

Press Release



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transcosmos inc.

transcosmos wins four awards in TMALL “Q2 2020 Consumer Operations” rankings

Helps brands grow in China with its consumer operations services following “FAST&GROW” model

Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), a wholly-owned subsidiary of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda), is proud to announce that the company received “Uni-Marketing Service Partner,” “Strategic Service Partner by Industry,” “Omni-channel Marketing Service Partner,” and “Consumer Operations Service Partner (high ability),” a total of four awards in “The Second Quarter 2020 Consumer Operations – Industry Service Partners” rankings announced by TMALL.



China’s new retail market is the integration of online, offline and the Alibaba Ecosystem. Under that environment, TMALL has released the “FAST&GROW (the benchmark for brand business expansion)” model (*) and TMALL service partners are required to enhance their service levels. In other words, operations services providers must upgrade their service levels, and shift their e-commerce operations to one that “merges online and offline” from mere operations, and to “data-driven consumer operations” from the traditional “network traffic operations,” thereby helping brands expand their businesses. Now, “FAST&GROW” works as the key index for brands to measure their success in expanding sales. Brands can measure their operational effectiveness by monitoring the change in TMALL “GROW” rankings, compare results with top ranked brands, learn from their success stories, and increase their operational capabilities and make better marketing initiatives.

As a leading data service provider, transcosmos China has a deep insight into the “FAST&GROW” model, and abilities to execute effective strategies. Highly regarded by brands, transcosmos China has won two awards, “Strategic Service Partner by Industry” and “Consumer Operations Service Partner (high ability)”.

transcosmos China has strong records in particular in the apparel industry, successfully helped dozens of top brands grow in TMALL GROW project, and is ranked in the top 2 and 3 as a service partner in two major categories, namely, housewares and fashion & shoes, respectively.

Success story ①: During a large-scale campaign event, transcosmos China helped a popular sport wear brand run their marketing initiatives. The brand achieved 250% year-over-year growth in customer acquisition ratio, and saw a 400% year-over-year growth in terms of brand penetration ratio in younger generations.

Success story ②: Assisted a homewares brand in diverse perspectives such as developing user strategies, planning product categories, setting a direction for new products, and developing omni-channel marketing strategies. As a result, transcocosmos China helped the brand advance into more than four new categories, and the brand achieved a gross merchandizing volume (GMV) of 10 million yuan (about 158 million yen. 1 yuan = 15.8 yen) during 6.18 Shopping Festival 2020.

| 服饰风尚行业 | |
|-------------------|------------------------|
| 女装&内衣TOP 服务商排名 | TOP 1 贺州辰月科技服务有限公司 |
| | TOP 2 杭州火奴数据科技有限公司 |
| | TOP 3 上海联蔚信息科技有限公司 |
| 运动户外TOP 服务商排名 | TOP 1 上海古星电子商务有限公司 |
| | TOP 2 杭州多准数据技术有限公司 |
| | TOP 3 杭州十禾信息科技有限公司 |
| 家居百货TOP 服务商排名 | TOP 1 上海联蔚信息科技有限公司 |
| | TOP 2 上海特思尔大宇宙商务咨询有限公司 |
| | TOP 3 杭州点燃网络科技有限公司 |
| 男装TOP服务商排名 | TOP 1 贺州辰月科技服务有限公司 |
| | TOP 2 上海古星电子商务有限公司 |
| | TOP 3 上海联蔚信息科技有限公司 |
| 时尚鞋靴TOP 服务商排名 | TOP 1 青木数字技术股份有限公司 |
| | TOP 2 上海百秋电子商务有限公司 |
| | TOP 3 上海特思尔大宇宙商务咨询有限公司 |
| 奢品中心TOP 服务商排名 | TOP 1 上海行蕴信息科技有限公司 |
| | TOP 2 上海百秋电子商务有限公司 |
| | TOP 3 上海英赛广告有限公司 |
| 珠宝首饰TOP 服务商排名 | TOP 1 杭州多准数据技术有限公司 |
| | TOP 2 上海联蔚信息科技有限公司 |
| | TOP 3 上海第一财经数据科技有限公司 |
| 手表眼镜TOP 服务商排名 | TOP 1 上海百秋电子商务有限公司 |
| | TOP 2 贺州辰月科技服务有限公司 |
| | TOP 3 北京长兴信达科技发展有限公司 |

Putting continuous focus on “omni-channel strategy & execution capabilities” in the “FAST&GROW” model, transcocosmos China will enhance its service capabilities to assist brands in building and executing their market positioning strategies, and planning and running both online and offline marketing initiatives. Building on its proven records in consumer operations services, transcocosmos China will help many more brands in the FMCG category - with a particular focus on mom & baby care brands - expand their businesses in China.

transcocosmos China has earned five certifications from Alibaba Group, namely, TMALL Five-star service partner, Kaola Five-star service partner, Alibaba Brand Databank (integrated database owned by Alibaba Group) service partner, Alimama (Alibaba Group’s digital marketing platform) Uni-Marketing service partner, and Alimama DMP (Alimama’s consumer operations platform) service partner.

(*) About TMALL “FAST&GROW”

“FAST” model enables brands to analyze their current status and the progress they have made based on four standards, namely, “Fertility (total number of customers),” “Advancing (depth of relationship with customers),” “Superiority (total number of registered members and fans),” and “Thriving (active rate of registered members and fans).”

“GROW” model is a set of standards that analyzes the trends of markets and industry categories, and the status of brands. The model consists of four elements as follows;

- ① “Gain”: GMV growth generated from customer acquisition
- ② “Retain”: GMV growth generated from an increase in purchase frequency. This is the key particularly for categories such as mom & baby care products and pet food.
- ③ “bOOst”: GMV growth generated from an increase in average customer spend. Capabilities to increase the average customer spend is becoming ever more critical in popular categories like cosmetics and personal care items as well as for brand target groups such as young moms and the middle class.
- ④ “Widen”: Assesses the effectiveness of new products from diverse perspectives including new products’ contribution to

customer acquisition and GMV growth (new customer ratio and GMV growth rate), explosive popularity of new products (GMV at the time of product release), and frequency of new product rollout.

■ About transcocosmos China

transcocosmos entered the Chinese market and launched its offshore services business in 1995. Today, transcocosmos has its bases and subsidiaries across 20 cities in China including Shanghai, Beijing, Tenzin, Hefei, Xi'an, Changsha, Wuhan, Suzhou, Taipei and more. The company offers extensive services such as business process outsourcing (BPO) including contact centers, e-commerce one-stop, digital marketing and system development for both Chinese and global brands.

transcocosmos China was founded in Shanghai as a digital transformation partner for businesses in 2006 and launched its e-commerce business in 2009. Now, in partnership with platforms such as TMALL, JD, and WeChat, transcocosmos China offers a variety of services that include e-commerce store/website development & operations, sales channel development, online and offline data integration, system development, consumer operations, and integrated marketing services in the new retail industry (including cross-border e-commerce) to clients in diverse industries including the 3C Industry (Computer, Communications, and Consumer Electronics), apparel, baby care, toy, sports, beverage, musical instruments, homewares, home theater/audio equipment, and more.

* transcocosmos is a trademark or registered trademark of transcocosmos inc. In Japan and other countries.

* Other company names and product or services names used here are trademarks or registered trademarks of respective companies.

About transcocosmos inc.

transcocosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 168 bases across 30 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce services to deliver our clients’ excellent products and services in 48 countries/regions around the globe. transcocosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment.

<https://www.trans-cosmos.co.jp/english/>

Media Contact

Public Relations & Advertising Department, transcocosmos inc.
Email: pressroom@trans-cosmos.co.jp