

China retail festival: June 18

As brick-and-mortar stores begin the slow recovery process, online retail continues to thrive, and retail festival performance improves YOY.



What is the 618 shopping festival?

Next to Single's Day (11/11), this retail festival is the second-largest shopping holiday. Originally created to celebrate the founding of ecomm giant JD.com, this major shopping promotion continues to gain traction, attracting other major ecomm players (including Alibaba's Tmall and Taobao).

2020's impact — and growth

Despite the challenges of last year, JD.com saw transaction volumes of ~269.2 Billion RMB (roughly 38.1 billion USD) during the 2020 shopping festival. With a growth rate of 33.6% YOY, 2020 beat out 2019's 26.6% growth.¹



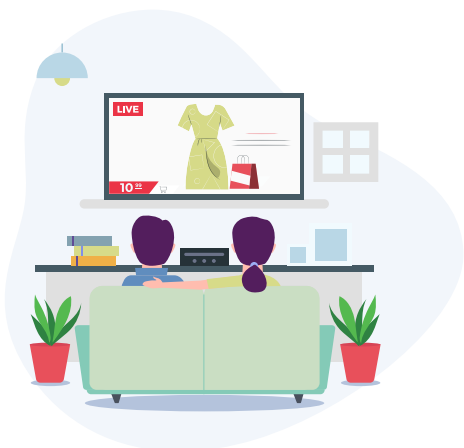
So what drove this change?

Ecommerce brands leaned into multi-pronged sales strategies, expanding their reach. Many retailers leveraged live streaming, giving shoppers a chance to interact with influencers and brands in real time.

This further underscores the emphasis on virtual social and networking tools – in fact, video conferencing devices saw tremendous growth on JD.com; a 400% increase YOY.

Online-shopping's convenience and availability, plus promotional pricing, help further boost the 618 Festival's popularity.

In the leadup to the event, increased traffic poses an opportunity for marketers to reach a wide audience.



How Smaato can help

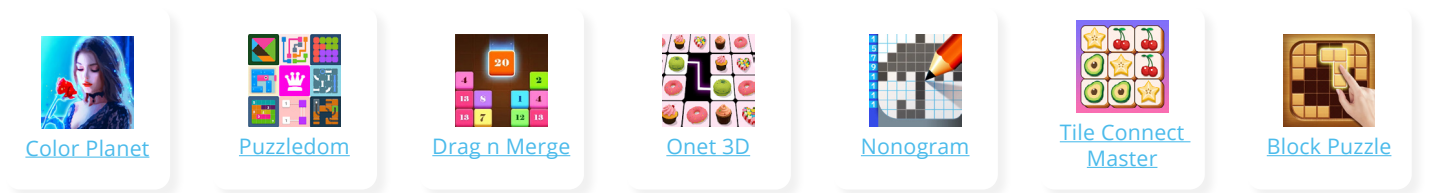
The online shopping trend continues. Are you ready for June 2021?

Smaato's Digital Ad Tech Platform makes it easy to bid on high quality traffic. Our ad server and digital ad tech platform help you reach engaged audiences around the world – and on any device.

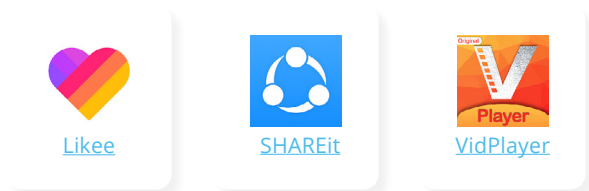
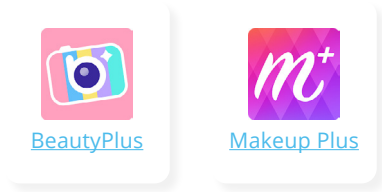
We also offer curated, brand-safe inventory packages to make precision targeting easy. Marketers can bid on pre-packed bundles of inventory (by vertical or by KPI) to reach engaged audiences.

Featured inventory

High-End Gaming Laptops landed a top spot in the “top sold” category for 2020, with a YOY increase of 243%.²



Also popular? Product categories **Facial Essence and Lotion/Cream**, and **High-end Shampoo & Conditioners**.



With video conferencing devices up 400% YOY, **social networking** inventory provides a great opportunity to reach engaged users.³

Ready to get started?

Contact your Client Partner manager.

Source: ^{2,3} [TechNode, June 2020](#)

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