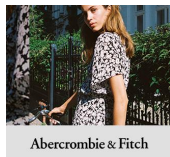
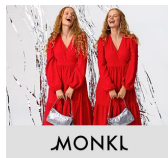
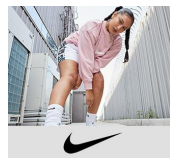
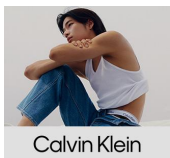
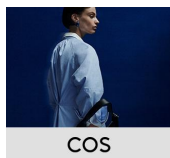
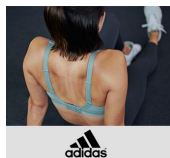
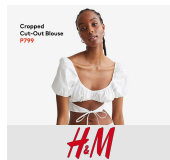
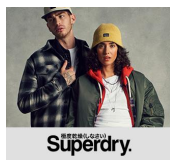


ZALORA

ADVERTISING PLATFORM

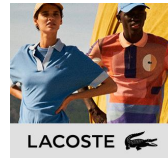
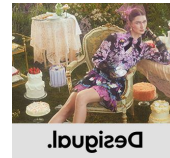
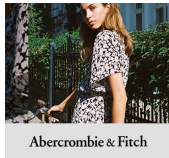
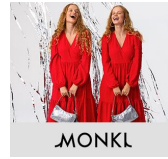
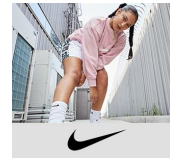
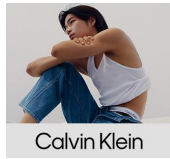
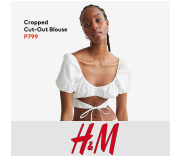
Introduction to ZAP



ZALORA's full-service marketing platform enables brand partners to **leverage our extensive digital experience** to reach millions of customers

1. Boost brand exposure with an optimized and integrated cross-channel digital campaign
2. Engage a fast-growing, fashion- and lifestyle-focused customer base
3. Maximize returns on your budget with targeted pushes that bring customers directly to your brand page

Introduction to ZAP



ZALORA, Asia's leading online fashion destination, is a fast-growing company with a dynamic working environment. Founded in 2012, we currently employ over a thousand people in Indonesia, the Philippines, Singapore, Malaysia, Brunei, and Hong Kong.

Moving headstrong towards reshaping the retail landscape in the region, ZALORA aims to redefine fashion throughout Asia by providing the latest runway trends and the hottest in high-street style, as well as developing innovative technological solutions and delivering exceptional online customer experience.

Introduction to ZAP

ZALORA is the leading online
fashion and lifestyle destination



3.6K+
Brand Partners



3.2M+
Newsletter
subscribers



12.8M+
Visits per month



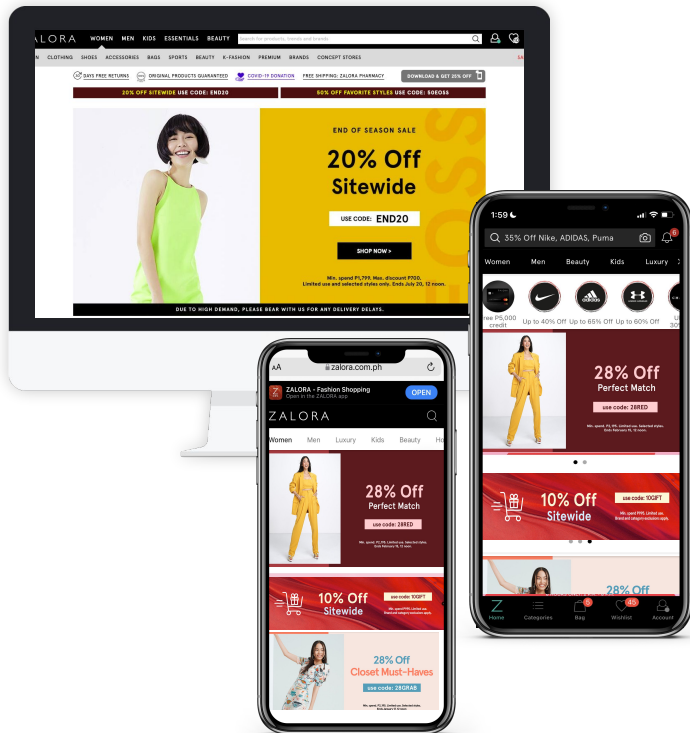
1M+
Push notification
subscribers



54M+
App downloads



8.9M+
Social media
followers

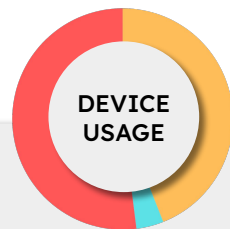
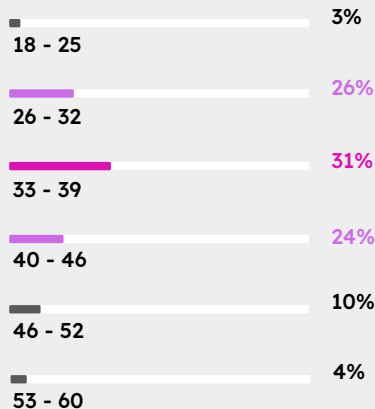


Customer Demographics

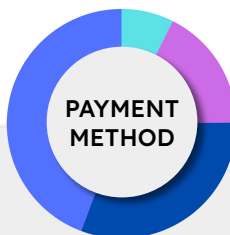
83% FEMALE

17% MALE

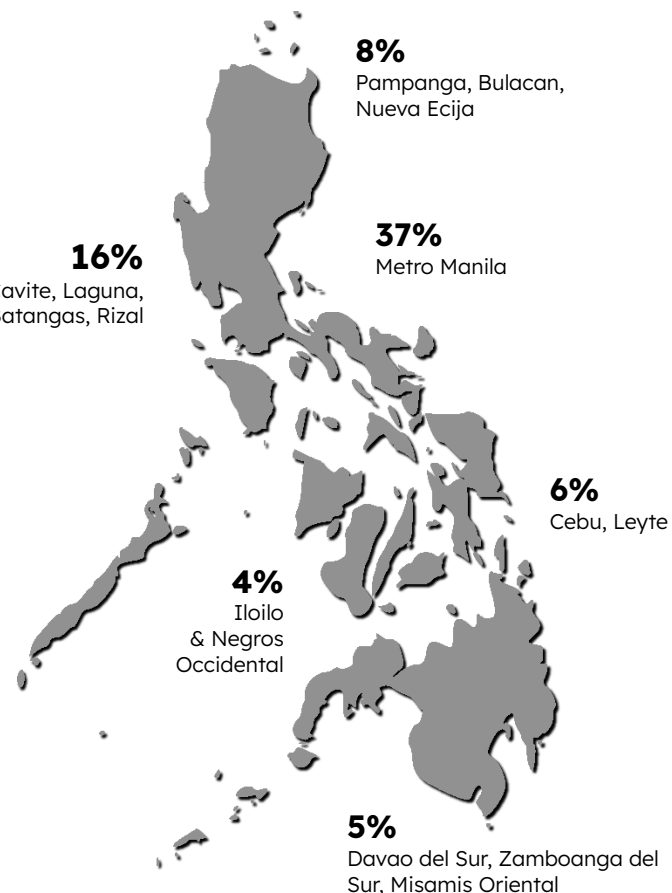
AGE GROUP



● iOS App **52%** ● Android App **44%** ● Desktop **4%**



● Cash on Delivery **44.28%** ● Installment **7.40%**
● eWallet **17.45%** ● Credit Card **30.87%**



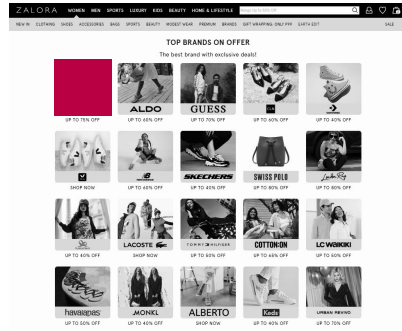
The background of the image is a light gray surface with a complex, organic marbled pattern. The pattern consists of various shades of gray, from very light to medium gray, creating a textured, stone-like appearance. The lines and veins of the marble are irregular and flow across the entire frame.

ZAP Packages

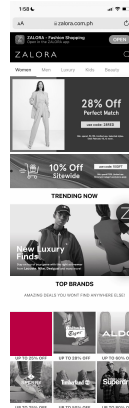
for Brand Led Campaigns

ZAP Standard Package 3

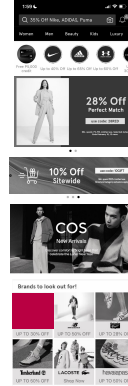
Desktop



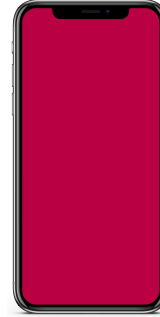
Mobile Web



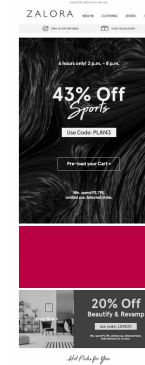
App



Instagram Story

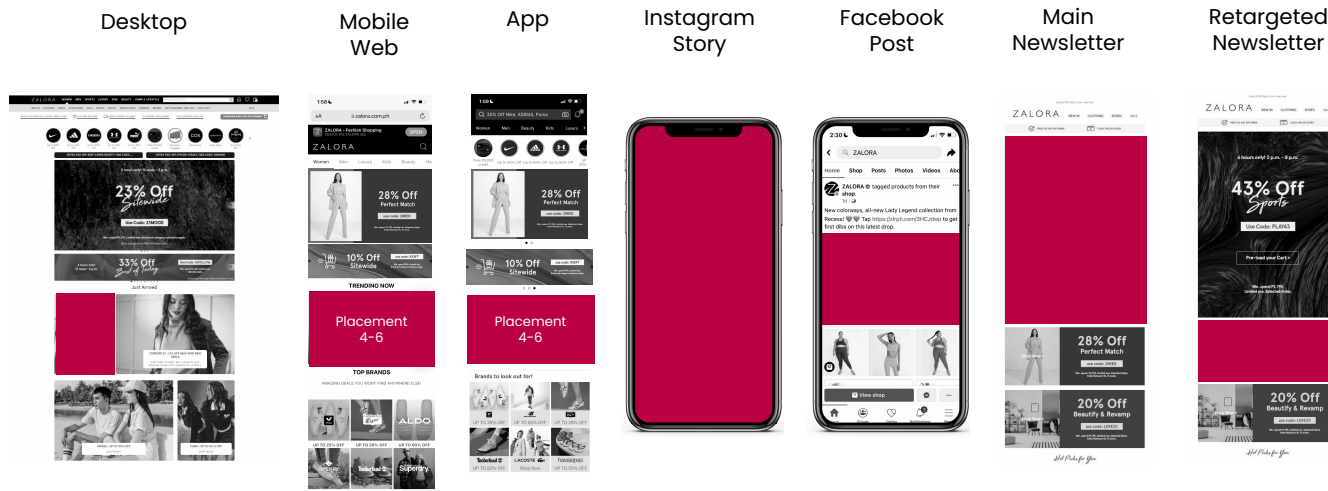


Newsletter Sub Banner



ZAP Packages	Onsite				Social Media				CRM					
Features	CFG Ads	Main Highlight 1-3	Main Highlight 4-6	Featured Brand	Instagram Story	Facebook Post	Tiktok Post	Instagram Post or Reel	Push Notification	Dedicated Newsletter	Main Newsletter Banner	Newsletter Sub Banner	Retargeted Newsletter Sub Banner	Retargeted Push Notification
ZAP Standard Package 3	5% of ZAP Value			7 Days	1 Feature							1 Feature	1 Feature	

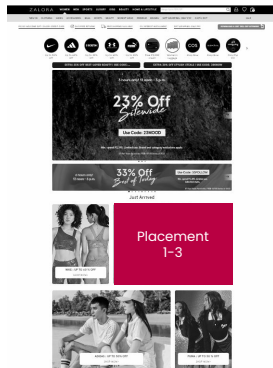
ZAP Standard Package 2



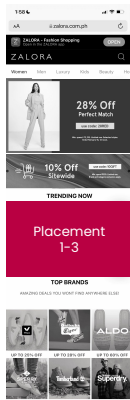
ZAP Packages	Onsite				Social Media				CRM					
Features	CFG Ads	Main Highlight 1-3	Main Highlight 4-6	Featured Brand	Instagram Story	Facebook Post	Tiktok Post	Instagram Post or Reel	Push Notification	Dedicated Newsletter	Main Newsletter Banner	Newsletter Sub Banner	Retargeted Newsletter Sub Banner	Retargeted Push Notification
ZAP Standard Package 2	8% of ZAP Value		7 Days		1 Feature	1 Boosted Feature					1 Feature		1 Feature	

ZAP Standard Package 1

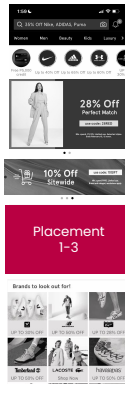
Desktop



Mobile Web



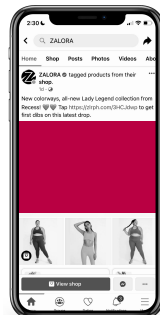
App



Instagram Story



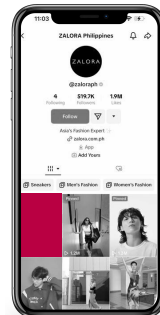
Facebook Post



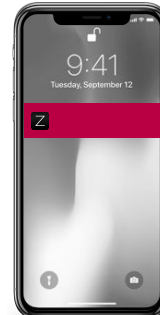
Instagram Post



Tiktok Post



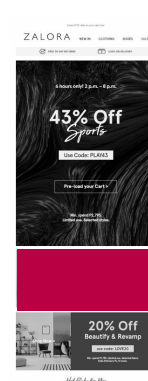
Push Notification



Dedicated Newsletter



Retargeted Newsletter

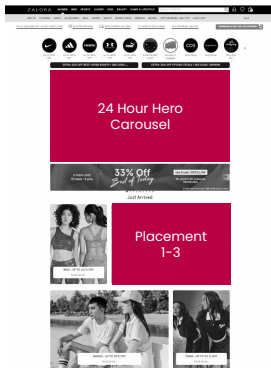


ZAP Packages	Onsite				Social Media				CRM					
Features	CFG Ads	Main Highlight 1-3	Main Highlight 4-6	Featured Brand	Instagram Story	Facebook Post	Tiktok Post	Instagram Post or Reel	Push Notification	Dedicated Newsletter	Main Newsletter Banner	Newsletter Sub Banner	Retargeted Newsletter Sub Banner	Retargeted Push Notification
ZAP Standard Package 1	10% of ZAP Value	7 Days			1 Feature	1 Feature	1 Feature	1 Feature	1 Feature	1 Feature			1 Feature	1 Feature

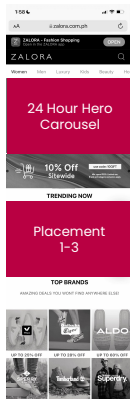
Social Media Placements may be boosted at 5% of the ZAP cost. The brand may choose the feature to be boosted, as recommended by ZALORA.

ZAP Standard Package 1 + Hero Add-On

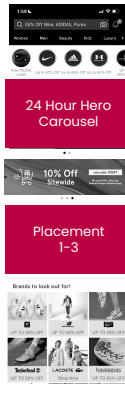
Desktop



Mobile Web



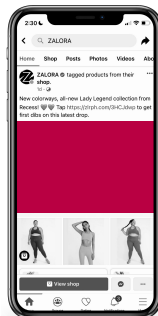
App



Instagram Story



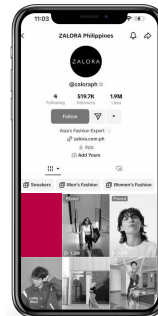
Facebook Post



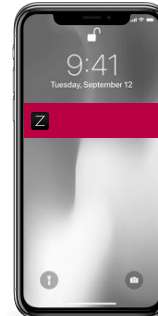
Instagram Post



Tiktok Post



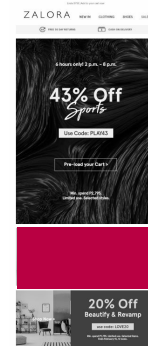
Push Notification



Dedicated Newsletter



Retargeted Newsletter



ZAP Packages	Onsite					Social Media				CRM					
Features	CFG Ads	Hero Carousel	Main Highlight 1-3	Main Highlight 4-6	Featured Brand	Instagram Story	Facebook Post	Tiktok Post	Instagram Post or Reel	Push Notification	Dedicated Newsletter	Main Newsletter Banner	Newsletter Sub Banner	Retargeted Newsletter Sub Banner	Retargeted Push Notification
ZAP Standard Package 1	10% of ZAP Value	1 Day	6 Days			1 Feature	1 Feature	1 Feature	1 Feature	1 Feature	1 Feature			1 Feature	1 Feature

Social Media Placements may be boosted at 5% of the ZAP cost. The brand may choose the feature to be boosted, as recommended by ZALORA.

REGULAR SEASON | ZAP PACKAGE RATES

ZAP Packages	Onsite				Social Media				CRM					
Features	GFG Sponsored Search Ads	Main Highlight 1-3	Main Highlight 4-6	Featured Brand	Instagram Story	Facebook Post	Tiktok Post	Instagram Post or Reel	Push Notification	Dedicated Newsletter	Main Newsletter Banner	Newsletter Sub Banner	Retargeted Newsletter Sub Banner	Retargeted Push Notification
ZAP Standard Package 1	10% of ZAP Value	7 Days			1 Feature	1 Feature	1 Feature	1 Feature	1 Feature	1 Feature			1 Feature	1 Feature
ZAP Standard Package 2	8% of ZAP Value		7 Days		1 Feature	1 Feature					1 Feature		1 Feature	
ZAP Standard Package 3	5% of ZAP Value			7 Days	1 Feature							1 Feature	1 Feature	

ZAP Packages	Men			Women		
	Impressions	VAT Ex.	VAT In.	Impressions	VAT Ex.	VAT In.
ZAP SP1 + 24-Hour Hero	1,162,500	279,000	312,480	1,804,200	433,000	484,960
ZAP SP1	780,000	223,200	249,984	1,210,000	346,400	387,968
ZAP SP2	250,000	105,300	117,936	444,600	187,200	209,664
ZAP SP3	100,000	46,500	52,080	215,000	100,000	112,000

Rates are exclusive of 12% VAT
First come first serve basis. Limited slots only.

REGULAR SEASON | ZAP PACKAGE RATES

ZAP Packages	Onsite				Social Media				CRM					
Features	GFG Sponsored Search Ads	Main Highlight 1-3	Main Highlight 4-6	Featured Brand	Instagram Story	Facebook Post	Tiktok Post	Instagram Post or Reel	Push Notification	Dedicated Newsletter	Main Newsletter Banner	Newsletter Sub Banner	Retargeted Newsletter Sub Banner	Retargeted Push Notification
ZAP Standard Package 1	10% of ZAP Value	7 Days			1 Feature	1 Feature	1 Feature	1 Feature	1 Feature	1 Feature			1 Feature	1 Feature
ZAP Standard Package 2	8% of ZAP Value		7 Days		1 Feature	1 Feature					1 Feature		1 Feature	
ZAP Standard Package 3	5% of ZAP Value			7 Days	1 Feature							1 Feature	1 Feature	

ZAP Packages	Kids			Sports/ Beauty / Luxury / Home		
	Impressions	VAT Ex.	VAT In.	Impressions	VAT Ex.	VAT In.
ZAP SP1 + 24-Hour Hero	825,000	198,000	221,760	536,250	128,700	144,144
ZAP SP1	553,800	158,400	177,408	360,000	102,960	115,315
ZAP SP2	248,000	104,400	116,928	161,100	67,860	76,003
ZAP SP3	96,800	45,000	50,400	62,900	29,250	32,760

Rates are exclusive of 12% VAT
First come first serve basis. Limited slots only.

The background of the image is a light gray surface with a complex, organic marbled pattern. The pattern consists of various shades of gray, from very light to medium gray, creating a textured, stone-like appearance. The lines and veins of the marble are irregular and flow across the entire frame.

ZAP Packages

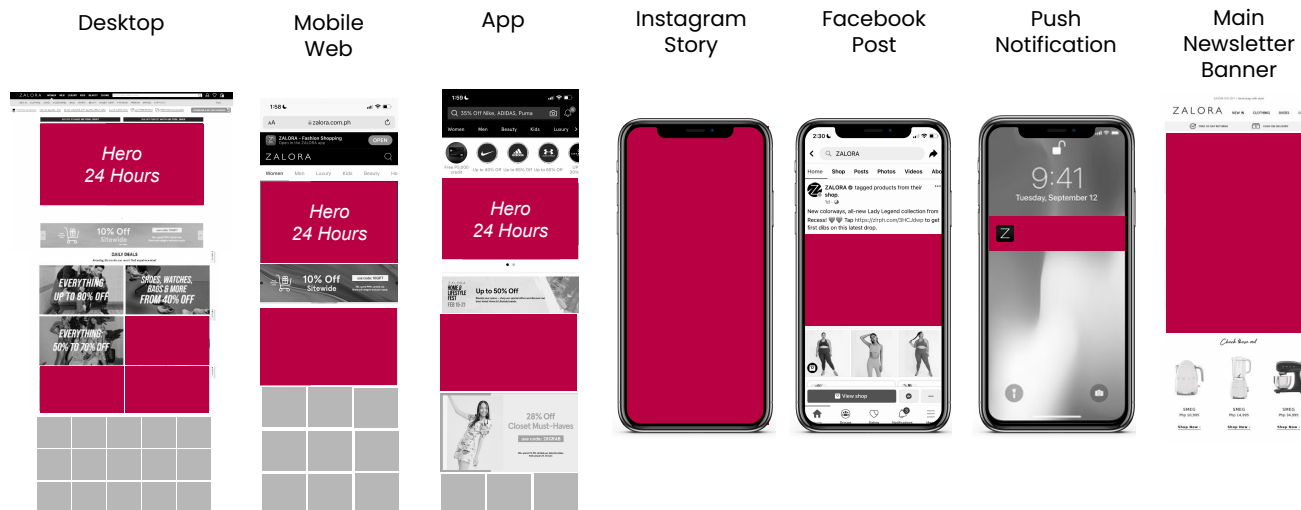
for Mega Events



VIP HERO PACKAGE ENTITLEMENTS

Ensure high visibility of your Brand within the relevant Category Homepage on **ZALORA App / Web Onsite**

PLEASE NOTE: Final assets and layout design **subject to ZALORA's final discretion**



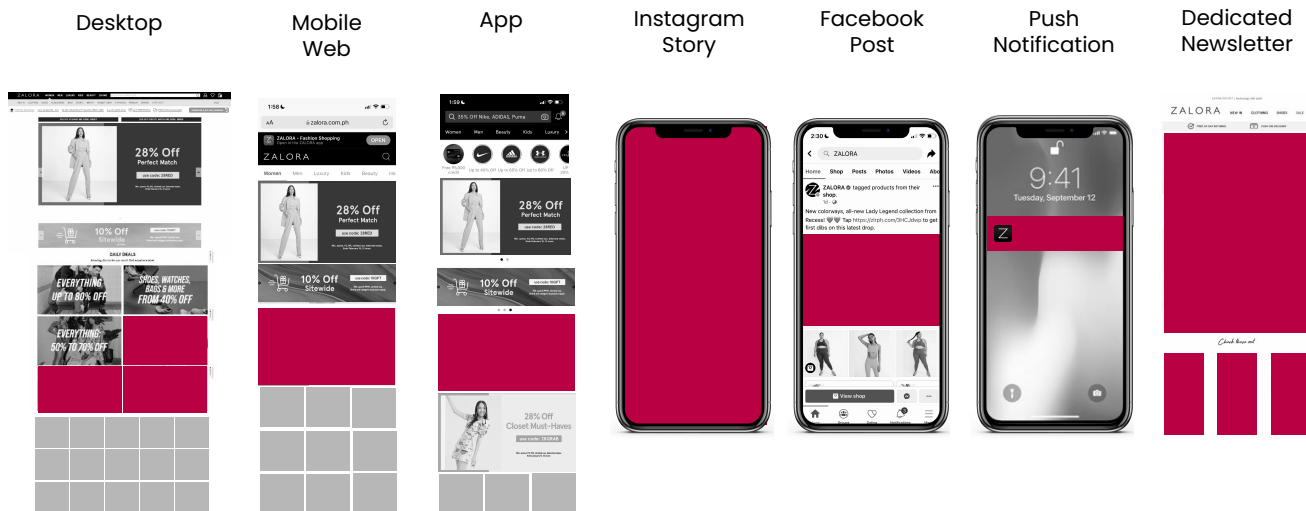
ZAP Packages	Onsite				Social Media - Monobrand		CRM - Monobrand		
Features	VIP HERO	VIP	Premium	Standard	Instagram Story	Facebook Post	Push Notification	Main Newsletter Banner	Newsletter Sub Banner
VIP HERO	1 Day	6 Days			1 Feature	1 Feature	1 Feature	1 Feature	



VIP PACKAGE ENTITLEMENTS

Ensure high visibility of your Brand within the relevant Category Homepage on **ZALORA App / Web Onsite**

PLEASE NOTE: Final assets and layout design **subject to ZALORA's final discretion**



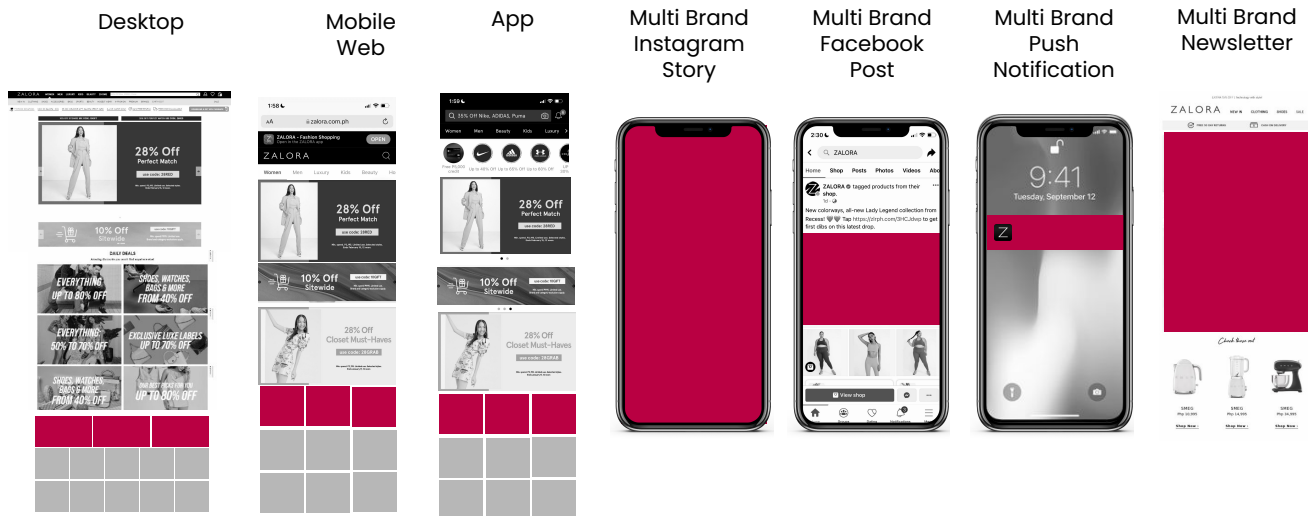
ZAP Packages	Onsite			Social Media - Monobrand		CRM - Monobrand		
Features	VIP	Premium	Standard	Instagram Story	Facebook Post	Push Notification	Main Newsletter Banner	Newsletter Sub Banner
VIP	7 Days			1 Feature	1 Feature	1 Feature	1 Feature	



PREMIUM PACKAGE ENTITLEMENTS

Ensure high visibility of your Brand within the relevant Category Homepage on **ZALORA App / Web Onsite**

PLEASE NOTE: Final assets and layout design **subject to ZALORA's final discretion**



ZAP Packages	Onsite			Social Media - Multibrand		CRM - Multibrand		
Features	VIP	Premium	Standard	Instagram Story	Facebook Post	Push Notification	Main Newsletter Banner	Newsletter Sub Banner
PREMIUM		7 Days		1 Feature	1 Feature	1 Feature	1 Feature	

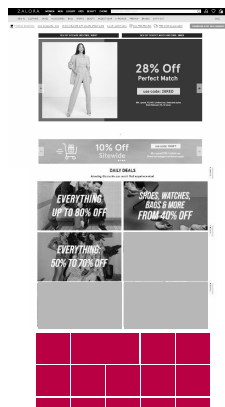


STANDARD PACKAGE ENTITLEMENTS

Ensure high visibility of your Brand within the relevant Category Homepage on **ZALORA App / Web Onsite**

PLEASE NOTE: Final assets and layout design **subject to ZALORA's final discretion**

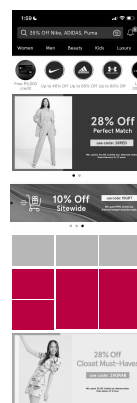
Desktop



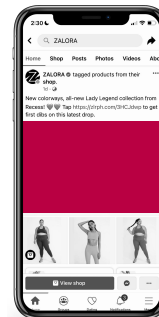
Mobile Web



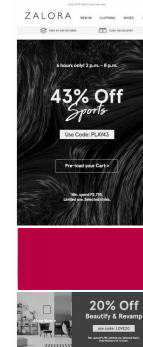
App



Multi Brand Facebook Post



Multi Brand Newsletter Sub Banner



ZAP Packages	Onsite			Social Media - Multibrand		CRM - Multibrand		
Features	VIP	Premium	Standard	Instagram Story	Facebook Post	Push Notification	Main Newsletter Banner	Newsletter Sub Banner
STANDARD			7 Days		1 Feature			1 Feature

Mega Event ZAP Rates

Event Tier	Package Type	Women	Men	Kids	Sports/Beauty/Luxury/Home VIP
Tier 1 3.3 ZBDAY 11.11 12.12	VIP HERO	1,055,480	588,360	390,900	152,565
	VIP	705,480	423,360	338,400	118,440
	Premium	587,880	301,920	255,720	89,502
	Standard	470,280	180,480	173,040	60,564
Tier 2 9.9 10.10 ZBFS BFCM	VIP HERO	826,840	502,440	338,160	130,956
	VIP	546,840	370,440	296,160	103,656
	Premium	409,560	263,580	223,200	78,120
	Standard	272,280	156,720	150,240	52,584
Tier 3 2.2 x Lux Fest Super Sept 6.6 7.7 8.8 May We Shop	VIP HERO	730,800	451,800	313,500	119,175
	VIP	520,800	352,800	282,000	98,700
	Premium	362,010	241,470	201,120	70,392
	Standard	203,220	130,140	120,240	42,084

Rates are exclusive of 12% VAT. First come first serve basis. Limited slots only.

Co-Marketing Discount Scheme

Buy 2, Get 50% Off + Up to 30% off (customizable)

Brands can avail of the
Buy 2, Get 50% Off Discount
for their full year 2024 ZAP packages
+
EXTRA discounts up to 30% off
(applied on discounted value)
depending on the different co-marketing
initiatives brand can commit

Example:

50% Off 2 Package Discount
+ Extra 5% off for Social Media Callouts
+ Extra 15% Off for Social Media Giveaway

Total Compounding Discount: 50% off + 20% Off

*Bookings are on a first-come-first-served basis.

**All co-marketing (CPAS, social media giveaways/posts) have to be executed during the mega-day period with tracking links where applicable.

ZALORA ADVERTISING PLATFORM

Fixed Discount

50% OFF

2-Mega Event Discount

+

Customizable
(max 30% stackable discount)

Social Media
Callouts % Brand

EXTRA 5% OFF

applicable for brands with 100,000+ Followers

Social Media
Giveaway

EXTRA 15% OFF

when ZAP value is matched through product sponsorship

Facebook Collaborative
Ads

EXTRA 20% OFF

when ZAP value is matched through CPAS

Influencer/Celebrity
Marketing

EXTRA 25% OFF

on ZAP with exclusive @zaloraph tagged posts from KOLs with a min. combined following of 1M

EXTRA 30% OFF

on ZAP after securing VIP Endorsers with over 1M followers

Co-Marketing Discount Scheme

Get Up To 50% Off!

Brands can avail of the
Early Bird 30% Discount
for their full year 2024 ZAP packages
+
EXTRA discounts up to 20% off
depending on the different co-marketing
initiatives brand can commit
and the commitment of two packages

Example:

30% Off Early Bird Discount
+ Extra 5% off for Social Media Callouts
+ Extra 15% Off for Social Media Giveaway

Total Compounding Discount: 30% off + 20% Off

**Bookings are on a first-come-first-served basis.*

***All co-marketing (CPAS, social media giveaways/posts) have to be executed during the mega-day period with tracking links where applicable.*

ZALORA ADVERTISING PLATFORM

Fixed Discount

30% OFF

Early Bird Discount

+

Customizable Volume Discount
(max 20% stackable discount)

EXTRA 5% OFF

applicable for brands with 100,000+ Followers

EXTRA 15% OFF

when ZAP value is matched through product sponsorship

EXTRA 20% OFF

when ZAP value is matched through CPAS

EXTRA 20% OFF

on ZAP with exclusive @zaloraph tagged posts from KOLs with a min. combined following of 1M

EXTRA 20% OFF

on ZAP after securing VIP Endorsers with over 1M followers

Social Media
Callouts % Brand

Social Media
Giveaway

Facebook Collaborative
Ads

Influencer/Celebrity
Marketing

SPONSORED AD SOLUTIONS

Introduction to Sponsored Ads

Select a Package				
	SP1 Start from S\$11,060	SP2 Start from S\$6,000	SP3 Start from S\$1,300	8.8 Start from S\$2,016
	Purchase	Purchase	Purchase	Purchase
Desktop				
Desktop New Arrivals Banner ⓘ	✓	✓		
Desktop Featured Fashion Brand ⓘ			✓	
Desktop Featured Brands (Position 4 onwards) ⓘ				✓
Desktop Featured Brands (Position 1-3) ⓘ				
Mobile				
App Highlights of The Week (Position 1-2) ⓘ	✓	✓		
CRM Push Notification ⓘ	✓			

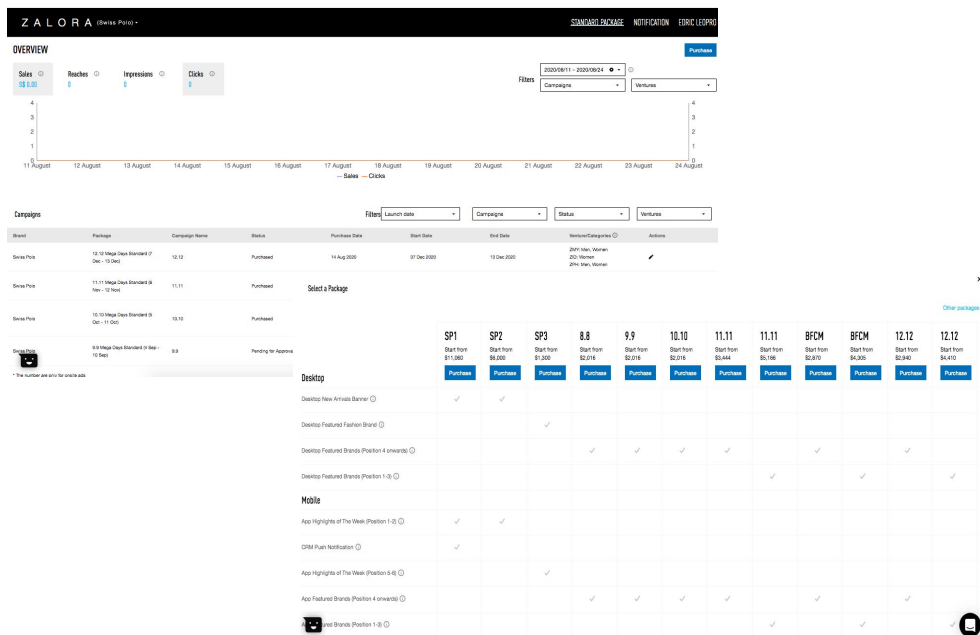
STANDARD / MEGA DAY PACKAGES

Create an integrated campaign by purchasing a Standard Package on ZALORA – Offering high visibility via our onsite premium placements, social and CRM channels.

**Designed to build strong brand presence
across ZALORA's real estate**

GFG Ads Platform

A **self-service platform** that will enable our brand partners to **book ZAP packages** seamlessly online



STEPS

1. Attend the [GFG Ads Webinar Training](#) for the walkthrough
2. [Sign up](#) and create an account
3. Select a ZAP Package
4. Upload assets
5. Payment
6. Launch your campaign

The background of the image is a light gray surface with a complex, organic marbled pattern. The pattern consists of various shades of gray, from very light to medium gray, creating a textured, stone-like appearance. The lines and veins of the marble are irregular and flow across the entire frame.

KEY OPINION LEADERS & OFFLINE MARKETING

/Covers

Showcase your brand story and latest collection in a shoppable, interactive editorial spread on ZALORA Philippines' online magazine, /covers, sharing an inspiring story of a celebrity or personality wearing your brand head-to-toe.



P300K - 600K

Estimated Cost dependent on the size of the celebrity

Option 1: ZALORA Produced Package

- Creative direction and production % ZALORA
- Celebrity management % ZALORA
- ZAP Package 1
- 9 IG in-feed posts
- 1 fashion video on YouTube
- 1 full page on ZALORA /covers

Option 2: Brand Produced /Cover

- Exclusive content and interview with celebrity endorser for ZALORA
- Creative direction and production % brand (must be a timely release and subject for approval)

Click + Connect

Create an omni-channel retail experience for your brand on ZALORA through an offline retail showroom takeover. The 25 sqm. ZALORA Click+Connect interactive retail space is located in Alabang Town Center.



1-Month Takeover
PHP 300,000

Launch Event Cost
P150K - P200K

Optional:
P50,000
Banner Costs/Printing

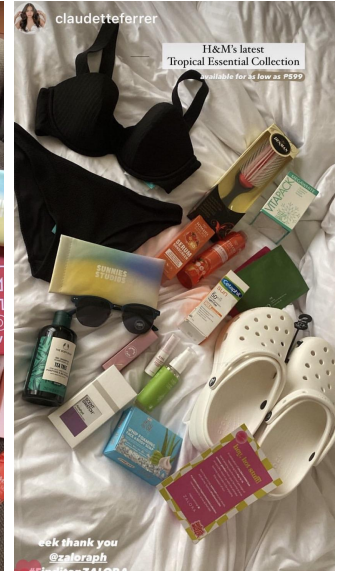
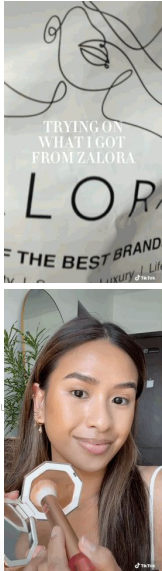
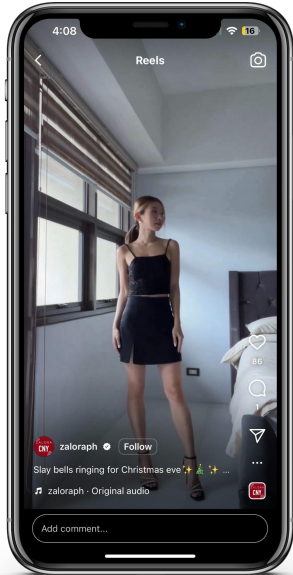
Optional:
P10,000/staff
Uniform for 8 staff members

Features available:

- Order collection and returns point
- Merchandise display with QR codes for automated checkout
- Digital checkout counters
- Fitting room
- Digital displays for branding
- Display space for 200 SKUs across 2 locations

Key Opinion Leaders

Create localized and engaging content and get KOLs to amplify your collections on social through either Instagram posts, stories or reels, or TikTok featuring your products.



With ZALORA's finely curated group of influencers, ZCrew, and **seed out** your latest products for their followers to see and experience.

**Influencer rates are customized based on requests.*

Brand Events

Host the biggest events ZALORA has to offer and allow major KOLs to promote your brand through these offline activations. Timed perfectly with ZALORA's peak days, offline provides us with an additional avenue to increase your brand awareness during the most important time of the year.



P300K - 1M

Estimated Cost dependent on the size of the event

Package Inclusions:

- Customized Branded Activation
- Monobrand booth during the event
- Thread magazine article + IGS
- Minimum 30 KOL Invitations
- Minimum x5 Instagram Story KOL Reposts on @zaloraph
- x5 Instagram Story features on @zaloraph
- x1 IG Reel on @zaloraph
- x1 Tiktok on @zaloraph

Custom Brand Microsites & Gamification

With a personalized microsite, your brand can enhance your awareness on ZALORA by creating a dedicated platform that puts a spotlight on your latest collections and special sales.

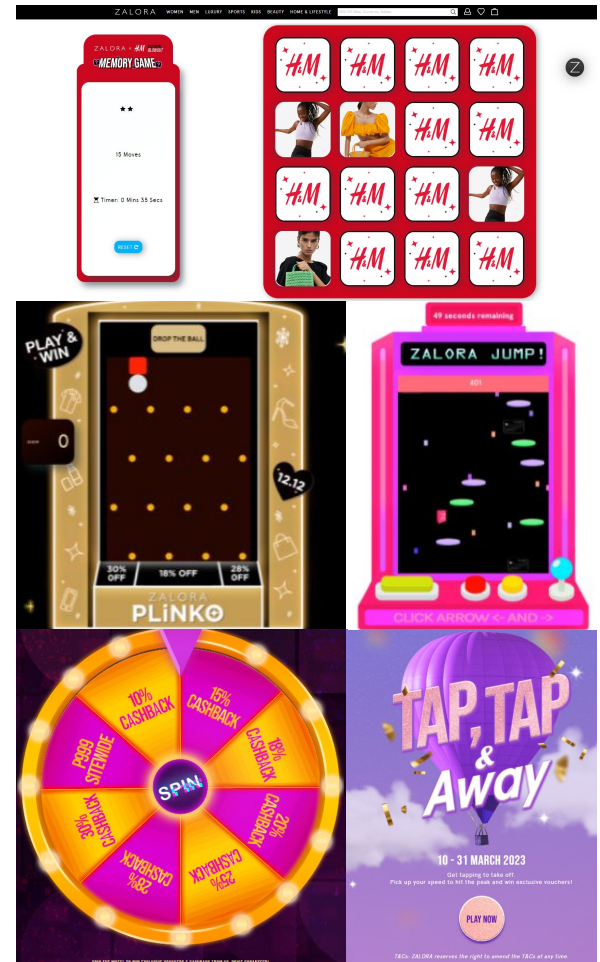
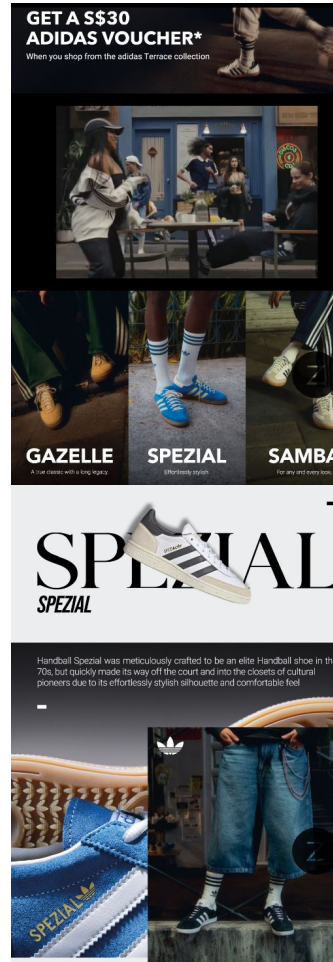
Enhance customer engagement by creating gamification for your customers on ZALORA, where you can offer special discounts and freebies for players.

PHP 140,000

For creation. VAT Ex.

PHP 10,000

For Future Image Updates. VAT Ex.



ZALORA

ADVERTISING PLATFORM