Mobile Commerce – New Ways to Engage Consumers

Jiang Fan, Senior Director, Mobile Taobao
and be the world's largest destination for everyday shopping, entertainment, lifestyle and community
to be central to the lives of our customers
and be the world's largest ecosystem of merchants' innovation and entrepreneurship
to empower innovation and differentiation
To be central to the lives of our customers and be the world's largest destination for everyday shopping, entertainment, lifestyle and community

To empower innovation and differentiation and be the world's largest ecosystem of merchants' innovation and entrepreneurship
2017 INVESTOR DAY

89
Annual # of Orders per Active Buyer

468MM MAU

66% PV from Recommendations YoY %

189MM DAU

7.8
Daily # of APP Launch per Active User

Refers to Mobile Taobao App, for the month ended May 31, 2017. For the twelve months ended May 31, 2017.
More Content and Connections
From transactions platform to consumer media and community

More Intelligent
AI-driven user experience and operating efficiency
More Content and Connections

From transactions platform to consumer media and community
Ecosystem Participants

- Merchants, Taobao, Taobao Model, TP, ISV
- Web Celebrity, Personal Shaper
- Media, News Media
- Talent Agency, TV Station, Social Media, KOL, Studio
- Native News
- Short form video, Live streaming
- Crazy About Shopping, Wish List, Good Find
- Weibo, Your Advice Please, Taobao Headlines
- Taobao Live Streaming, 1,001 Nights, Taobao Image

PC Era

- Product
- Search, Category, Product

Mobile Era

- Product
- Content

More Content
PC Era
- Ecosystem Participants
  - Merchants, Taobao, Taobao Model, TP, ISV
- Content
- Product
  - Search, Category, Product
  - Recommendation
- Crazy About Shopping, Wish List, Good Find

Mobile Era
- Web Celebrity, Personal Shopper
- Micro Media, News Media
- Talent Agency, TV Station, Social Media, KOL, Studio
- Native News
- Short form video, Live streaming

Crazy about Shopping
- Weitao, Taobao Community, Taobao Headlines, Taobao Live Streaming, 1,001 Nights, Taobao Image

Good Find

Wish List
Ecosystem Participants

- Merchants, Taobao, Taobao Model, TP, ISV
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- Talent Agency, TV Station, Social Media, KOL, Studio
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- Taobao Live Streaming, 1,001 Nights, Taobao Image

Content

- Search, Category, Product
- Recommendation
- Native News

Product

2003
PC Era
- Weitao
- Your Advice Please
- Taobao Headlines

2014
Mobile Era
- Micro Media, News Media
- Silent Agency, TV Station, Social Media, KOL, Studio
- Live streaming, Short form video
Taobao Live Streaming
24-hours Online TV Station

Users from 6 continents
Daily Time Spent per Active User

18 Minutes

Taobao Live Streaming
24-hours Online TV Station
Taobao Live Streaming
24-hours Online TV Station

Taobao Live Streaming DAU

May 2016
May 2017

500%+
% of live streaming users browse the product

Taobao Live Streaming
24-hours Online TV Station

$>50\%$
Taobao Short-form Video
Taobao Short-form Video
When you browse...

Taobao Short-form Video

When you click to buy...
1,150,000
Content Creators
2017 INVESTOR DAY

1,150,000
Content Creators

$267,000,000,000
2016 Revenue Sharing to Content Creators
More Intelligent

AI-driven user experience and operating efficiency
Intelligent Merchant Mechanism

Intelligent Personal Assistant

Intelligent Recommendation

Intelligent Marketing

Big Data Intelligence
Anticipate Customer Needs

Based on big data and personal recommendations, connect consumers, merchants and content efficiently.
Anticipate Customer Needs

Based on big data and personal recommendations, connect consumers, merchants and content efficiently.
Manage ~10 Million Merchants

Empowering Merchant Innovation
Select the Best Merchants to Serve Each Consumer’s Needs

Intelligent Merchant Operations

Empowering Merchant Innovation

Differentiation

Creativity
A full set of products and channels for merchants at different scales and growth stages

Build and maintain a strong and fair platform for merchants

Better serve all different kinds of consumers by providing more targeted content
AI-enabled text and visual presentation improves click-through and conversion.
7×24hr
秒级回复
知识图谱
87%智能解决
复杂交易易智能处理
售前售后一站式咨询
智能替代人工
问题预测
交易易维权
账户异常
快递预测
退款去向
发货物流
售后关怀
交互反问
意图理解
算法推荐
商品导购
内容导购
商品清单
购物心得
图片导购
纪念日提醒
日程提醒
订机票
买火车票
充话费
买电影票
周期购提醒
抢购开团提醒
旅行攻略
Shopping Guide
Personal Assistant
After Sales Service
Personal Assistant
Shopping Guide
Bus Ticket
Train Tickets
Bus Ticket
Ticketing
Morning call
Device Health
Music
Movie Tickets
Top-up phone
Weather Report
Local Services
Food Delivery
在线医生
Taobao is a huge use case of Data Technology.
Thank You