

2OPEN

CHINA ECOMMERCE

Est. 2010

How Top Brands are
already Profiting from
Cross Border Ecommerce

Review of a Success Case
in the Cosmetics Industry

Luis S. Galan
2 Open. China
Ecommerce

PRESENTATION
www.2open.biz 2017-11-29

8th China **2017**
Cross-Border Ecommerce Conference
第八届中国跨境电商峰会2017

3rd **Global E-Retailing**
China Summit 2017
第三届全球零售电商中国峰会2017

2017年11月29-30日
上海圣诺亚皇冠假日酒店三楼大宴会厅
Nov 29-30, 2017,
Grand Ballroom, 3rd Floor,
Crowne Plaza Shanghai Noah Square



Cross-border ecommerce Finally means cross-border PROFITS!!!! OH YEAH



How did our client make nearly 60 million RMB
revenue in the last Single Day (11.11) selling cross
border
6,000 万

6,000 万???!!!!!

11.11

2017





Playbook renewal in Cosmetics: Martiderm



Let me tell you a biased version on what happened



MARTIDERM
LA FORMULA

平均每3.02秒售出1支安瓶

*以上数据来源于本店2016.9.1-2017.11.21累计销售数据

¥10 无门槛优惠券
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官方授权 正品保证

西班牙药妆官方正品



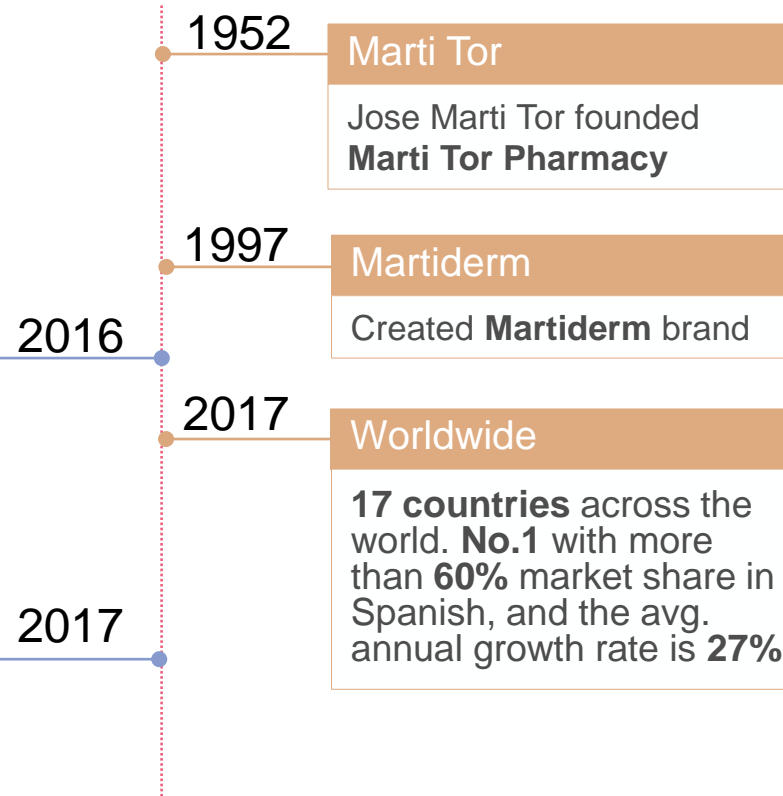


Martiderm entered China in August 2016!!



China
Martiderm entered into Tmall Global. **Double 11, 2016**, the sales revenue reached **7,000,000RMB**. Since 12, 2016 to 6, 2017, total revenue up to **25,000,000RMB**

Double 11
It sales in this **Double 11**, reached **60,000,000RMB**.





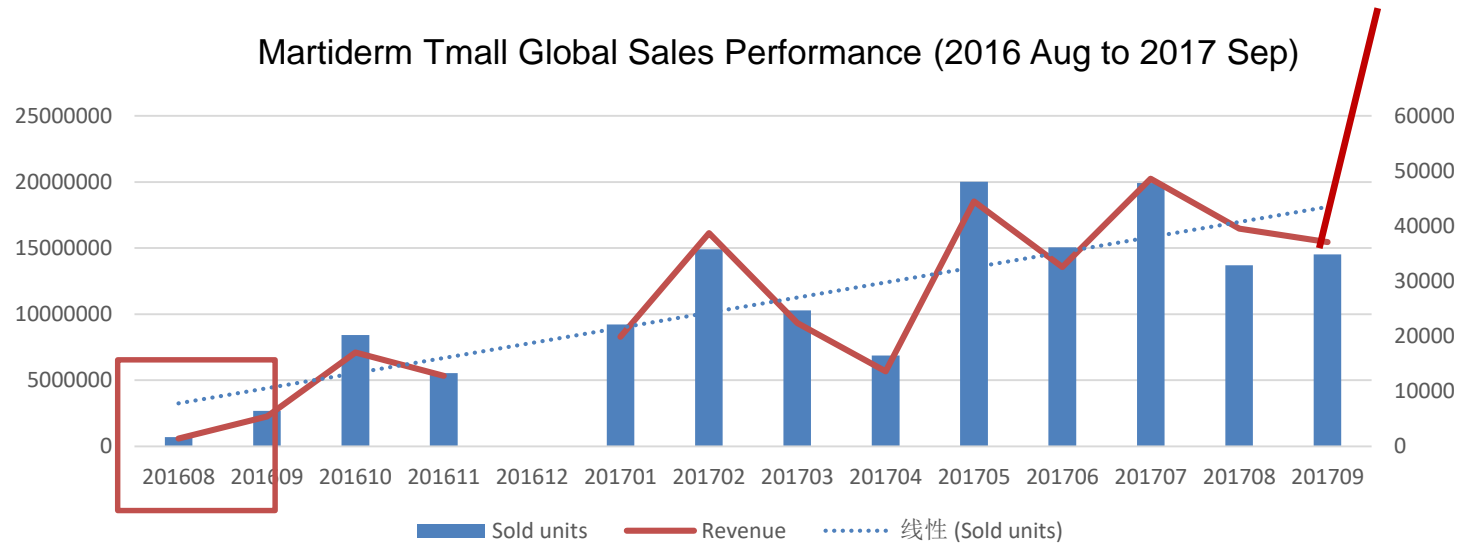
Factors Worth Noticing:

- Cosmeceutical boost
- Very Ecommerce driven (pure player)
- Great product perfectly matching consumer wishes
- The emergence of a new format
- The development of increasingly sophisticated buyers
- Great momentum for content and insights driven vertical integration (*apocalipsis of retail*)
- Superb execution
- Well chosen KOL
- Alibaba push
- Government clarity
- Spain becomes anping superstar

In Jack Ma We Trust



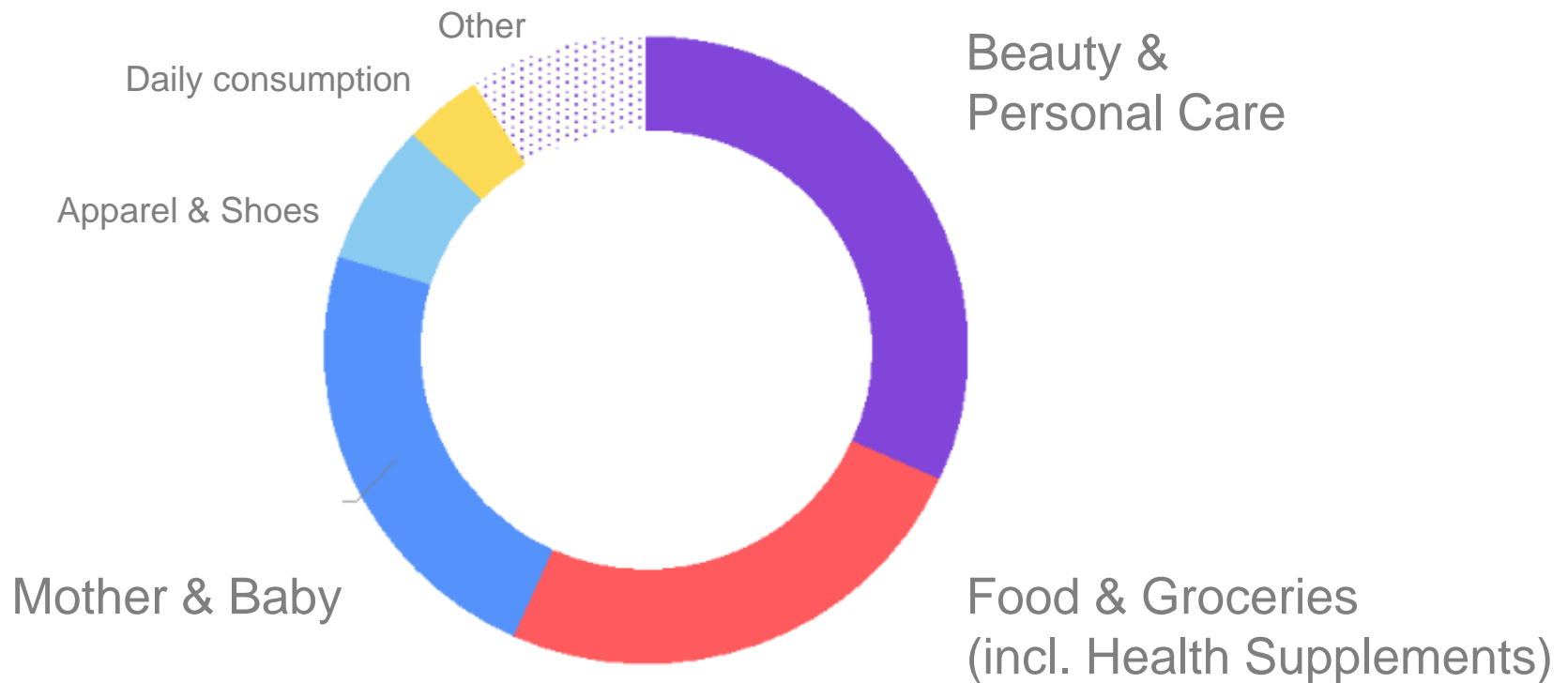
Nice...
Beautiful...



Source:
Shengyeji



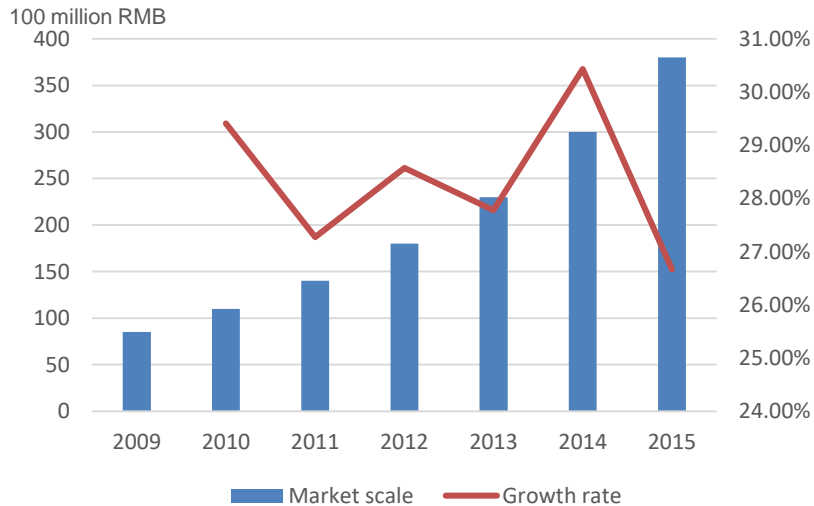
Right moment, Right place





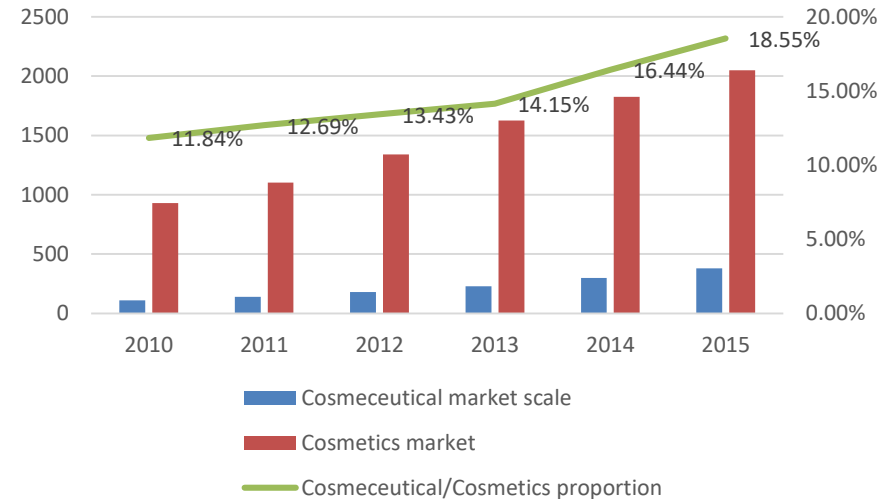
China Cosmeceutical boost aprox 30% growth rate

Chinese Cosmeceutical Market Size and



Chinese Cosmeceutical Market Size and Proportion in Comectics

Market



Source:
chyxx



A group of mainly spanish companies also succeeded in cross border ecommerce

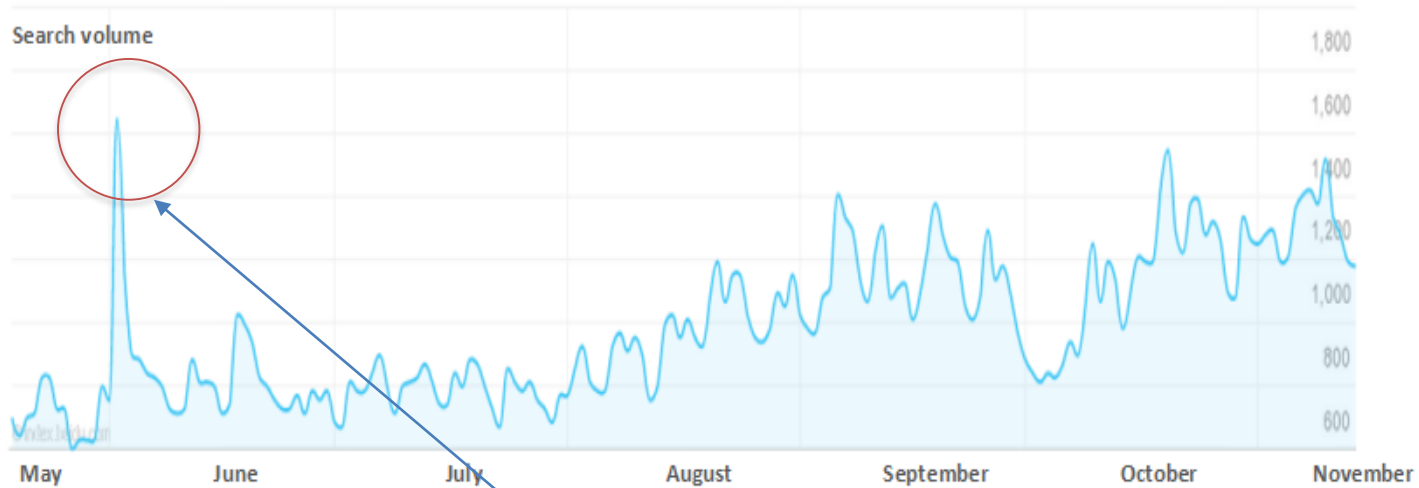


Spanish Misile





Launched by Tmall Spain Discovery Lab



Source: Baidu Index

- Launch of **Tmall Spanish Cosmetics Products Lab**.





The emergence of a new format

安瓶

百度为您推荐: [西班牙安瓶要天天用吗](#) [安瓶是什么](#) [安瓶什么牌子好](#)

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热点: [曲颈安瓶](#) 优势: 药品监督管理局 | 公司生产各类如皋苏中玻璃瓶有限公司生产各类安瓶,是药厂,生物制品,兽药厂农药厂,化工厂水剂包装的首选产品,安瓶咨询热线: www.nblp.com 2017-11 - [V2](#) - 评价 - 广告

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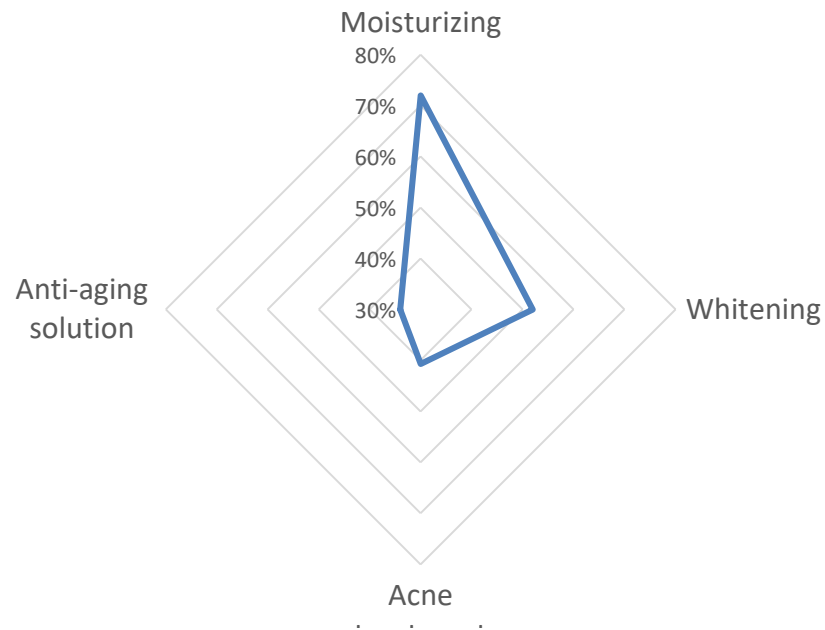


- Trust
- Selfies
- Easy to preserve, use, and carry (What else...)



Well adapted to consumers needs

- **72% moisturizing**
- **52% whitening**
- **40.67% acne treatment**
- **34% anti-aging**

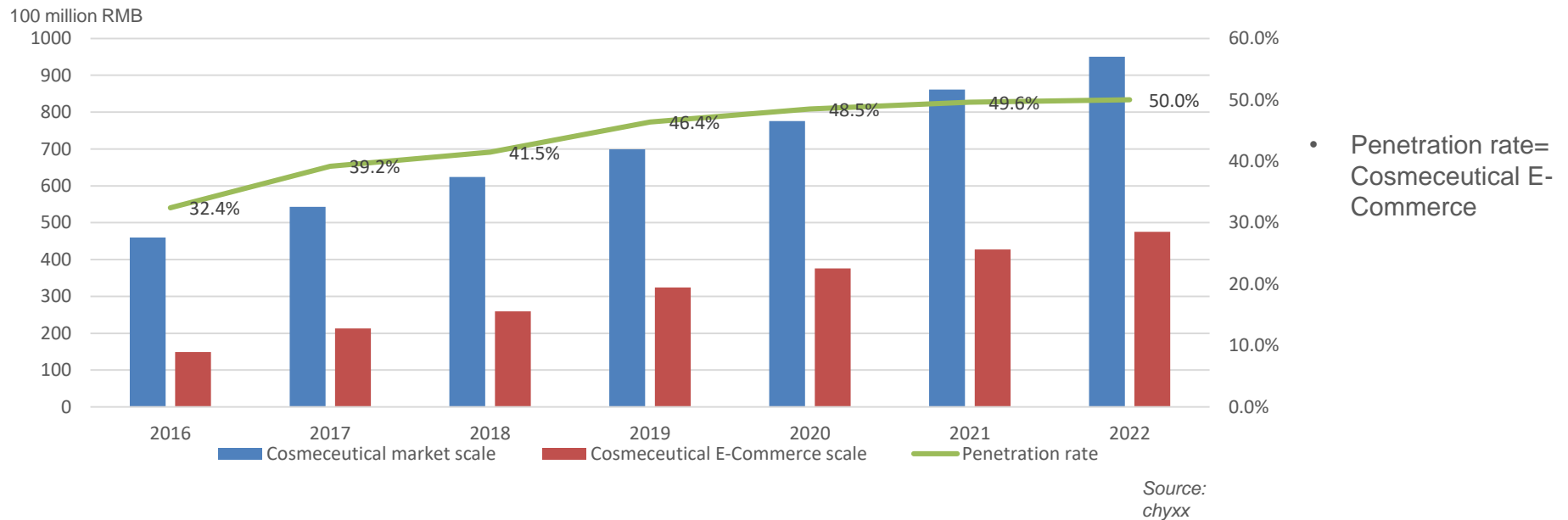


Source: Zhihu



Great momentum for content and insights driven vertical integration (apocalipsis of retail)

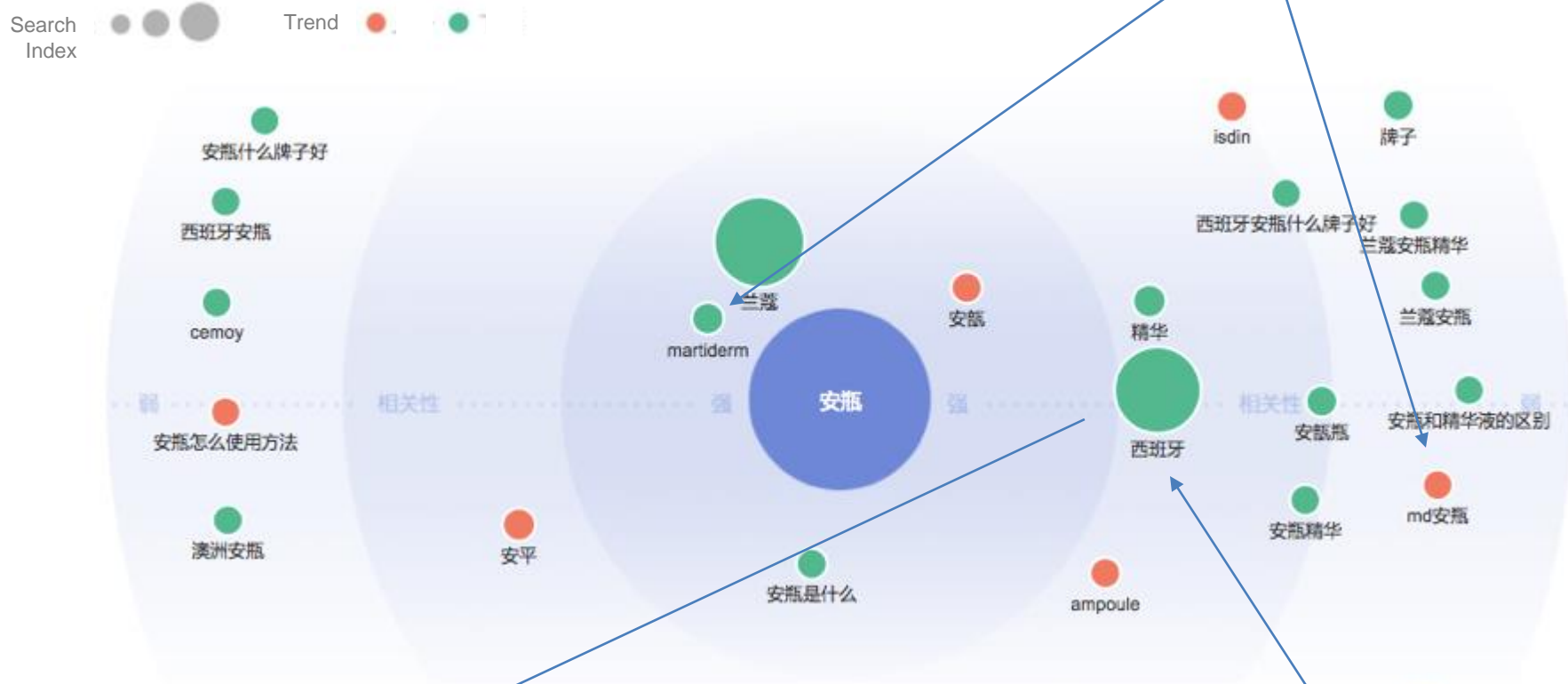
- More **information**, and **transparency** brought customers to cosmeceutical products online.
- People care more about quality, utility and price by **reviewing other customers' comments**.





Buyers more sophisticated

LOVE Martiderm



And of course LOVE SPAIN

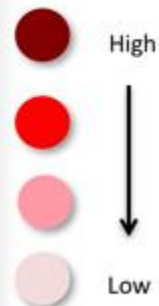
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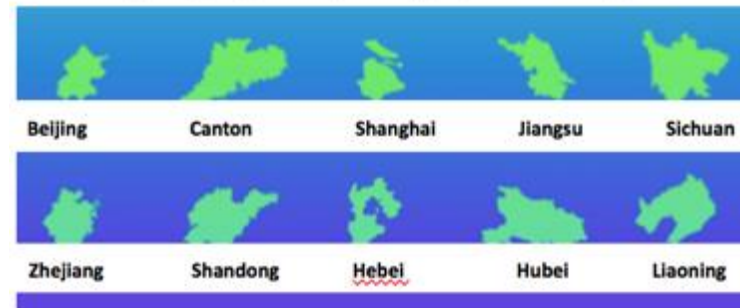
Demand Pull both rural and urban



Source: iResearch / CBNDATA



Top 10 regions / cities of purchasing imported cosmetics products



Source: 2017 Cosmetics Industry Consumption Report



Well Chosen KOL



even some good luck



Product and message focus

	Martiderm	Endocare(TMC)	Endocare(TMG)	Isdin	LaCabine	Decleor	Sesderma	Singuladerm
Ampule	21	7	7	7	25	4	4	0
Cream/Gel	3	1	1	12	1	8	7	3
Lotion(sunscreen)	0	1	3	22	0	3	5	1
Serum	3	1	0	3	0	2	8	2
Cleanser	3	1	0	4	0	4	2	1
Toner	1	0	0	1	0	2	0	0
Body Care	2	0	0	13	2	2	2	2
Eye	2	1	1	0	1	3	3	1
Hair	2	0	0	2	12	0	1	0
Mask	0	0	3	0	0	4	0	0
Mixed Kit	0	8	1	11	1	4	1	3
Others	4	0	0	14	3	2	0	0
Total	41	20	16	89	45	38	33	13

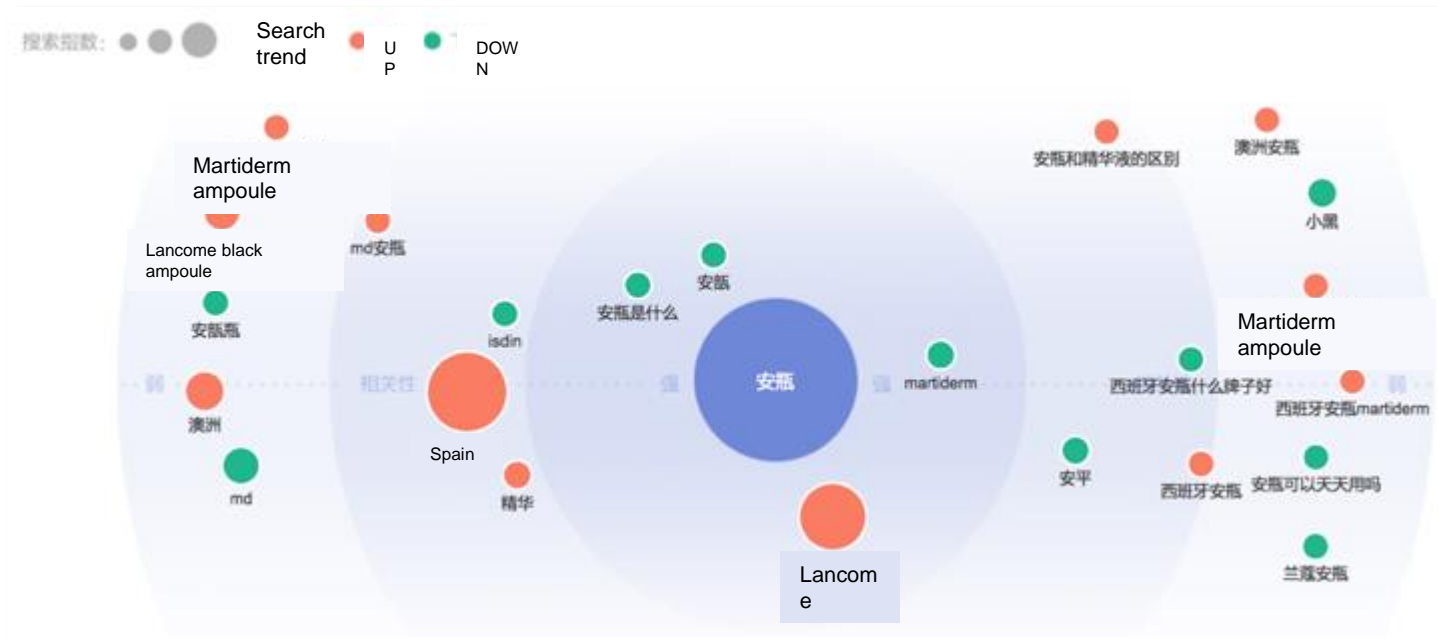
Ampules Obsession

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Ampoule = Martiderm = Spain





Acquisition Focus

	Trigger New Buyers			Trigger Repeat Buyers			Increase Orders	
	Special price	Coupons without order limit	Lucky draw	Coupons with order limit	VIP offers	Special gift for top1 buyer	Special discount for 2 pieces	Buy 2 get 1 for free
Isdin	●	●	●	●	●	●	●	●
Martiderm	●	●	●	●	●	●	●	●
Endocare	●	●	●	●	●	●	●	●
Decleor	●	●	●	●	●	●	●	●
LaCabine	●	●	●	●	●	●	●	●



We... what???



We... chat???
what is it?
just through third parties



Some weibo yes: focus on sales





Cosmetics playbook by Martiderm:

- Cosmeceutical boost
- Very Ecommerce driven (pure player)
- Great product perfectly matching consumer wishes
- The emergence of a new format
- Sales focus, single product focus (Ampule = Martiderm)
- The development of increasingly sophisticated buyers
- Great momentum for content and insights driven vertical integration (*apocalipsis of retail*)
- Superb execution
- Well chosen KOL
- Alibaba push of Tmall Global
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FREE GIFT: Add my Wechat

**We are more than willing
and able to make this journey with You**

2OPEN

Welcome to China

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