costs During Big Promotion Thanks to DEEPLINK

As a mature, leading hair care brand, Kérastase set its sights on taking consumer acquisition and asset progression to the next level during its big promotional campaigns. But challenges lingered: 1) Its target brand consumers were significantly fewer in number than its AI-recommended consumers; 2) Its existing evaluation metrics only covered traffic, sales volume, and ROI, with no asset conversion metrics like asset coverage, penetration, and conversions; 3) Its customer acquisition efforts had been focused more on consumers in the latter stages of the funnel than pre-sales prospects.

During its latest major promotion, the hair care giant used the DEEPLINK model to break down its target audience into smaller groups and found opportunities to stimulate asset progression from E^2 to P. Analyzing Alimama marketing levers with its touchpoints on Alibaba platforms, Kérastase reached new consumers with razor-edge precision and drove traffic at lower costs. As a result, it produced twice as many impressions among E^2 consumers than the overall average, and saw its cost per click (CPC) for P assets plummet, paving the way for uplifts in conversions.
L Universal Action Plan

L1: Larger Numbers of Consumers as Potential Assets for Brands

- **Implications:** Expand brands’ consumer assets.

- **Strategy:** Acquire consumers from competitors and other categories.

L2: Grouping Offline Consumers by Stages and Conducting Online Marketing

- **Implications:** Reach DEEPLINK assets by stage and achieve better conversion rates.

- **Strategy:** Analyze brands’ consumer data (e.g. using the RFM model) to identify high-value dormant consumers, and upload the data to DMP. With asset insights and a deep understanding of core consumers, leverage touchpoints across Alibaba platforms to execute precision marketing and increase consumer interaction. Furthermore, accumulate assets across the D — E\(^1\) — E\(^2\) — P stages, focus on I and N assets to scale high value lookalike consumers, and foster loyalty among K consumers.

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**EXHIBIT | DEEPLINK Analysis Broke Down Assets and Helped Progress E\(^2\) Assets to the P Stage**

- Data proved the effectiveness of DEEPLINK: conversion rates for P assets were greater than rates for E\(^1\) assets; on-platform touchpoints were effective but produced limited volume.

- Precision advertising: On-platform touchpoints targeted at high-quality DEEPLINK assets were deployed to attract traffic at lower costs and activate dormant consumers, of whom those at E\(^2\) showed twice the average number of impressions, with falling CPC.

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### Asset Strategy

- **Difficult to select target consumers**
  - Low conversions for tagged segments, not apt for how AI-recommended target consumers were converted.

- **Limited placement metrics**
  - Evaluation criteria limited to: traffic, sales, and ROI.
  - No asset conversion metrics like asset coverage, penetration, and conversions.

- **Single optimization method**
  - Repeatedly reached regulars, ignored pre-sales funnel prospecting.

### Optimization

#### Execution

- Placed ads after accurate selection of using DEEPLINK tool and AI-driven recommendations to drive transactions.

#### Placement assessment

- Added asset conversion metrics like asset coverage, penetration, and progression rates.

#### Placement enhancement

- Sped up consumer progression from E\(^2\) to P, with a focus on continued advertising and long-term value.

### Implementation

- Selected high-value DEEPLINK assets, and used AI-based recommendations and Alimama mkt tools to drive traffic at a lower cost, increasing exposure by ~2 times at interactive touchpoints.

Source: Alimama.
I Stage Action Plan

I1: EA/KANO-Oriented Marketing to Build up the Popularity of New Products

- Implications: Gather trending buzzwords from around the Internet to market new products as desirable.

- Strategy: Handpick popular words to integrate into the marketing of new products under precise categories on Taobao and run a category opportunity analysis to position products accurately.

I2: Smart Consumer Scale and Placement Optimization to Boost Penetration into Different Categories

- Implications: Reach prospects across categories accurately to boost marketing effectiveness.

- Strategy: Identify highly potential consumers before harnessing marketing tools to ramp up core assets across categories.

I3: Media Spend Optimization to Facilitate Progression on the Platform

- Implications: Avoid overspending, cut costs, and increase efficiency.

- Strategy: Leverage touchpoints precisely using DEEPLINK to move D/E₁/E₂/P assets to the I stage.

Case Study: Corona Cashed In On DEEPLINK to Maximize the Value of Its I Assets

Corona, a young beer producer, was struggling to build effective connections between its placement channels and conversions, and wanted to use DEEPLINK analysis to redress the inefficiency in its asset progression. Using DEEPLINK metrics, the digital solution consultancy Lianwei broke down the beer brand’s consumer assets and assessed the progression efficiency by channel, enabling Corona to make informed judgments on its I assets and consumer journeys.
EXHIBIT | Leveraged DEEPLINK Conversion Data & Channels to Help the Brand Maximize the Efficacy of Its I Assets

**Journey to I**
- Asset mgmt planning
  - Brand campaigns
  - Staged conversions
- Lead generation
  - Warm-ups
  - Asset scaling
  - Prospecting for brand activities
- Placement insights
  - I asset efficacy review
  - Conversion insights
  - Prospect analysis
- Asset monitoring
  - Prospect monitoring
  - Progress cycle insights
  - Long tail asset analysis
  - Stage-setting for future activities

**DEEPLINK assets x channels**

**Journey to N**
- Repeat purchase analysis
  - Average repeat purchase time
  - Cycle differences by assets x channels
  - Impact of big promotions
- Asset insights
  - Brand campaigns
  - Asset & channel ops
  - Differences in repeat consumers by channel
  - Asset traits in different time periods
- Placement insights
  - I asset efficacy review
  - Conversion insights
  - Prospect analysis
- Loyalty monitoring
  - Loyalty monitoring
  - N asset progression insights

Source: Alimama.

EXHIBIT | DEEPLINK Conversion Data Analysis

Some Alimama mkt tools were instrumental in moving DEEP assets to the post-sales funnel; Others were useful for heavy consumer conversions

**Initial**

\[ D / E^1 / E^2 \rightarrow P \] conversion rates
- Mkt tool 1: 1.0%+
- Mkt tool 2: 1.0%+
- Mkt tool 3: 0.2%+

**Final**

\[ P \rightarrow I \] conversion rate
- Mkt tool 1: 4.0%+
- Mkt tool 2: 4.0%+
- Mkt tool 3: 2.0%+

Source: Alimama.
N Stage Action Plan

N1: Converting Existing Customers into Members

- Implications: Convert existing non-member customers more effectively through member marketing efforts and CRM in the private domain.

- Strategy: Sort consumers into core assets and potential customers based on criteria including behavioral traits, social status, and spending habits; build synergy between ad placements on Alibaba and non-Alibaba channels to boost overall marketing efficacy.

N2: Re-activating Dormant and Lost Consumers

- Implications: Avoid losing existing consumers.

- Strategy: Stratify existing assets to discover the differences in when they make repeat purchases and how they decide what product to buy; take full advantage of media in the Alibaba ecosystem and private domain touchpoints to grow the share of existing shoppers signing up for memberships and purchasing again.

Case Study: NEIWAI Drew On DEEPLINK to Double Down On Its Private Domain Operations, Growing N Assets by 30%+

Unlike external clothing, the emphasis for underwear products is privacy, which makes it more difficult to gauge consumer needs and feedback when needed. DEEPLINK metrics, however, helped NEIWAI understand how its marketing activities reach and influence consumers, serving as a guide to help the brand adjust its ad placement and marketing strategy and discover potential consumer needs, which contributed to sustained business dynamics.

During the June 18 shopping festival, 2021, NEIWAI used ad display slots in the Alibaba ecosystem to its advantage, strengthening conversions from interested consumers to paying customers. It closely watched the clicks on creative in real time, and delivered content to those it deemed high-value. By the end of the campaign, D assets had grown by 250% in comparison with the previous year, and the brand was able to promote its unique value proposition to many more prospects. At the same time, its E assets rose by 40%, indicating that the brand had successfully piqued the interest of potential buyers, while increases in I/N assets of 20% and 30% respectively, which proved that the promotion had improved conversions.
K Stage Action Plan

K1: Scaling High-value Consumers and “Super Users” to Grow Sales

- Implications: Expand core assets and outreach.
- Strategy: Categorize consumers into three types (members who joined before prospecting, members who joined during prospecting, and members who joined during promotional campaigns) according to their status as a new/existing customer, duration of membership period, and contributions to sales. In terms of new members, improve progression rates across touchpoints and membership recruitment, reduce costs throughout to hit membership targets, and improve performance on an on-going basis.

K2: Increasing Cross-category Sales and Repeat Purchases Among Core Assets

- Implications: Raise the life time value (LTV) of existing consumers and average revenue per user (ARPU).
- Strategy: Segment existing consumers by analyzing their product preferences in own and competitors’ stores; deliver precision recommendations, and prompt repeat purchases.
Case Study: Based on DEEPLINK Insights, Guerlain Leveraged Social Commerce to Drive First and Repeat Purchases

High-end beauty brand Guerlain hit a stumbling block in acquiring new consumers. It wanted to encourage existing consumers to form groups by inviting their friends and family members, who would have access to discounted deals using Guerlain’s proprietary mini-program. As it brought in new consumers, Guerlain reached them throughout their shopping journeys on Alibaba platforms using DEEPLINK insights.

Guided by the DEEPLINK metrics, the brand identified opportunities to move its consumers through the funnel at the early stages of its campaigns, while using Alimama’s ad placement tools to engage new consumers. In this way, Guerlain experimented with new patterns of interaction, matching products to consumers, rather than consumers needing to search for products. It took the initiative to test this new mechanism on Tmall Super Brand Day, a shopping event dedicated to select brands. From there, Guerlain further enhanced and upgraded its engagement pattern, which led to sustained growth speed at faster than the average industry rate.

In the end, Guerlain grew its I stage consumers by 300,000, or 10%, YOY, as part of the consumer assets under management for future promotions. It also grew its K consumer assets by more than 15%, creating an opportunity to increase the LTV of members. In the brand’s own mini-program, the share of new consumers surged from 25% to 70% during the June 18 shopping festival in 2021. And at the same time, Guerlain integrated new CRM tools with the social group-buying model, increasing engagement rates by five times.

EXHIBIT | Guerlain Optimized Placement Outcomes Across Touchpoints for “AI-recommended Consumers” Using DEEPLINK

Source: Alimama.
Authors, Steering Committee, and Acknowledgments

Steering Committee:
Cinthia Chen, Managing Director and Partner of Boston Consulting Group.
Charley Xu, Managing Director and Partner of Boston Consulting Group.
Josh Ding, Managing Director and Partner of Boston Consulting Group.
Bo Liu, Vice President of Alibaba Group and Head of Alimama BU.
Huilin Fang, General Manager of Alimama Smart Digital Strategy Center.
Danli Yu, General Manager of Alimama’s Marketing Department.
Jun Wang, General Manager of Alimama Marketing Customer Center.
Yanyan Sun, General Manager of Alimama Marketing Planning Center.
Liangyi Chen, General Manager of Alimama Ecosystem Operation Center.
Bo Zheng, CTO, Alimama.
Qing Gao, General Manager of Alimama Media Commercialization and Growth.
Liang Su, General Manager of Alimama Customer Marketing Products.

Authors:
Nicolas Wang, Project Manager of Boston Consulting Group.
Andrew Lai, Consultant of Boston Consulting Group.
Xiaoliang Mao, Senior Smart Digital Solutions Expert of Alimama.
Qiyuan Shi, Senior Smart Digital Strategy Expert of Alimama.
Yide Hou, Senior Smart Digital Strategy Expert of Alimama.
Yang Zhang, Senior Smart Digital Strategy Expert of Alimama.
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Leveraging its cutting-edge digital technology and AI to shepherd the development of digital marketing, Alimama has emerged as a trusted partner that helps millions of brands and merchants thrive and makes marketing easier and more efficient with digital smart solutions.
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