TRENDER BASIC DECK V2023

TRENDER

Empowering Data-Driven Decisions

CONTENTS

INTRODUCTION

ABOUT

TRENDER is a Data by GFG product that enables suppliers to fully capitalize on ZALORA's trade data through **interactive online dashboards**, driving supplier's decisions across all business strategies. It consists of (1) TRENDER Basic and (2) TRENDER Professional.

TAILORED RETAIL DATA ANALYTICS

As Asia's leading online Fashion, Beauty and Lifestyle destination that has worked with over 12,000 global and domestic brands, ZALORA provides brand partners with access to valuable intel derived from years of trade in Asia.

ZALORA prides itself in having the largest number of highly qualified, fashion-focused, and purchase-intent audiences in the region, and is therefore perfectly positioned to predict fashion and lifestyle trends, more so than anywhere else within the region (OR more so that any other sources used currently by brands).

7 Countries

12K+ Brands

50M+ Monthly visits

2.8x Avg order frequency

3.2M Active customers

7M+ Total orders

KEY BENEFITS

Market Benchmarks

Compare against market benchmarks
Know your brand's position in the competitive landscape

Assortment & Pricing

Insights on trending product assortments & pricing
Know what to stock and how much to sell for

Design

Elevate design intelligence
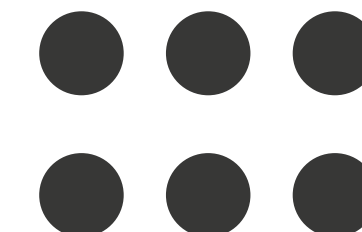Know what consumers are looking for

Geography

Explore geographical segmentation
Know where the demand is coming from

Buying Behaviour

Understand customer buying behaviour
Know which products consumers are buying

Customer Portfolio

Deep dive into customer portfolio
Know who is buying your products

DRIVE BUSINESS STRATEGY

EXECUTIVES
Make informed decisions driven by data on **latest trends** developing in the market and within the category, to improve profitability and drive top line growth of the brand.

MARKETERS
Develop **winning campaign strategies** with an in-depth understanding of consumer segments and purchasing behavior, as well as trend analytics on changing consumer demographics and spending power.

MERCHANDISERS
Develop understanding on how **specific markets/categories** are performing, who the customers are and their purchasing preferences.

DESIGNERS
Get a holistic view of what consumers are looking with **consumer-centric insights** to top colors and sizes, as well as purchase data that includes price bands and fastest-selling subcategories.

TRENDER BASIC

TRENDER BASIC

TRENDER Basic, a Data by GFG (DbG) Product, is a dashboard that provides brand partners with access to **high-level product, competitor and customer insights** for selected categories in all country markets. Here, suppliers will better understand their category consumers, and be better equipped for future seasons' demands by knowing what types of products customers are looking for.
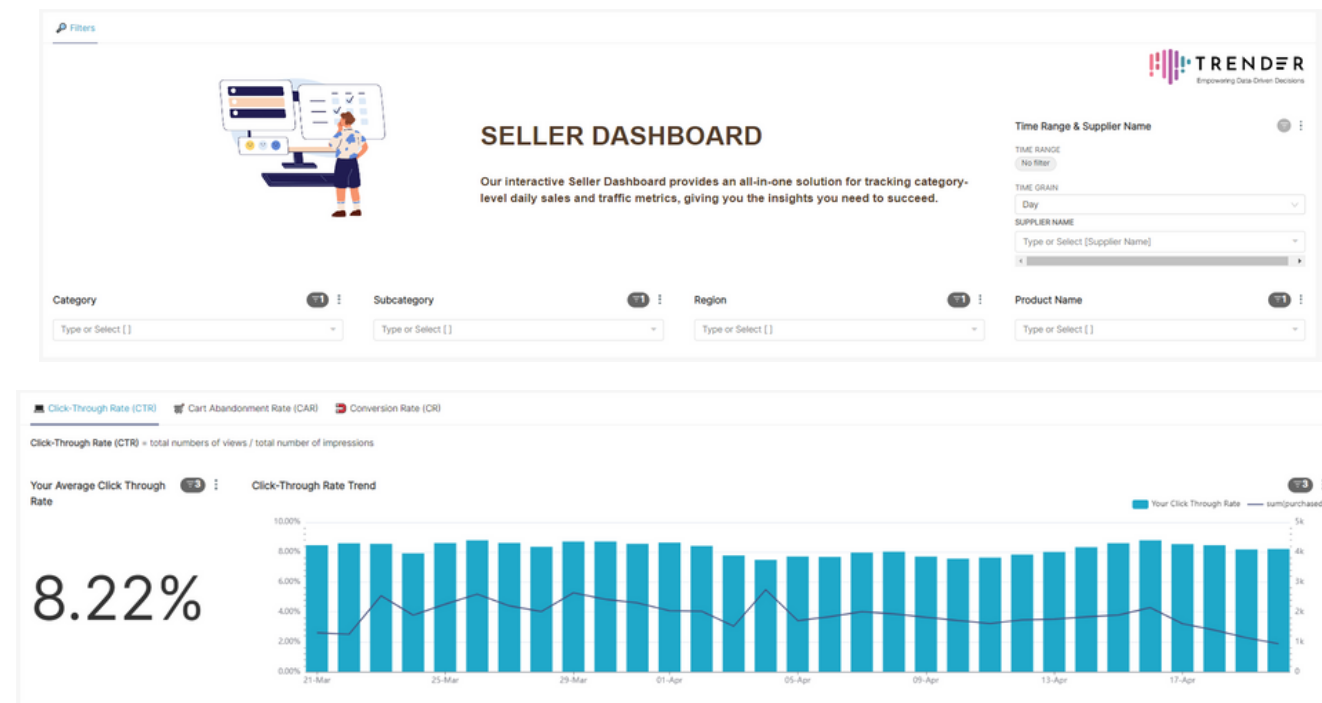
TRENDER Basic is for you who seek to optimize sales within the Southeast Asia market by studying category-specific trends.
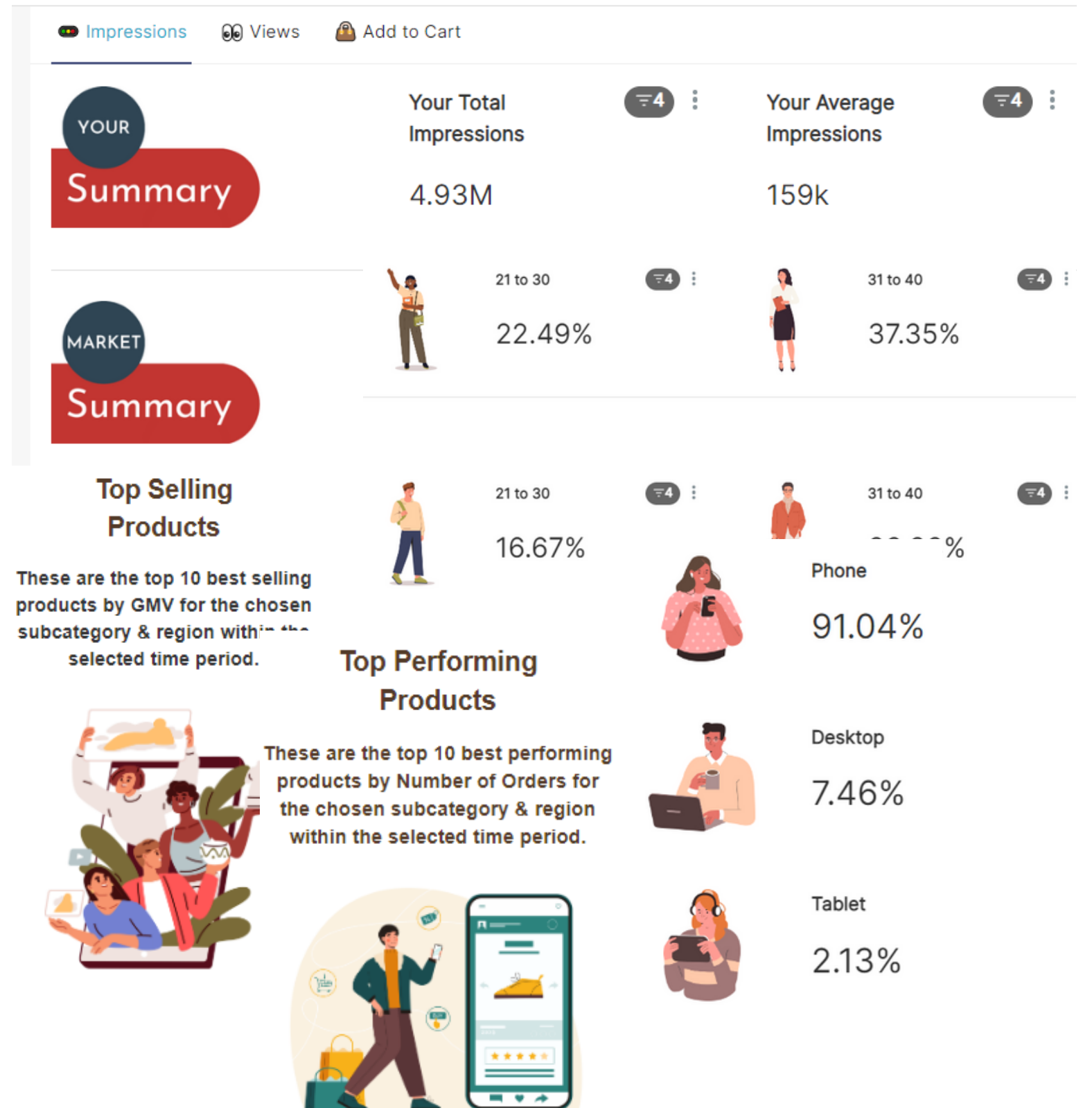
DASHBOARD TYPES

The **Seller Dashboard** contains interactive data and reports on seller's sales insights and traffic data. Data in the Seller Dashboard can be filtered based on region, category, product, time period etc.

The **Category Dashboard** contains detailed data of each category, and allows sellers to analyse its market, product and customer insights. Data in the Category Dashboard can be filtered based on category, subcategory, region and time period.
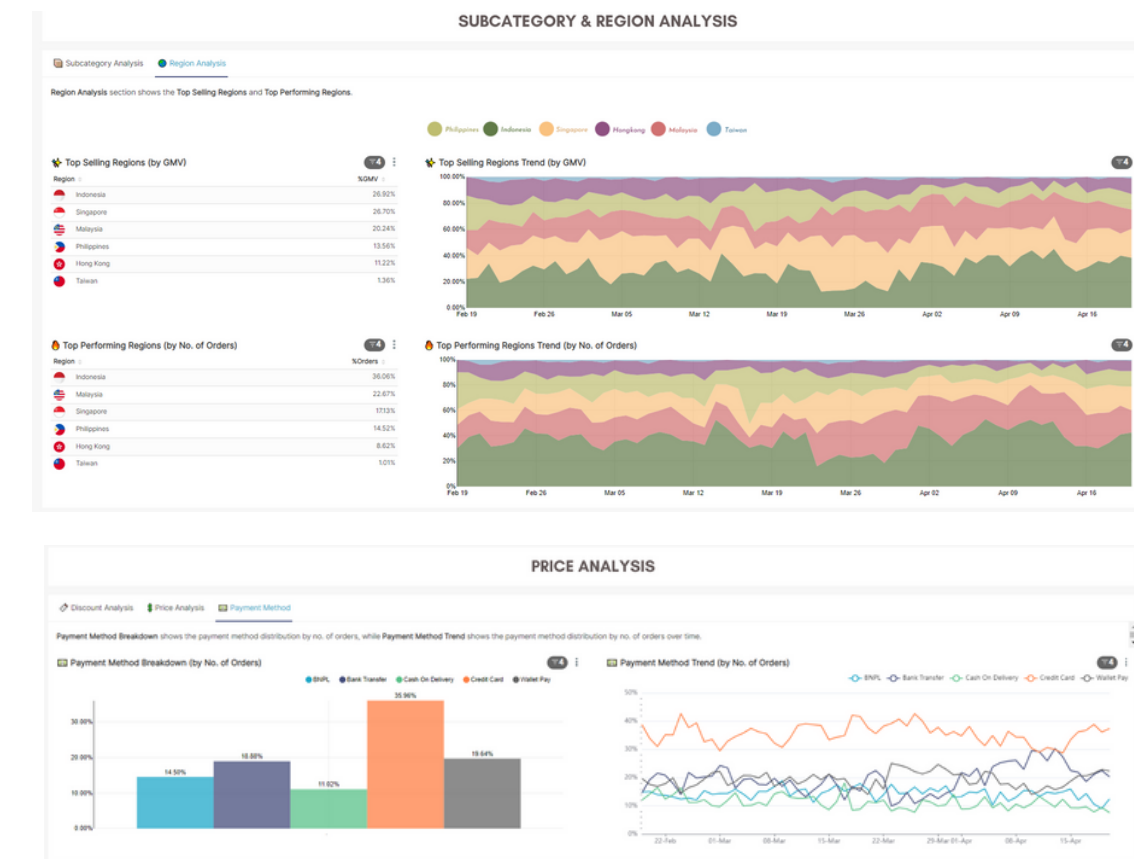
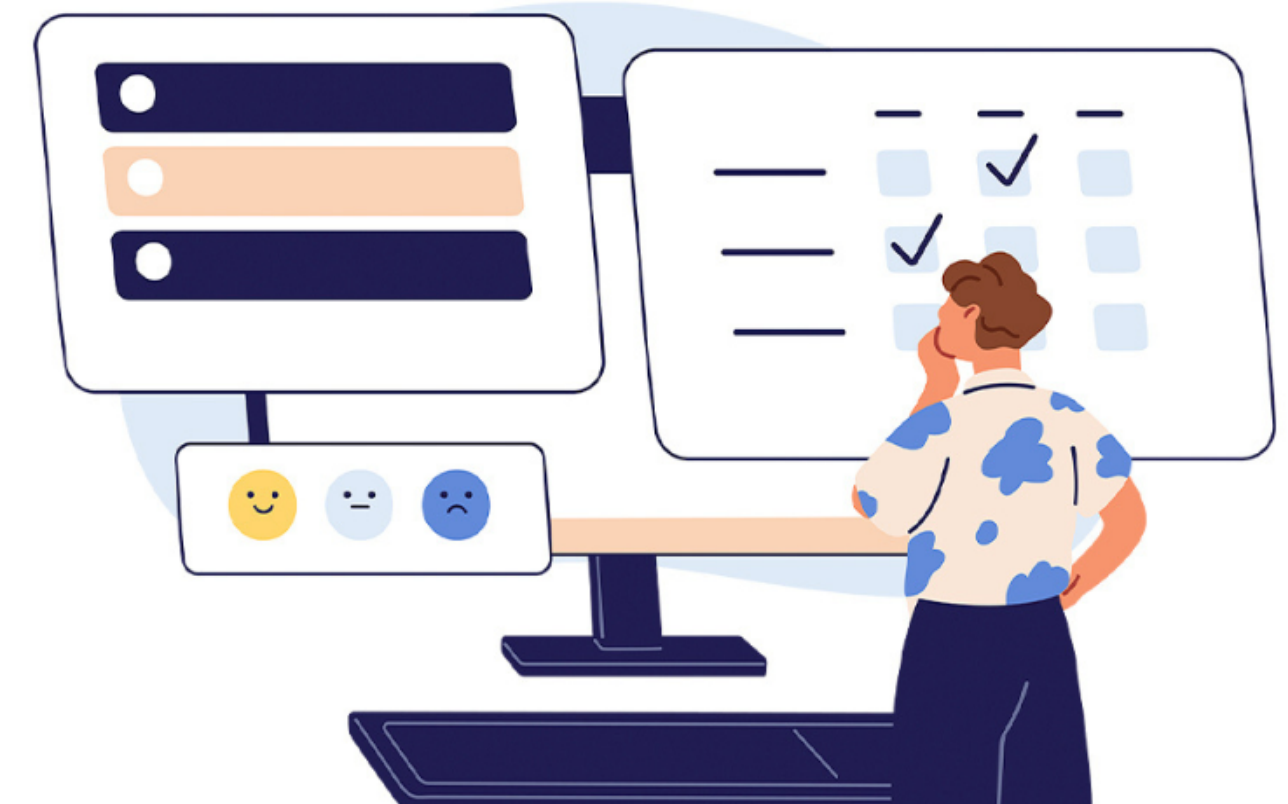# SELLER DASHBOARD

Sales Insights

Monitor total sales & order returns for your products

- Sales, Order & Sales per Order
- Basket Size
- Order Return Rate & Reasons

Traffic Analysis

Monitor impressions, views & add-to-cart rate for your products

- CTR (Click-Through Rate)
- CAR (Cart Abandonment Rate)
- CR (Conversion Rate)

CATEGORY DASHBOARD

Available Categories: Beauty, Men's Accessories, Men's Apparel., Men's Shoes, Women's Accessories, Women's Apparel, Women's Shoes, Kids, Sports, Traditional Wear, Electronics, Home & Living, Luxury, Fine Jewellery

MARKET & CATEGORY TRENDS

Monitor GMV, number of orders & trends
- Top Selling Region
- Trending Subcategories
- Market Trends

PRODUCT INSIGHTS

Monitor top performing products & customer preferences
- Popular & Trending SKUs
- Fastest Growing Sizes & Colours
- Price Band Share

CUSTOMER INSIGHTs

Identify customer's demographic & segmentation
- Product Gender performance
- Geo Segmentation
- Top & Trending Age Groups

PRICING & SUBSCRIPTION

2023 SUBSCRIPTION PACKAGES

Kindly refer to the link **here** for our 2023 rate card.

Note:
Customers of TRENDER Basic will be charged based on the Customer's country of origin where the Seller's principal place of business is located, as described in Seller Centre. All applicable TRENDER fees will be charged in local currency (LCY) to the Customer Seller Centre account statement once a month. Standard subscription fee is still applicable for all TRENDER Upgrade Packages and prices shown are pre-tax, subject to respective countries' current tax rates.

FREE TRIAL

Sign-up today and get access to the region's leading industry data right at your fingertips.

For a limited time-period ZALORA offers a **1-month free trial** for TRENDER Basic Standard Subscription to our selected brand partners.

CLICK HERE TO SIGN UP NOW
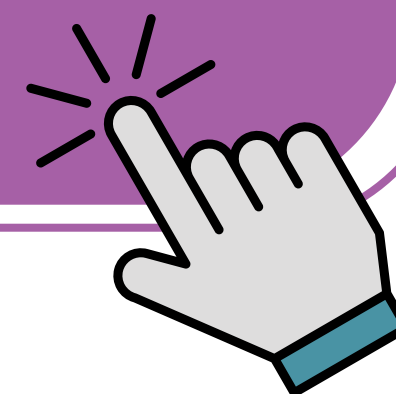
FAQs

FAQs

#1

WHAT ARE THE MARKETS CURRENTLY COVERED ON TRENDER?

Malaysia (MY), Singapore (SG), Hong Kong (HK), Taiwan (TW), Philippines (PH), and Indonesia (ID).

#2

WHAT ARE THE CATEGORIES CURRENTLY OFFERED ON TRENDER?

Women's Apparel, Women's Accessories, Women's Shoes, Men's Apparel, Men's Accessories, Men's Shoes, Beauty, Kids, Traditional Wear, Sports, Luxury, Fine Jewellery, Home & Living and Electronics.

#3

WHAT CURRENCY WILL THE DATA BE DISPLAYED IN?

The euro (symbol: €; code: EUR). This is to allow easy comparison between the different markets.

#4

WHAT IS THE CURRENT TIME RANGE AVAILABLE FOR VIEWING ON THE DASHBOARD?

Currently, you can view the dashboard data up to a maximum of the last 60 days. Do look forward to a longer time frame to be made available soon.

TRENDER

ZALORA

CONTACT US

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