

Lazada Promotional Tools

	Campaign	Voucher	Flexi Combo & Bundle	Free Shipping Promotion	Seller Picks	Decorate with Lorikeet	Create Feed Post	Make use of Chat
Impression	✓				✓			
Traffic/Views	✓				✓		✓	
Conversion Rate	✓	✓	✓	✓		✓		
Engaging Customer						✓	✓	✓
Basket Size		✓	✓	✓				

Shopee Promotional Tools

	Campaign	Voucher	Bundle Deal & Add on Deal	Free Shipping Promotion	Top Picks	Follow Prize	Make use of Chat	Product Free Boosting
Visibility	✓				✓	✓		✓
Traffic	✓				✓	✓		✓
Conversion Rate	✓	✓	✓	✓				
Engaging Customer						✓	✓	
Basket Size		✓	✓	✓				