

ALL YOU NEED TO KNOW ABOUT 9.9 DAY S.E.A SALE RUSH



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Description

One of the most significant eCommerce flash sales events is right at your doorstep. Yes, you got that right: **9.9 Super Shopping Day Sale**. The event is widely celebrated in Southeast Asia, which has a solid online shopping culture. eMarketer stated that the e-commerce revenue for Southeast Asia is expected to touch \$363 billion in 2025. These double-day sales record transactions worth millions.

shopee found or type unknown

Source: Shopee

Shopee, a [Southeast Asian e-commerce platform](#), pioneered the 9.9 Super Shopping Day in 2016. This event has firmly established itself as a consumer favourite after its 7th edition. Let's have a look at the insights from the 9.9 Super Shopping Day Sale 2023.

- **Sales Volume:** Shopee reported that more than 200 million items were sold during the sale.
- **Customer Engagement:** Lazada experienced a 30% increase in active users over the previous year.
- **Popular Categories:** Electronics and fashion were the top sellers, with sales increasing by 50% and 40%, respectively.
- **Mobile Shopping:** Over 70% of transactions were made via mobile devices.
- **New Customers:** Both platforms reported a 25% increase in new customer registrations.

super shopping day

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A glimpse of 9.9 Super Shopping Day, 2023

Shopee's Performance:

Orders: Shopee saw a significant increase in orders, with a three-fold rise compared to the previous year.

Deals: Over 113 million deals were offered, with up to 187,606 items sold per minute.

Top Brands: Top-performing brands experienced an average of 286 times increase in traffic and 339 times growth in sales compared to a usual day.

Lazada's Performance:

Lazada's sales growth has been impressive, with significant increases in both the number of orders and the value of transactions.

User Participation: Millions of users across Southeast Asia participated in the sale, taking advantage of the discounts and promotions offered by various e-commerce platforms.

Being one of the most influential sales of the year in Southeast Asia, it brings opportunities to retailers in abundance. It doesn't matter whether you are well-established on the platform or a newbie; the super shopping day is the same for all. What matters here the most is how you utilise and make the most of the sale.

Importance of the Super Shopping Day Sale

99 super shopping day

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Source: Shopee Singapore, X (Twitter)

The sale aims to make eCommerce more accessible to local communities by offering a splendid shopping experience with strengthened logistics and payment partners. The motto is to make the shopping experience worthwhile and ensure sellers and buyers extract the most value from it. Not only this, but 9.9 is also viewed as a springboard to expedite economic growth by offering the best of the best services to the involved parties.

Whether you're a seasoned seller or just starting, this article comprehensively covers why you should join the event, how to prepare for it, and how to maximise sales during the event. Your mind must be

exploding with hundreds of thoughts about what and how it can be done. Sit back and relax; we've got your backs and are here to make you D-Day ready.

But first, let's dive into the challenges that were faced by customers across platforms during the sales period.

- **Technical Glitches & Payment Failures:** High volume of traffic led to temporary website and app breakdowns resulting in abandonment of carts, payment failures, and a hampered customer experience.
- **Logistics & Stock Shortage:** Due to robust deals and an overwhelming number of orders leading to strained logistics network. And due to high demand, many people couldn't secure the deals they eagerly anticipated.
- **Unauthorised and Fraudulent Sellers:** There were multiple reports of counterfeit products and fraudulent sellers, resulting in affected customer trust.
- **Customer Service Overload:** The surge in customer complaints and enquiries resulted in a longer response time.

Keeping these challenges in mind, we've crafted your 9.9-day last-minute checklist to ensure you've ticked them all and are now ready to make the most of the sale period across both Shopee and Lazada.

Pre-Sale Period

1. Inventory Check

1. inventory management

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Inventory Management

The first and foremost strategy is to keep the inventory customer-ready. Preplan the products you want to focus on during the sale and align your inventory accordingly. Look into the previous data and trends to finalise the products.

Stocking up the items in advance will help you meet the demands precisely during the rush hours leading up to enhanced inventory management. Streamline logistics by partnering with multiple couriers and collaborating with them to ensure timely deliveries. Offer multiple delivery options, including same-day and next-day delivery.

Here, you can use a channel intelligence tool to analyse the inventory and the sales chart. The tool also allows you to monitor your competitors' SKUs, and its intelligent algorithm never lets your product go out of stock. Having an accurate quantity of products is important; hence, strategies like first in, first out, or last in, first out can help you maintain your inventory better and diminish the chances of wastage.

2. Price Optimisation and Early Promotions

After finalising the product, the next step is price optimisation. Having a robust pricing strategy gives you the flexibility to decide whether you want to drop the price for the event or offer lucrative combo deals to the customers.

Reducing the prices occasionally during the sale day will leverage your sales rate. Determining the types of promotions or exclusive deals you want to offer is advisable. Having a complete collection for sale will increase the chances of selling the products faster.

Planning helps the brand secure an influential spot for the banner in the marketplace. You will be ahead of the competition, and early promotions will pique customers' interest, who will keep an eye out for the same. To strategise it better, you can always prepare a content calendar describing the objectives of the sale, highlighting the hero products with eye-catching visuals and relevant hashtags.

Email marketing lets you send your target audience a sneak peek of upcoming sales and offers. Scheduling the emails in advance at regular intervals with concise subject lines increases the chances of more conversions.

Leveraging social media for promotions and customer engagement will help you with personalised promotions and deals. Server upgrades and frequent load testing will give you a competitive edge to handle the last-minute bulk traffic effectively.

3. During the Ongoing Sale

9.9 day checklist

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a. Flash Sales and Limited-Time Offers

flash sale

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last minute offer

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last chance

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- **Hourly Deals:** Schedule flash sales at specific times to create urgency and encourage impulse buying.
- **Limited Stock Offers:** Highlight products with limited availability to create a sense of FOMO (Fear of Missing Out).

b. Enhanced Customer Experience



- **Live Chat Support:** Offer real-time assistance through live chat or social media to quickly resolve customer enquiries and issues.
- **Seamless Checkout:** Streamline the checkout process with multiple payment options, including popular local methods, to minimise cart abandonment.

c. Social Media Engagement

- **Interactive Content:** Engage customers with polls, quizzes, and countdowns on social media platforms to keep the momentum going.
- **User-generated Content:** Encourage customers to share their purchases with branded hashtags, offering rewards for the best posts to drive engagement.

d. Monitoring and Analytics

Keep a keen eye on the **product's performance, traffic, and conversions**. Tracking key performance indicators such as bounce rates, conversion rates, and order value encourages the brand to do better in the future.

4. Assess Your Results; Post Sale Performance

Once the 9.9 sale days are over, assess your results and track your performance throughout the time frame. Analyse the sales data, the feedback, and the reviews left by customers on the page, and track

your performance across the social channels. It will help you better understand the brand's performance and your best-selling products. The gathered data will help you robustly prepare for future sales.

Here are the astounding results that one of our brands achieved during the 9.9-day sale on Shopee Singapore as the best-selling brand and Lazada Singapore in the health and infant nutrition categories.

9.9 super shopping day

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best selling brands

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A Snapshot of Abbott's Performance During the 9.9 Day Sale, 2023

How Paxcom comes into the picture

As the 9.9 Day Sale approaches, brands must leverage every advantage to stand out in the competitive marketplace. [Paxcom](#), a leader in [eCommerce solutions](#), offers unparalleled expertise and innovation through our proprietary digital shelf analytics tool, [Kinator](#). Our combination of cutting-edge technology and a seasoned team of eCommerce professionals have consistently helped brands not only navigate but thrive across multiple channels and geographies.

Ready to elevate your brand's performance during this high-stakes sales event? Connect with us today to discover how Paxcom can help you achieve exceptional growth. Book a consultation or reach out to us at info@paxcom.net for more information.