

Unleash your business potential
with Alipay marketing solutions



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Since 2019, Italy is the Chinese preferred destination before France, Spain and Germany



+150 million Chinese outbound tourists worldwide - Global purchasing +190 USD billion



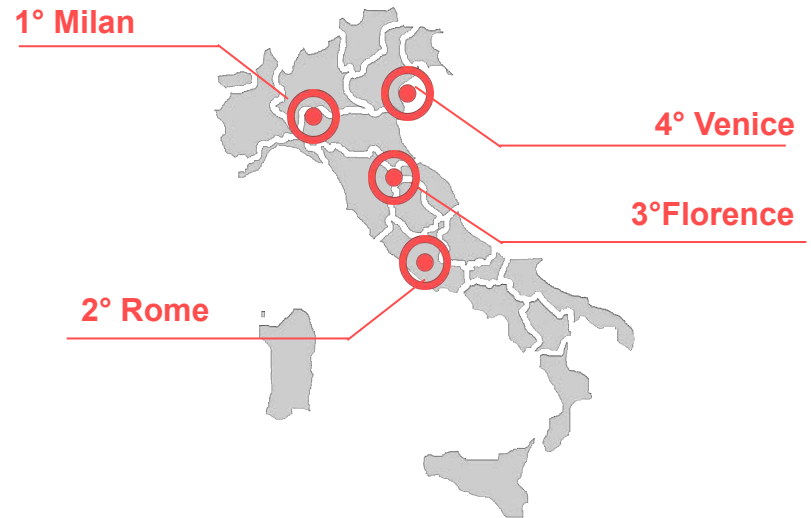
> 3 million of Chinese arrival in Italy



Chinese consumers average spending

- in Rome: 1.547€ on 30,000 shoppers
- Milan: 1.478€ on 27,000 shoppers
- Venice: 1.400€ on 10,000 shoppers

Chinese tourists Italian favorite destinations



Source: Il Sole24Ore, 2019; IHG report: The future of chinese travel 2017, Report CeSIF 2018, Global Blue 2018 (Jan-Oct 2018)

What Chinese consumers look for

Chinese consumers care about the **Quality Shopping**

Experience-Oriented Shopping takes precedence

The factors that influence and encourage purchases by Chinese consumers are:



accepted **mobile payment** methods



Discounts, offers and promotions



Shopping Location



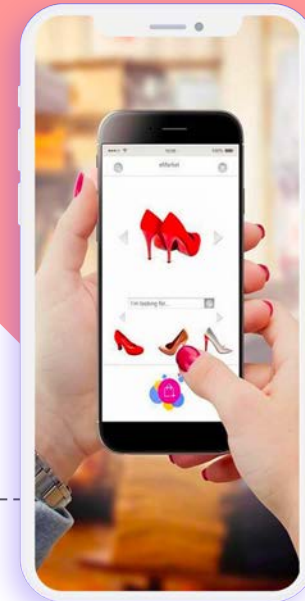
Type and **quality** of the product



CASHLESS Society: Chinese digital payment

- 📱 **Mobile Payment** is well integrated into the modern **Travel & Tourism experience**
- 📱 **China** continues to rank as the **number one country in outbound travel expenditure**
- 📱 **Chinese Tourists** love to pay with their phone even while abroad.
- According to World Travel Tourism Council Report, **61.2% of the global mobile payment users are Chinese**
- 📱 Transactions made through mobile payment in China totalling **over US\$12.8 trillion in 2017**

93% of Chinese Tourists say they would spend more if mobile payment were accepted overseas



WHEN DO THEY TRAVEL?

Chinese New Year

5h February 2019



5

Lantern Festival

19th February 2019



19

Dragon Boat Festival

7th June 2019



7



Mid-Autumn

13rd September 2019

13

National Day/Golden Week

2nd- 7th October 2019

2

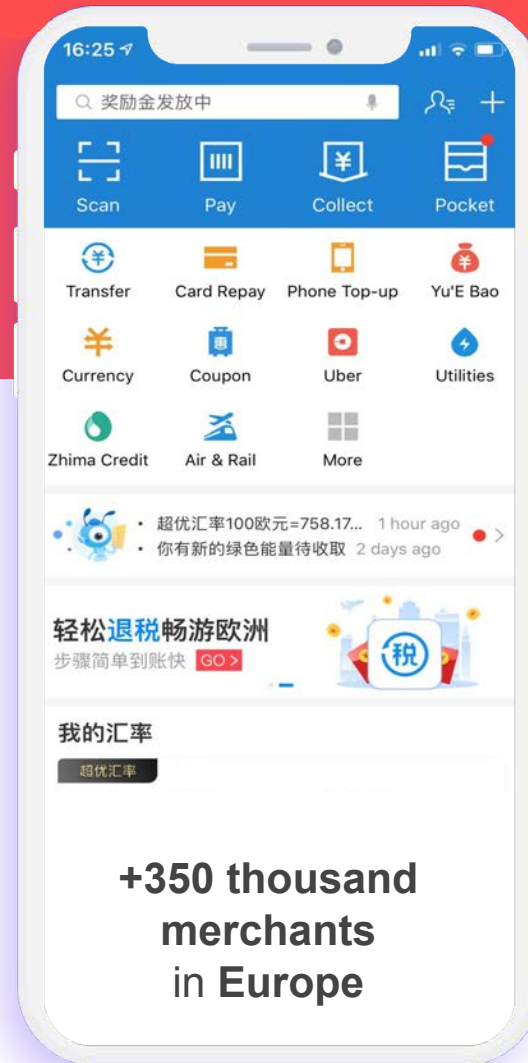
Single's Day 11.11

11th November 2019

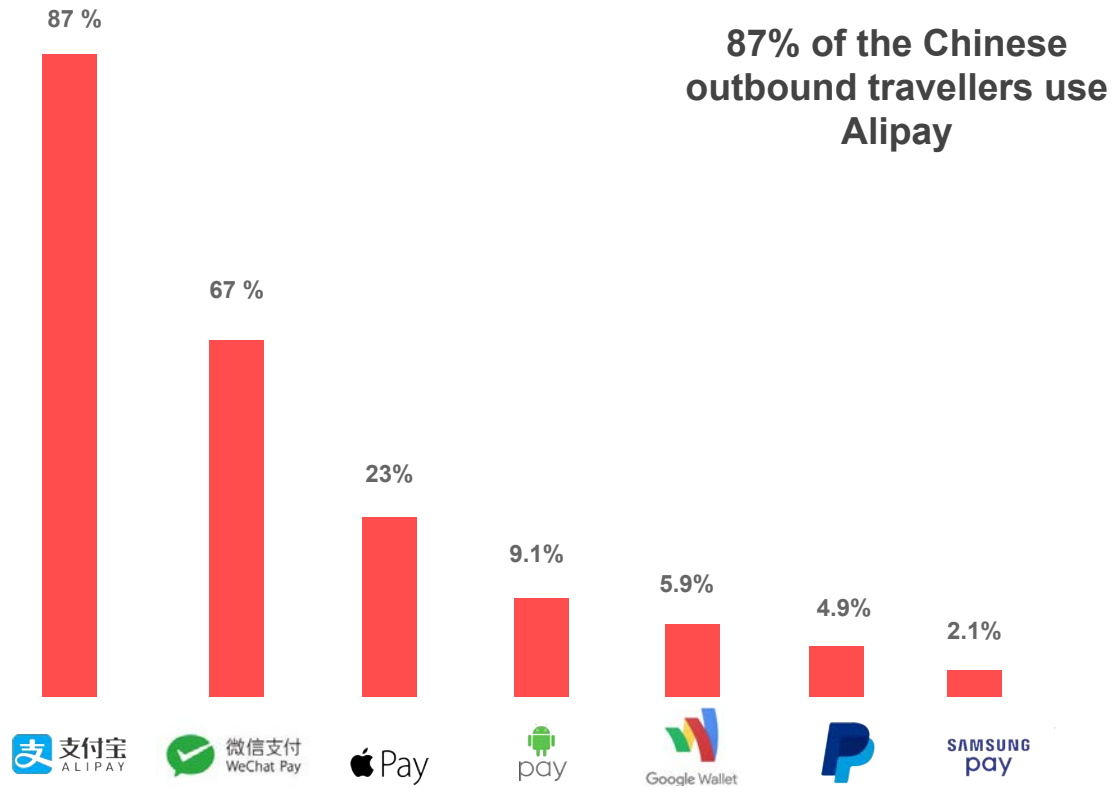
11

“Golden period” to travel

Alipay Lifestyle App



Alipay users



Mobile Payment Platforms Used in Outbound Travel

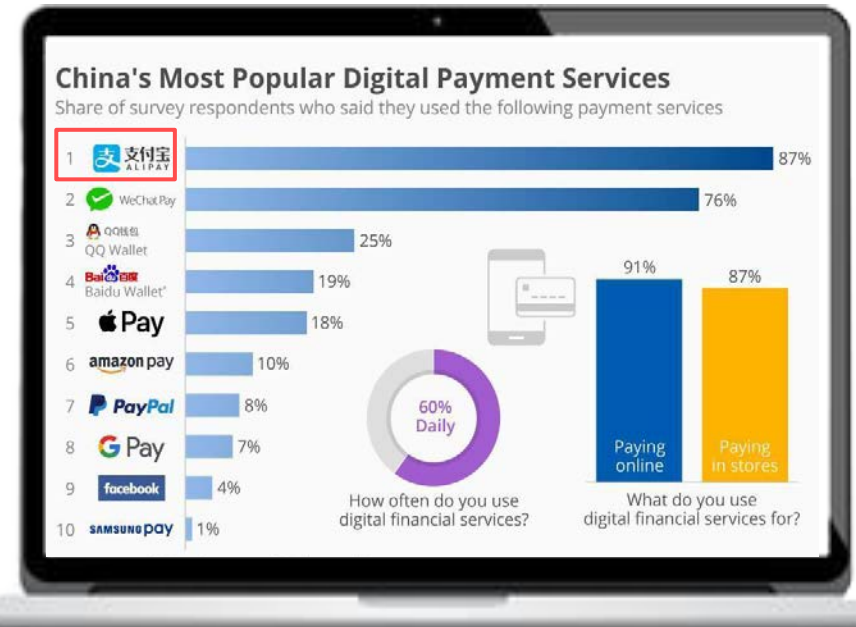
Why Alipay?

Alipay is the first mobile digital payment solution in the world, used by 87% Chinese users.

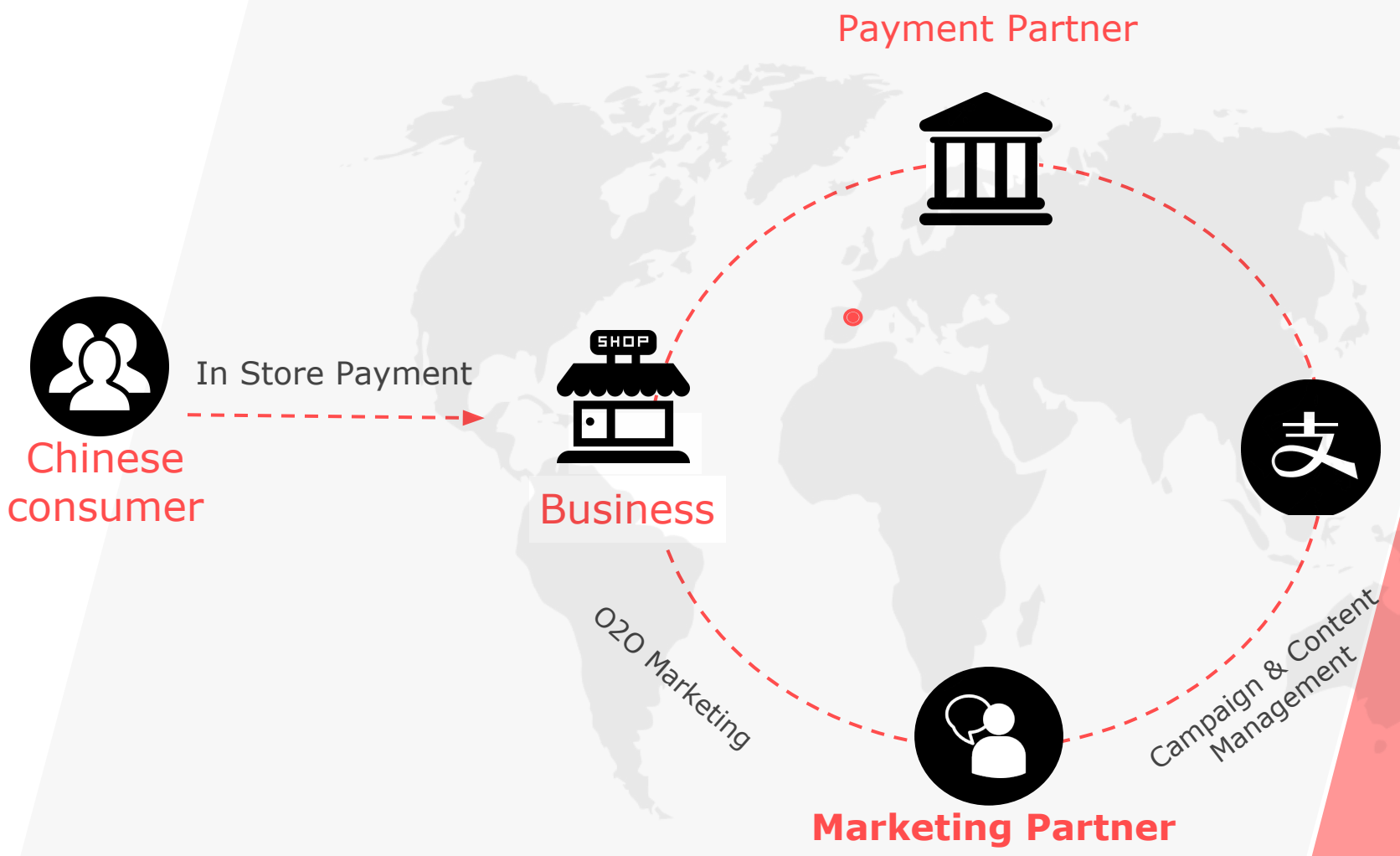
The Chinese consumers, who daily use the APP, while travelling they are encouraged to use the platform because they have:

- favorable currency exchange
- credits / hongbao
- discounts and promotions
- gifts & special in store experiences

By activating the Alipay payment system and building a digital strategy on the channel, it is possible to intercept Chinese consumers in Europe, offering them special promos and discounts and guiding them to purchase in store.



Alipay Ecosystem



Top Cities in Italy

Milan

米兰



Florence

佛罗伦萨



Rome

罗马



Venice

威尼斯



1

Alipay for Fashion & Luxury



2

Alipay for Cosmetics

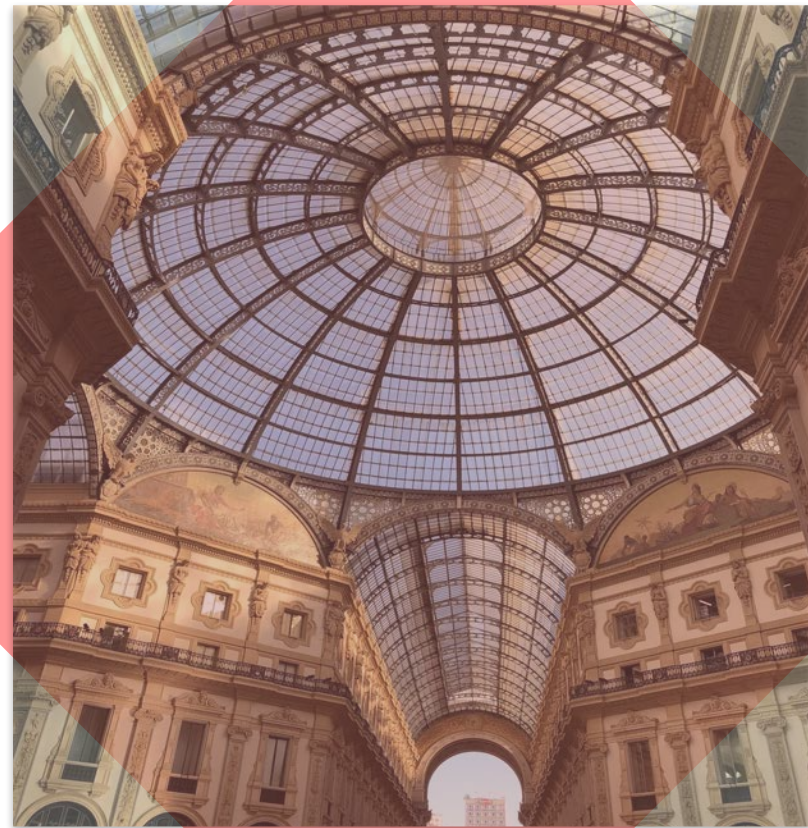


3

Alipay for Tourism & F&B










**+150 brands
in Italy
have adopted
Alipay as mobile
payment
solution...**



Some ALIPAY affiliated brands in Milan city center

Via Monte Napoleone



 Baldinini	Corneliani	
 Bottega Veneta	Dolce&Gabbana	
 Brunello Cucinelli	Ermenegildo Zegna	
 Damiani	Fendi	
 Falconieri	Prada	
 Ferragamo	Roberto Cavalli	
 Fedeli	Sergio Rossi	
 Marni	Versace	
 Pinko	Viviana Soppeno	




Corso Vittorio Emanuele II



Baldinini	
Calzedonia	
Falconieri	
Furla	
Intimissimi	
Signorvino	
O Bag	
Pinko	

Via Alessandro Manzoni

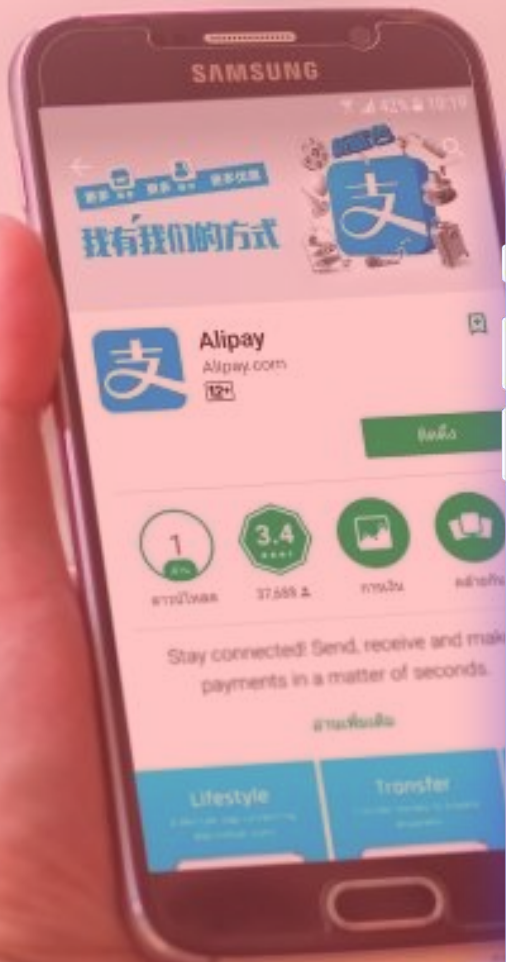


 Elena Mirò
 Miroglio
 Trussardi

Galleria Vittorio Emanuele II



Luisa Spagnoli	
Giorgio Armani Accessori	
Venchi	



**What about
the Digital
Marketing
Solutions
and O2O
campaigns?**

Direct & Profiled Marketing

Awareness

Geo & Real-time Marketing

In Store traffic



Customer Engagem^{ent} Platform

Loyalty

Analytics & Cross selling

Conversion

Couponsing & Financing

EGGsist

O2O MARKETING SOLUTIONS



Before the travel



During the travel



Post travel



Coupon Platform



Global Pages:
articles & coupon



Push Notifications + OOH



Coupon Platform



City pages banner & landing
pages



Alipay POP, merchandising, in
store activities



Lifestyle account



Live chat &
software
integrations

ALIPAY: DIGITAL MARKETING

City Page
Banner

Storefront &
Promotion



Push
Notification

Local Feature
Content

Global Page

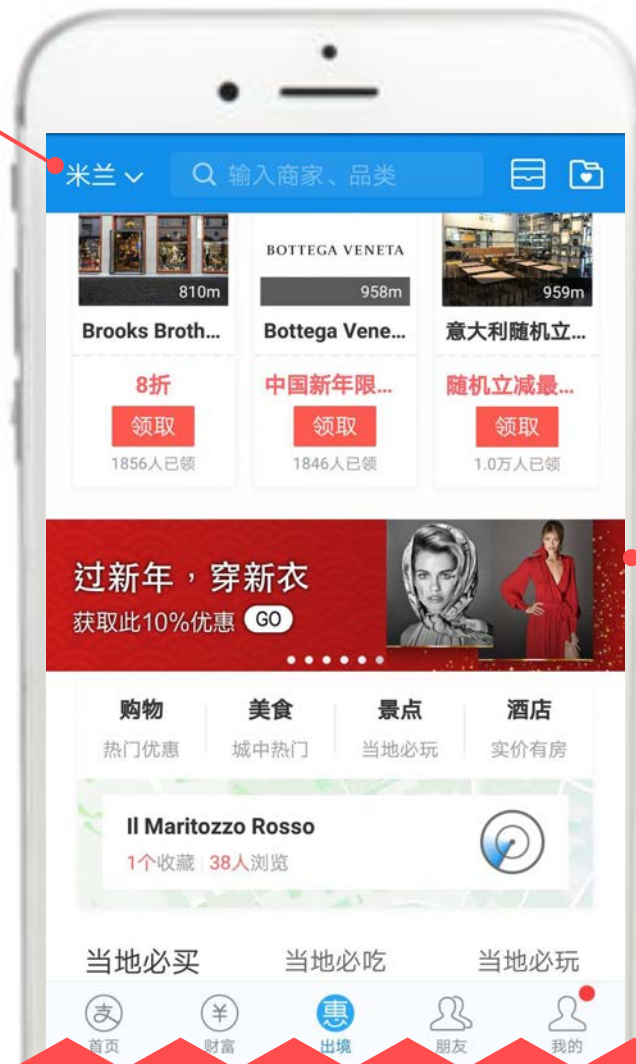
Lifestyle Account

Personalised
H5 Page



ALIPAY: HIGH TRAFFIC HOMEPAGE BANNER

City



Banner

The **City page** is the most viewed page by Alipay users on a daily basis.

A banner on this page is one of the most valuable marketing resource!

ALIPAY: CITY PAGE HEADER BANNER

City: Milan



Banner

App

Better
exchange rate

A banner can link to an informative landing page or a collection of coupons

In this page another example of a banner on Alipay City pages



1

Check the city page & collect your coupon



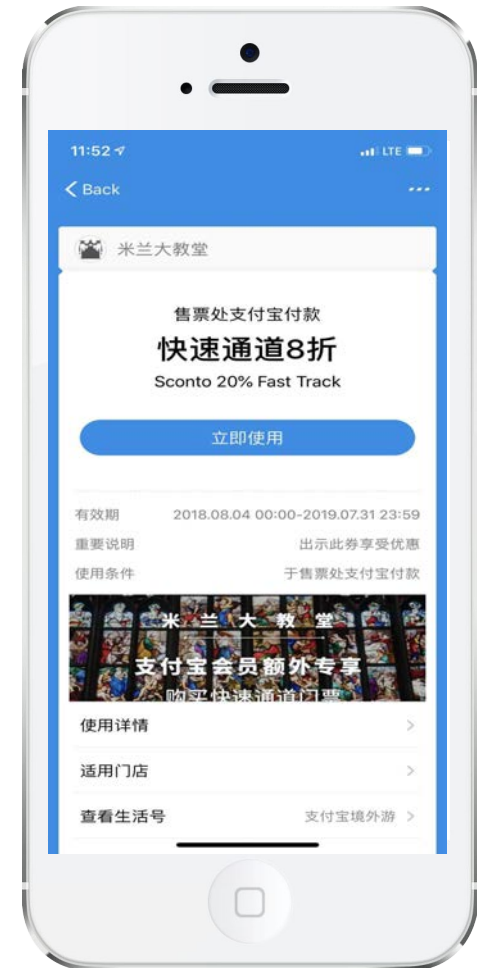
2

Click on the coupons that you want to use



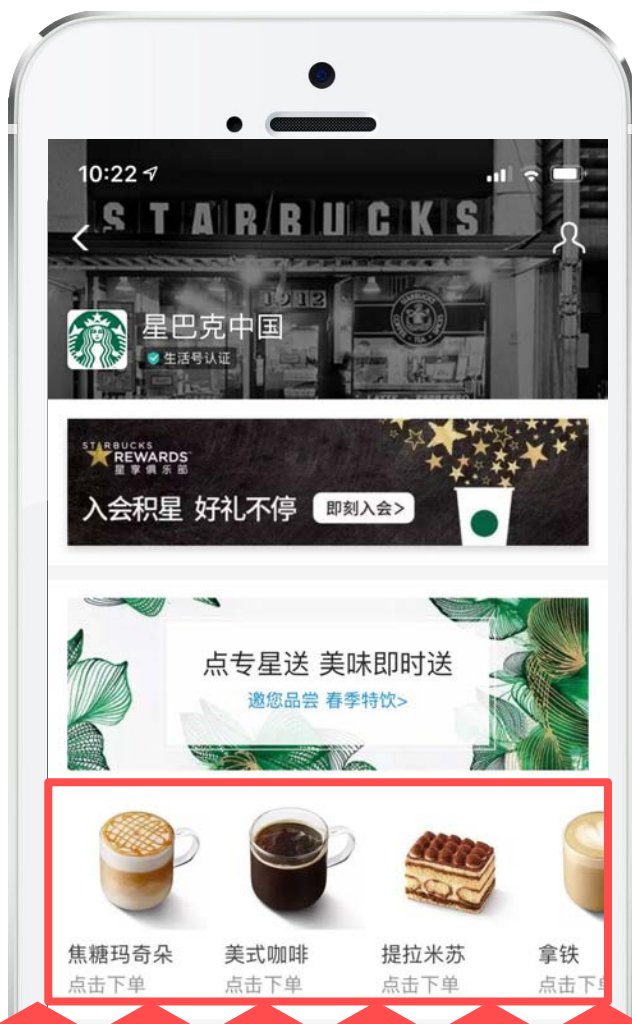
3

Show your coupon in store!



LIFESTYLE ACCOUNT

生活号



It is possible to add photos and products' descriptions



In this section you can add your services

CAMPAIGN ANALYTICS



Country

City

Type Campaign

Campaign period

Demographics & Financial Profile

Collected coupons

Redemption:
(coupon converted into sales)

EGGsist TRAINING



What else we can do besides digital?

Training for Retailers & Sales Staff

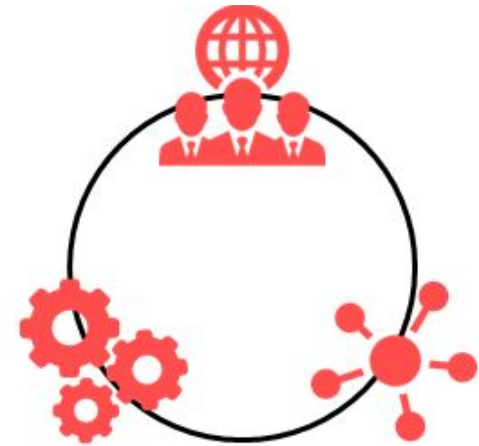
EGGsist offers consulting packages on digital and cross-cultural communication topics through **training sessions** and **workshops** to be held at clients' stores/showrooms /retail.

WHO

EGGsist, China Digital Consulting firm & Alipay Marketing Partner, was born with the goal of advising western companies who desire to approach the Chinese Market through digital strategies and those who want to target its audience overseas.

With our offices located in **Milan, London, Beijing and Hong Kong**, **EGGsist provides its clients tailor-made digital marketing strategies**

DIGITAL
INTERNATIONALISATION



SOFTWARE
DEVELOPMENT

MARKETING &
COMMUNICATION

WHAT

China Digital Consulting



TECHNOLOGICAL
GUIDE



MARKETING
STRATEGY



MARKET
RESEARCH



BUSINESS
PLANNING

Software Development



WEBSITE, WEB
PORTAL, CRM &
ECOMMERCE



MOBILE APP
DEVELOPMENT

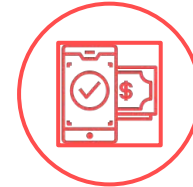


CLOUD SERVICE AND
HOSTING IN CHINA



INTEGRATION &
TRACKING

Digital Marketing & Communication



ALIPAY MARKETING
PARTNER - IN APP
CAMPAIGNS



SOFTWARE
INTEGRATIONS



ADVERTISING AND
KOLs on CHINESE
SOCIAL MEDIA

WHERE



Thanks to our co-presence in the **EU**, **UK** and **China** we guarantee project management close to our client needs combined with a deep knowledge of the Chinese market.

谢谢 大家



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