



Building a Scalable Mobile Commerce Solution for China & South East Asia

By Dominiek Pouwer

Date 12th of November 2018 - Meet Magento Shenzhen

Mobile Banking

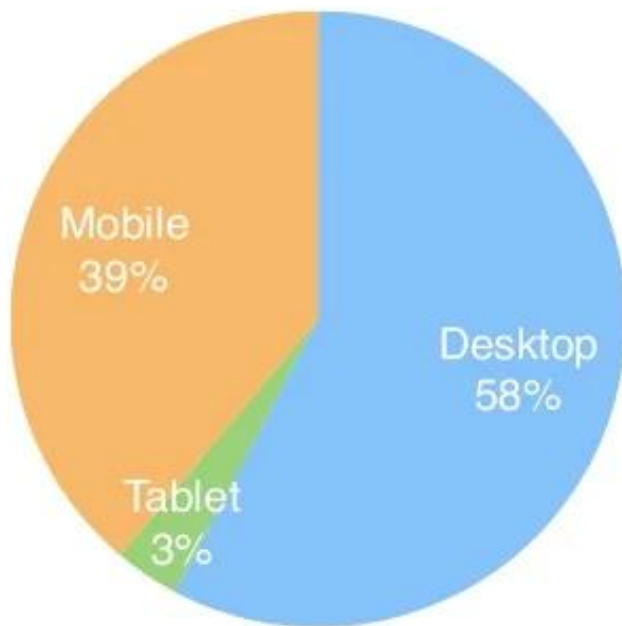
Mobile Payment

Mobile Commerce

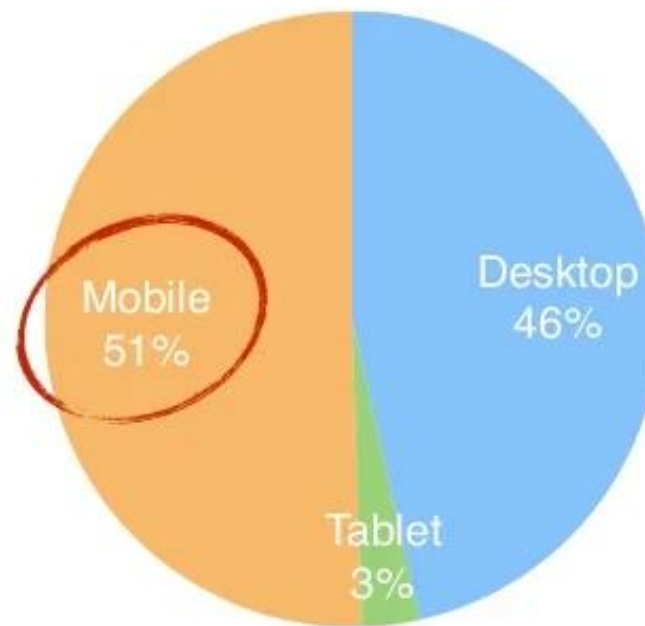
Mobile Shopping

Asia has Much Bigger Demand on Mobile

USA



ASIA



Statcounter, 2018

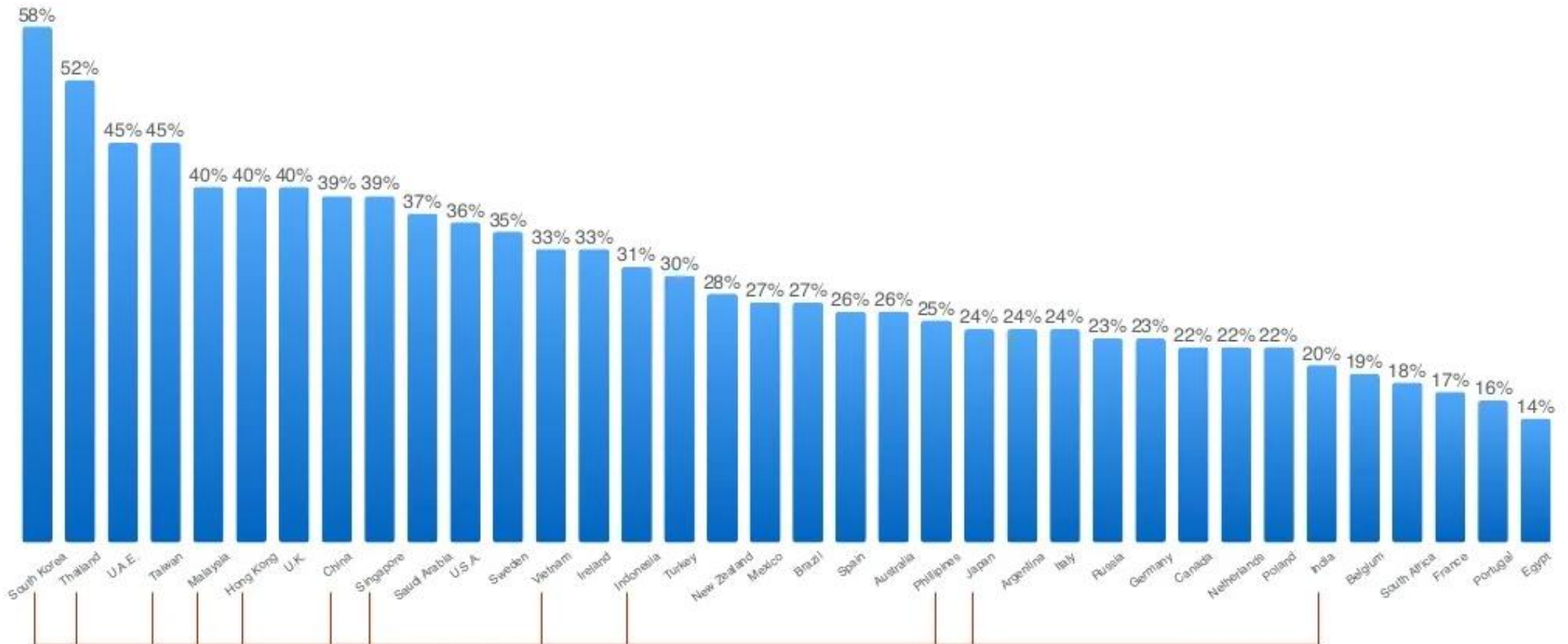
Mobile Penetration

Singapore	75%
Hong Kong	70%
Thailand	67%
China	65%
Phillipines	59%
Vietnam	52%
Indonesia	45%

We Are Social, 2018

60% of Asian countries with M-Commerce penetration

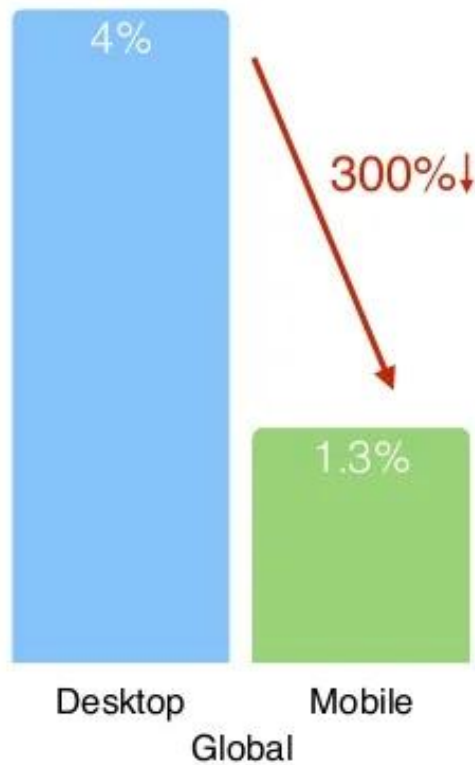
Percentage of the population who bought via phone online in the past month



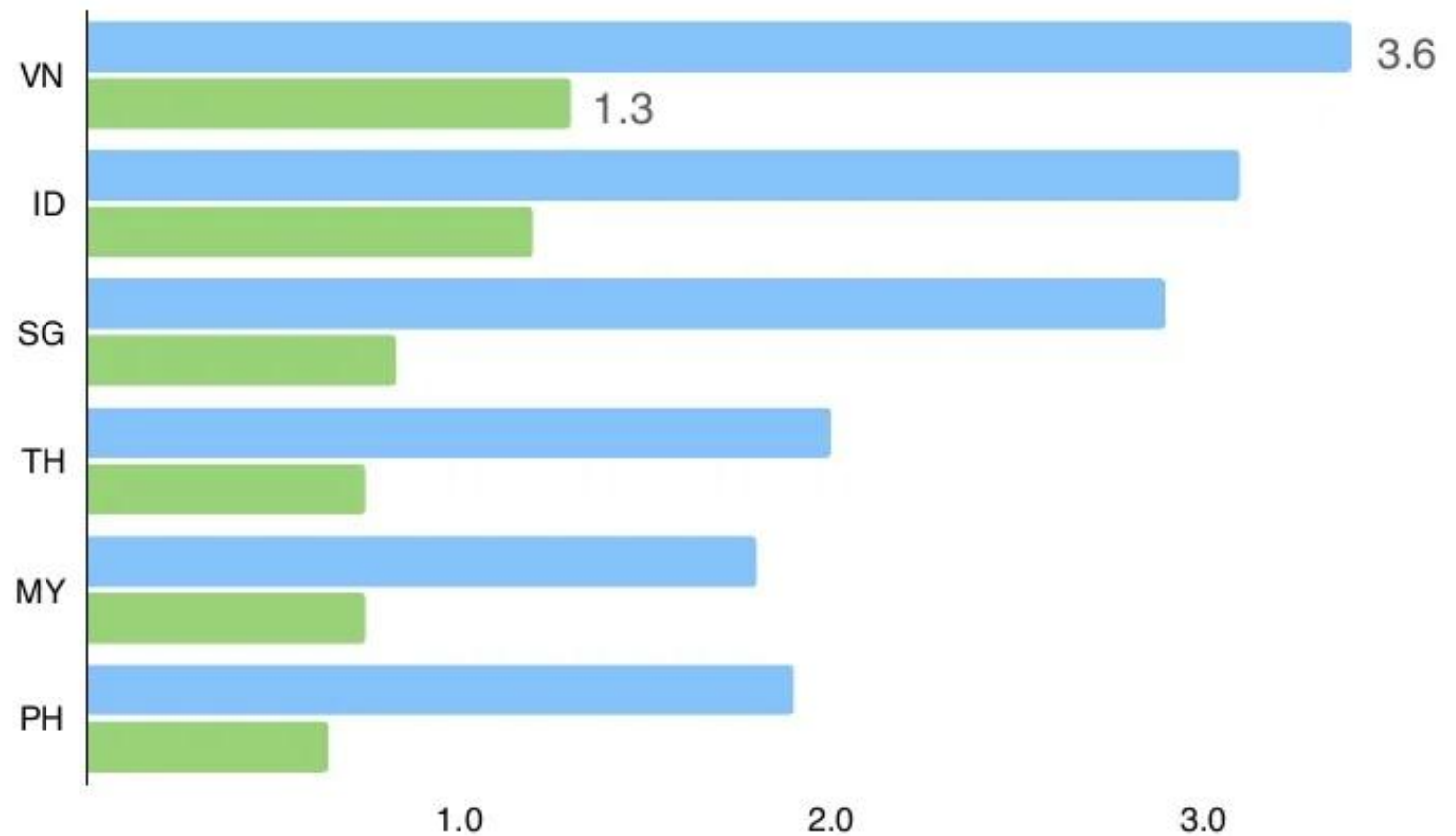
Globalwebindex, Q2 & Q3 2017

Still Most Mobile Experiences are Lacking Optimization....

Problem: eCommerce Conversion Rates



Statista, 2017



iPrice, 2017

Globally 49% gap



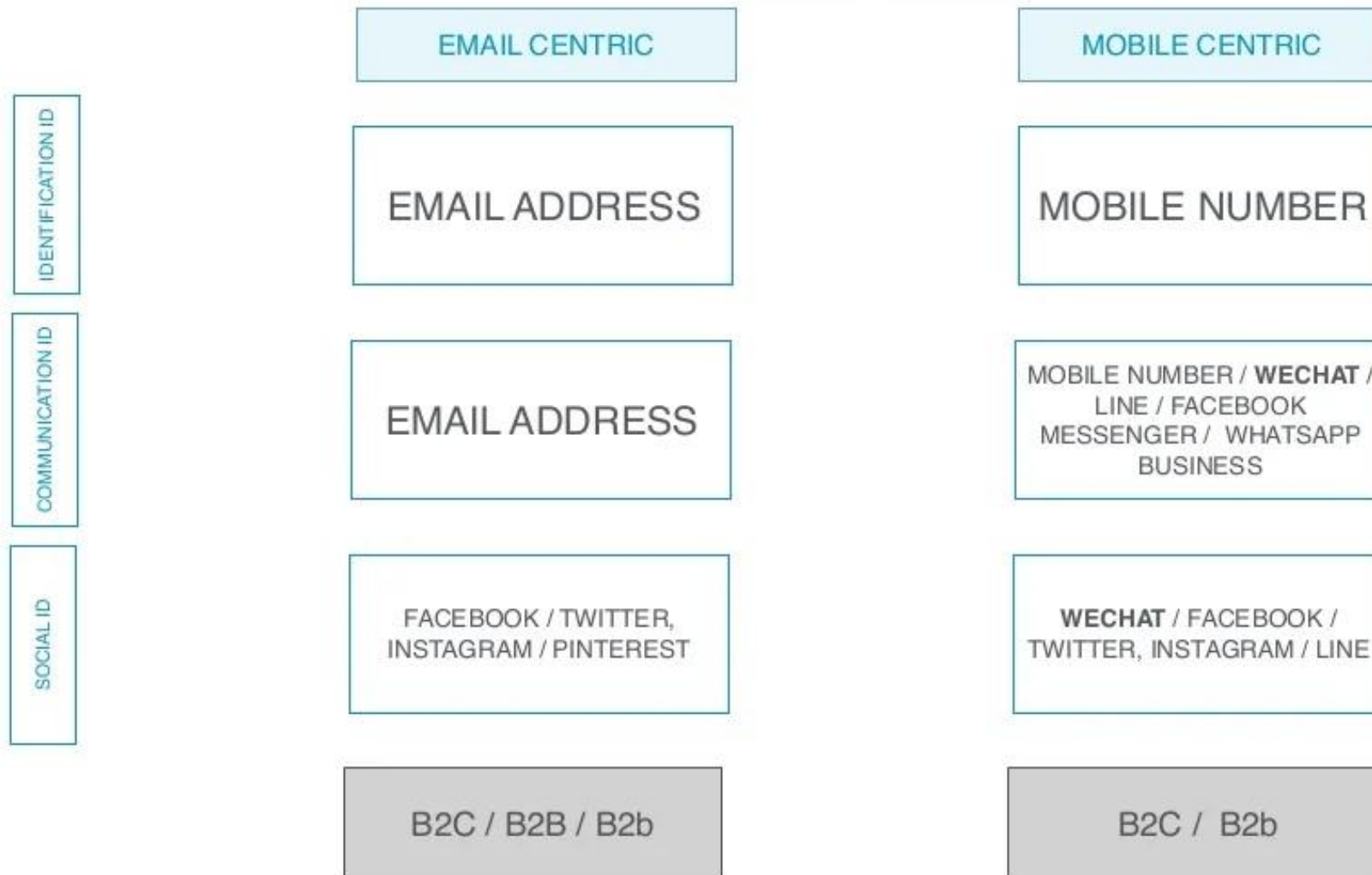
Smart Insights, 2018

Mobile Users

- ◉ Fast & Responsive Mobile Site / Web APP
- ◉ Mobile Optimized Navigations & Interactions
- ◉ Mobile Optimized Product pages
- ◉ Search Capability on Mobile for Product & Price Search
- ◉ Streamlined & Mobile Optimized Check-out Process
- ◉ Optimized Mobile Forms & Form Notifications

What are the Steps to Take to be “Truly” Mobile...

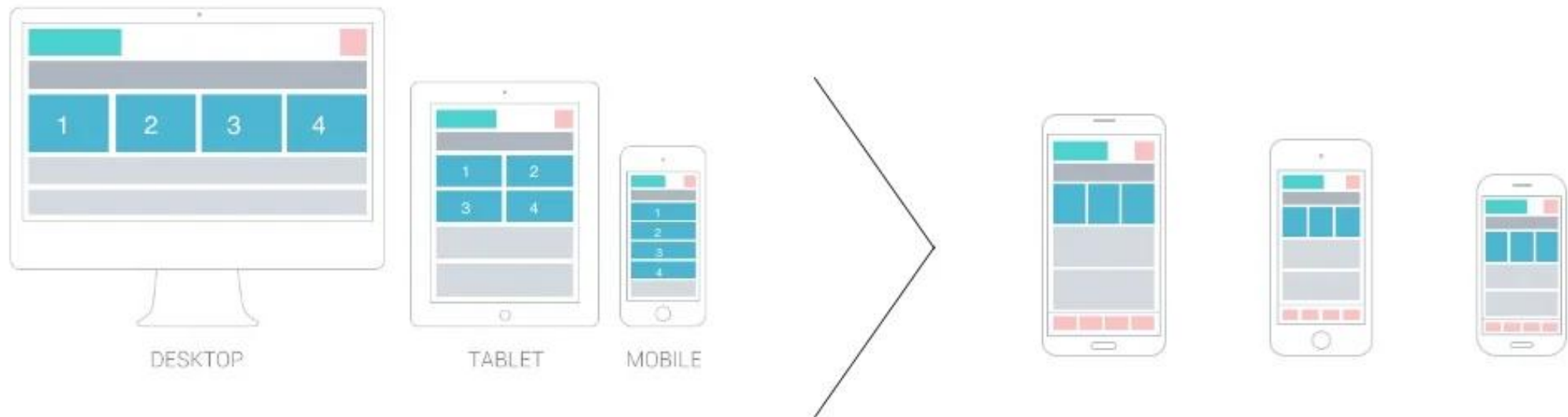
1. Be Mobile by Mobile Centric Communication



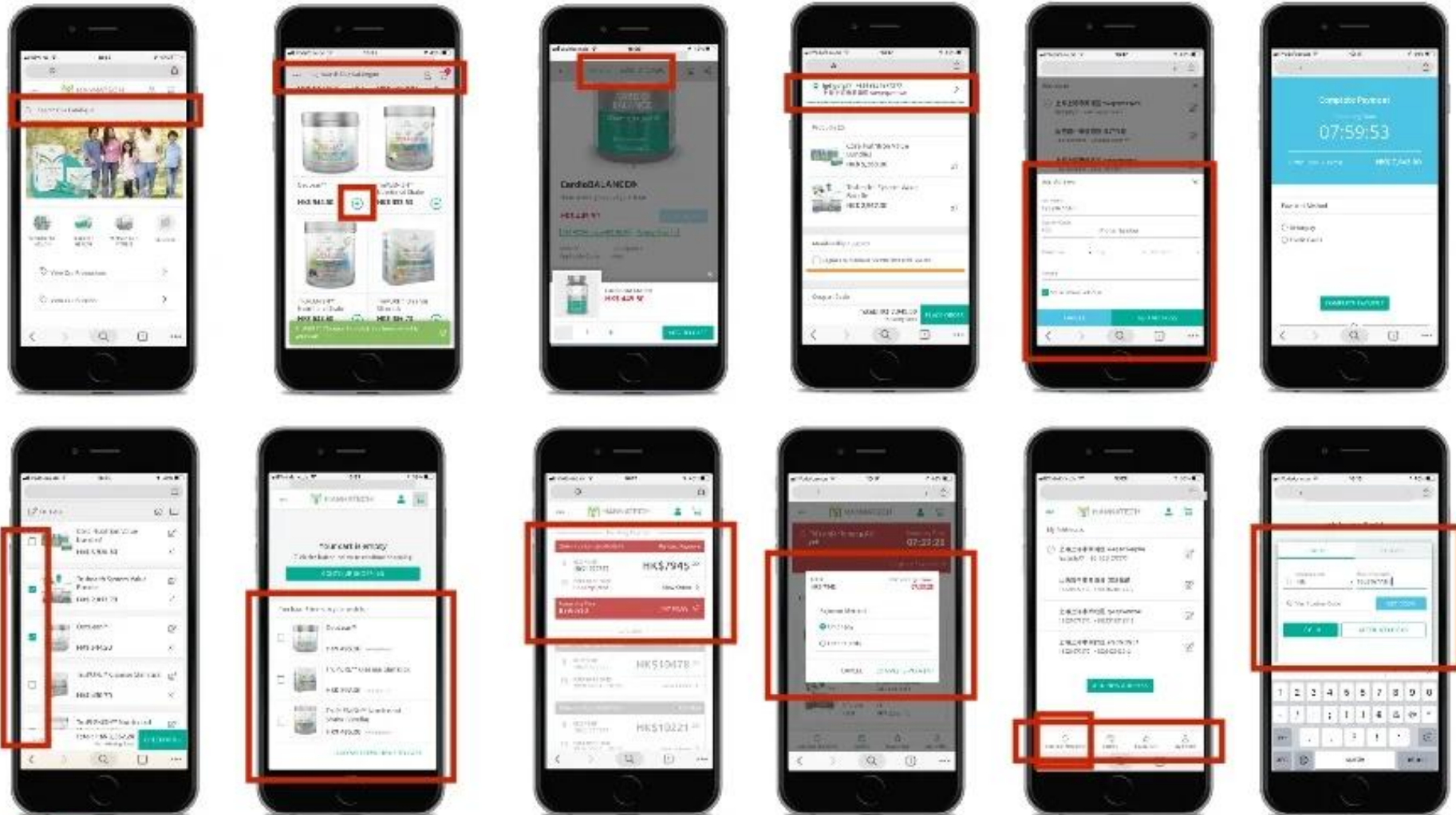
2. Be Mobile by Front-end Technology



3. Be Mobile by Design - UI/UX



Optimized From Mobile



4. Be Mobile via Social Integration



WeChat Coupon

WeChat Mini Program

WeChat Referral Program



Facebook Messenger - Flight Ticket Confirmation

1 Platform Scalable Managing Multiple Stores through SEA

ECOMMERCE PLATFORM



China

Singapore

Malaysia

...

China

China

Singapore

Singapore

Malaysia

Malaysia

...

Desktop Store

WeChat
Mobile Store

Desktop Store

Mobile Store

Desktop Store

Mobile Store

THANK YOU FOR YOUR ATTENTION

Any Questions?

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