Marketing Opportunities & Case Studies
Alipay, the world’s leading 3rd party payment platform

Pay anytime, anywhere, online & offline

Access other Ant Financial Services
- Zhima Credit
- Yu’e Bao
- Ant Fortune
- Ant Credit
- Stock
- My Insurance

Transfer money seamlessly

Access Lifestyle Services
- Taobao
- Eleme Food Delivery
- Didi Car-Sharing
- Ofo Bike-Sharing
- Movies
- Air & Rail
- Airbnb
- Youku Video

...and many more!

+870M Active Alipay Users
Target audience pre trip with Fliggy (Alitrip)

- 500+ IATA Members
- 250,000 Hotel & Resorts
- 2,000,000 Tourism Products
- 8000 Tourism Attractions

200M memberships and 10M visitors per day

Book airline ticket on Fliggy

Receive merchant info. of destination on Alipay
Coupons drive Alipay customers to local businesses
Electronic receipts continue to engage consumers

- **Constant Awards after each transaction**
- **Real-time cross-marketing after successful payment**
- **Coupon required to reserve in advance**
Ant Financial membership is based on “Real Name Authorization” – members will need to prove their identity. There are over 3.9 billion Ant members, and 60% of these are active members. Members gain points with every transaction or task, and membership will be upgraded when points reach a certain threshold.

<table>
<thead>
<tr>
<th>Grade Combination &amp; Financial Status</th>
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<tr>
<td><strong>Number of Members</strong></td>
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<tr>
<td>Diamond</td>
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<td>Platinum</td>
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<td>Gold</td>
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<td>Standard</td>
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Rich data to understand customer behavior

- Based on consumption record, which user demographics contribute most to your sales?
- How does your consumer base profile change over time?
- Helps you identify potential customers
Major campaigns supported by Alipay

- Summer Vacation
- National Holidays
- Chinese New Year
ANZ Campaign and Event 2018 Calendar

Global
- Red Packet Campaign

ANZ Merchant
- KA Annual Marketing Cooperations
- 支付宝明星美食商户榜 Alipay Best Restaurants List

ANZ User
- Taxi Campaign
- Merchant Activation
- KOL Promotion
- May-Jun Campaign
- Dragon Boat Campaign
- Moon Festival Campaign
- End of Year Campaign
- Partner Merchant Activation

Events:
- 暑期活动 Summer Campaign
- 国庆 National Day
- 春节 CNY
- 抖音
- 任天堂

Alipay Red Packet Campaign

Campaign Scheme:
Alipay user will receive a coupon up to 2888 RMB by scanning the QR code using the Alipay App and can use the coupon in any overseas offline merchants which already accepted Alipay.

Summer Campaign Period:
15th Jul – 14th Sep 2018
Each Alipay user maximum can receive 5 coupons per month (15th Jul-14th Aug, 15th Aug-14th Sep)

Merchants Requirements:
Display selected collaterals in offline merchants
Foreign Exchange Rate Tool

**Value**
- Easy to look up the FX rate before payment
- Explore the market competitive FX and membership FX rate of Alipay

1. Search "FX Rate" in the first page
2. Exchange rate conversion page indicates the comparison of Alipay FX rate and market reference FX rate
3. Higher membership level enjoys better FX rate

Competitive FX rate applies to: US Dollar, HK Dollar, Yen, Thai Baht, Euro, Pound, Australian Dollar, Singaporean Dollar, and New Zealand Dollar, Canadian Dollar, Swiss Franc, Swedish Kronor, Danish Krone, Norwegian Krone

Membership FX rate applies to: US Dollar, HK Dollar, Yen, Thai Baht, Euro, Pound, Australian Dollar, Singaporean Dollar, and New Zealand Dollar.
Case Studies
Harkhark Cooperation

**Alipay Cobranding**
- 150 bicycles with Alipay branding
- 100 delivery box with Alipay branding
- 200 Delivery box
- 500 Staff Vest
- 50,000 Delivery bags

**Alipay Campaign Support**
- Dragon Boat Festival
- Alipay Red Packet campaign
- Moon Festival
Red Packet promotional campaign
KOL Campaign – 2017 Melbourne Airport

Background:
• 28th Sep 2017, 3 KOLs from China visit Melbourne Airport with Alipay Merchants
• Live streaming on the day
• Social media campaign in China

Results:
• Total impressions: 72,200,000
• Total interactions: 650,000
• Live stream on 28th Sep: 10,000,000+ views
**Objective:** Increase new users in store

**Targeting:** Targeting individual resellers and Chinese tourists during Chinese New Year (Feb 2018)

**Offer:** AUD$5 discount for spend >AUD$100 for new users. Alipay identified new users and presented the coupon to them

**Outcome**
- >105K coupons saved
- New user purchase 38% (vs 22% before)
- Coupon collection 31% in China before trip
- Daily transaction value +34%, number +14%
- Strong transaction increased even after the campaign
**Leading travel retailer**

**Objective:** Reach new Chinese customers

**Targeting:** Chinese visitors to Australia during Chinese New Year period (Feb 2018)

**Offer:** 10% off storewide, max discount $20, digital screens. Alipay promoted as 1 of 5 retailers with best offers via campaign page (target before and during trip) Targeted PUSH to reach 22K+ UV/day.

**Outcome**
- Coupon impression UV @217k; collected @85k; 4% redeemed.
- Average daily transaction value +545%
- Average daily transaction number +433%
- Average daily buyer number +384%
- 42% customers used coupon within 15 mins
Leading independent supermarket

Objective: increase sales to Chinese customers

Targeting: Regular customers (Chinese residents & students) and tourists over a 2 week period

Offer: $10 off when spending over $100 for 2 weeks. Alipay promoted this offer on Top Retailer listing and wallet page.

Outcome

- Coupons collected: >10k
- Total sales volume +15% in 2 weeks
- Average Alipay basket +30% vs other payment methods

• One of Australia’s largest specialty supermarkets
• Located in Chinatown it’s customers come for goods sourced from Asia to recreate the authentic flavours of home
Leading NZ duty free store

Objective: Reach new Chinese customers

Targeting: Chinese visitors to New Zealand during Chinese New Year period (Feb 2018)

Offer: 5% off store-wide for Alipay users. Alipay promoted The Loop as one of 5 key retailers in CNY campaign (in-app banner, top retailer listing, airport retailer recommendation)

Outcome
- Total coupon collections @56,589
- Redemption rate @3%
- Daily transaction volume +410%
- Daily transaction user +300%
Part of the group of companies

One of the first NZ tourism operators to launch Alipay in 2016. 7 sites in Waitomo business

2018-19 Alipay campaign launched early July

Goal: drive foot traffic & convert FIT tourists before / in-trip

THL Offers: 3x product 10-20% off coupons, Alipay App “DISCOVER” landing page

Results:
- THL Coupon collection 2016, redemption rate 6%
- Monthly Alipay revenue +157%
- Number of transactions +152%

https://v.qq.com/x/page/h0513fag8ae.html