

# TIKI.VN

Established in 2010, Tiki is the largest B2C e-commerce company in Vietnam. Of its 2 million customers, more than 50% are repeat customers.

Criteo's performance marketing technology has helped Tiki significantly increase its sales conversion rates, average order values and monthly revenues while further enhancing the customer's shopping experience.



THE RESULTS

↑ 184%

Increase in App Conversion Rate

↑ 67%

Increase in Average Order Value

↑ 64%

Increase in Monthly Revenue

In just three months, Tiki has achieved a significant increase in conversion rates by leveraging Criteo's technology, including in-app and display advertising and retargeting. Tiki has achieved a 184 percent increase in app conversion rate, 67 percent increase in average order value and 64 percent in monthly revenue.



Criteo has become an important partner for Tiki. Their performance marketing solutions have helped us optimize and automate ad serving across platforms and with precision. This has enabled us to increase positive interactions with our customers and enhanced our status as a trustworthy provider. With Criteo, we are confident that our marketing budget will be allocated optimally and efficiently.

- Anh Phan Tuan, Head of Marketing, Tiki



BACKGROUND

Founded in 2010, Tiki is the one of the first e-commerce startups in Vietnam. What started as a book retailer has since grown to a B2C e-commerce company catering to a customer base of more than 500,000.

For the past two years, Tiki has expanded its inventory to offer a wider variety of consumer goods. To date, they have over 300,000 products covering three main categories: books, electronics, and lifestyle.

Tiki prides itself in offering authentic and original products, insightful customer service that leads to excellent customer shopping experiences, and unparalleled delivery and fulfilment services.



THE CHALLENGE

As Tiki continued to diversify its offerings, it needed to ensure that consumers remained up to date on latest products. To do so, they needed a partner who would help them not only drive awareness, but also engage and drive conversions among the millions of customers who visit its site daily. In addition, the company needed to find a solution to help automate the entire process so that its team can focus on other operational tasks.



THE SOLUTION

To effectively convert customers across multiple platforms, Tiki leveraged the strength of the Criteo Engine, thus ensuring all customers are properly targeted with content that is customised and relevant to each shopper.

With Criteo's performance marketing solutions, Tiki was able to directly engage the millions of customers who visited their site with relevant content and recommendations based on each individual's preferences and shopping behaviour.

Through this partnership, Tiki saw a significant increase in in-app conversion rates, average order value and monthly revenues.

