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HKTVmall長者會專屬優惠及小遊戲 成功拉近與長者的聯繫 帶動營業額增長

為了進一步拉近銀髮族與科技的距離，激發其潛在購買力，HKTVmall加強推廣手機應用程式「HKTVmall簡易版」，推出多項「HKTVmall長者會」會員專屬優惠，成功吸引更多長者成為我們的新客戶，令長者會會員增加至超過61,000名。長者會會員專屬優惠不但讓長者以更優惠的價錢選購心水產品，令長者的生活更為便利舒適；亦成功讓我們進一步擴闊客戶群，帶動訂單及營業額增長。



我們在2020年11月下旬於「HKTVmall簡易版」應用程式推出小遊戲，讓長者會會員可透過玩小遊戲贏取Mall Dollar，每天勝出遊戲可贏取\$5 Mall Dollar，每月最多可得到\$50 Mall Dollar。小遊戲成功地培養長者到訪 HKTVmall的習慣，於2021年第二季度，以到訪「HKTVmall簡易版」應用程式的頻率，遊戲玩家比非遊戲玩家多約204%；在購買的產品數量方面，遊戲玩家比非遊戲玩家多40%，而遊戲玩家的消費

額亦比非遊戲玩家多128%，反映小遊戲能吸引長者增加網購的頻率，刺激他們的消費意欲。

A Strengthened Digital Ecosystem - Close Engagement With Elderly Segment



Game Player vs. Non-Game Player*

Visit Frequency

+ 204%

Basket Size

+ 40%

GMV

+ 128%

*Comparison of game player and non-game player performance in 1H 2021

Source: Visit frequency – Google Analytics

Basket Size and GMV – Internal platform and systems

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HKTvmall亦製作了長者會的短片介紹，希望吸引更多長者加入，享受方便快捷的網上購物服務。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！

HKTvmall 簡易版

點樣加入 HKTvmall 長者會

免費 一對一商店大數據分析服務

為Q4購物旺季作好準備

立即預約 [名額有限]

HKTVMall
YouGov 2021年
香港品牌推薦度排行榜

第2名

資料來源：
YouGov BrandIndex

**Exclusive Offers & Mini Game for Senior Club
Successfully Having Closer Engagement with Elderly Segment
& Driving Sales Growth**

In order to further reduce the technology hurdles for senior group and unleash potential purchasing power, HKTVMall strengthened various promotions on its simplified version mobile app “HKTVMall Lite”, successfully attracting more elderlies to become our new customers and enriching our Senior Club to more than 61,000 members. Our senior members can purchase favourite items at special prices and thus bringing more convenience to their daily lives with the exclusive offers. At the same time, it successfully broadened our customer base and contributed to the growth of orders and sales turnover.



We introduced the Mini Game in late November 2020 on “HKTVMall Lite”. Senior Club members can join the game to win Mall Dollar, which daily winners will get \$5 Mall Dollar with a monthly cap at \$50 Mall Dollar. The Mini Game successfully developed the habit of the elderlies visiting HKTVMall. In Q2 2021, game players visited “HKTVMall Lite” more frequently than non-game players by about 204%. In terms of the basket size and spending, game players are 40% and 128% more than non-game players representatively, which shows that the Mini Game can enhance the frequency in online shopping for the elderly group thus simulating their buying intention.

A Strengthened Digital Ecosystem - Close Engagement With Elderly Segment



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+ 204%

Basket Size

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+ 128%

*Comparison of game player and non-game player performance in 1H 2021

Source: Visit frequency – Google Analytics

Basket Size and GMV – Internal platform and systems

HKTVMall also had a short video introduction of Senior Club, attracting more elderlies to join and explore online shopping effortlessly. HKTVMall will 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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HKTVMall
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Rankings 2021
in Hong Kong

Ranked
No.

2

Source: YouGov BrandIndex

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