



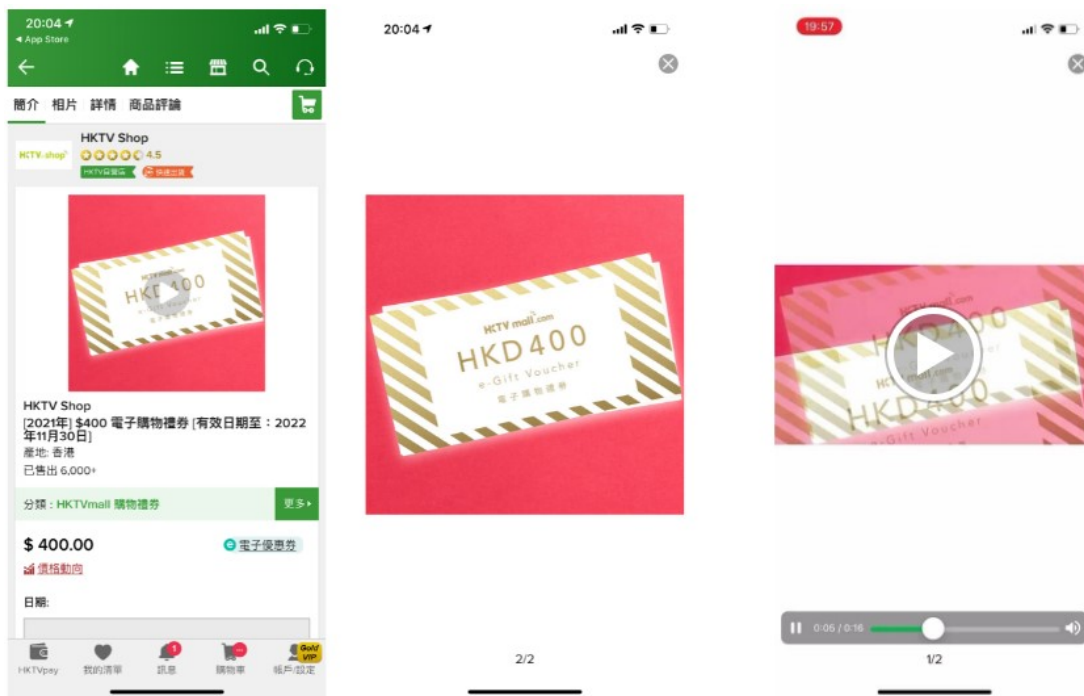
為確保電子郵件能發送到您的郵箱，請加 newsletter@marketing.hktvmall.com 到您的地址簿。

透過影片呈現產品特質 進一步刺激顧客消費意欲 帶動生意增長

作為全港最大的網上購物商場，HKTVmall提供超過700,000款產品及服務選擇。為了向顧客提供更全面的產品資訊，加深顧客對品牌及其產品的認識，HKTVmall不斷優化產品頁面，即將推出全新功能 — 「產品影片介紹」，商戶可透過影片呈現更多產品特質，加強與顧客之間的互動，從而刺激顧客的消費意欲，帶動訂單及營業額增長。



我們將於HKTVmall網頁及應用程式推出全新的「產品影片介紹」功能，並已邀請了數間商戶率先試用，預計於明年年初逐步推出，商戶可於產品相片的位置，上載一條5至20秒的短片，分享各式產品資訊。「產品影片介紹」除了展示於HKTVmall網頁及應用程式的產品頁面外，同時於應用程式的商品分類搜尋頁面 (Category Search Page) 關鍵字搜尋結果頁面 (Keyword Search Result Page) 的縮圖位置展示，吸引顧客對產品的興趣。



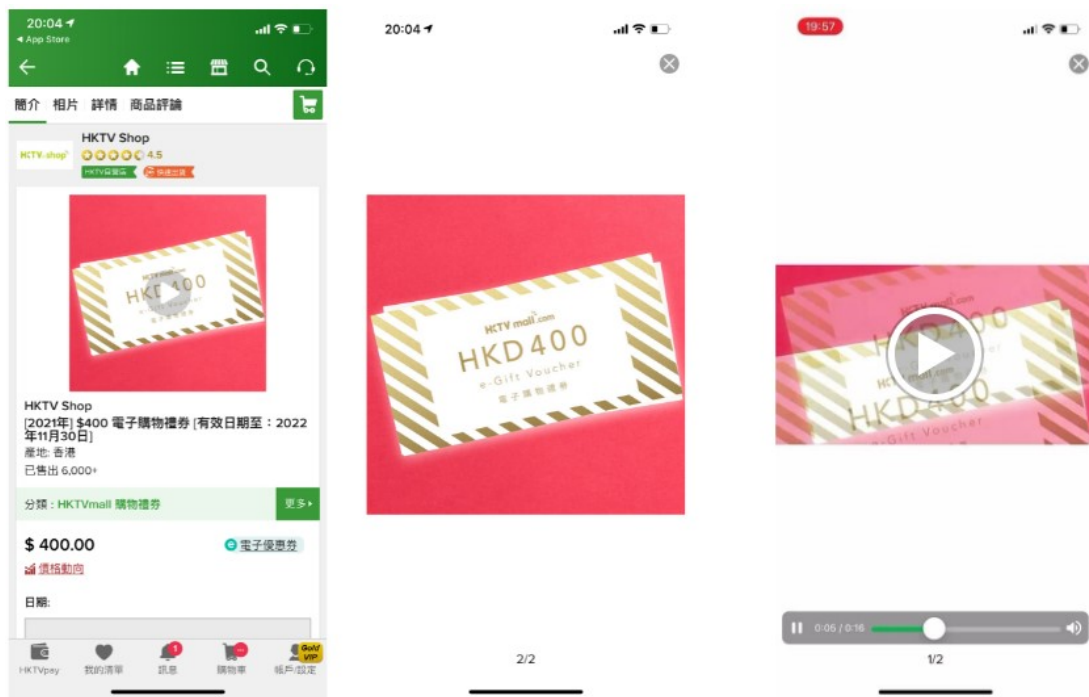
HKTVMall會繼續了解不同類型顧客的購物需要，以開放及創新的思維，推出不同的新功能及優惠，務求令顧客享受不一樣的網購樂趣！

Display Product Features with Video Clips Further Stimulate Customers' Buying Intention & Drives Sales

As the largest online shopping mall in Hong Kong, HKTVMall offers more than 700,000 product and service choices. To provide customers with more comprehensive product information and strengthen brand awareness, HKTVMall continues to enhance the functions on product page and the new feature will be launched soon - "Product Video Clips". Merchants can display more product features through videos to strengthen interactivity with customers, thereby stimulating the customers' purchasing desire, and contributing to the growth of orders and sales turnover.



We will launch the new "Product Video Clips" function on HKTVMall website and mobile app, and have invited several merchant partners to join the trial, and we aim to launch this new feature early next year. Merchants can display their product image in video format with duration of 5-20 seconds to share various product information. Apart from the product detail page of HKTVMall website and mobile app, these video clips will also be shown as the thumbnail of the Category Search Page and Keyword Search Result Page of HKTVMall mobile app, which will serve as the catalyst to attract customers' interest.



HKTVMall will further explore different customer needs with open and creative attitudes, and will continue to launch new features and promotions, bringing seamless and unique online shopping fun on HKTVMall!



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商品價格以 hktvmall.com 為準

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