

WIGH

雨果论坛 NO.10

跨境电商疯狂的旺季!

主办：雨果网

协办单位：福建汇源信息科技有限公司 | 福州市网络贸易商会

指定服务商：



支持单位：永鑫龙达电商学院 | 板凳 | 活动行



Linio & Jumia 跨境电商的蓝海



www.Linio.com

www.Jumia.com

合作背景：由德国著名的孵化公司(Rocket Internet)创立



- German public company, focus on replicating proven business models to emerging markets
- Other than capital injection, also builds international team and IT platform



Founded in 2011, “the Amazon of Southeast Asia” covering 6 countries



Founded in 2012, “the Amazon of Latin America” covering 8 countries

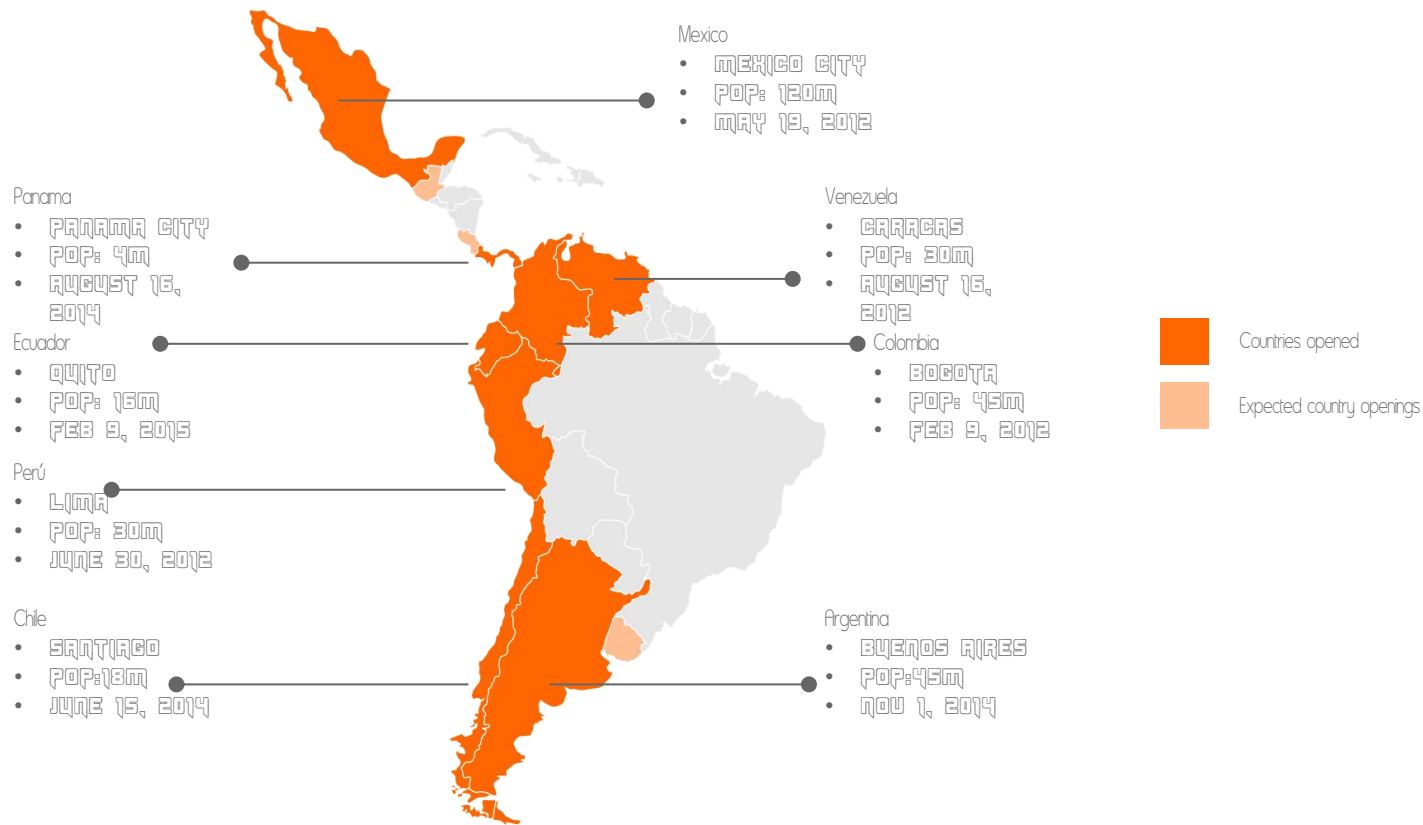


Founded in 2012, “the Amazon of Africa” covering 11 countries



For more details : <https://www.rocket-internet.com/companies/proven-winners>

Linio 目前专注于拉美的西语国家

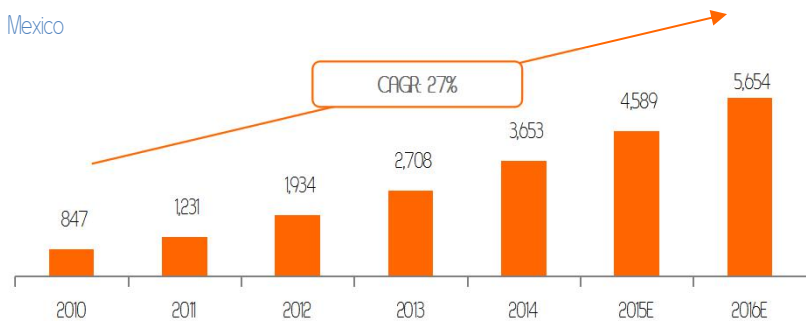


Linio所在的市场电子商务增长非常迅猛

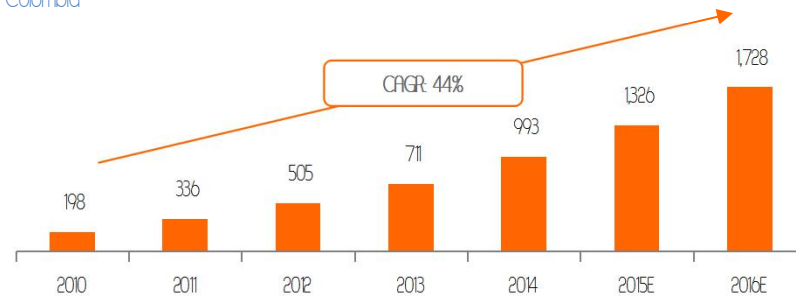
Online retail market size

USD million

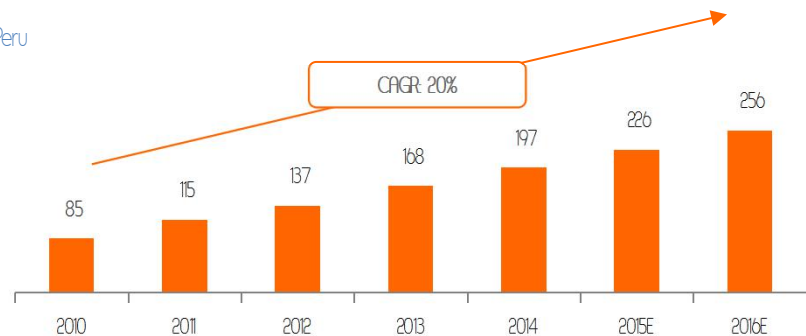
Mexico



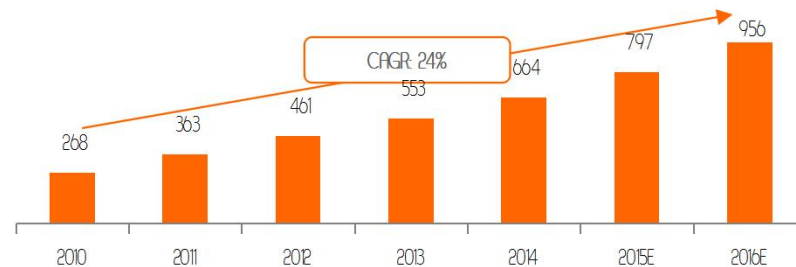
Colombia



Peru



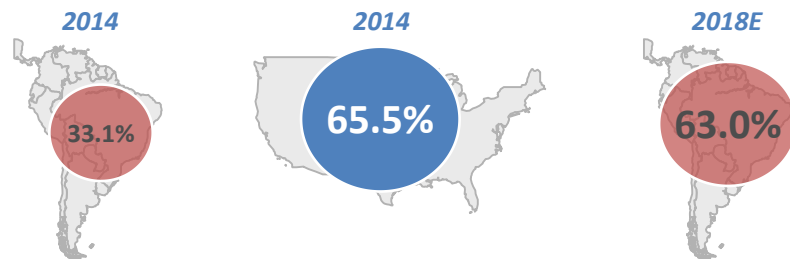
Chile



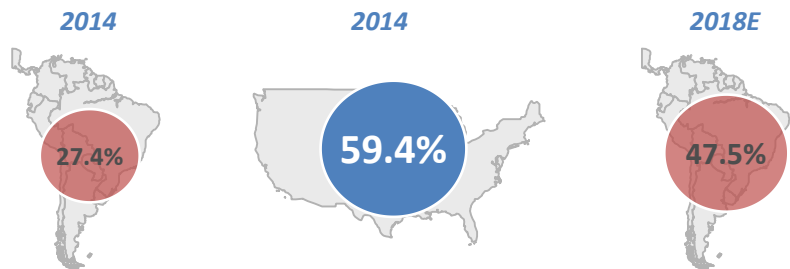
智能手机的普及率将极大促进电子商务的发展

Smartphone penetration

Smartphone - % of population

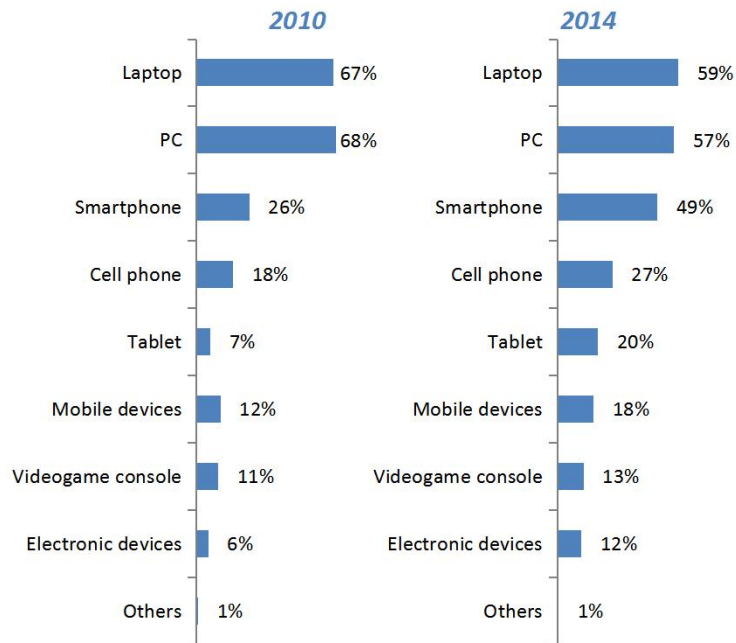


Smartphone - % of total connections



Android powered cheap mobile phones and tablets on the rise will significantly increase smartphone penetration, accelerating the shift towards online

Preferred connection methods for Mexican internet user¹



Source: WGS: Smartphone % population, smartphone % total connections (Americas, US); AMPC: Broadband penetration (Latin America, US)

Notes:

¹ Answers not mutually exclusive

Linio的足迹:覆盖8个西班牙语国家, 35亿人口



- 6 of the 8 countries are feasible for cross-border B2C import : Mexico (the biggest market), Colombia, Chile, Peru, Panama, Ecuador (the other 2 are Argentina and Venezuela)
- Linio's history:
 - Started with 100% retail model;
 - Shifted focus to marketplace model (the Tmall model) in early 2014 and started recruiting sellers in Latin America;
 - Launched cross-border business by setting up Miami office in USA by the end of 2014
 - Founded Linio Asia with two offices in Shenzhen and Hong Kong in early 2015 to recruit Asia online sellers (mainly Chinese sellers)

拉美市场特点:人口年龄结构偏低,购买力强,同时价格敏感

Age

- Average 27 year-old, the youngest region in the world;
- Loves shopping and not keen to saving money for buying apartments

Income level

- Higher GDP per capita than China (7K USD); for example: 24k USD in Chile, 18k in Mexico

Weak local competition

- Offline retail industry is under-developed, in many cities it is hard to find a shopping mall within 10 Kilometers
- Economy relies on oil and gas, mineral and agriculture, consumer products mainly are imported
- Most local online sellers were traditional retailers which purchase from local wholesalers, results in higher distribution cost





Linio的优势: 本地化运营, 本地化推广, 多元化支付方案

**Local team
–gains trust**

- Linio has an over 2000 team in Latin America; including **Spanish speaking** customer service answering questions and handling complaints, and local operation team investigating custom policies and handling product returns

**Marketing –
increased
loyalty**

- Linio has a 300 FTE marketing team, other than online marketing (e.g., 4 million Facebook fans and affiliate websites), we also have offline channels:
 - Partner with Aeromexico, the biggest airline in Latin America, so that customers can redeem Linio coupon with airline miles
 - Partner with local banks to issue Linio credit card in Colombia, so that consumer can pay with installments
 - Many local agents take Linio catalogues to visit households which do not have internet connection, and help them purchase from Linio

**Payment –
serves the
under-served**

- <5% of the population has Paypal account, and <30% has credit card, so Linio accepts cash on delivery and cash payment at convenient stores (7-11)

Portfolio: Consumer electronics being the largest, but fashion, home & living, health & beauty have huge untapped potential

Consumer Electronics

- Biggest category, especially smartphones: Apple, Samsung, Sony, Huawei, Lenovo, OnePlus, etc
- TV, tablets, electronics accessories are also popular on Linio

Fashion

- The second largest category on Linio, mainly international branded watches, sunglasses, garments, etc.
- Chinese OEM products are gaining shares after introduced by Linio Asia, especially after we enable postal logistics option for low ticket items

Others

- SKUs of other categories are still limited on Linio for now, while they have a huge potential after we introduce more products
- Sellers who sell unknown brand / OEM products need to be more patient as consumers need time to accept them

plus

Linio Plus推广示例

MX



plus
CLUB Premier
GANA TRIPLES
KILÓMETROS PREMIER
CUPÓN:
[TRIPLES]
DESCUBRE MÁS

* Válido únicamente para clientes Plus, del 28 de septiembre al 4 de octubre de 2015. Consulta términos y condiciones.



plus
TU TIEMPO ES VALIOSO
SOLO PARA MIEMBROS PLUS
— ENTREGA EN MENOS DE 48 HRS. SIN COSTO —
30%^{HASTA}
DE DESCUENTO
DESCUBRE MÁS

*Solo en productos seleccionados. Prueba por 30 días gratis. Consultar términos y condiciones en www.linio.com.mx/legales



plus
MEMBRESÍA ANUAL
INVITA A UN
AMIGO CON
50%
DE DESCUENTO*

CO



plus
MEMBRESÍA LINIO PLUS
GRATIS
POR LA
COMPRA DE 3 PRODUCTOS
CUPÓN:
[PLUS3]
DESCUBRE MÁS

*Solo para compras superiores a \$100.000.



plus
OBTÉN ENVÍOS GRATIS
(ADQUIERE LA MEMBRESÍA!)
50%
DE DESCUENTO
USA EL CUPÓN:
[PLUS50]
DESCUBRE MÁS

*Oferta válida el 29 de octubre de 2015. Membresía válida por 1 año.



EXCLUSIVO
APP
EN TODA LA TIENDA
-25%
ADICIONAL* [PLUS25]
DESCUBRE MÁS

*Solo para miembros Linio Plus en APP

plus

Linio Plus是什么呢?

- ❑ Annual membership for the best Linio customers
- ❑ Advantadges for members:
 - ❑ Free shipping (Express and Not)
 - ❑ Unique promotions
 - ❑ Dedicated Customer service



plus comprar inteligente

Miles de productos con **envío gratis**, 2% de **cashback** en todas tus compras y **ofertas únicas**

OBTENER MEMBRESÍA **\$./69** POR 1 AÑO



Si eres cliente **plus** aprovecha al máximo tus beneficios

VER PROMOCIONES

Typical Linio Plus member:

- ❑ Buying 2x more
- ❑ Repurchase rate 3x

- ✓ 75% repurchase in 30 days (vs. 38%)
- ✓ 7,000 MXN revenue for each member in 30 days (vs. 2,500 MXN)
- ✓ 6 orders in average in 30 days (vs. 2 orders)

plus

plus



TV AUDIO Y VIDEO
Smart TV 55"
LED Full HD

Productos plus

- ¡Nuevos productos!
- Envíos gratis

plus 48

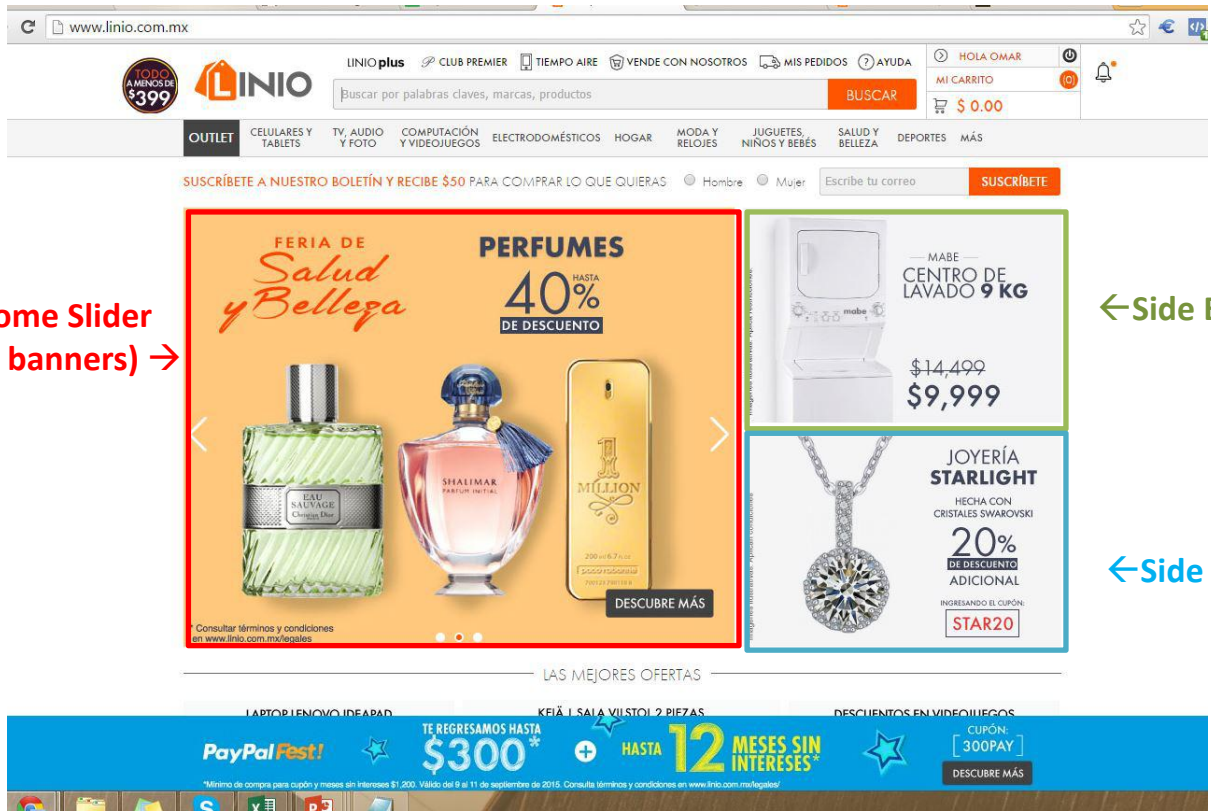


CÁMARAS Y LENTES
Cámara Digital Pro
20MP 1080p

Productos plus express

- Envíos gratis
- Entrega en 48 horas

2. Layout of Linio's Home Page

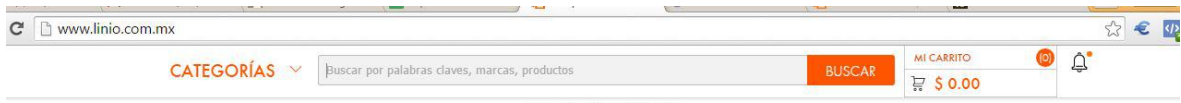


Home Slider (3 banners) →

← Side Banner 1

← Side Banner 2

2. Layout of Linio Home Page



LAS MEJORES OFERTAS

<p>LAPTOP LENOVO IDEAPAD</p> <p>\$3,799</p> <p>* Consultar términos y condiciones en www.linio.com.mx/legales</p>	<p>KEIÁ SALA VILSTOL 2 PIEZAS</p> <p>-44%</p> <p>\$5,599</p> <p>* Consultar términos y condiciones en www.linio.com.mx/legales</p>	<p>DESCUENTOS EN VIDEOJUEGOS</p> <p>\$3,199</p> <p>* Consultar términos y condiciones en www.linio.com.mx/legales</p>
<p>EL ACCESORIO QUE TE FALTA</p> <p>DESDE \$44</p> <p>* Consultar términos y condiciones en www.linio.com.mx/legales</p>		<p>EL DESPERTAR DE LA FUERZA</p> <p>DESDE \$99</p> <p>* Consultar términos y condiciones en www.linio.com.mx/legales</p>

Bottom Teaser
1, 2, 3, 4 and 5

TIENDAS OFICIALES

Official Stores

Bounce Exchange

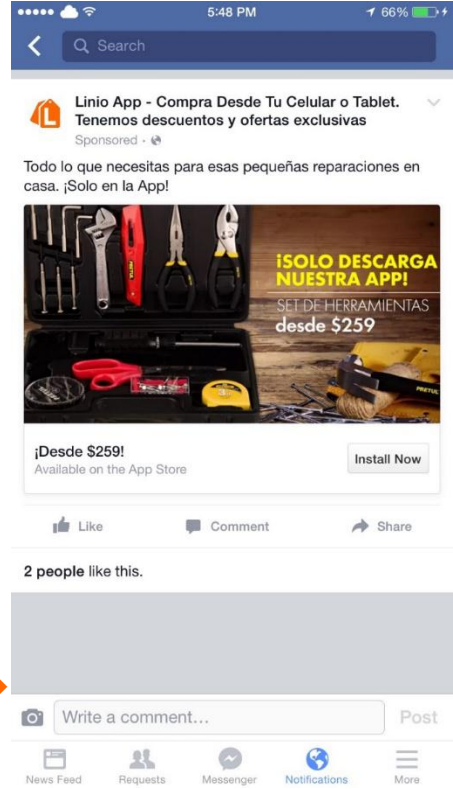
A blue promotional banner with white and yellow text. It features 'PayPal Fest!', 'TE REGRESAMOS HASTA \$300*', 'HASTA 12 MESES SIN INTERESES*', and a 'CUPON: [300PAY]' box with a 'DESCUBRE MÁS' button.

3. Facebook



← Page Link
“Facebook Banner”
(desktop newsfeed)

Page Link
(mobile newsfeed) →



3. Affiliates

The screenshot shows a web browser at the URL `ganapromo.com`. The page is filled with promotional banners and text. A prominent advertisement for Linio features a smartphone with the text "EXCLUSIVO EN LINIO", "NUEVO HONOR 4X", "\$2,999", "ENVÍO GRATIS", and "COMPR YA". A red arrow points to this advertisement.

Promoción Verano Scotiabank: gánate un viaje al destino que tú elijas
✓ Vigente (acaba en 59 días)
Publicado: 3/07/2015
Paga todas tus compras con tus tarjetas de crédito Scotiabank y partídale para ganar
[VER PROMOCION](#)

Concurso Kiwilimón y La Moderna: gánate una batidora Kitchen Aid
✓ Vigente (acaba en 18 días)
Publicado: 3/07/2015
Comparte tu mejor receta de sopa de pasta y podrás ser el ganador
[VER PROMOCION](#)

Concurso #InstaToks de Toks: gánate 1 cámara fotográficas y tarjetas VIP Toks
✓ Vigente (acaba en 28 días)
Publicado: 3/07/2015
Tómale una foto a tu platillo en Toks, compártela en Instagram y reúne likes para ser 1 de los ganadores
[VER PROMOCION](#)

Promoción Tintorerías Max 2nda fase: gánate un auto Audi A1 2015
✓ Vigente (acaba en 74 días)
Publicado: 3/07/2015
Contrata un servicio oor \$200 en

Promoción Lumen y HP: gánate un auto Audi A1
✓ Vigente (acaba en 74 días)
Publicado: 3/07/2015
Compra cartuchos HP en Lumen, registra tu ticket y calcula cuántas

Concurso BIC rasúrate y gana: gánate un auto y otros premios
✓ Vigente (acaba en 59 días)
Publicado: 2/07/2015
Compra productos rasuradoras Bic

Concurso Huawei: gánate una TalkBand E2
03/07/2015

Concurso Radio Disney: gana un viaje a la playa y ve a la premiere de Teen Beach 2
03/07/2015

Concurso Rosifrans: rediseña el logotipo y gana 1 millón de pesos
03/07/2015

Promoción Tecate: gana productos firmados por el Futbol Club Barcelona
03/07/2015

Linio Advertisement: EXCLUSIVO EN LINIO, NUEVO HONOR 4X, \$2,999, ENVÍO GRATIS, COMPR YA

Skype™ - nicholas_ooi

Skype Contacts Conversation Call View Tools Help

nicholas ziyang | linio.c...
Online

Vania Minati
00:35

Search

Home
Call phones

CONTACTS RECENT All

- Vania Minati 00:35
- Sheila Salomo
- Dulce Piña
- Co-Mkt + Canales
- elena manna
- Santiago Lamas
- Ma. Cecilia Olguin, elen...

Advertisement

LINIO

HASTA 12 y 18 MESES SIN INTERESES*

3er



EN TODA LA TIENDA*

ANIVERSARIO COMPRA YA

Vania Minati
00:35

3. Search Engine Marketing






← → ↻ <https://www.google.com.mx/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=reloj%20tw%20steel>

Google  

[Web](#) [Images](#) [Videos](#) [News](#) [More ▾](#) [Search tools](#)

About 375,000 results (0.38 seconds)

Shop for reloj tw steel on Google Sponsored ⓘ

 Reloj TW Steel TWS-CE1023 MX\$5,142.00 Linio MX	 Watch TW Steel Pilot ... MX\$3,442.00 Linio MX	 Reloj TW Steel TWA202-Café MX\$4,780.00 Linio MX	 Reloj TW Steel TWS-CE4009-TW MX\$7,372.00 Linio MX	 Reloj Analógico TW MX\$3,059.00 Linio MX
---	--	--	--	--

TW Steel Watches - Free shipping & excellent service
Ad www.twsteel.com/ ▾
The official TW Steel webstore!
Collections - Latest releases

Tip: Search for **English** results only. You can specify your search language in Preferences

TW Steel
www.twsteel.com/ ▾
See the World of TW Steel, TW Steel big in oversized watches.
Canteen Bracelet - Canteen Leather - CEO Canteen - Collaborations

Precios de relojes TW Steel - Chrono24
www.chrono24.mx/twsteel/precios-de-relojes--new.htm ▾ Translate this page
En Chrono24 puede comparar precios de 157 relojes TW Steel y encontrar el precio para un TW Steel o comprar un TW Steel.

Ads

Tw Steel Watches
www.ebay.com/ ▾
Compra Articulos en Todo el Mundo.
¡Envío Directo a México!

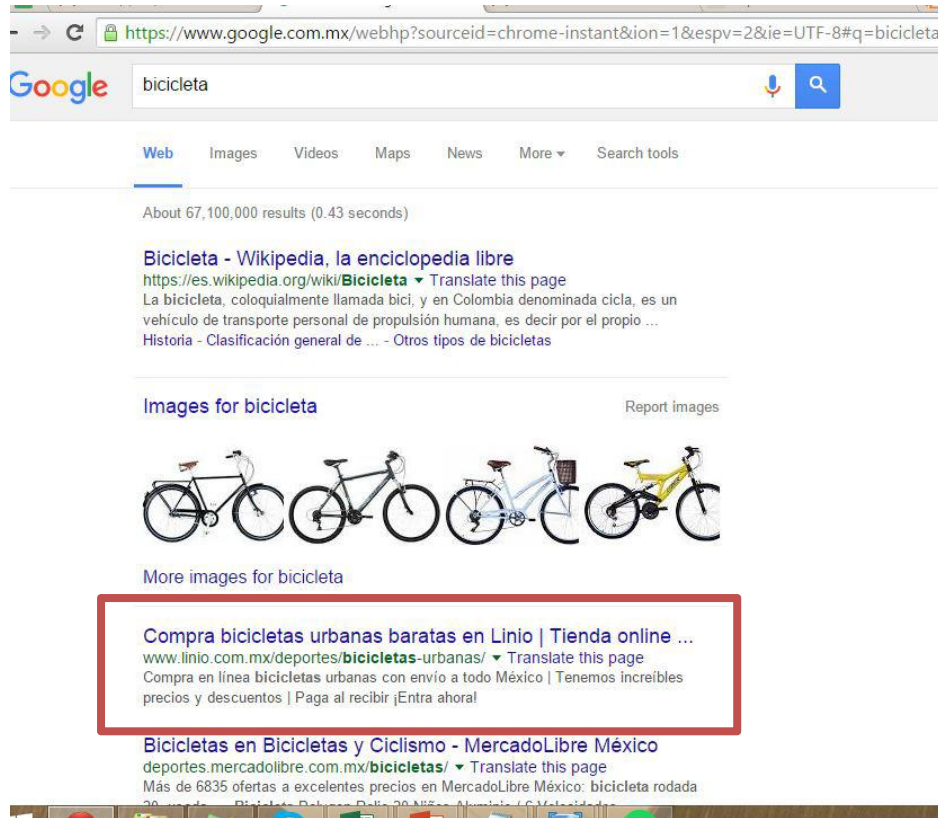
Relojes Tw Steel
www.linio.com.mx/Tienda/Relojes ▾
La Tienda Online Con Todo.
¡Encuentra Relojes Tw Steel Aquí!

Reloj tw steel en MercadoLibre
www.mercadolibre.com.mx/Joyas-Relojes ▾
Todas las marcas y modelos de joyas y relojes. ¡Checa Ahora!

Tw Steel Watches 70% Off
tw-steel.stucco.com/Deal ▾
Lowest Price On Tw Steel Watches
Free shipping, in stock. Buy now!

Relojes Tw Steel Baratos
www.izifo.mx/Relojes+Tw+Steel+Baratos ▾
Buscar Relojes Tw Steel Baratos
Buscar en 8 Buscadores a la vez
[See your ad here >](#)

3. Search Engine Optimization




The screenshot shows a Google search for "bicicleta" on the Mexican domain. The search results include a Wikipedia entry and an advertisement for Linio. A red box highlights the Linio advertisement.

Search results for "bicicleta":

- Bicicleta - Wikipedia, la enciclopedia libre**
<https://es.wikipedia.org/wiki/Bicicleta> - Translate this page
La bicicleta, coloquialmente llamada bici, y en Colombia denominada cicla, es un vehículo de transporte personal de propulsión humana, es decir por el propio ...
Historia - Clasificación general de ... - Otros tipos de bicicletas

Images for bicicleta



More images for bicicleta

Compra bicicletas urbanas baratas en Linio | Tienda online ...
www.linio.com.mx/deportes/bicicletas-urbanas/ - Translate this page
Compra en línea bicicletas urbanas con envío a todo México | Tenemos increíbles precios y descuentos | Paga al recibir ¡Entra ahora!

Bicicletas en Bicicletas y Ciclismo - MercadoLibre México
deportes.mercadolibre.com.mx/bicicletas/ - Translate this page
Más de 6835 ofertas a excelentes precios en MercadoLibre México: bicicleta rodada 20 pulgadas, Bicicleta, Bikes, Bikes 20 Pulgadas, Niños, LG Velocidades



LINIO plus

VENTAS CORPORATIVAS

TARJETA LINIO

VENDE EN LINIO

AYUDA

PEDIDOS

HOLA NICK

MI CARRITO



(0)

Buscar por palabras claves, marcas, productos

BUSCAR

\$ 0

OFERTAS

CELULARES Y TABLETS

TV, AUDIO Y FOTO

COMPUTACIÓN Y VIDEOJUEGOS

ELECTRODOMÉSTICOS

HOGAR

SALUD Y BELLEZA

JUGUETES, NIÑOS Y BEBÉS

DEPORTES

MÁS

Linio FASHION

¡ÚLTIMAS! 48 HORAS

-10% ADICIONAL EN TODA LA TIENDA

CUPÓN*: [10VISA]

VISA

PREPARA TU CASA PARA LA NAVIDAD

HASTA 80% DE DESCUENTO

Aplican condiciones y restricciones, referencias seleccionadas.

LA HABITACIÓN QUE SIEMPRE SOÑASTE

HASTA 60%

10:33:12
HRS MINS SEGS

DE 6 PM A 6 AM

LA MODA NO ESPERA

-20% ADICIONAL*

CUPÓN: [20NOCHE]

VER MÁS >

*Válido desde miércoles 18 noviembre 6 PM hasta jueves 19 noviembre 6 AM. Mínimo de compra \$100.000



Busca productos

BUSCAR



Destacados

- Celulares y Tablets
- TV, Audio y Fotografía
- Computo
- Gaming y Media
- Hogar
- Electrodomésticos
- Moda
- Relojes, Joyería y accesorios
- Belleza y Cuidado Personal
- Salud y Bienestar
- Juguetes, Niños y Bebés
- Deportes
- Más

LO QUE QUIERES PEDIRLE A *santa* ESTÁ AQUÍ

DAVID
LAURA
ANDREA

COMPRA YA >

TE REEMBOLSAMOS
EL 8% DE TUS COMPRAS*
+HASTA 18 MESES SIN INTERESES



*Consulta términos, condiciones, comisiones y requisitos de contratación en www.scotiabank.com/linio

plus
HONOR 4X
DESDE
\$2,999

*Aplican condiciones

BICICLETAS DE MONTAÑA
HASTA **20%** DE DESCUENTO

*Aplican condiciones

2 X 1
NAUTICA CLASSIC

A SOLO
\$449

*Aplican condiciones

INTERNATIONAL CONTENT SERVICES



ARE YOU READY TO GO GLOBAL WITH YOUR E-COMMERCE BUSINESS?

After three years of experience in a fast growing market and with more than 502 million visits in our site we have consolidated a team of experts in content creation to ensure the best results.

OUR PRESENCE IN LATIN AMERICA



Considering the necessities of a demanding market we have created two different services:

CREATION SERVICE

We create a 100% genuine description considering the original text, including further online research for additional information and a professional search engine optimization (SEO) based on a keyword search. In order to achieve the best commercial impact, our team researches every type of product to understand better local and cultural preferences, rather than a generic or foreign one.
Product's Name standardization, highlights creation, product description and SEO specially adapted for your particular product.

CONTENT

Content will be semantically translated, all information will adapt taking into consideration the context, functional for all the Spanish speaking countries.
Names, highlights, product description and SEO translated exclusively from your original text.

TRANSLATION SERVICE

SERVICE RATES

Prices Per Unit (\$USD)	Translation Service	Content Creation service
0 - 500	\$ 0.44	\$ 0.66
501 - 1.500	\$ 0.42	\$ 0.63
1.501 - 5.000	\$ 0.40	\$ 0.60
5.001 - 10.000	\$ 0.38	\$ 0.57
10.001 - 20.000	\$ 0.36	\$ 0.54
>20.000	\$ 0.34	\$ 0.52

ADDITIONAL BENEFITS

- Product categorization.
- HTML language creation for each type of category.
- Data and image upload in our platform.
- Quality assurance.

LINIO INVESTS IN YOUR PORTFOLIO

物流挑战很大，但不断在完善

Express



Post



Remark: FBL and overseas warehouse is in the pipeline

支付方案:Payoneer为商户提供及时，便捷的回款方案

Linio&Jumia已经和Payoneer实现系统对接，商户可通过企业P卡收款

The logo for Payoneer, featuring the word "Payoneer" in a bold, sans-serif font. The letter "y" is stylized with a red swoosh that extends upwards and to the right.The logo for Linio, consisting of an orange house-shaped icon with a white "L" inside, followed by the word "LINIO" in a bold, grey, sans-serif font.The logo for Jumia, featuring the word "JUMIA" in a bold, black, sans-serif font, followed by a shopping cart icon with a yellow star on top.

Seller Profile

General

Terms & Conditions

Seller Logo

Commissions

Shipping

Payment Providers

Payoneer

Your registration with Payoneer is active.

Payoneer ID

✔ File has been uploaded successfully

[Preview Payments](#)

[Process Payments](#)

- Please check loaded data.
- If you want to load a different file, click 'Back'.

Total number of payments:	32	Current balance	39,551.40 USD
Total payments amount	39,501.40 USD	Balance after processing:	50.00 USD

Partner ID	Payee ID	Amount (USD)	Payment ID	Description
100047750	8578	52.95	20151111_MEX-PC_20151017-20151030-ID-8578	Payment for orders shipped in the period_20151017-20151030
100047750	8581	500.85	20151111_MEX-PC_20151017-20151030-ID-8581	Payment for orders shipped in the period_20151017-20151030
100047750	8653	318.16	20151111_MEX-PC_20151017-20151030-ID-8653	Payment for orders shipped in the period_20151017-20151030
100047750	8655	48.08	20151111_MEX-PC_20151017-20151030-ID-8655	Payment for orders shipped in the period_20151017-20151030
100047750	7398	213.88	20151111_MEX-PC_20151017-20151030-ID-7398	Payment for orders shipped in the period_20151017-20151030
100047750	7824	988.44	20151111_MEX-PC_20151017-20151030-ID-7824	Payment for orders shipped in the period_20151017-20151030
100047750	8119	8,530.61	20151111_MEX-PC_20151017-20151030-ID-8119	Payment for orders shipped in the period_20151017-20151030
100047750	8241	40.05	20151111_MEX-PC_20151017-20151030-ID-8241	Payment for orders shipped in the period_20151017-20151030
100047750	8732	329.76	20151111_MEX-PC_20151017-20151030-ID-8732	Payment for orders shipped in the period_20151017-20151030


已入驻商户：



JUMIA 



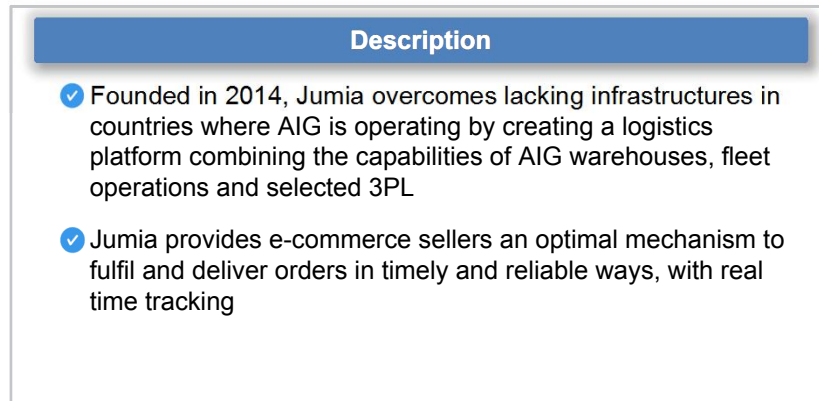
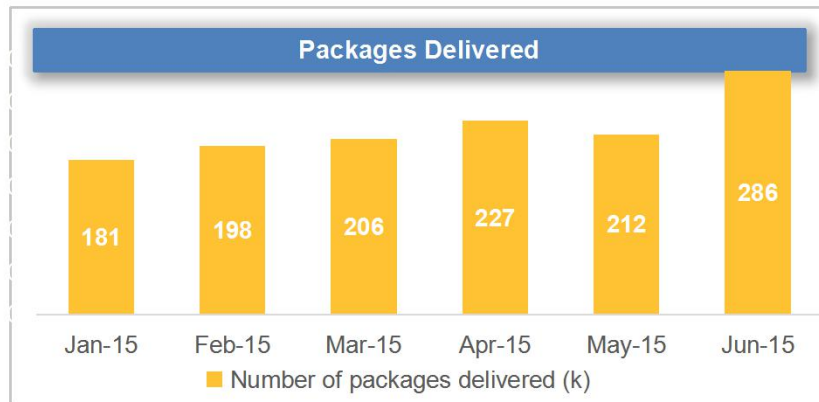
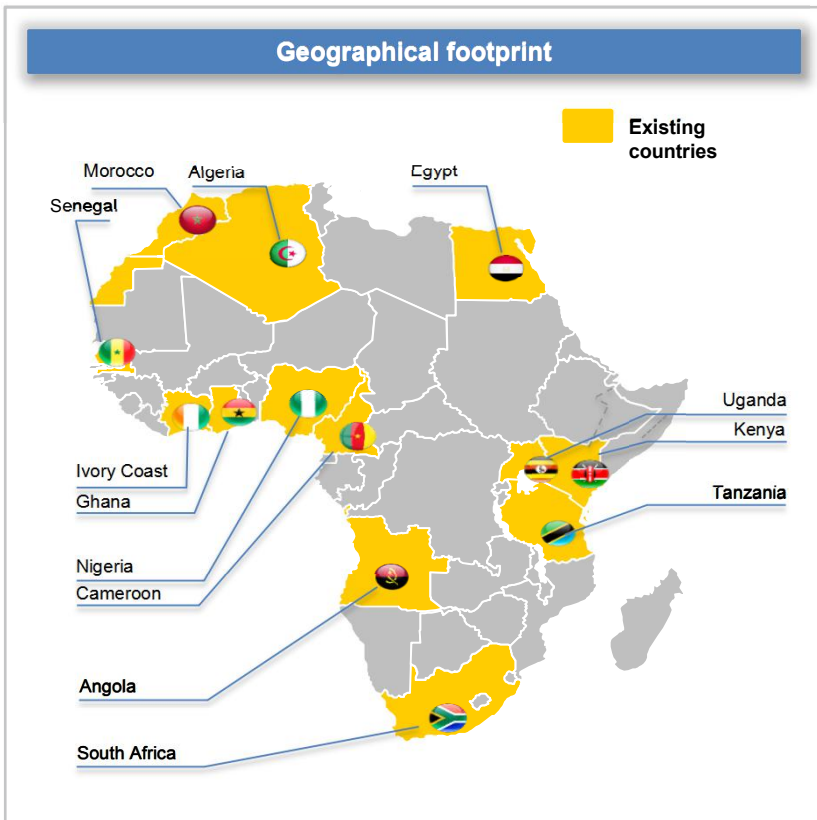
JUMIA overview

- E-commerce start-up founded in 2012
- Incubated and funded by  ROCKETINTERNET
- Started from retail, then shifted to marketplace model in 2014
- No.1 online retailer in Africa covering 11 countries

JUMIA GLOBAL in 2015

- Shift to international marketplace model, starting with Asian sellers
- Jumia Global started in October 2015 for Nigeria
- Set up Asian sourcing hub in CHINA and partner with LINIO
- Office in Shenzhen 

Jumia 足迹



11 COUNTRIES IN AFRICA

568 million
POPULATION

15%
AFRICAN ONLINE OFFLINE MARKETSHARE

5
COUNTRIES LAUNCHED IN 2014

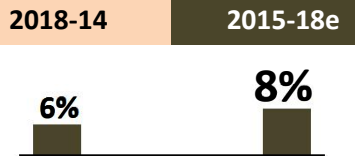
3650
EMPLOYEES

巨大的增长潜力

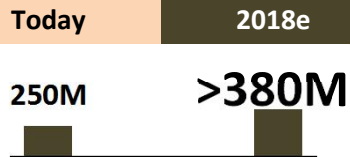
Population in target markets



Average annual GDP growth








Internet users



Smartphone penetration



Country	Population	Internet users
 Nigeria	180M	70M
 Egypt	85M	40M
 Kenya	45M	15M
 Morocco	35M	20M
 Ivory Coast	20M	2M

巨大的增长潜力

Large and increasing population

Africa will account for **40%** of global population growth over the **next 20 years**

Nigeria will be the **7th** most populous country in **2019**

Strong GDP evolution

17 African countries will have a **6 to 19%** GDP growth rate in **2015**

Growing middle class

By **2020, 52%** of African households will have discretionary spending power

Africa is more urbanized than India with **56** cities of **1m people**, more than Europe and North America

3 You will leverage Jumia's synergies with Tigo and MTN to attract new customers



CUSTOMER ACQUISITION SMS

/ Web push

... Through Tigo /MTN campaigns

NEW PAYMENT solutions

...Growing mobile payment solution in countries with low penetration of classic banking services



THANK YOU





更多跨境电商资讯；干货

- 请移步雨果网官网：www.cifnews.com
- 雨果网微信公众号：cifnews



(扫一扫，马上加入)

雨果网，
跨境电商新媒体！

跨境电商新闻App一键安装！

扫描二维码可以下载！