

Digital Marketing Asia Media China

Presented by
Glogou

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Glogou

淘宝网

- ✓ The #1 China C2C platform

淘宝网

- Founded in 2003 by Alibaba
- The most popular and largest online shopping platform, with 90.5% market share in C2C online shopping market
- 500MM registered users
- 60MM visitors every single day
- 48K pieces merchandise sold every second
- Chinese online shoppers go to Taobao for everything
- The best place to grow your business, build your brands among Chinese consumers

www.taobao.com

Screen shot of a Taobao store

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Sounds good, but...

- Taobao is not directly open to foreign businesses
- Taobao is strictly in Chinese. The tasks to open a store in the platforms and manage store backend can be daunting
- The approval process for opening a store on Taobao is very strict and involve specific documents and identifications, typically hard for a foreign business to provide

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