In App Chat Broadcast User Guide

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Private & Confidential

Introduction to Chat Broadcast

What is Chat Broadcast?

Chat Broadcast is a feature in the Seller Centre which allows sellers to broadcast vouchers and product link to a group of buyers via Shopee chat.
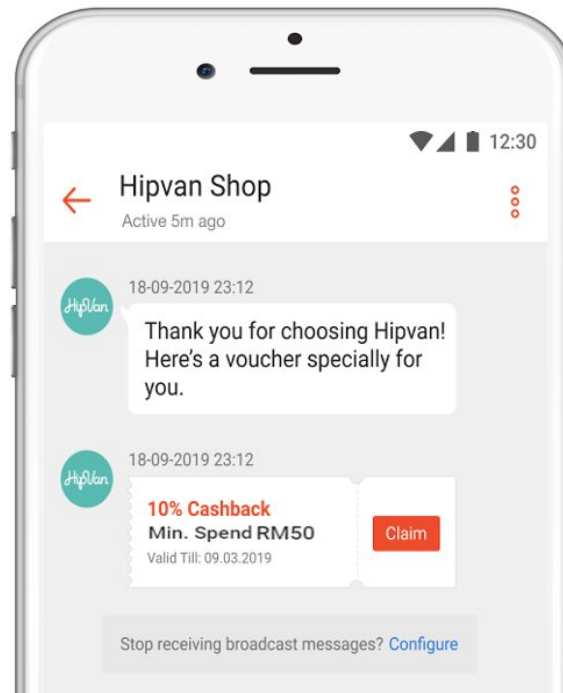
Using Chat Broadcast, seller can:

- Filter buyers based on your desired criteria.
- Group buyers based on your applied filters.
- Remind shoppers of any upcoming shop promotions:
    - Send vouchers with messages to selected buyer group.
    - Send product link with messages to selected buyer group.

Seller Tips! 💡

Targeting specific buyers with promotions is an efficient way to reward buyers or increase product views and orders.
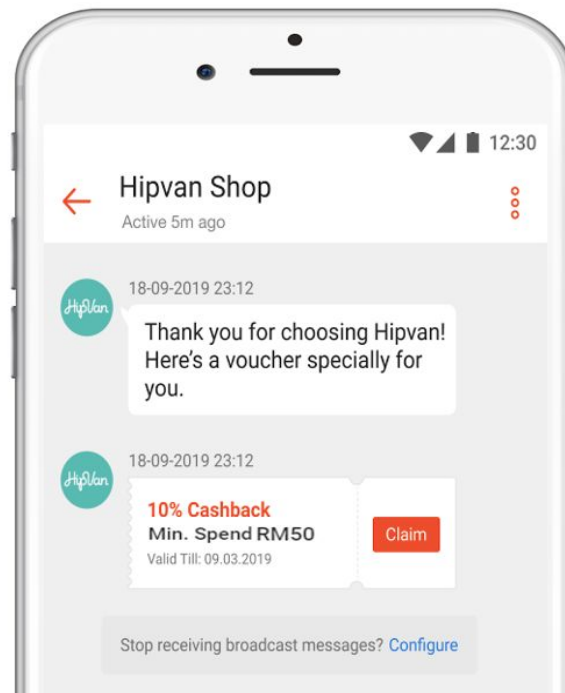
Benefits of
Chat Broadcast

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What are the Benefits of Chat Broadcast?

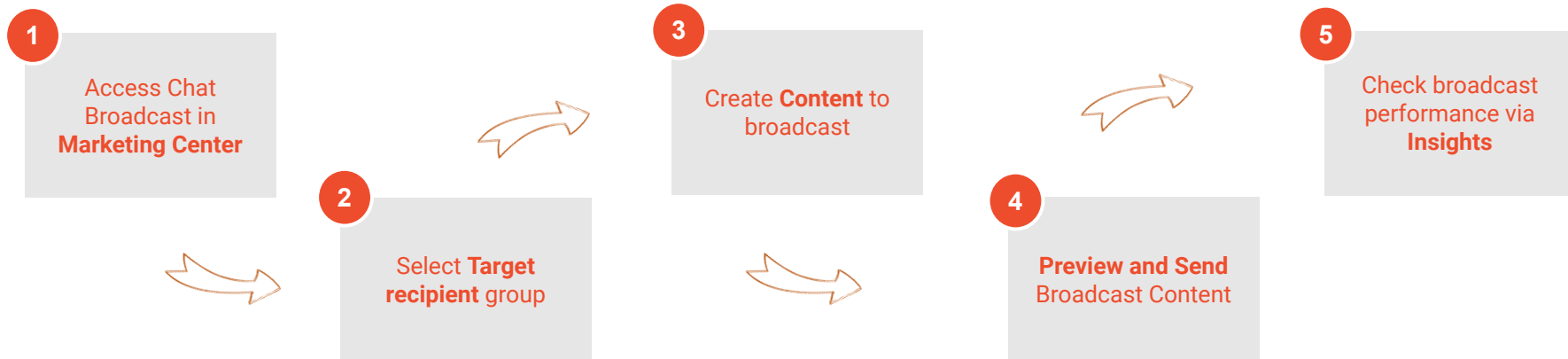By using Chat Broadcast, it helps you to:

1. **Reach** out to your **followers** and **reward them with exclusive promotions**.

2. **Increase product and shop views**.

3. **Grow your orders** by sending promotional content.

Process Flow of Chat Broadcast
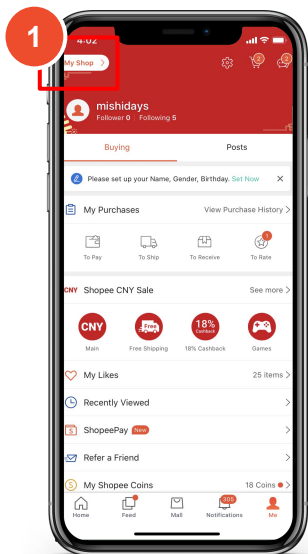
At a Glance

1 Access Chat Broadcast in **Marketing Center**

2 Select **Target recipient** group

3 Create **Content** to broadcast

4 **Preview and Send** Broadcast Content

5 Check broadcast performance via **Insights**

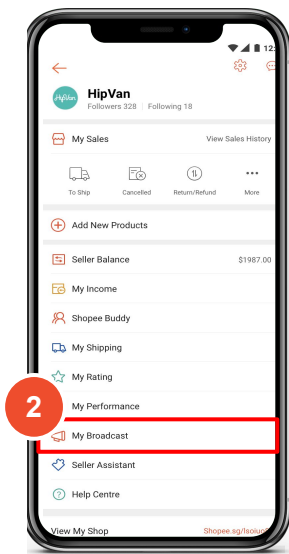# Step 1: Access Chat Broadcast in Marketing Center

Process Flow of Accessing In App Chat Broadcast

How to access Chat Broadcast in App

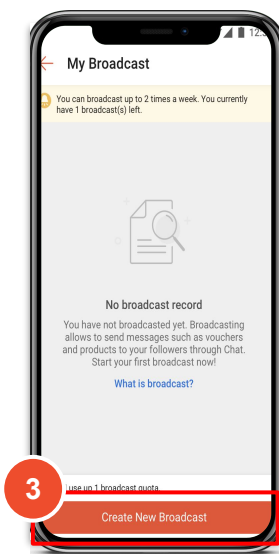**Step 1**
Click on **"My Shop"**

Step 2
Click on **"My Broadcast"**


Step 3
Click on
"Create New Broadcast"

Step 2: Select Target recipient group

Process Flow of Accessing In App Chat Broadcast

Target Group Recipient

The target recipient list will display a total of **4 types of default target group** for sellers to choose one. Customise target group is not available in App. Each seller has **1 broadcast quota per week for each type of broadcast** in App/web version.
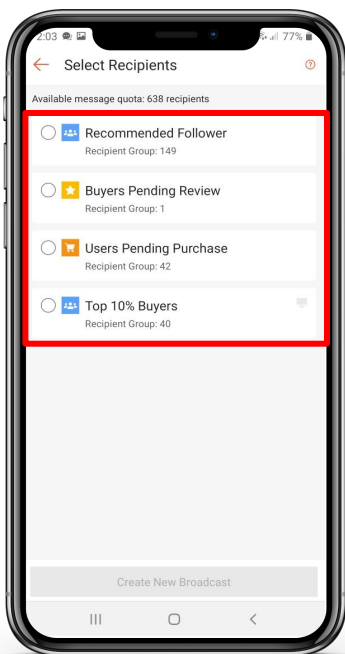
Buyers Pending Review

- Seller can target buyers who have purchased an item without leaving a review for the product in **last 30 days**

User Pending Purchase

- Sellers can target users with unpaid items in their shopping carts in the **last 30 days**

Recommended Followers

- Seller can send broadcast to **followers** based on past behaviour and shop attributes for a more **targeted reach**

Top 10% Buyers

- Seller can target **top 10% buyer** that contribute to seller shop GMV

Seller Tips!

Broadcast quota for sellers are **synchronised between both app and web version**; buyers will receive max. 1 broadcast from all sellers per day *(subject to change during campaign period).*

Step 3: Create Content to Broadcast

Process Flow of Accessing In App Chat Broadcast

Broadcast Content Type: Text Message
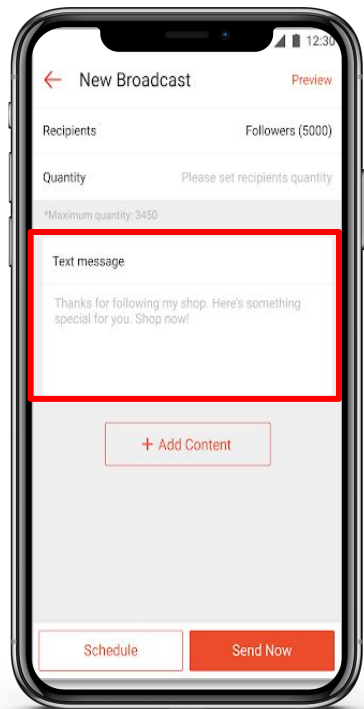
- Character limit is **500**

- **Compulsory to modify default text message template**

- All chat broadcasts **must have text**

- Ensure **content is appropriate** - No violent, illegal, vulgar content

- Messages can include **more than 2 types of content** (e.g. text + product + promotional tool)
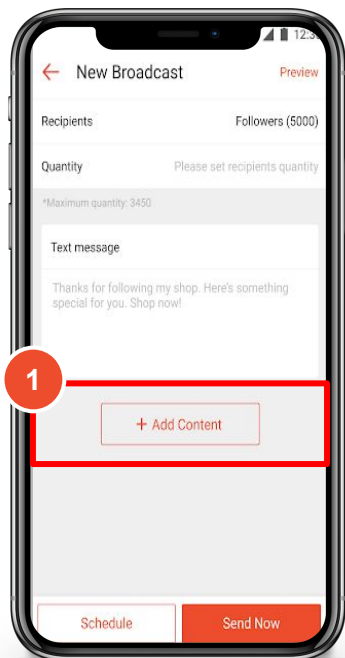
Seller Tips!

Ensure your message is attractive and engaging to the audience. You can also add emoji to improve your content layout.
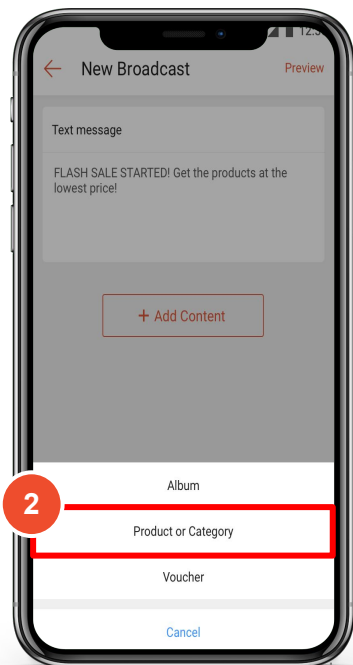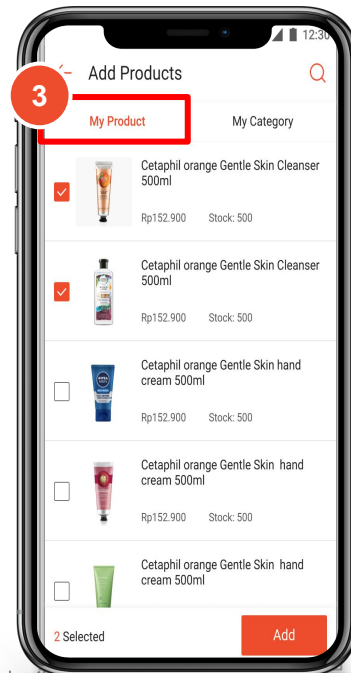
Broadcast Content Type: Products

Seller Tips! 💡

Sellers can send a **maximum of 4 products** per broadcast

Products must be created beforehand on Web Seller Centre or In app

Broadcast Content Type: Category

Step 1
Click on **"+ Add Content"**

Step 2
Click on **"Product or Category"**
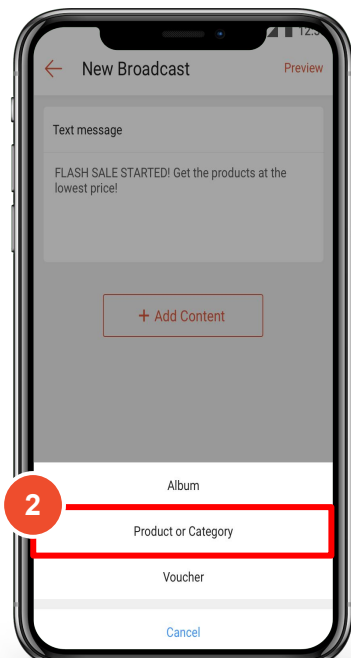
Step 3
Click on "**My Category"**
to feature category
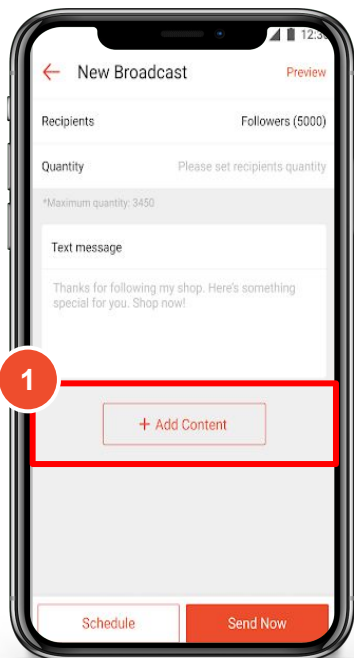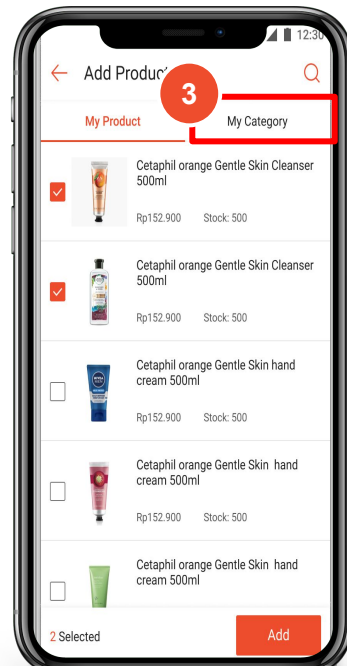

Seller Tips! 💡

Sellers can send a **maximum of 1 category** per broadcast

Categories must be created beforehand on Web Seller Centre or In app

Broadcast Content Type: Voucher

Step 1
Click on **"+ Add Content"**
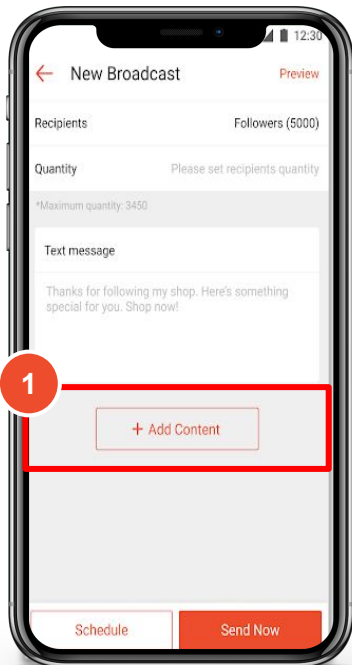
Step 2
Click on **"Voucher"**
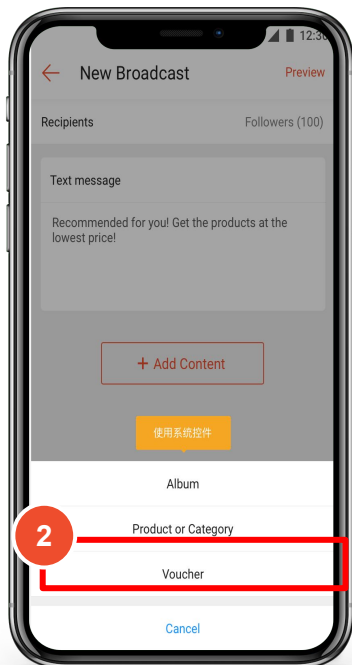
Step 3
Click on the voucher that
you want to broadcast
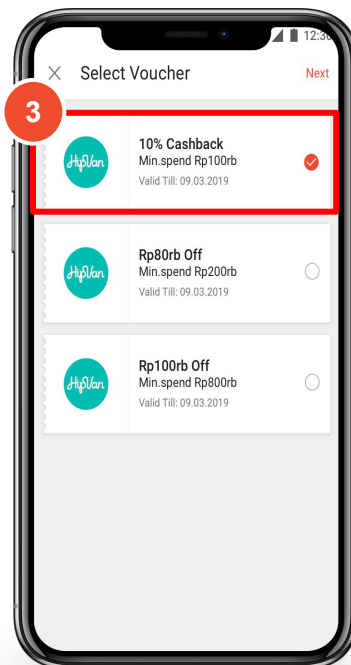
Seller Tips! 💡

Seller can only select **1 voucher per broadcast**

Vouchers must be created beforehand on Web Seller Centre

Broadcast Content Type: Bundle Deal

Step 1
Click on **"+ Add Content"**
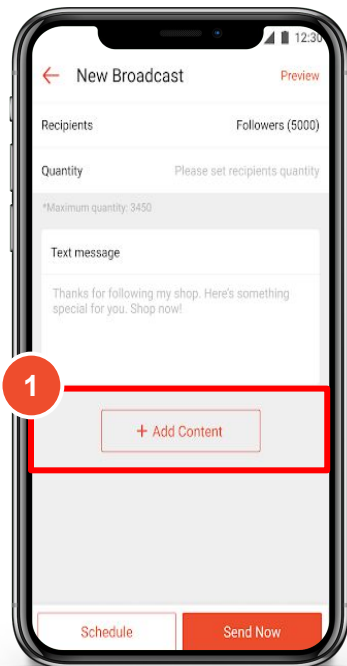
Step 2
Click on **"Bundle Deal"**
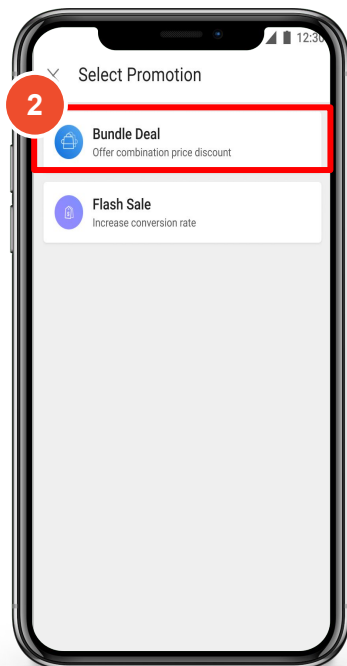
Step 3
Click on the bundle deal that you want to feature
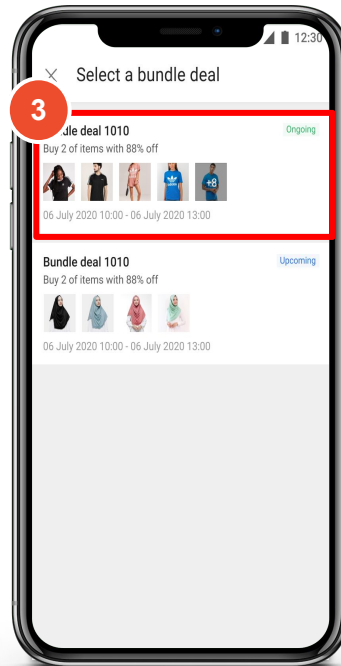
Seller Tips! 💡

Sellers can select **Max. 1 Bundle Deal** per broadcast

Only ongoing and upcoming Bundle Deals can be selected

If seller schedules broadcast, Bundle Deals must not expire before scheduled send time

Broadcast Content Type: Flash Sales

Step 1
Click on **"+ Add Content"**
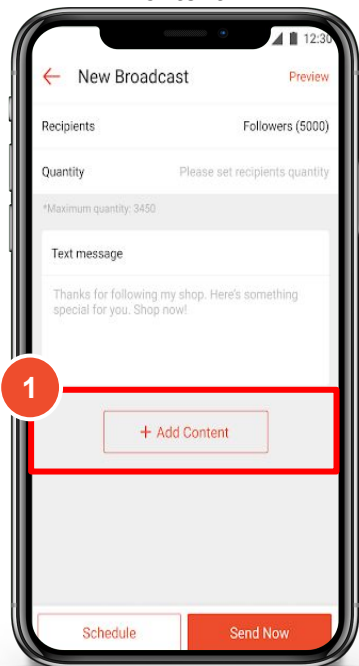
Step 2
Click on **"Flash Sales"**
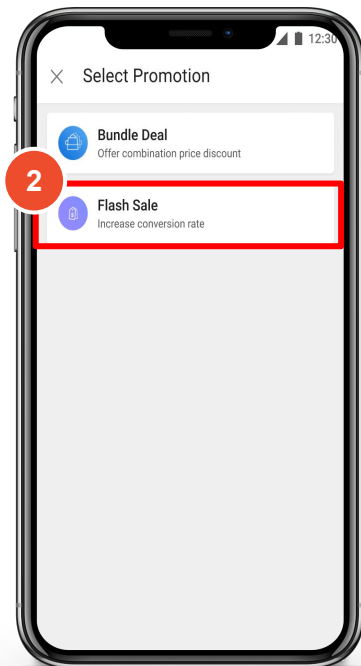
Step 3
Click on the Flash Sales deal that you want to feature
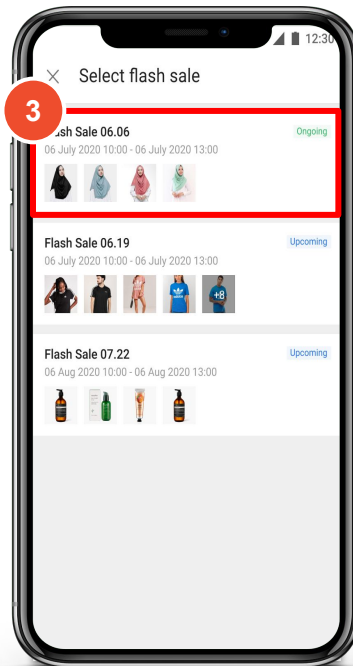
Seller Tips! 💡

Sellers can send **Max. 1 MSSS** per broadcast

Only upcoming and ongoing MSSS can be selected

If seller schedules broadcast, MSSS must not expire before scheduled send time

Step 4: Preview and Send Broadcast Content

Process Flow of Accessing In App Chat Broadcast

Preview and Send Broadcast Content
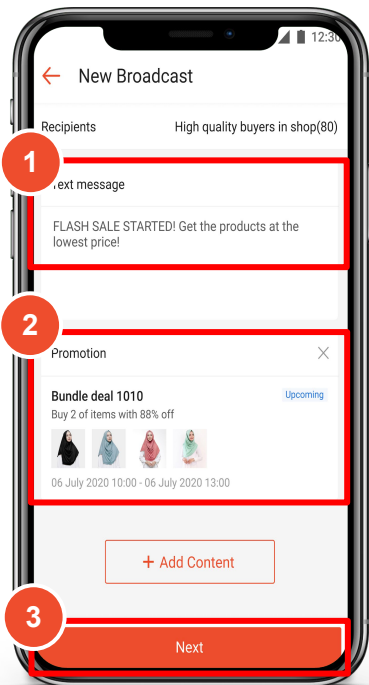
Step 1
Ensure message is included and the **content is correct**

Step 2
Ensure **promotional broadcast** content (Product/Category, MSSS, Voucher, Bundle Deal) attached **is correct**

Step 3
Click "**Next**" to preview your broadcast content
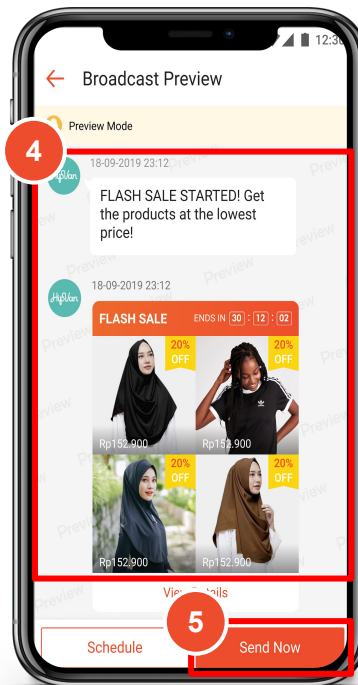
Step 4
Preview content (from receiver's perspective) before sending broadcast to avoid mistakes and error.

Step 5
Click "**Send Now**" to send your broadcast to target recipient group

Step 5: Check broadcast performance via Insights

Process Flow of Accessing In App Chat Broadcast

Broadcast Performance Insights

Get insights on how your buyers or followers interact with your Chat Broadcasts. Statistical insights allow sellers better understand broadcast performance in terms of outreach and conversion rate.
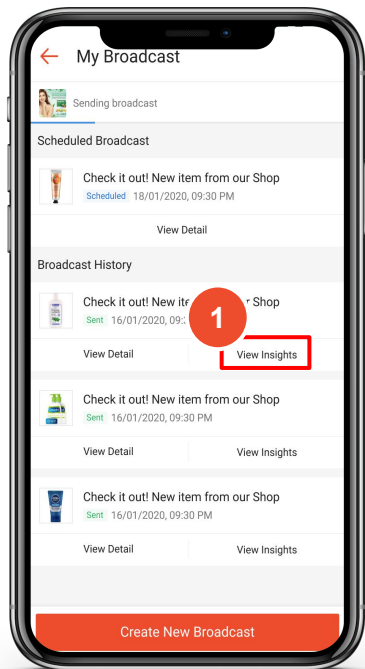
Step 1
Click on "**View Insights**" to obtain insights for each broadcast
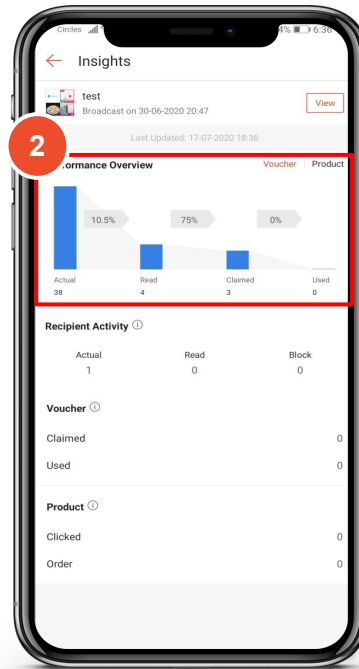
Step 2
Sellers can view the **conversion funnel** (to show broadcast performance from Last 7 Days)

Important to Note

Do's and Don'ts

What you should do

✅ Give an attractive voucher discount for higher conversion
- Voucher minimum spend can be slightly higher than your current shop's Average Basket Size (ABS) to increase overall items ordered and ABS.
- Low discount or overly high minimum spend are less effective in driving clicks.
- Consider voucher quantity cap after checking your buyer targeting size displayed.

✅ Use targeting filters of your buyer's behaviour: Orders, ABS, Gross Merchandise Value (GMV)
- Use different voucher codes to measure responsiveness of different buyer groups.

What you should not do

❌ Don't spam buyers every day with the same content or they will stop responding to your chats.

❌ Don't use vulgarities.

❌ Don't ignore or be unpleasant to buyers in chat responses.

Seller Tips! 💡

Learn ways to help boost your sales and build customer loyalty on **Chat Response Rate**.

FAQs

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Broadcasting to Buyers

Q: Who are the buyers I can broadcast to?
A: Currently, you can only broadcast messages to buyers who have placed an order within your shop.

Q: After submitting a chat broadcast, can I unsend it?
A: Sent broadcasts cannot be unsent or recalled. Also, do note that only scheduled broadcast can be cancelled.

Q: Why does the number of actual broadcast recipients differ from the size of the buyer group?
A: You will only be able to send each buyer a message per day. The number of actual recipients will exclude those who have received a message from you within the same day, buyers who have inactive / frozen accounts, as well as buyers who have blocked such broadcast messages.

Q: Why does the number of buyers in the group change?
A: The number of buyers will be refreshed on a daily basis as it refers to buyers who placed an order from the last 180 days. New buyers who have recently placed an order will automatically be included in groups if they fulfil the criteria.

Q: Why can't I create more buyer groups?
A: Currently, Chat Broadcast In App do not support customise buyer group. Therefore, sellers can only select the default target recipient group (Buyer Pending Review, User Pending Review, Follower/ Buyer, Top 10% GMV Buyers). However, sellers can create and customise buyer group in Chat Broadcast web version.

Broadcasting to Buyers (cont.)

Q: What is the maximum number of buyers I can add to a group?
A: The number of buyers in a group are determined by the type of target recipient seller chooses. There is no limit to the number of buyers in each group.

Q: What is the maximum number of broadcast messages that a seller can send per week?
A: Each seller has 1 broadcast quota per week for each type of broadcast:
      (a) Followers or Buyers (available broadcast quota: 1 per week)
      (b) Users Pending Purchase (available broadcast quota: 1 per week)
      (c) Pending Review Reminder (available broadcast quota: 1 per week)

Q: What is the maximum number of broadcast messages that a seller can send per day?
A: The maximum number of broadcast messages that a seller can send per day is 1 (for each type of broadcast). Take note however this will utilise up the 1 broadcast per week quota for that particular type of broadcast.

Q: What is the maximum number of broadcast messages that a buyer can receive from sellers per day?
A: The maximum number of broadcast messages that a buyer can receive from sellers per day is 1.

Q: When will the seller's broadcast quota refreshes?
A: The seller's broadcast quota will refresh on every Monday.

Broadcasting to Buyers (cont.)

Q: Are there time restrictions to send a broadcast?
A: Sellers can only send broadcasts between 9:00AM - 8:00PM to prevent disturbing recipients at night.

Q: Why are there unsuccessful broadcasts?
A: Broadcasts may not be sent successfully because
- you have reached your maximum broadcast quota
- the recipient has reached the broadcast limit
- the recipient's account may be frozen / inactive
- the recipient has chosen to block your broadcasts

Q: Can I add more than 1 type of content in my broadcast?
A: Yes, you can add more than 1 type of content to the same broadcast. For example, you can add up to 4 product links and a voucher for broadcasting message to followers or buyers.

Q: What is the limit of each content type I can include per broadcast?
A: **Text:** Character limit is 500. **Products/Category:** Maximum 4 products or 1 category per broadcast.
Voucher/Bundle Deal/ My Shop Shocking Sale: 1 promotional item per broadcast.

Q: How can I create Chat Broadcast via Web?
A: Refer to our Chat Broadcast Web User Guide here to find out more.

Broadcasting to Buyers (cont.)

**Q: Will sending broadcasts impact my Chat Response Rate (CRR)?**
A: Chat broadcast will not directly affect CRR. But if a recipient sends a follow-up message after you send a broadcast, sellers should respond within 12 hours in order to maintain their CRR.

Scenario	Buyer Type	Action	CRR Impact
A	Buyer is not a seller	1. Buyer receives broadcast	Seller CRR not affected
		2. Buyer manually replies to broadcast	Seller must respond to buyer within 12 hours
B	Buyer is also seller (Auto-reply ON)	1. Buyer receives broadcast (Triggers auto-reply to seller who broadcasted)	CRR of both buyer and seller are not affected
		2. Buyer manually replies to broadcast	Seller must respond to buyer within 12 hours
C	Buyer is also seller (Auto-reply OFF)	1. Buyer receives broadcast (No auto-reply is triggered)	CRR of both buyer and seller are not affected
		2. Buyer manually replies to broadcast	Seller must respond to buyer within 12 hours

Broadcasting to Buyers (cont.)

Q: Will notifications received from Shopee Game (e.g. Shopee Garden) impact my Chat Response Rate (CRR)?
A: Watering request notifications received from Shopee Game such as Shopee Garden (example as below) will not affect Chat Response Rate.
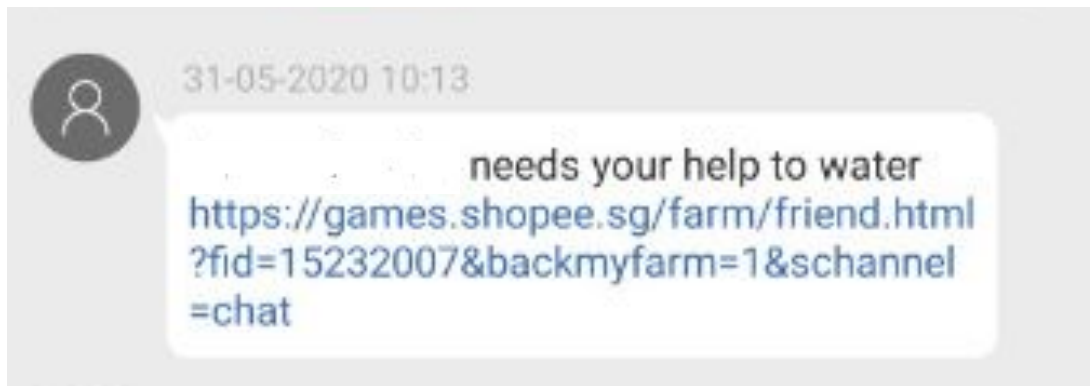
Q: Can sellers recall sent broadcast?
A: No. However, sellers are free to edit or delete scheduled broadcast.

Q: What are limitation to schedule broadcast?
A: You can only schedule your broadcast until end of the week (Sunday).

Thank You

Learn more about best practices for selling on Shopee via Seller Education Hub:

https://seller.shopee.com.my/edu/