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## HKTVMall感謝祭三大重點優惠 助增加人流及推高銷售額

為了延續消費券的熾熱氣氛，我們的大型推廣活動「HKTVMall 感謝祭」將於11月再次隆重登場！每次感謝祭HKTVMall都提供大量精選產品震撼優惠，顧客反應固然非常熱烈，同時受到極多商戶的支持，主動推出各式各樣的折扣！

今次的「HKTVMall 感謝祭」將於11月1日至30日舉行，除了繼續有「每日一店」及「8,000款產品大劈價」等重點優惠，今次更推出全新的「逢十即折」優惠，期望結合HKTVMall線上線下連串密集式宣傳，包括社交媒體數碼廣告、推廣電郵、HKTVMall 網站廣告、推廣訊息、O2O門市宣傳廣告等，全方位接觸目標顧客群，讓顧客加深對品牌及其產品的認識，進一步刺激消費意欲，為商戶帶來超乎想像的銷售增幅。



### 每日一店

精選不同類型的網店每日輪流提供全店折扣及精選產品震撼性減價優惠，勢掀起搶購

熱潮，推高銷售額。過去曾參與「每日一店」的商戶皆錄得驚喜表現，有單一商戶在優惠期內曾錄得最高訂單總商品交易額約3,000,000港元！

## 8,000款產品大劈價

由HKTVmall市場部搜羅最具人氣的8,000款激減貨品，必定成為顧客搶購焦點。有不少參與2021年5月感謝祭「每週瘋狂減」的產品錄得極好的銷售成績，其中有產品的售出數量及銷售額升幅分別達98倍及146倍。

## 逢十即折

為了增加商戶的曝光機會，我們會於11月的於指定日子提供激筭「全店折扣」優惠，以吸引更多顧客於當日消費，維持感謝祭促銷的熾熱氣氛。

- 11月10日 — 全店至少9折
- 11月20日 — 全店至少8折
- 11月30日 — 全店至少7折



想把握「HKTVmall 感謝祭」帶來的無限商機，有興趣的商戶請於9月13日前提交參加表格，HKTVmall將於9月30日前聯絡入選商戶及在稍後的時間確認優惠詳情。HKTVmall會不斷創新，加強與不同品牌及商戶合作，攜手發揮最大的影響力，與商戶一起迎接網購大時代帶來的新機遇！

**按此提交參加表格**



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第2名

資料來源：  
YouGov BrandIndex

## HKTVmall Thankful Festival with 3 Iconic Promotions Bringing Traffic Surge & Boosting Sales

To extend the online shopping boom of consumption voucher, our signature promotion “HKTVmall Thankful Festival” will be launched in November! Thankful Festival offers stunning discounts for many selected items – with the great support from our merchants to launch various themed promotions proactively, we hope to receive overwhelming customer orders.

“HKTVmall Thankful Festival” will be held from 1 to 30 November. “Store of the day” will remain to be our iconic activity, along with “8,000 Best Deals”. At the same time, we will introduce a completely new promotion - “Best Deals Every 10th”. Combining with a series of intensive online and offline promotions of HKTVmall, including social media digital ads, eDMs, HKTVmall in-mall ads, push notifications, O2O shop display, etc., will definitely enhance customer’s understanding on the participating brands and their products, bringing further purchase desire and an unexpected increase in sales to merchants.

The logo for HKTVMall, featuring the text 'HKTVMall' in white on a red background with a geometric pattern.

# 2021 November Thankful Festival

## **Store of the day**

Various stores will offer store-wide discounts and stunning discounts on selected products daily which is definitely to set off a buying boom and boost sales. Most of the merchants who participated in previous "Store of the Day" recorded surprising performances. One single merchant recorded the highest GMV of around HK\$3,000,000 for its promotion period!

## **8,000 Best Deals**

8,000 selected products by HKTVMall Marketing Team will offer shocking discounts which will definitely become the focus for customers. Many products that were included in previous "Thankful Weekly Best Deal" in May 2021 recorded excellent sales results. Among them, some products achieved the increment on quantity sold and sales by 98-time and 146-time representatively.

## **Best Deals Every 10th**

In order to increase exposure of merchants, we will offer specific storewide discount on selected days in November to attract customers and extend the shopping fever of Thankful Festival.

- 10 Nov - at least 10% off storewide
- 20 Nov - at least 20% off storewide
- 30 Nov - at least 30% off storewide

# Forecasted Thankful Period Data

HKTVMall

Campaign Period : 1 - 30 November 2021 (Total 30 Days)

Est. Daily Unique User

**550,000+**



Est. Daily Pageviews

**6,700,000+**



Est. Avg. Daily Sales

**\$22,000,000+**



To grasp the unlimited business opportunities brought by the “HKTVMall Thankful Festival”, interested merchants please submit your e-application by 13 September 2021. We will contact the shortlisted merchants before 30 September and confirm the offer details later on. HKTVMall will continue to unleash creative and strengthen cooperation with different brands and merchants, working together to exert maximum influence for leaping forward to the new opportunities of the era of online shopping!

**[CLICK HERE for e-application submission](#)**

HKTVMall



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Source: YouGov BrandIndex

## HKTV mall<sup>®</sup>.com

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商品價格以 [hktvmall.com](http://hktvmall.com) 為準

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