



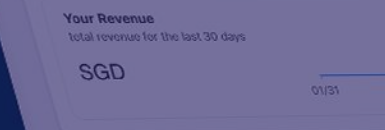
SURPASS YOUR GMV TARGETS WITH THE 1ST MEGA CAMPAIGN OF 2020
Submit Deals & visit the One Stop Portal for more Birthday related information.
Only Applicable For Eligible Sellers

[JOIN CAMPAIGN](#)

[VISIT ONE-STOP PORTAL](#)

Performance Last Updated: 2020-02-29

Your Rank		Metrics			
You have reached rank null in level null		Score	Target	Status	
Rank --	Level 0	Positive Seller Rating	-- 85%	--	
vs. Yesterday-		Return Rate	-- 1%	--	
		Ship-on-Time (SOT)	-- 95%	--	
		SOT (LazMail Guarantee)	-- 95%	--	
		Cancellation Rate	-- 1%	--	
		Order Dispute Rate	-- 1%	--	
		System Score	-- 73	-- 80	



Grow Your Business
Attract customers and boost sales with Lazada Sponsored Services

- Basic Growth**
Get Started to Sell Big on Lazada!
The Basic Challenge Series consists of 8 Challenges...
[Join Challenge](#)
- Livestream**
New Presenter Challenge
Try your first 60mins livestream up to 2x more livestream...
[Join Challenge](#)
- Livestream**
Weekly Presenter Challenge
Livestream for more than 5 hours to reach 3x more traffic!
[Join Challenge](#)
- PDP**
Additional traffic to your store!
Learn to use Lorikeet to decorate product page and...
[Join Challenge](#)

Get started now

Start promoting your products and store with our self-service solutions!


Lazada Sponsored Services allow you to increase exposure of your products and store. Your store and/or promoted products may appear on Lazada's app and website, and on our Affiliate network.

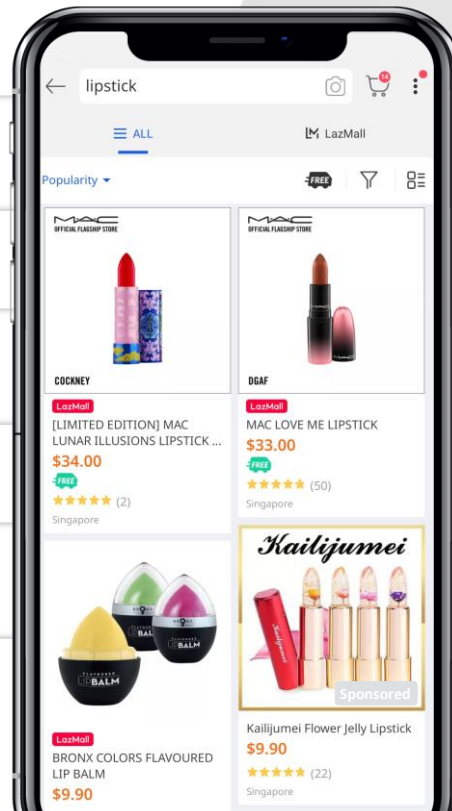
Sponsored Search

Win the shopping moment

 ACCESS
ONLINE SHOPPERS

 GROW YOUR
PRODUCTS VISIBILITY
AND SALES


 PAY FOR RESULTS




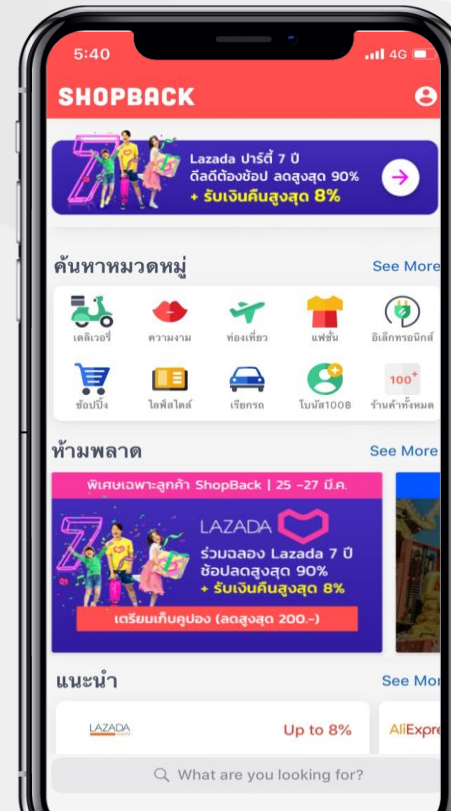
Affiliate Solution

Boost your sales with guaranteed ROI

 ACCESS LAZADA'S
AFFILIATES

 GROW ONLINE
PRESENCE

 ONLY PAY
FOR CONVERSIONS



Discover Sponsored Services on Seller Center

The screenshot displays the Lazada Seller Center interface. The left sidebar contains navigation options: Products, Orders, Promotions, Store, Finance, Business Advisor, Sponsored Services (highlighted), and Growth Center. The main content area shows the 'Sponsored Search Overview' page. At the top, there's a banner with the text 'Be seen by potential buyers with Sponsored Search' and a 'Learn more' button. Below this, a 'Sponsored Search Overview' section indicates that reporting is not real-time. A 'Credits' section shows a balance of 'SGD 0' with a 'Top Up' button and a note that the balance is 'Insufficient'. A date range selector is set to 'Today'. The 'Overview' section displays key metrics: Spend (PHP -), Impressions (-), Clicks (-), CTR (-%), CPC (-), Store Unit Sold (-), Store Revenue (-), and Store ROAS (-). Below this, there's a 'Campaign' section with a search bar and an 'Export' button. A table lists active campaigns:

Campaign	Sponsored Product Name	Spend	Impressions	Clicks	CTR	Status	Enabled	Action
Campaign_2020_03_11_10:41	L'Oreal Paris Mice llar Water - Refr... ph1486031	-	-	-	-	✓	On	Customize Keyword
Campaign_2020_03_11_10:41	L'Oreal Paris Men Expert White A... ph1486031	-	-	-	-	✓	On	Customize Keyword



OVERVIEW

Sellers will be able to see an overview of their performance and a snapshot of their Revenue, Items Sold and ROI driven by Sponsored Services.



CAMPAIGN SETTING

Sellers will be able to see all the campaigns that were created and are currently active.



CREDIT BALANCE AND SPEND

Sellers will be able to see their credit balance and their spend.



REPORTS & INSIGHTS

Sellers have the option to view and export different types of report to get various insights.



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Performance Last Updated: 2020-02-29

Your Rank
You have reached rank null in level null

Rank -- **Level 0**
vs. Yesterday-

Your Revenue
total revenue for the last 30 days
SGD

Metrics	Score	Target	Status
Positive Seller Rating	--	85%	--
Return Rate	--	1%	--
Ship-on-Time (SOT)	--	95%	--
SOT (LazMall Guarantee)	--	95%	--
Cancellation Rate	--	1%	--
Chat Response Rate	--	--	--
Chat Response Time	--	--	--
Content Score	--	--	--

拓展您的业务

使用Lazada推广服务, 赢得客户, 提升销量

Challenge

Basic Growth
Get Started to Sell Big on Lazada!
The Basic Challenge Series consists of 8 Challenges...
Join Challenge

Livestream
New Presenter Challenge
Try your first 60mins livestream up to 2x more livestream...
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Livestream
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Join Challenge

PDP
Additional traffic to your store!
Learn to use Lorikeet to decorate product page and...
Join Challenge

立即启用

开始推广您的商品并使用我们的自助解决方案进行存储吧!

Lazada推广帮助您提升商品和店铺的曝光量。您的店铺或者推广的商品可能会出现在Lazada的APP和网站上, 以及Lazada的联盟网络中。

搜索推广

赢在购物时刻

联盟推广

保证ROI, 提升销量



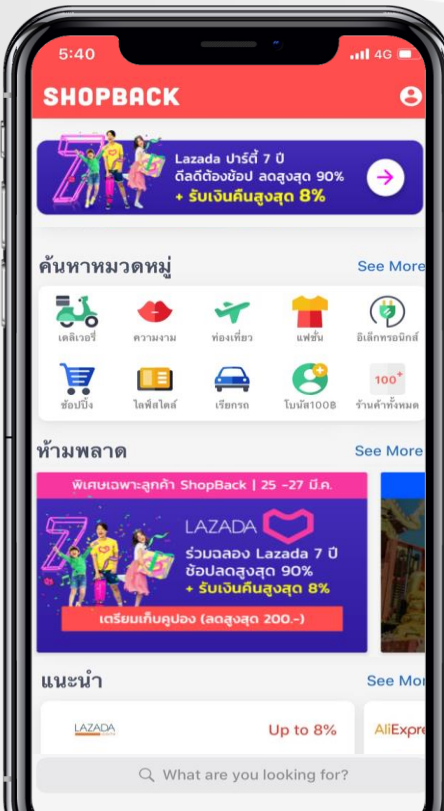
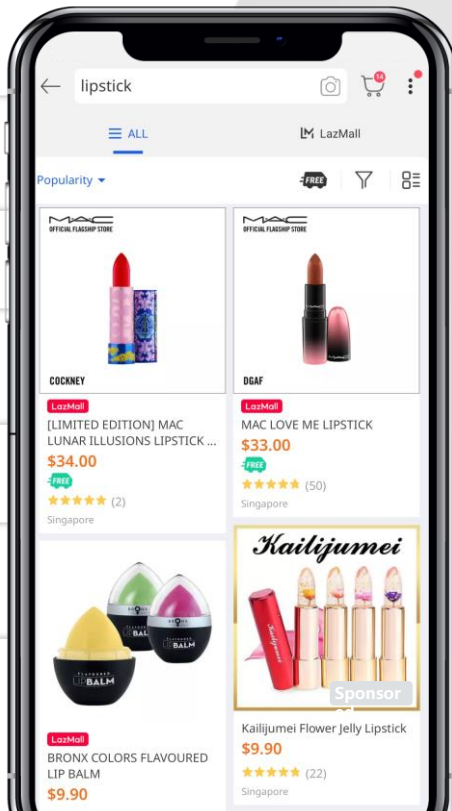
精准触达
在线购物人群



提升产品的
曝光量和销量



仅为结果付费



精准触达
Lazada联盟伙伴



提升在线曝光量



仅为转化资源付费



在卖家中心发现推广服务

The screenshot displays the Lazada Seller Center interface for Sponsored Search. The left sidebar contains navigation options: Products, Orders, Promotions, Store, Finance, Business Advisor, Sponsored Services, and Growth Center. The main content area shows the 'Sponsored Search Overview' page with a 'Sponsored Product' filter. A table lists campaign performance metrics:

Campaign	Sponsored Product Name	Spend	Impressions	Clicks	CTR	Status	Enabled	Action
Campaign_2020_03_11_10:41	L'Oreal Paris Mice Hair Water - Refr... ph1486031	-	-	-	-	✓	🔴	Customize Keyword
Campaign_2020_03_11_10:41	L'Oreal Paris Men Expert White A... ph1486031	-	-	-	-	✓	🔴	Customize Keyword



总览

卖家可以看到通过推广服务带来的投放效果，如GMV、销量和预估ROI等数据



推广计划创建

卖家可看到所有已创建和已启用的推广计划



余额和花费

卖家可以看到推广账户余额和花费情况



报告&洞察

卖家可以查看和导出不同类型的报告，从而获得不同颗粒度的各类洞察



Lazada