

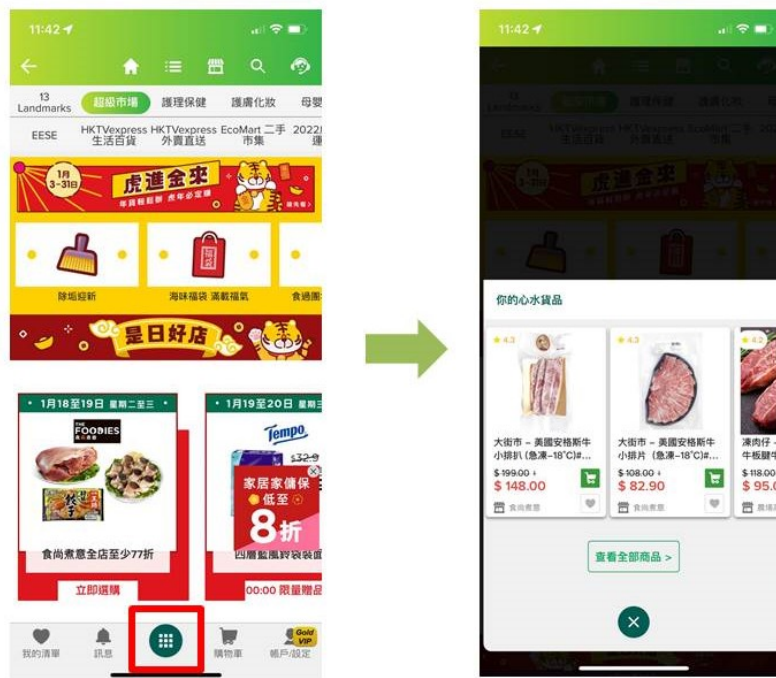


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## HKTVmall 多元化產品推薦系統 精準推送產品到目標客戶群

為了讓商戶更全面地了解顧客的消費行為，透過數據分析開拓商機，「HKTVmall數據共享庫」已全面開放予所有商戶登記使用，商戶更可利用數據圖像化工具Power BI，將大量複雜的數據轉化成精闢的分析結果，洞察市場走勢，從而更有效制定市場營銷策略。

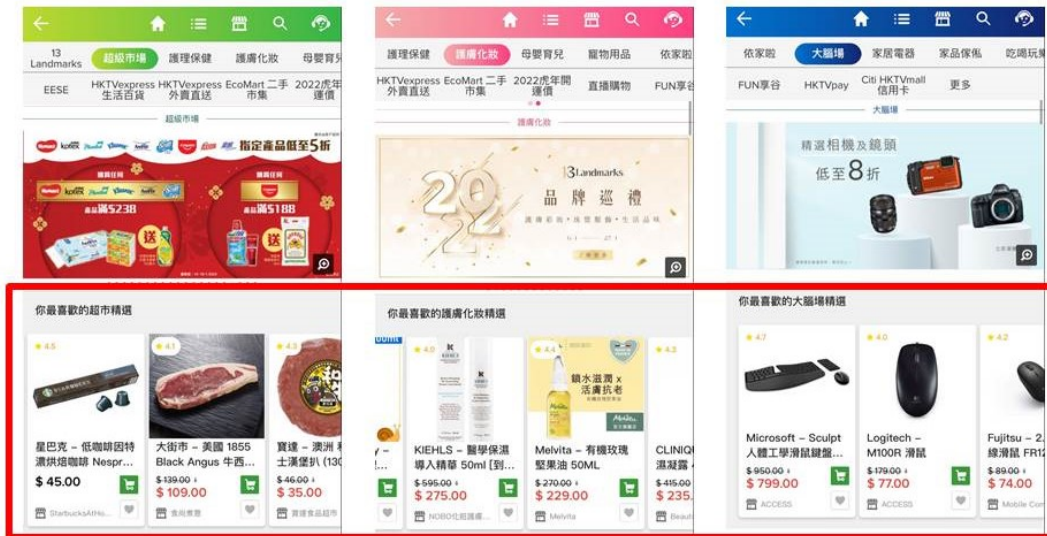
我們進一步將大數據分析應用於加強顧客體驗，透過分析顧客瀏覽及購買紀錄，建立數據化的產品推薦系統，並推出三大全新個人化產品推介功能：「Explore Hub - 猜你有興趣」、「你最喜歡的分類精選」及「3小時加單優惠 - 個人化推介」。我們同時加強個人化的關鍵字搜尋結果，針對目標顧客與HKTVmall的每個互動，準確地將產品推薦給目標顧客群，增加曝光機會，刺激生意增長。



### Explore Hub - 猜你有興趣

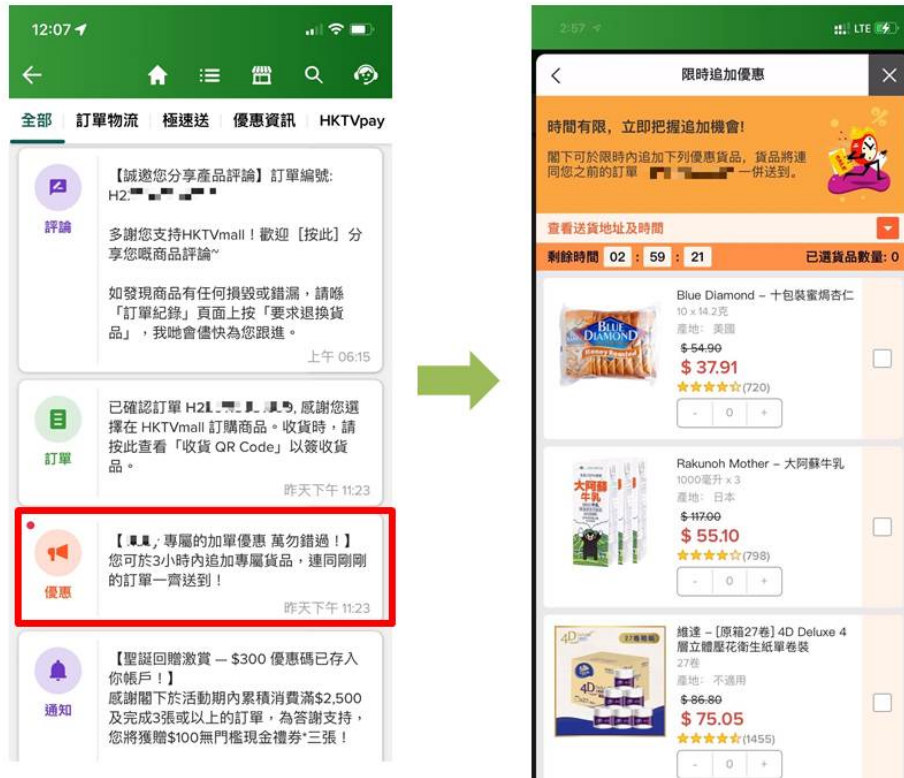
透過分析顧客最近購買及瀏覽的產品，HKTVmall會向顧客推薦其他類似的產品，為其

他產品帶來額外曝光及接觸新客戶的機會。



### 你最喜歡的分類精選

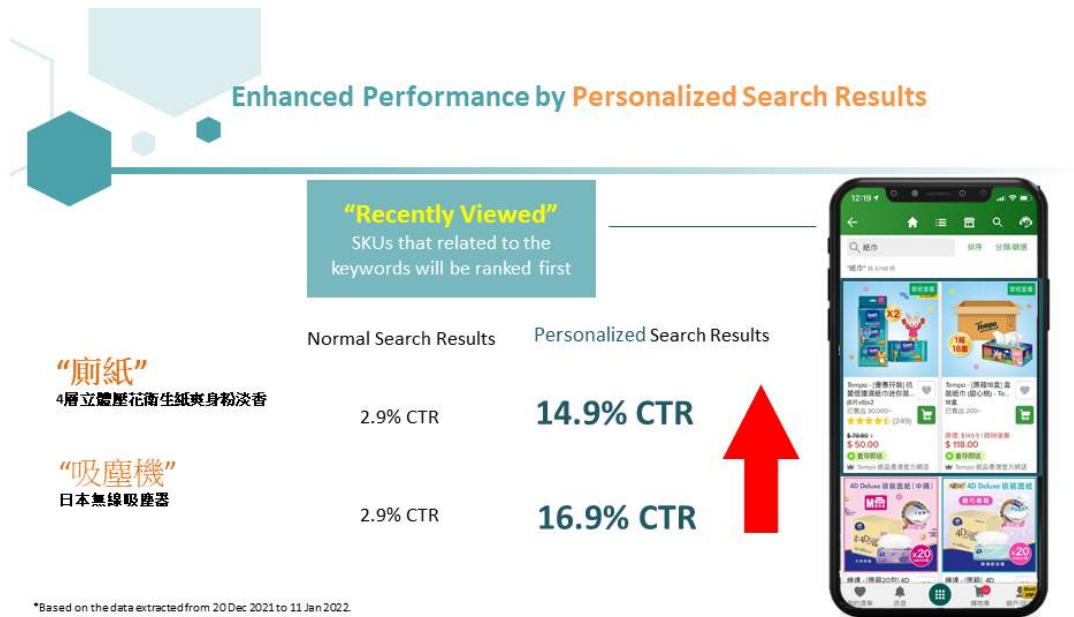
系統會根據顧客瀏覽及購買紀錄，於每個產品分類頁面，推介相關的產品次類別，吸引顧客對產品的興趣，大大提高各類商品的曝光率。



### 3小時加單優惠 - 個人化推介

顧客於成功落單後，系統會向顧客推介個人化、獨一無二的加單產品，自2021年6月優化「加單優惠」後，以「加單優惠」產生的訂單總商品交易額增加77%，並保持上

升趨勢。可見個人化推介既可引起顧客對不同種類產品的興趣，亦可帶動交叉銷售令訂單的總交易額上升，刺激銷售額。



在2021年，有超過96%顧客曾以關鍵字搜尋產品，因此我們加強個人化搜尋結果，讓顧客曾購買或瀏覽的產品排列於首兩位，協助顧客輕鬆地找到心水貨品，成功刺激顧客消費意欲，帶動訂單及營業額增長。

我們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，為 HKTVMall 網站及流動應用程式增加新功能，務求令顧客享受不一樣的網購樂趣！同時，我們會繼續加強與各商戶合作，推動數碼化發展，開拓無限商機。

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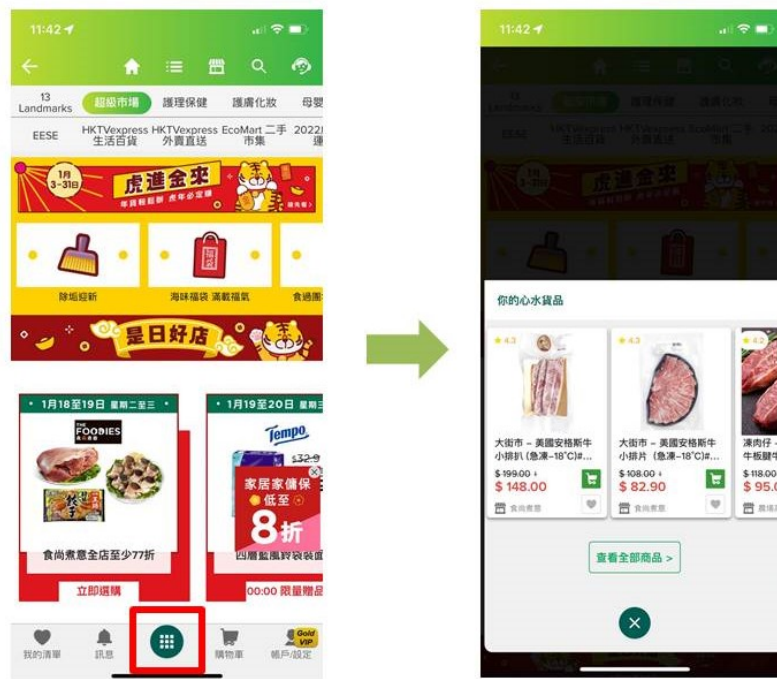
Open Databank

## HKTVMall's Diversified Product Recommendation System Accurately Promote Products to Target Segments

To provide a more comprehensive view of consumers' shopping behaviour and explore new business potential through data analysis to our merchant partners, "HKTVMall Open Databank" has been fully opened the registration for all merchants. Visualized data tool - Power BI is also available for merchants and helps them to transform data into actionable market insights and analysis to formulate marketing

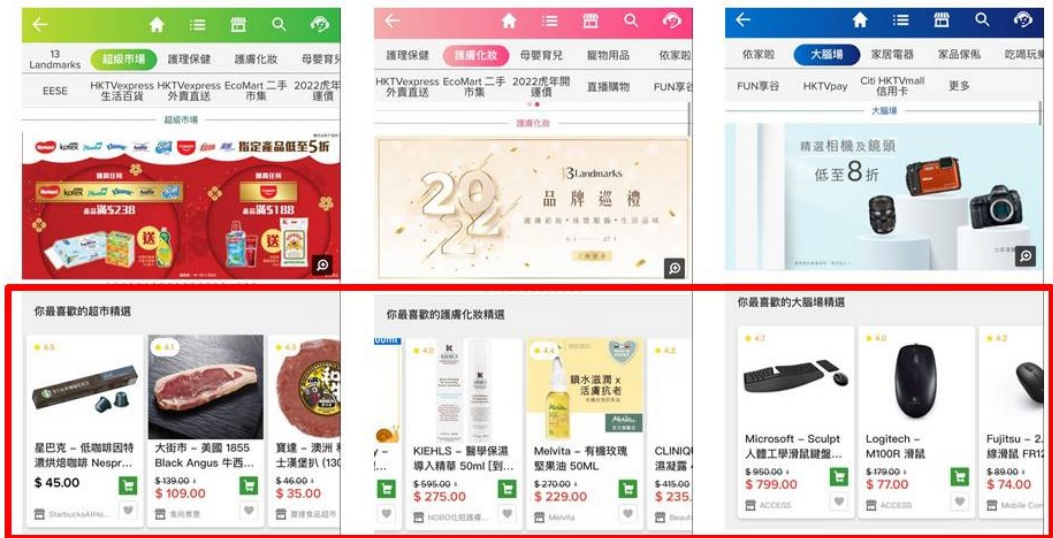
strategies more effectively.

We further apply big data analysis to enhance customer experience, building a data-based product recommendation system by analysing the customers' browsing and purchasing history. Recently, HKTVmall has launched 3 new personalized product recommendation functions: "Explore Hub - Guess You Want These", "Your Favourite Category Items" and "3-hour Add-on Offer with Personalized Recommendation". In parallel to this, we have strengthened the personalized keyword search results, and accurately recommend products to target segments for each interaction between target customers and HKTVmall to increase exposure and business growth opportunities.



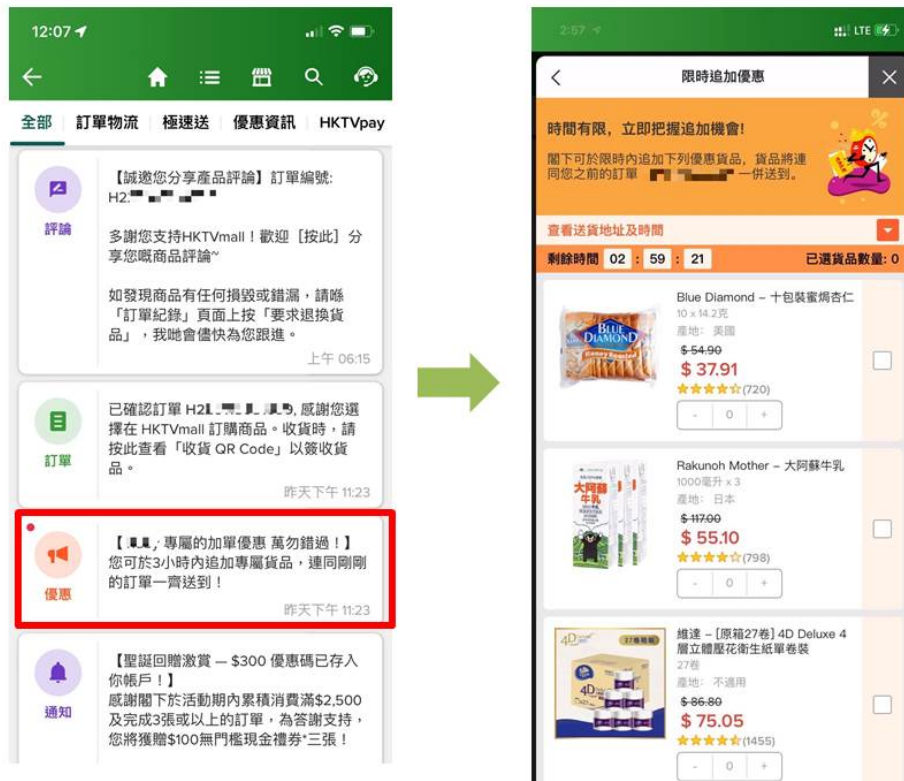
## Explore Hub - Guess You Want These

By analysing the products recently purchased and browsed by customers, HKTVmall will recommend other similar products to customers, enhancing exposure to new customers.



### Your Favourite Category Items

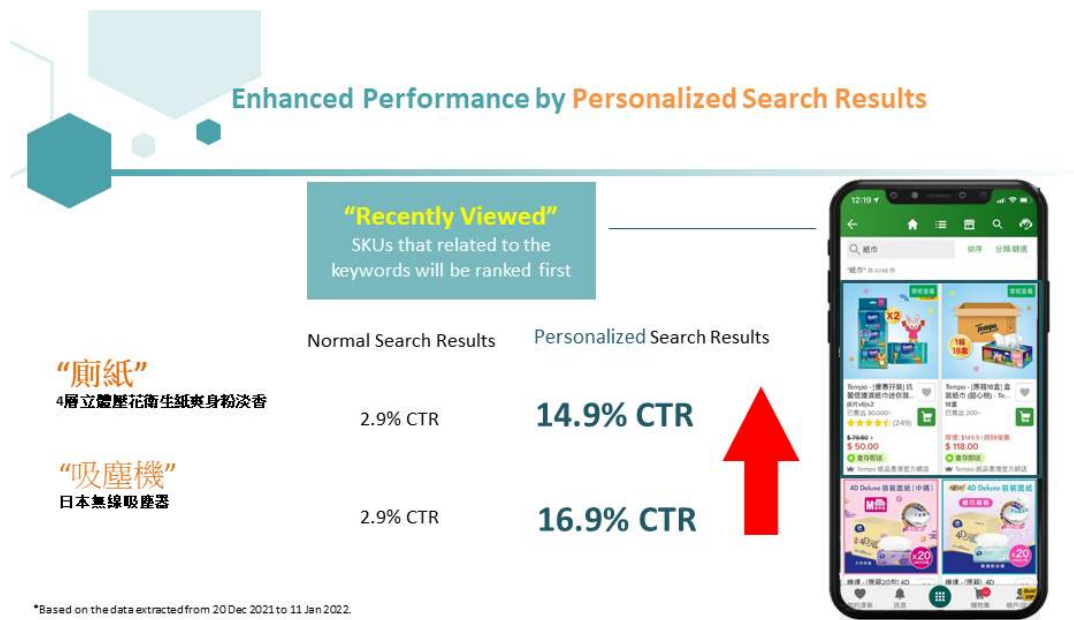
The system recommends related products of the sub-categories on each product category page by analysing the customers' browsing and purchasing history, which will serve as the catalyst to attract customers' interest and increase the exposure of various products.



### 3-hour Add-on Offer with Personalized Recommendation

After successful order placement, the system will recommend personalized and unique products to the customers. The "Add-on Offer" has been optimized since June 2021, and the total GMV generated by the "Add-on Offer" has increased by 77% and has maintained an upward trend. It has proved that the personalized

recommendation has not only aroused customers' interest in other types of products, but also stimulates sales by driving cross-selling orders to increase the total transaction volume of orders.



More than 96% of customers have searched for products by keywords in 2021. Therefore, we have strengthened the personalized keyword search results - The products that customers have purchased or browsed will be ranked in the first two positions, so as to ease the searching of products, successfully stimulating and driving customer spending, as well as contributing to the growth of orders and sales turnover.

Combining with creative and innovative thinking, we will continue to launch new features to HKTVmall website and mobile apps, bringing seamless and unique online shopping fun on HKTVmall. At the same time, we will continue to strengthen cooperation with all merchants, empowering digital development, and exploring unlimited business opportunities.

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香港電視購物網絡有限公司  
Hong Kong TV Shopping Network Company Limited

將軍澳工業村駿昌街1號 香港電視多媒體及電子商貿中心  
HKTV Multimedia and Ecommerce Centre  
No.1, Chun Cheong Street, Tseung Kwan O Industrial Estate  
Tseung Kwan O

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