

king basket pick \KANTAR

# 巨量引擎本地消费 商家创新营销与经营白皮书



Center  
taming of the country's

## able am ple

The restoration of order in public life has led to the revitalization of local consumption, injecting a shot in the arm to the national economy and bringing multiple dividends to the market. Local merchants operating gourmet catering, lifestyle services and wine travel and retail businesses have to face challenges from the industry's changing business logic and marketing approach while welcoming a steady stream of customers.

The study found that with the trend of integration of online and offline consumption scenarios, as well as consumers' decision-making extending from demand to interest and experience, good content with strong local attributes has become the key to bring consumers' traffic, relevance and trust to merchants; and refined content marketing will effectively help merchants' local consumer attraction and consumption conversion. As a result, local merchants need to accelerate the organic integration of online and offline business operations, and synergize marketing and sales to improve the efficiency of marketing conversion and the ability of business operations.

Under this trend, the local consumer service track has ushered in the wrestling of new and old players on the same stage. As a new army, content platforms represented by Jitterbit, on the basis of their traffic advantages and consumer reach capabilities, are among the key players in the industry by virtue of the two major tools of localized interest content and precisely targeted recommendations. At the same time, Jitterbit and Jumbo Engine provide local merchants with platform value, product and model upgrades, and iterative marketing chain capabilities in the implementation of marketing and business integration strategies, thus providing consumers with better quality and convenient services. Jitterbit, which has been highly integrated into the lives of the public, will better capture and undertake business growth opportunities for local merchants with the iteration of the above three capabilities.

In order to help local stores and local retailers, JuliEngine's Local Consumer Business Center has continuously explored business innovations and summarized its methodology, and has compiled two sets of innovative marketing and business solutions - "Business Guide for Store Growth" and "Business Guide for New

Retail", which uphold the concept of integration of advertising and management. The core of the two business manuals upholds the concept of advertising and management integration, and is committed to seizing new opportunities in local business for merchants, providing scientific strategic guidance and practical guidelines for different types of local merchants at different stages of growth and their differentiated business operation goals.

Jumbo Engine empowers merchants with local content power within the Juyo ecosystem, localized regional precision placement capabilities, and scientific operation and marketing tools, further injecting fresher vitality into local consumption, and working together with local merchants to comprehensively improve operational efficiency, promote transactions, branding, accelerate running, and do big business.

# catalogs

## CONTENTS

### PART.1 Change

Localized content-oriented operations and marketing will become the inevitable logic of local business

**Changes** Local consumer market picks up speed, onlineization accelerates ..... **P.02**

**Changes** The content platform gradually penetrates into the online and offline linkage operation of local merchants ..... **P.05**

**Changes** Quality Local Content Becomes Key to Increasing Marketing Efficiency for Local Merchants ..... **P.08**

### PART.2 Iteration

Create a deeply coupled local business marketing and operational integration around content

**Facing** Local merchants face many operational and marketing pain points ..... **P.11**

**Around local** Organic integration of marketing and business integration in a closed-loop chain ..... **P.12**

**Based on** Mega Engine Brings Triple Iteration of Capabilities to Local Merchants ..... **P.13**

### PART.3 Growth

Jumbo Engine's innovative marketing and business solutions help local merchants achieve long-term growth

**Store Growth** Helping stores at different stages of development grow their business ..... **P.19**

**New Retail** Helping merchants in different retail formats to grow their business ..... **P.25**




# 1 "改变" PART

## **Localized content-oriented operations and marketing will become the inevitable logic of local business**

As the process of market digitization advances and consumption paths and patterns change, so does the logic of local merchants' business operations.

---

The local consumer market, which is closely related to daily life, is undergoing self-innovation in the wave of digital transformation: the boundaries between online and offline consumption scenarios are gradually dissolving, and Internet platforms are helping local merchants to steer the future direction of operation and business growth in the converged scenarios; consumer decisions are being initiated by interest and conversion is being driven by a good experience. Therefore, creating localized content and quality services that can stimulate consumers' interest, and then channeling the flow of business and improving the conversion efficiency, will become the key to local merchants' marketing and operation in the new business order.



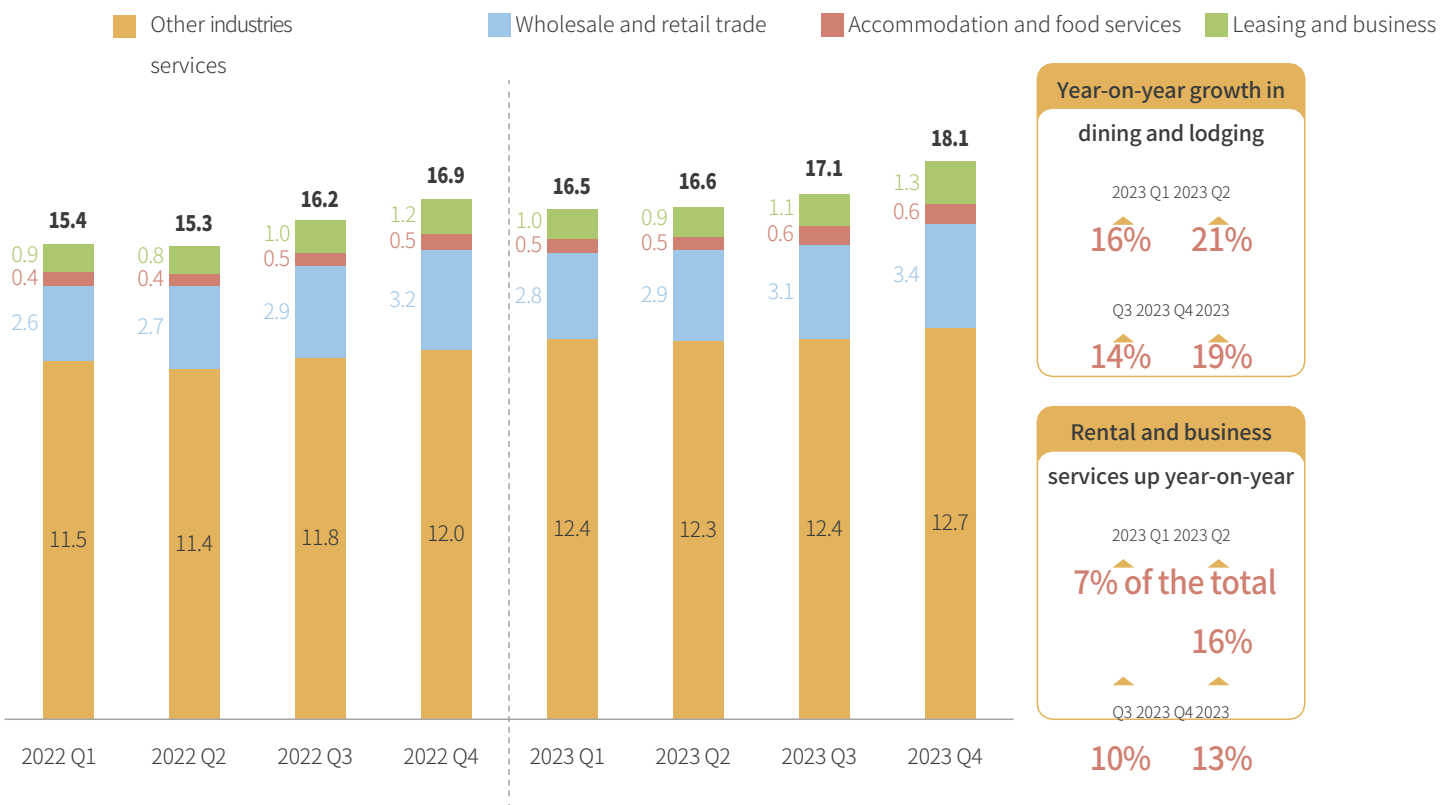
# 1 Changes in the Industry: Local Consumer Market Accelerates Rebound, Online Process Accelerates



## 1.1 Local consumer market continues to recover and deepen its online presence

The national economy has stabilized and rebounded under various pressures, and consumption related to the good life has rebounded strongly along with the restoration of offline order. The tertiary industry is recovering well, with increased market vitality and solid contribution; among them, the catering and accommodation, leasing and business services segments have continued their high growth rate trend in every quarter of 2023.

Composition of tertiary sector value added, Q1 2022-Q4 2023 (trillions)

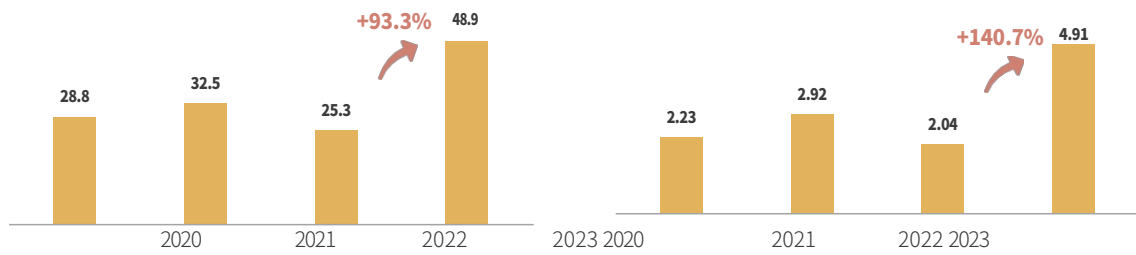


Source: National Bureau of Statistics (year-on-year data based on quarterly calculations from 2021-2023)

The public's demand for travel and tourism is once again unleashed, and the market's warmth is reflected in the significant rise in the number of domestic travelers and spending. 2023 has been a year of frequent travel topics: from "Zibo barbecue" to "Harbin frozen pears"; from "special forces tourism" to "City Walk", plus the trend of movie and TV IP card tours, the soaring buzzwords on

content and social media platforms and the constant stream of travelers. In 2023, there will be a lot of travel topics: from "Zibo barbecue" to "Harbin frozen pear", from "Special Forces tourism" to "City Walk"; and the trend of card-carrying tours brought by movie and TV IPs, the soaring buzzwords on social media platforms will echo the popular cities that are constantly visited, forming a new phenomenon in the tourism industry.

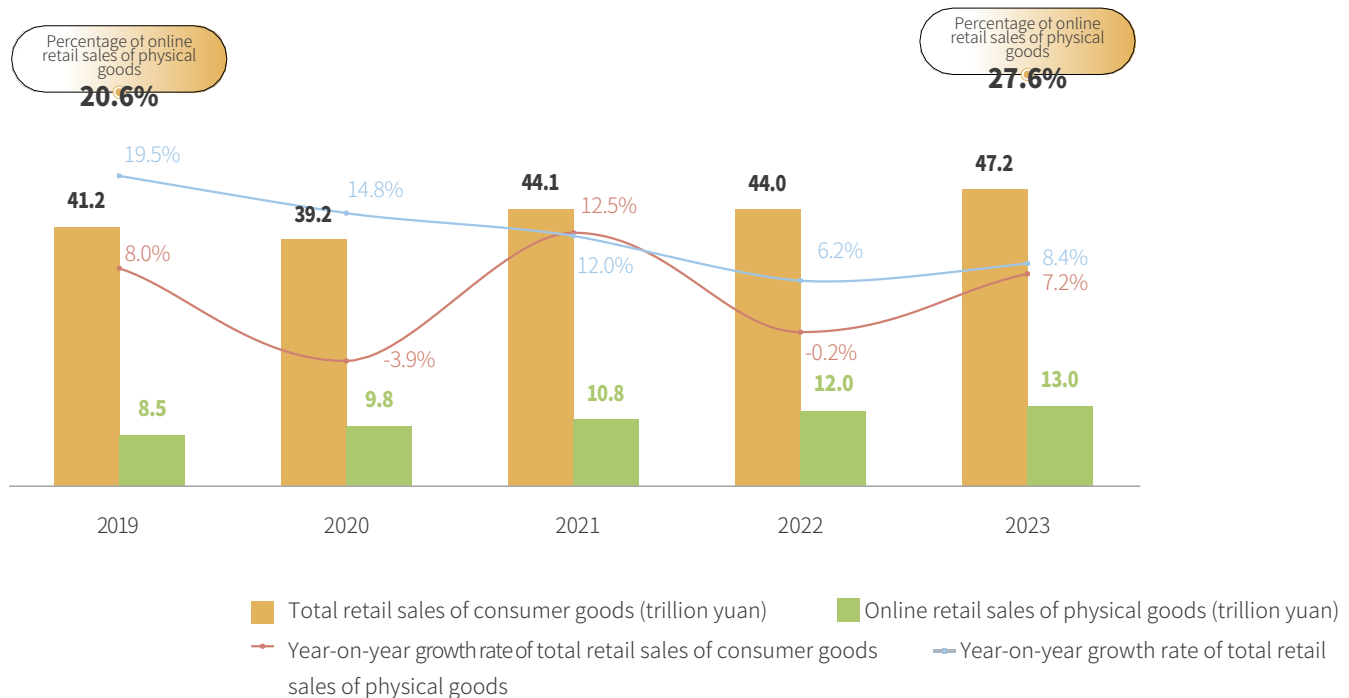
Total Domestic Tourism Trips, 2020-2023 (Billions) Total Domestic Outbound Spending, 2020-2023 (Trillions)



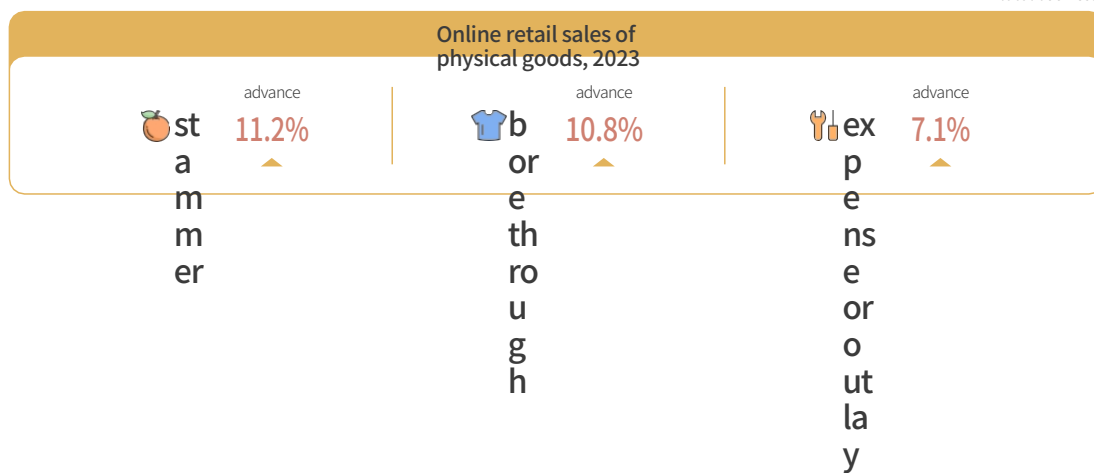
Source: Publicly available data from the Ministry of Culture and Tourism.

The overall consumer market is recovering amid fluctuations, with strong momentum in consumption as the "main engine" of the economy, providing strong support for promoting high-quality development, creating a high quality of life and building a new development pattern. The online migration of daily consumption of food and clothing has contributed to the further expansion of online retailing, and has become an important growth driver for the local consumer market.

China's Total Retail Sales of Social Consumer Goods and Its Growth Rate and Online Retail Sales of Physical Goods and Its Growth Rate and Percentage Share





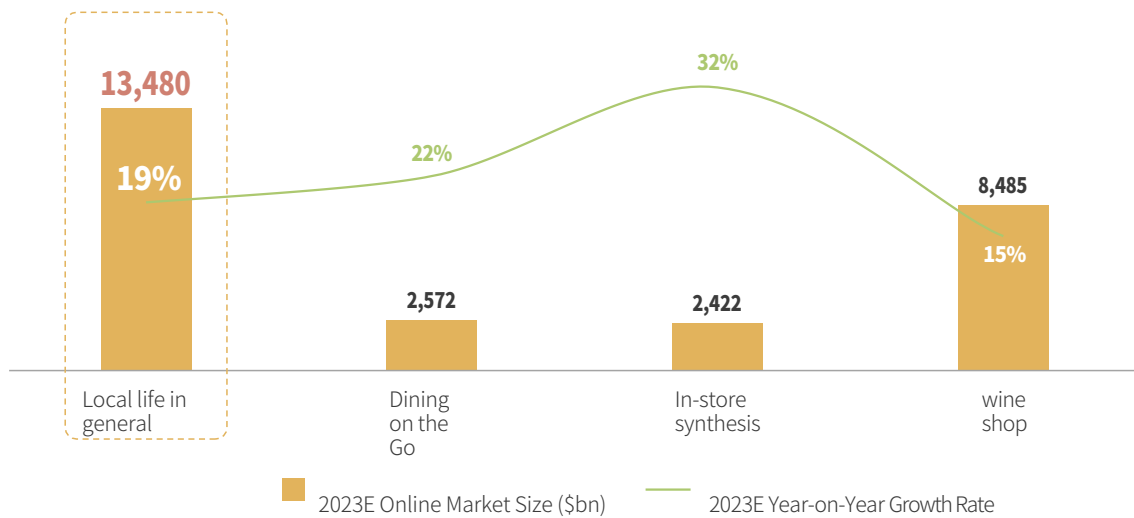


Source: National Bureau of Statistics, Total Retail Sales of Consumer Goods Key Data (2019-2023)

**1.2 Strong incremental potential in the overall market and segments of local consumption**

The local consumption track involves a huge consumer market base and a wide variety of categories. With the diversification of public lifestyles and the expansion of territory, local consumption focusing on dining and food, leisure and entertainment, and travel and wine travel scenarios continues to expand its boundaries. The corresponding online market can be divided into three major segments: online in-store catering, in-store integrated services and wine and travel: the catering market maintains a steady growth trend, and the wine and travel market is the largest, with growth floating along with travel consumption; and with the differentiation and expansion of consumer demand, as well as the acceleration of the onlineization of all kinds of merchants and service providers, the in-store integrated business area will maintain high growth.

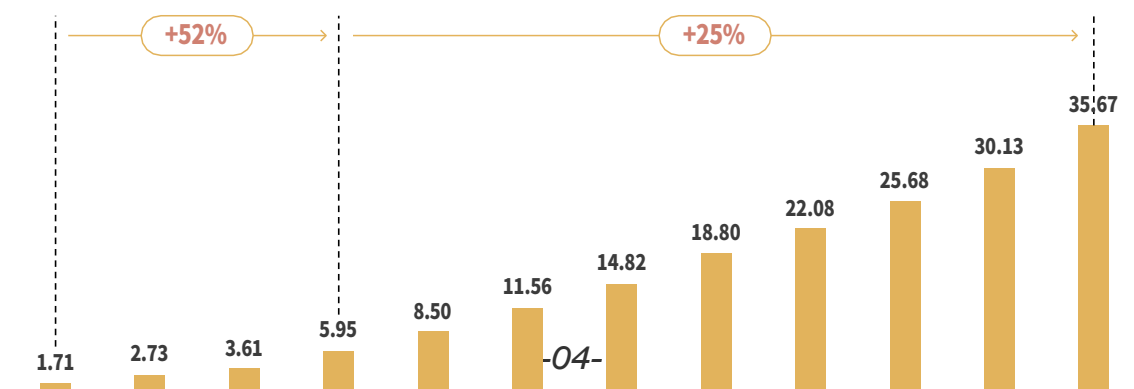
**Overall Local Life Online Market Size and Segment Market Size**



Source: Guohai Securities "Local Life Industry Series Research Trilogy" (2023E)

Brick-and-mortar businesses in the consumer's living area are actively expanding their e-commerce business, opening up new modes and spaces for retail development. Instant retail with digitalization and supply chain synergy is oriented to meet convenience and instantaneous consumer demand, relying on the high penetration and digital service capability of Internet platforms, covering consumers' daily purchases and driving the growth of the local retail market through the instant retail business model of "brick-and-mortar stores + instant delivery".

**Instant Retail Market Size - Including Platforms and Owned, 2019-2030E (\$100 Billion)**



Note: Comprehensive measurement of business big data, statistical monitoring platforms including multiple platforms

Source: China International Business e-Center "2023 Instant Retail Development Trends White Paper

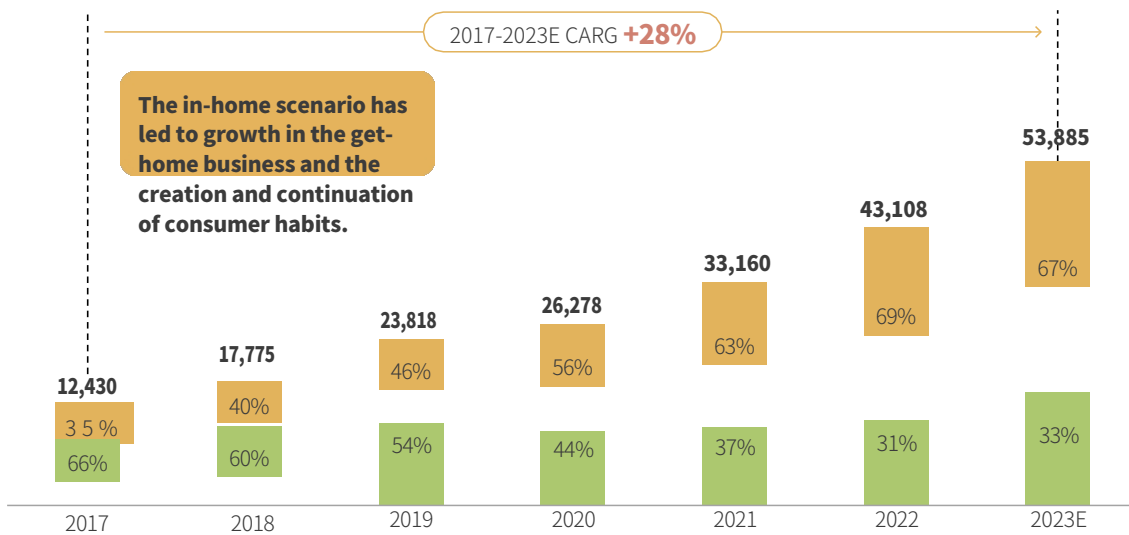
## 2 Changes in Business: Content Platforms Gradually Deepen Local Merchants' Online and Offline Linkage Operations



### 2.1 The business model of local merchants linking online and offline is becoming more mature, and precisely positioned localized content improves the efficiency of attracting traffic.

Under the general trend of online migration in the consumer market, local merchants have actively embraced digitalization, leveraging the online traffic of various types of platforms to feed the offline customer flow, and extending their business from the store to the home. In the mode of transformation, local merchants not only provide consumers with a richer variety of daily purchasing services that are more convenient to use, but also form the online and offline linkage and synergistic operation capabilities; while consumers' continuous release of quality and personalized experience demands create more consumption scenarios and market growth space.

Overall O2O market size (billion dollars) and growth rate



**excellent**

2017 → 2023E  
CARG **+28%**

Place an order online and have the product delivered to your home offline

**in-store**

2017 → 2023E  
CARG **+14%**

Online payment, offline in-store experience

Source: Cato O2O White Paper 2023

After online and offline linkage has become the norm for local merchants, content platforms (including social, short video, community, etc.) have successfully cut into the local consumption track by virtue of

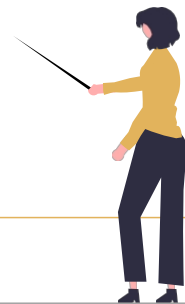
the model innovator, i.e. Local content grass-roots --> online and offline combined consumption

Relying on the extensive traffic base and consumer coverage ability, content platforms use local content combined with LBS accurate targeted push as the gripping hand, combined with the increasingly perfect service and data capabilities, to help attract traffic to offline stores and store management online, improve the accurate efficiency of attracting traffic to local merchants, and bring strong incremental business for local merchants.

**2.2 Interest and experience become key drivers of consumer decisions, content platforms gradually penetrate into the business operations of local merchants**

The core driver for local merchants to actively establish strategic cooperation with content platforms is the qualitative change in customer consumption: the transition from planned to both planned and unplanned consumption, and the extension of consumption drivers from needs to interests and experiences. As a result, local consumer services are shifting from a commodity economy that focuses on convenience and proximity consumption to meet daily needs to an experience economy that focuses on service and exploration consumption to meet hobbies and interests. The business logic of merchants continues to deepen online and offline linkages, and to strengthen local content construction to stimulate consumer interest and showcase consumer experiences, thereby increasing customer traffic and business opportunities.

In the Internet era, **PC-based online platforms provide local merchants with online channels for advertising and marketing**, and online traffic to drive store exposure, but the business focus is still offline, stores rely on geographic location and store density to get customers, marketing and business operations are relatively fragmented.



In the era of mobile Internet, the consumer's action after a clear demand is instant online search and then select the store and go offline to complete the consumption, or online purchase and wait for the home service. At that time, the **mobile life service platform** with LBS location service **assumed an important role in attracting customers to offline, and also assumed part of the online sales and online advertising and marketing channels**, but it is difficult to

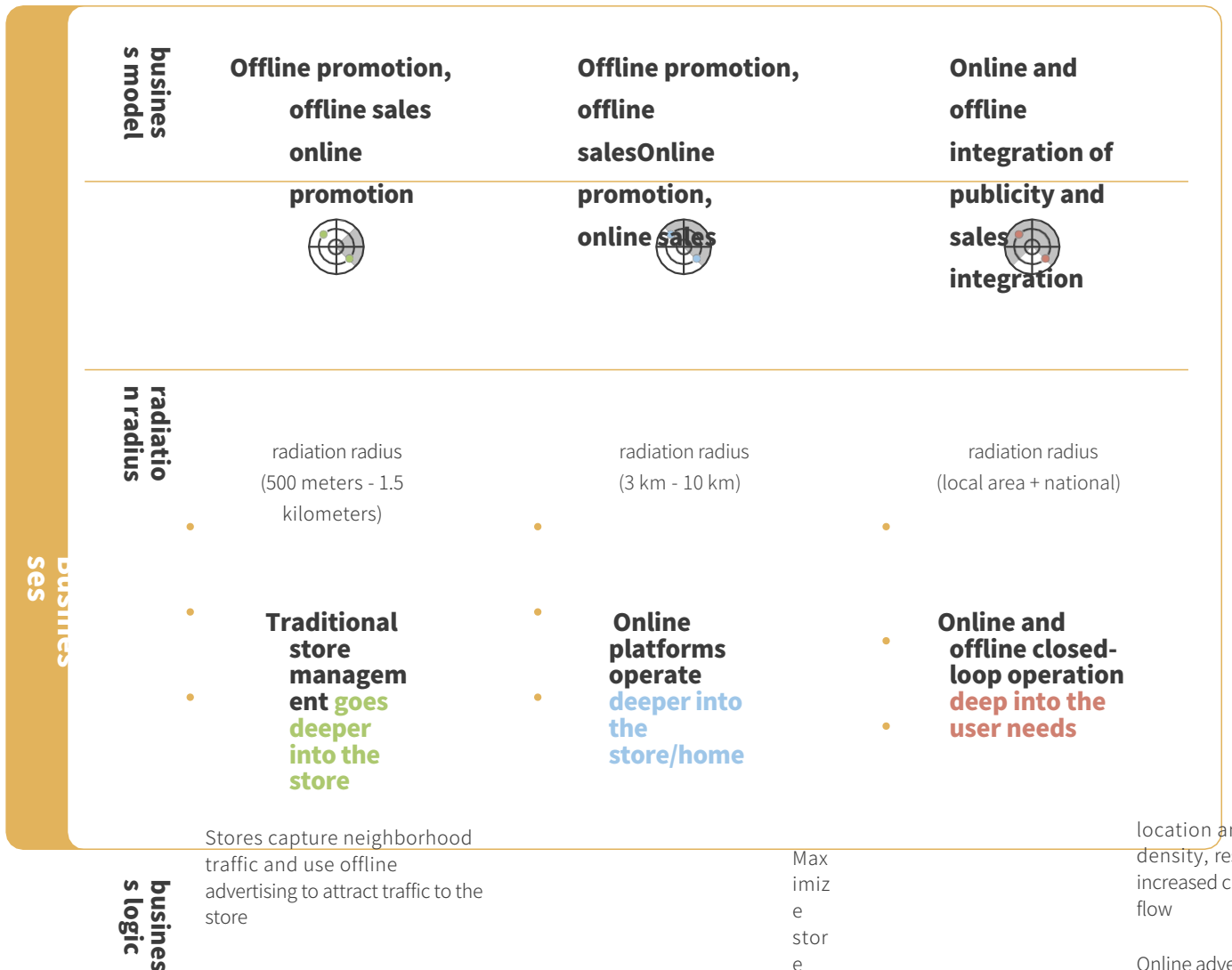
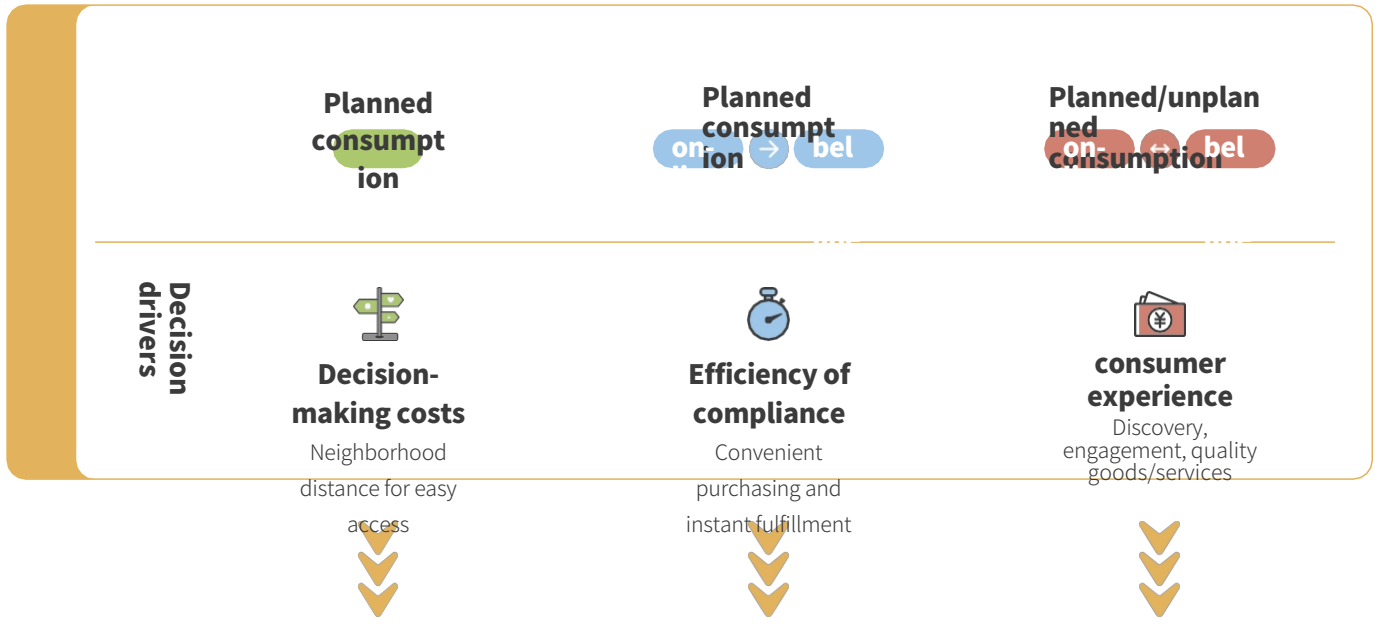
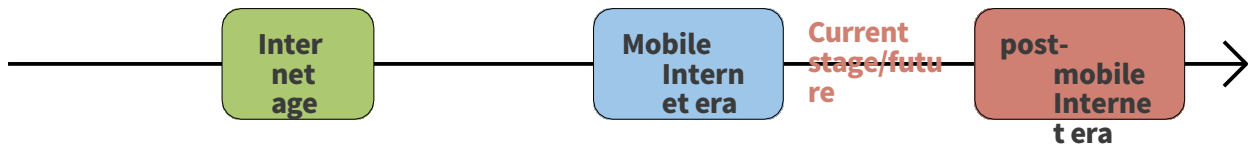
close the loop of business data, and the marketing chain can not be tracked coherently.

In the post-mobile Internet era, where the integration of content and consumption scenarios is more in-depth, online platforms have already intervened in the decision-making chain of consumers before their needs are clear. At this time, consumers are more likely to be attracted and interested by content created by celebrities, opinion leaders and the general public in their fuzzy explorations, which in combination with precise location-based push further improves conversion efficiency and quickly transforms into a driving force for consumption and purchase.

Under this trend, **online platforms are deeply synergized with the offline stores of local merchants, and the online stores are well positioned to take over the interest- and content-driven consumer demand.**









Sell merchandise through online platforms and utilize online promotional tools to attract potential customers to make purchases

Platform delivery or in-store underwriting for near-field needs

However, the online and offline data can not be effectively closed loop, marketing into sales process is long, need to carry out a number of guidance and publicity

The "cha" content platform will establish local business enterprise accounts/stores, realizes the interoperability between online stores and offline stores, and opens up the whole chain of data.

Utilizing short videos and live bandwagons to promote the marketing of goods and convert them into sales

Enabling data closure and scientific efficiency to provide better content, goods and services to motivate customers to consume

consumer  
Nature of  
consumer

Reference: Kadoo based on public information of local consumption industry

# 3 Marketing Changes: Quality Local Content Becomes Key to Increasing Marketing Efficiency for Local Merchants



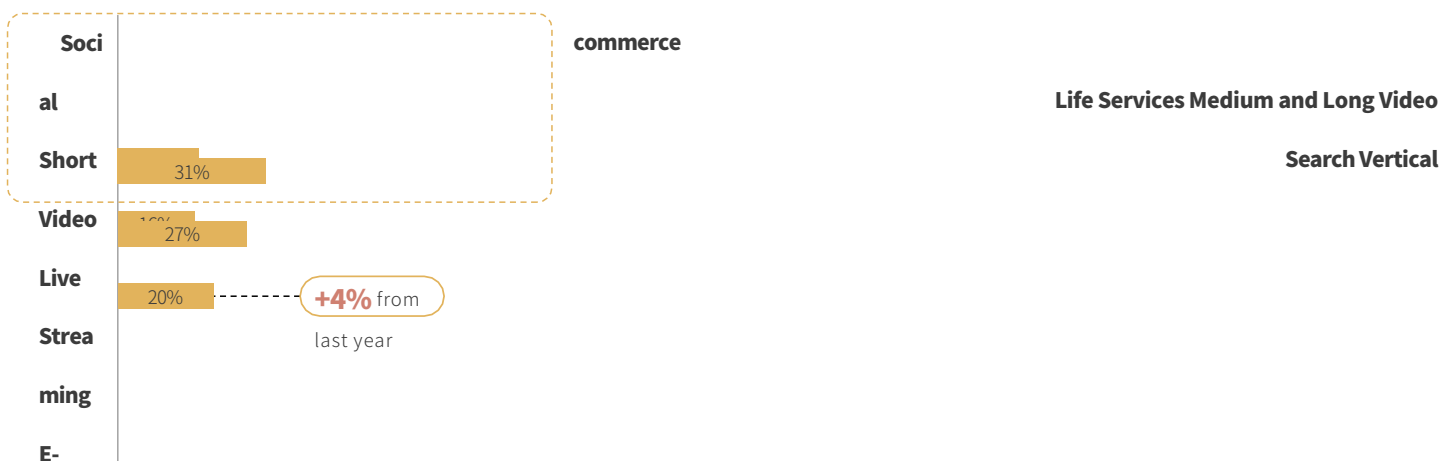
## 3.1 The ability to reach people at scale, with a strong sense of connection and trust, increases the marketing value of local content.

Content platforms have brought new modes of operation for local merchants and injected new vitality into marketing at the same time. On the one hand, a large number of interested consumers gathered on content platforms, and the life and consumption-related content spontaneously shared by users on the platforms, together form a natural pool of local consumption traffic and content; based on in-depth interactions, crowd and content labeling, and LBS positioning and other tools, the marketing content created by local merchants or local celebrities can more accurately and efficiently reach target audiences near the merchants to stimulate potential consumption interest and action. The marketing content created by local merchants or local celebrities can more accurately and efficiently reach target audiences near the merchants, and stimulate potential consumer interest and action. On the other hand, the strong sense of relevance and interactivity of localized content can enhance the audience's trust in the merchant; on this basis, the linking tools on the graphic, short video and live broadcasting content are closely related to the local merchant's marketing and business operation, which can lead to the user's direct conversion action on the content platform more quickly.

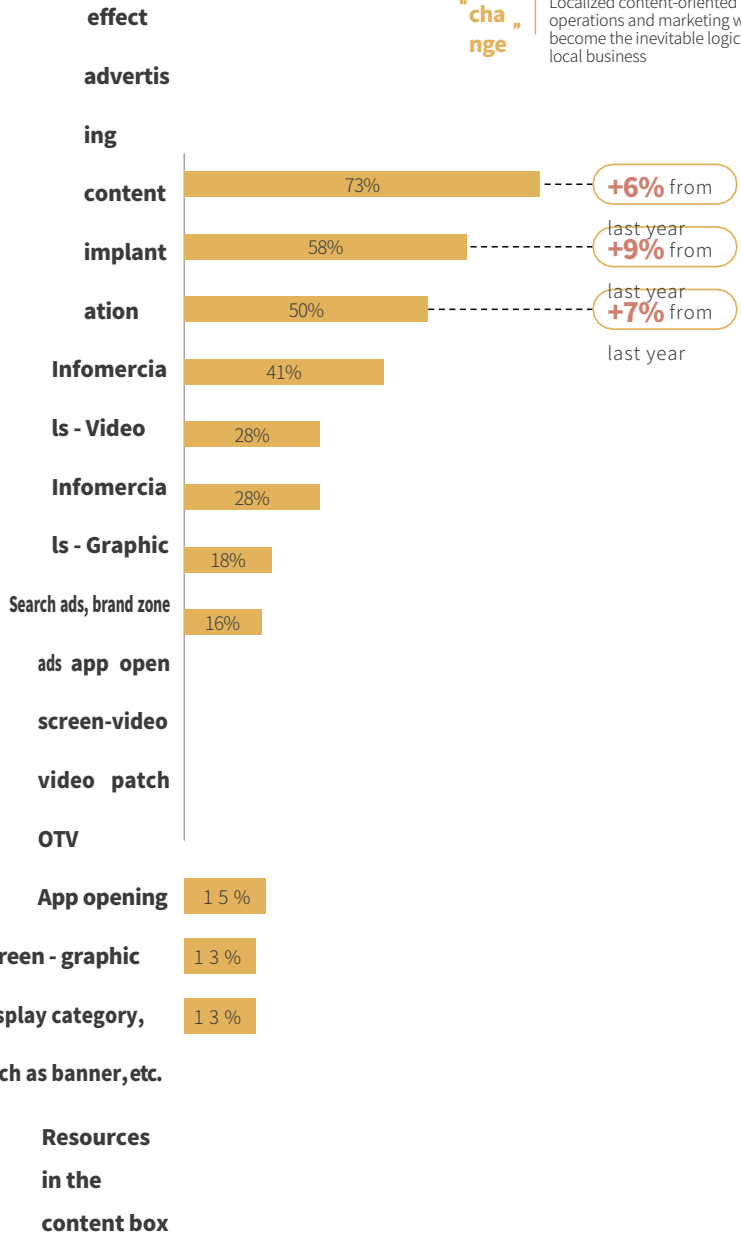
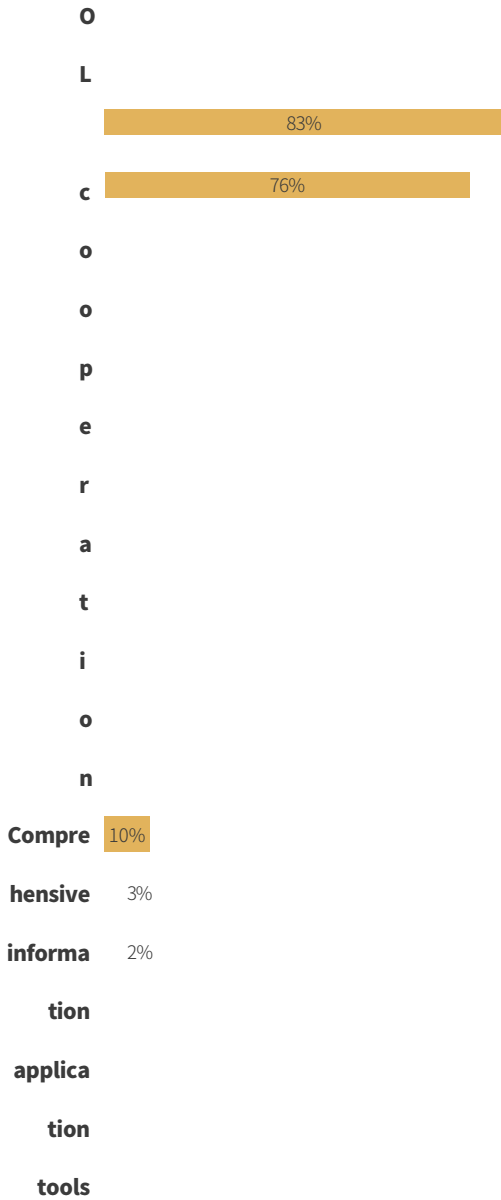
Based on such advantages, the value of content-based resources has been recognized and emphasized again. Advertisers return to the essence of marketing, the budget continues to tilt to social, short video and live broadcasting and other types, and content-based life service platforms are also getting more attention; accordingly, the advertisement form that creates good content and drives the effect of conversion has gained the favor of more advertisers.

Internet ramping up in 2024 - types of resources

Internet ramping up in 2024 - ad formats



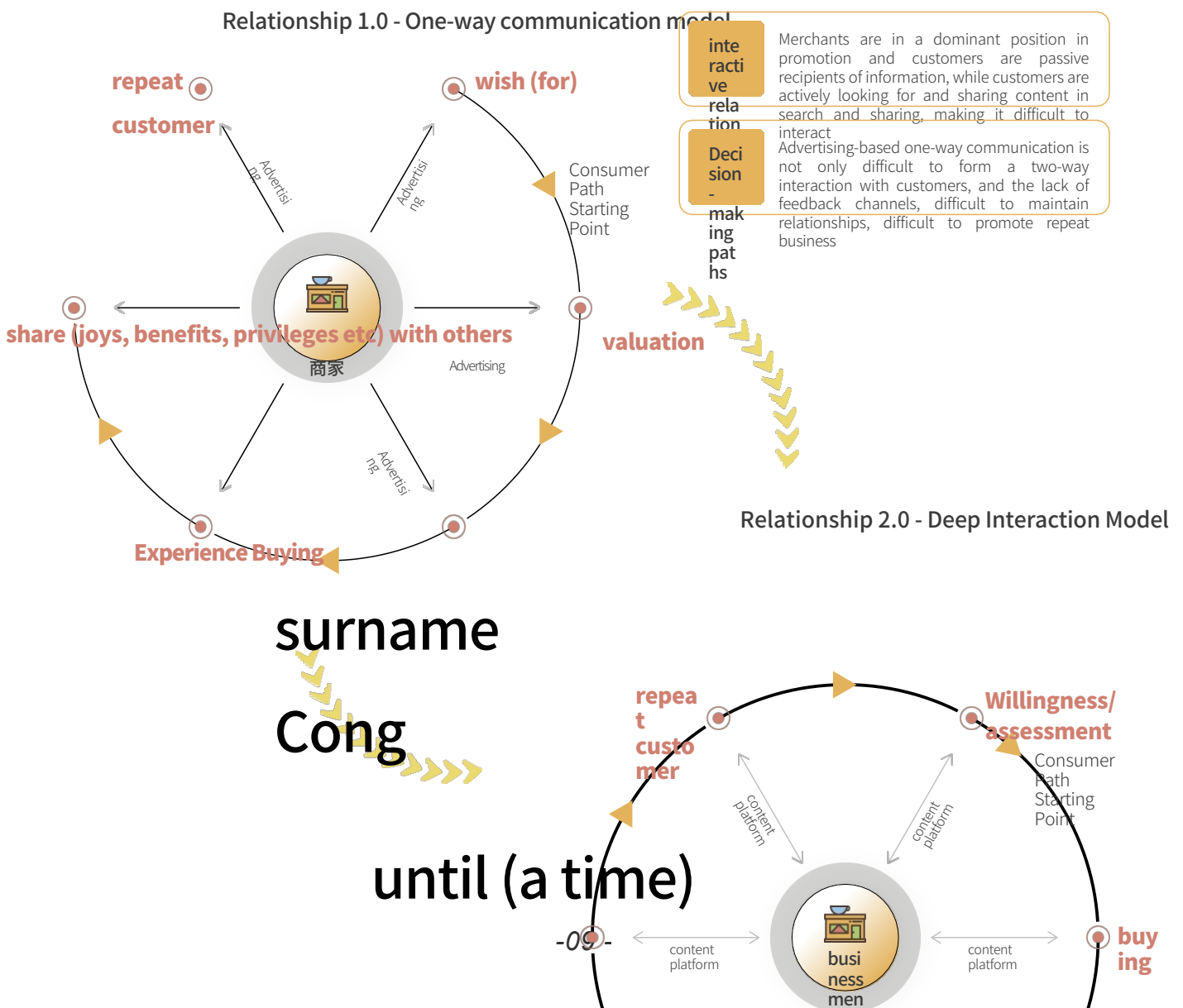
Online content optimization strategy application tools sound frequency

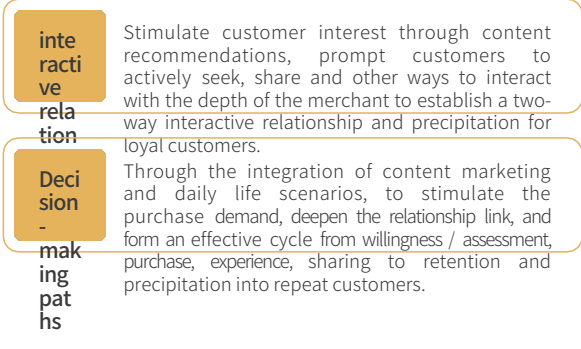


Source: Spike Marketing Academy & GDMS&M360 "2024 China Digital Marketing Trend Report".

**3.2 Rich and authentic local content runs through the whole path of interaction between merchants and consumers and forms a closed loop, effectively improving the efficiency of marketing conversion.**

With the interpenetration of marketing and sales channels and users' usage scenarios on content platforms, the marketing strategy of local merchants has progressed from a one-way output of information to nearby consumers in the past to a continuous two-way interaction with customers around rich and authentic local content, using content platforms as an intermediary: starting from initiating the consumer decision-making process by using localized content of interest, and covering the purchase, experience, sharing, retention, and re-ordering of each link in the complete marketing chain. A complete marketing chain that improves the marketing efficiency of local merchants on the content platform. Consumers are attracted by local content with strong connection, and make consumption decisions with the sense of identity and word-of-mouth endorsement; then based on good experience, they will be deposited as loyal customers in the long run; and the consumption scenes, usage tips, reviews and feedbacks shared by consumers on the platform will be deposited as the content assets of merchants, which will continuously help brands to enhance their influence.





Content Platform

Content Platform

Reference: Kaidu based on open source information related to content marketing

# 2 "迭代" PART

**around the content.**

## **Creating a deeply coupled local business marketing and operational integration**

Relying on user traffic, content ecology, and business solutions combining the advertisement delivery system and operation platform, the content platform creates a closed-loop chain for different businesses for merchants in the local consumption industry, helping merchants to realize the integration of marketing and operation around the local content under the change, so as to drive the long-term growth of their business.



1

## In the face of transformation, local merchants face many operational and marketing pain points



Local merchants are already taking action to capitalize on industry, business and marketing trends, including accessing online local consumer service platforms and actively placing content-based advertisements, as well as comprehensively laying out their online store operations and content matrices. However, local merchants are still facing challenges in launching new business and marketing strategies.

### Lack of localized content marketing strategy:



- Traffic acquisition and operation pain points: merchants from the platform to obtain the localized traffic is insufficient, traffic conversion efficiency is low
- Content marketing and operation pain points: insufficient connection between short video content and local customers, insufficient video content and live streaming operation capability of local merchants, low efficiency of customer acquisition and business conversion of content marketing

Customer base operation and business management pain points: lack of effective means, data and user labels to reach and serve the local customer base

### Closed-loop operations are difficult and marketing conversion is inefficient:



- Difficulty for traditional local merchants to integrate and synergize their online and offline businesses on content platforms
- Lack of business management strategy on the content platform, low conversion efficiency from marketing to sales, difficult to optimize business management in the whole chain

Unstable offline customer flow, poor online traffic diversion stores, single business experience is not enough to support the omni-channel field

### Lack of effective assessment systems and optimization guidance:



- Lack of clear and effective assessment indicators and difficulty in diagnosing the performance of locally operated businesses
- Difficulty in attributing business and marketing strategies and results to actual business growth value, poor conversion and subsequent optimization.

References: Kadoo based on local consumer service industry related information



2

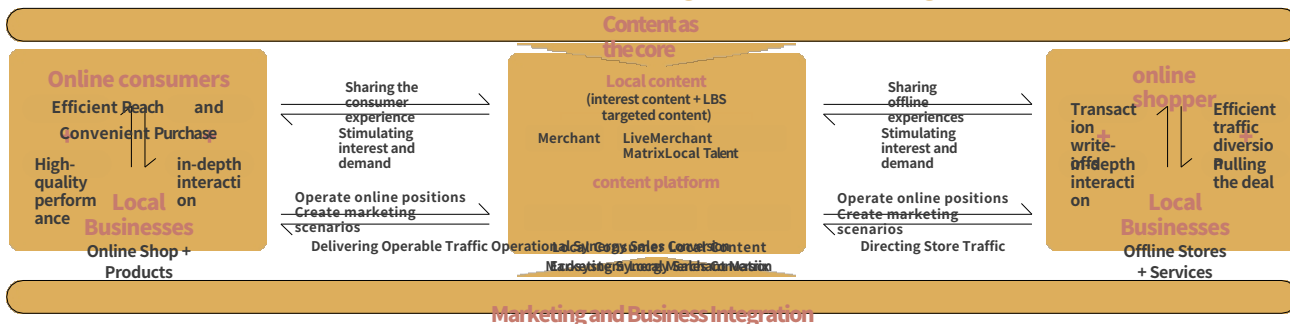
## Organic integration of a closed-loop chain of marketing and business integration around local content



The business operation and marketing model of local merchants has shifted from competing for online traffic in the past to competing for consumers with content. Content platforms have the natural advantage of being a bridge between customers and merchants, helping both sides to reach and interact with each other. Firstly, behind the huge traffic pool of content platforms is a high-quality customer base, which can attract traffic to the offline stores and online positions of local merchants; secondly, content platforms can effectively synergize advertising traffic and natural traffic for merchants, and after weighting the local traffic, they can form a highly efficient conversion marketing chain in the local content ecological scenario; lastly, with the improvement of the commercialization capability of content platforms, merchants can create business strategies and form a marketing strategy based on their own business scenarios. Finally, as the commercialization capability of the content platform improves, merchants can create business strategies based on their own business scenarios and form a synergistic business link between marketing and sales.

As a result, in the new closed-loop chain, content becomes the key to unifying marketing and business integration, and content platforms that own local consumers, local content ecosystems, and local merchants' online presence become strategic partners for local merchants to grow their business.

### Closed-loop chain for marketing and business integration



References: Kadoo based on local consumer service industry related information

### Closed-loop local business "operation" based on content platforms with effective rotation around local content

Merchants use the content platform as the center of the field to operate online positions and create by leveraging the operational capabilities of content platforms, local merchants can turn end-of-marketing scenarios: then local content (such as short videos and live broadcasts by self-employed or consumption customers into operable merchant customer base assets to channel the traffic that can stimulate consumer interest and demand on the customer side, and high-quality content carrying information about goods and services efficiently reaches local consumers and customers experiencing them in the merchants' online stores or attracting them to the offline stores for purchasing or consumption experience, and forming the depth interaction with the merchants, finally local merchants use the fulfillment capability of the content platform to complete the closed loop of goods delivery or service transaction, thus leading to a synergistic transformation of content marketing and sales. Finally, local merchants use the fulfillment capability of the content platform to complete the closed loop delivery of goods or services, which can also be deposited as the digital content assets of the merchant to help local merchants in their business operations. As a result, the business of local merchants on content platforms is "business as usual".

“iteration  
(math.)”

around the content.  
Creating a deeply coupled local business  
marketing and operational integration

3

## Based on the closed-loop logic, the Mega Engine brings a triple iteration of capabilities to local merchants



The ShakeEn platform has a wide user reach and has been highly integrated into the public's lifestyle, so the short video marketing and e-commerce live streaming bandwagon that grows out of the ShakeEn content ecosystem is naturally relevant to life and is more conducive to the activation of local consumption.

From a merchant's perspective, the Jitterbit platform, based on users and content, combined with Jitterbit's local life services and local e-commerce shelves, and other commercialization capabilities, provides local merchants with a complete and shorter traffic conversion and marketing field; while Jitterbit's position and the giant engine's business tools provide merchants with a business management field that attracts traffic, promotes sales, optimizes transactions and fulfillment, and fosters loyal customers. This mature platform mechanism creates a favorable business environment and marketing opportunities for local merchants, and deeply integrates marketing and sales as well as business operation to achieve ultimate long-term business growth.

### 3.1 Platform value iteration of the mega-engine: building a locally-consumed and active content field around the Jieyin platform

As the user base and content of the ShakeEye ecosystem become richer and richer, and the development of short videos and e-commerce live broadcasting becomes more and more mature, ShakeEye and its users are actively exploring a new way of life together, building new shopping scenarios for consumers with different needs, and playing the multiple roles of taking into account both the entertainment of life and the orientation of consumer trends.

#### Huge user and traffic base

More than 600 million active users consume and create a variety of life-related content on Jieyin, and they are attracted by short videos or live broadcasts when they roam on the Jieyin platform, which stimulates potential consumption possibilities; while the size of the monthly video search users has reached 550 million, and they take the initiative to actively explore a variety of life pleasures on Jieyin, which creates the possibility of higher consumption conversion.

The scale of local interest users, on the other hand, has reached 420 million, of which men are slightly higher than the female population, accounting for 51%; the age distribution is mainly in the 31-40 year olds and over 50 year olds, and most of them are mainly in the third-tier cities and the following users, amounting to 55%, which forms the basis of the local traffic of the whole territory for the whole population.



### Jitterbug user and traffic



**600 million +**

Jitterbug Daily Active User Scale



**550 million +**

Shake Shack Short Video Search Monthly Activity



**420 million+**

Source: MacroBook Urban Institute, January - November 15, 2023 vs January - November 15, 2022  
Size of local interest users

### Local Interest

#### User Profile

##### Gender

Male 51%  
Female 49%

##### "city" level

Tier 2 and above 46%  
Tier 3 and below 55%

around the content.  
Creating a deeply coupled local business marketing and operational integration

Age (years)	18-23	24-30	31-40	41-50	50-
	15%	15%	28%	18%	23%

### Active and high quality local content ecosystem

The basic disk of Jitterbug's content ecosystem has developed healthily. Inspired by the innovative model, the creation of local life-related content on Jitterbug's platform is highly active, where users create their own life positions, and the number of short videos related to local life services posted has increased by 139%.

With the scale and quality of local content improving and strong grass-raising ability, users release their needs through active search to create their own life positions on the Jitterbit platform, and the average daily growth of related video searches reaches 157%.

The active users, high-quality traffic and content ecosystem of Jittery Voice strongly attracted merchants to lay out local content marketing and operation, with more than 4.5 million merchants having dynamic marketing cooperation; the number of live broadcasts of transactional local life services grew 410% year-on-year, demonstrating the strong conversion ability of the live broadcast format. At the same time, offline physical stores have provided creators with a wide range of creative space, inspiring a 289% year-on-year increase in videos of daren store visits. Both provide interesting content for users and complement the content partnership model for local business marketing.



Source: MacroBook Urban Institute, January - November 15, 2023 vs January - November 15, 2022

**The content field on the Jitterbug platform drove high growth in local merchants' life service business, and local e-commerce sales figures performed brightly**

The local consumption content field, which comprehensively covers consumers' life scenarios, has formed a strong commercial momentum, and continues to push forward the development of the local consumption content field, which includes the comprehensive, catering, and liquor industry. The local life service of travel grew, and the GMV of the whole track increased by 256% year-on-year, of which the GMV of the wine and travel section, which goes into the nature and goes to the faraway places, increased by more than 4 times year-on-year, the GMV of the to comprehensive section, which provides rich and diversified services, increased by more than 3 times year-on-year, and the GMV of the local catering section, which is steadily developing, increased by nearly 2 times year-on-year.

For consumers, the Shakeology content field provides a more intuitive and vivid experience of the environment and specific goods/services of restaurants, wine tours and comprehensive services, which is both

effective for planting grass and incentivized by preferential activities to quickly visit the store. For local merchants, the

the opportunity to expand business scale, further enhance brand awareness and interaction with consumers, and provide instant feedback.

year-on-year increase  
**Shakeology Life Services GMV**

**435%**  
**Wine Travel GMV**  
year-on-year increase

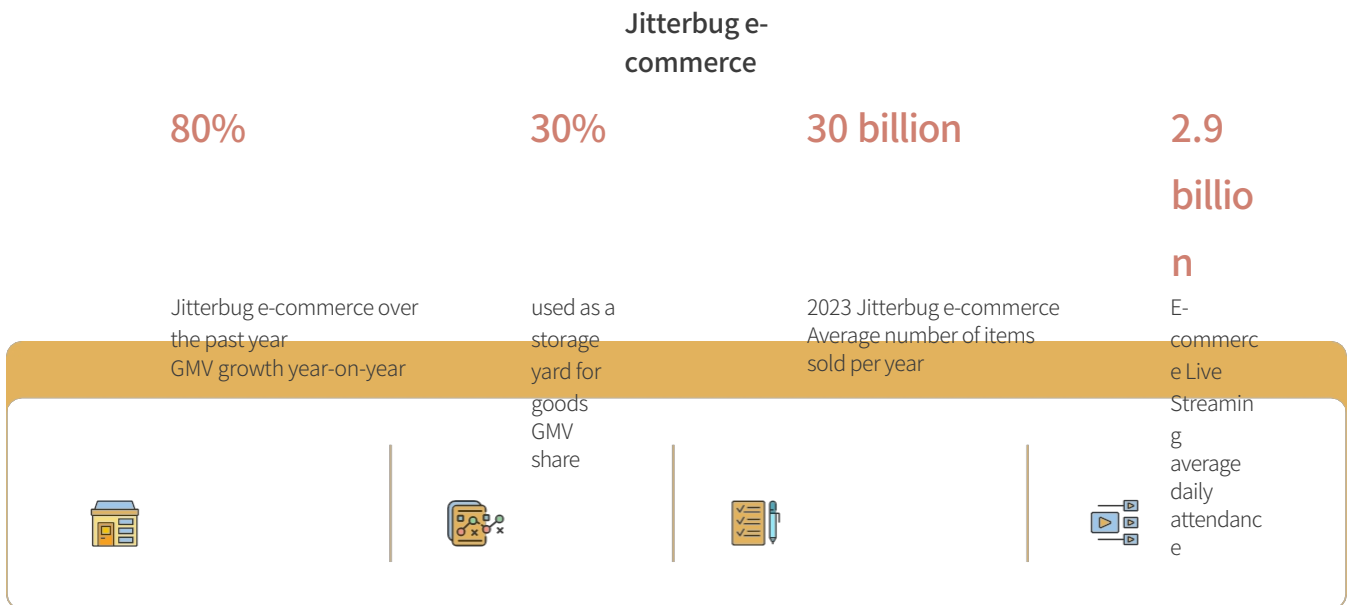
**330%**  
**GMV to consolidated GMV**  
year-on-year increase

**191%**  
**Restaurant GMV**  
year-on-year increase

Source: MacroBook Urban Institute, January - November 15, 2023 vs January - November 15, 2022

Jieyin e-commerce took over the online purchase demand and consumption power inspired by the content. In 2023, merchants leveraged the rich selling methods such as short-video grass-raising, live-streaming with goods, and Jieyin Mall shelves, as well as marketing tools such as Jieyin platform's LBS precise targeting and search diversion, to realize up to 80% year-on-year GMV growth, with shelf-field GMV accounting for 30% of the growth rate. At the same time, in 2023, Shake Ecommerce sold an average of 30 billion items per year, and the average daily field view of live e-commerce reached 2.9 billion, which cashed in on the high-speed growth potential of Shake Ecommerce.

The instant retail business within the local e-commerce system has grown into an incremental track in the past six months, realizing an 88.4-fold increase in monthly payment order volume, a 12.6-fold increase in the scale of monthly payment GMV, and a 14.3-fold increase in active instant retail users in the past six months. The long-term value of active users' consumption performance and high repurchase rate further highlights the strong vitality of Jitterbug's instant retail for local consumption.



Data source: Based on information from the Mega Engine Local Consumption Center.

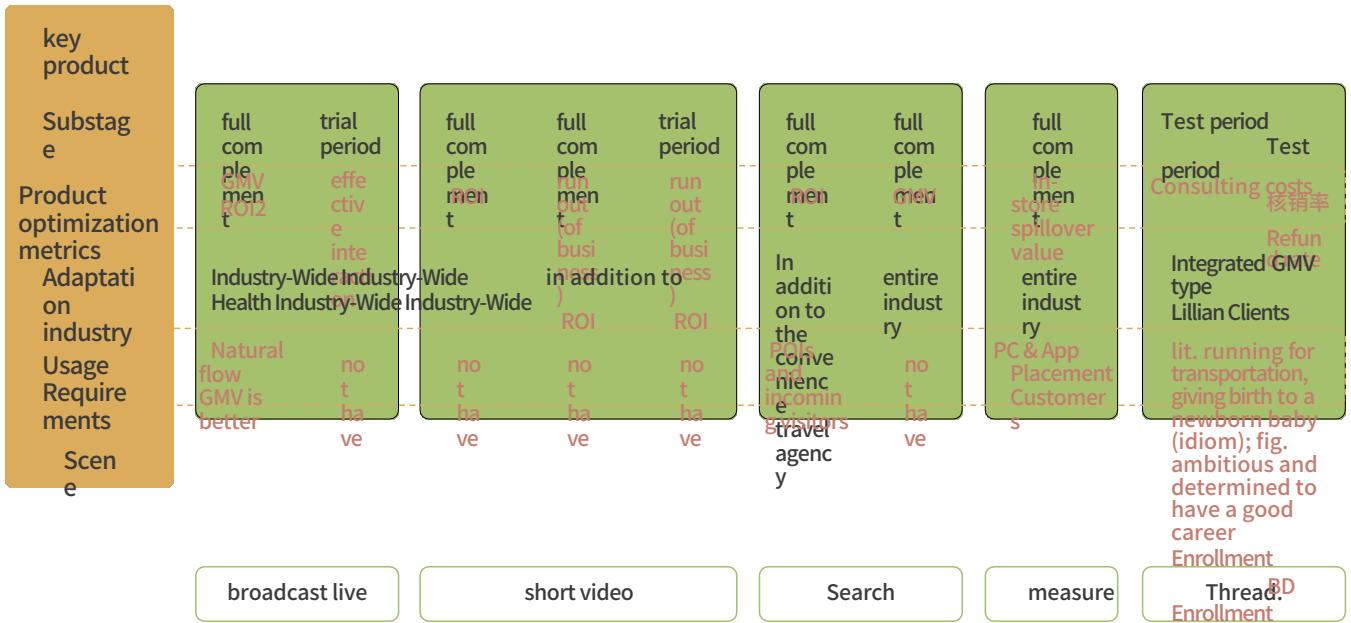
**3.2 Product and model iteration of the mega-engine: integration of marketing operations based on the Shakeology content field**

The one-stop marketing platform, **Julum Local Push**, provides local merchants in various industries with a rich product matrix to optimize short video and live broadcasting and other marketing actions, and to achieve the marketing objectives of store customer acquisition, group purchase orders, and Jitterbites, as well as with metrics to measure the inputs and outputs. Julum Local Push is also capable of connecting with the business platform **Jitterbug**, so that the advertising and marketing strategies of local merchants can be closely bound to the business scenarios to solve the difficulties of online promotion and business conversion.

Based on the iteration of products and platforms, Julum Local Push's ability to go deeper from marketing to business operation for local merchants to create an integrated solution for marketing and business operation in the Jitterbit content field. Based on the whole domain traffic and local exclusive model, Julum Local Push helps merchants to achieve marketing demands and master the operation rhythm in various scenarios, and realize various optimization goals. In addition, the full-site hosted products and convenient operation can be better integrated into the daily business operation of the majority of small and medium-sized local merchants.



“iteration” (math.)  
 around the content.  
 Creating a deeply coupled local business marketing and operational integration

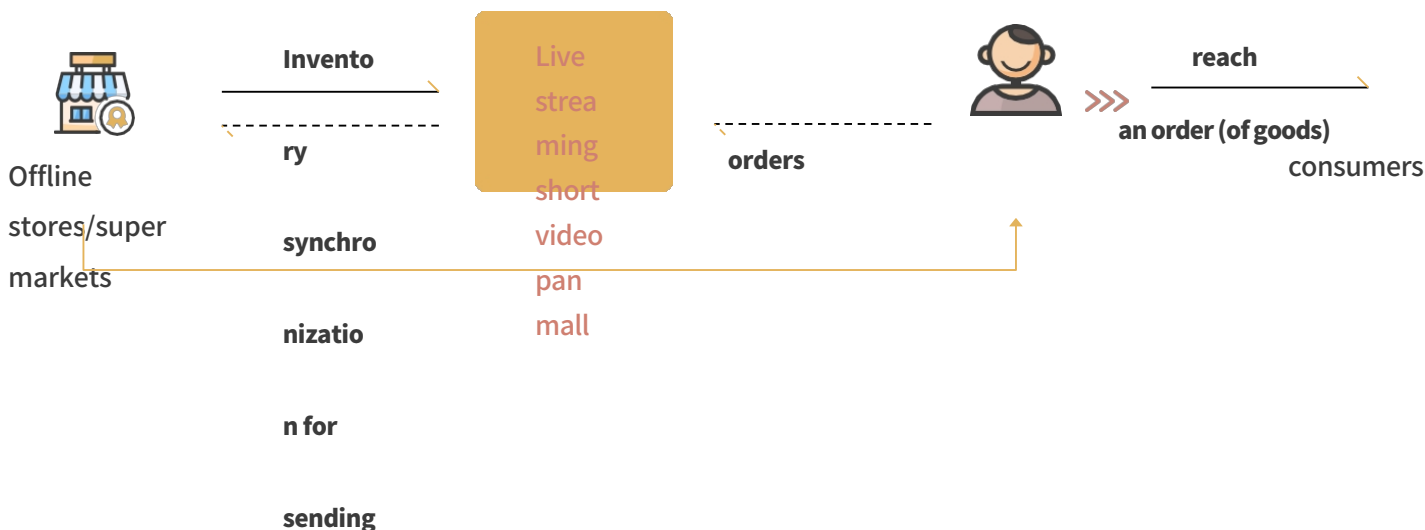


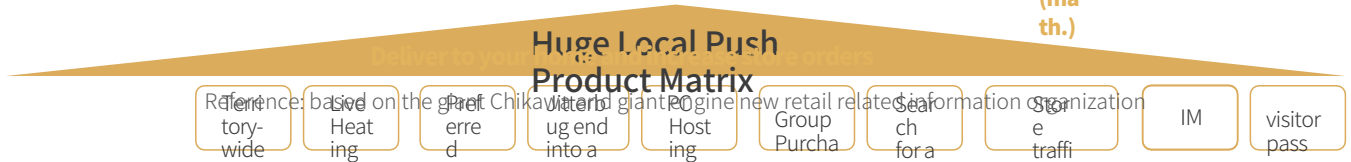
References: Kadoo based on local consumer service industry related information

As a Jitterbug e-commerce integrated intelligent marketing platform, Jumbo Qianchuan can help local merchants operating online retail business in Jitterbug to improve their advertisement placement ability and optimize ROI and other deep conversion effects, so as to realize the closed loop of marketing and sales in one loop.

Jumbo Engine grafts the hourly delivery products of the local new retail business into the Jumbo Qianchuan delivery system, realizing the linkage between ad delivery and operation. After retailers synchronize their online and offline inventory management, they will reach target consumers through live broadcasting, short video content and pan malls on the Jittery platform; when consumers are grassed by the relevant content and choose to place orders, the order information will be sent from Jittery to the offline stores and then delivered to the consumer's home, which will in turn drive the increase in orders and provide consumers with a convenient and fast shopping experience.

### Hourly Product Path Schematic



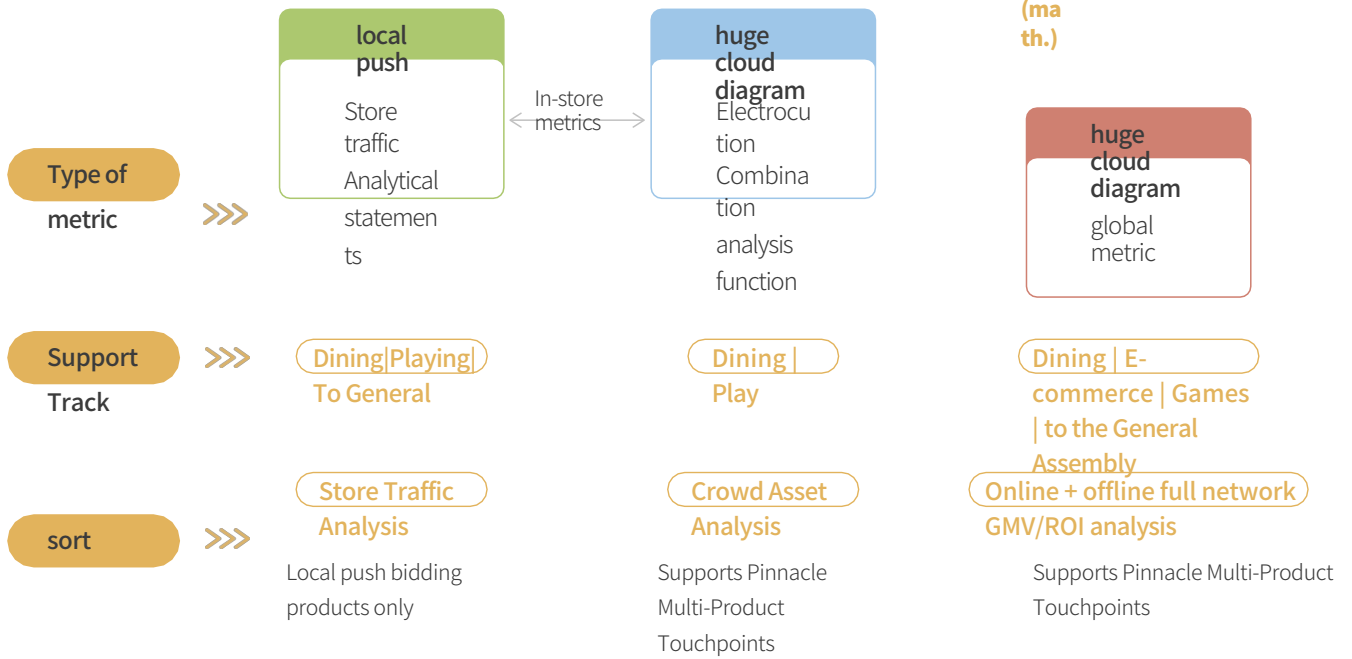


Mega Engine's marketing platform and solutions provide local merchants with the leverage to continue to grow their business, while the metrics tools provide merchants with the ability to assess the effectiveness and value of their marketing efforts, as well as guidance on where to optimize their strategies to make growth more certain.

Jumbo Local Push helps local life service merchants in the catering, travel and play, and local life services category to provide evaluation based on the analysis of store traffic reports, combined with Jumbo Cloud Diagram's contact portfolio analysis and crowd asset analysis, thus realizing more accurate and targeted marketing placement.

Jumbo CloudMap can also provide local restaurants, travel and entertainment, comprehensive services and local e-commerce merchants with full-area marketing seeding and business operation effect metrics. By analyzing online and offline GMV and ROI, Julumicro helps local merchants to further improve the conversion of multiple touchpoints, such as brand, sales and effect, and scientifically realize long-term business growth.

“iteration (math.)” around the content. Creating a deeply coupled local business marketing and operational integration



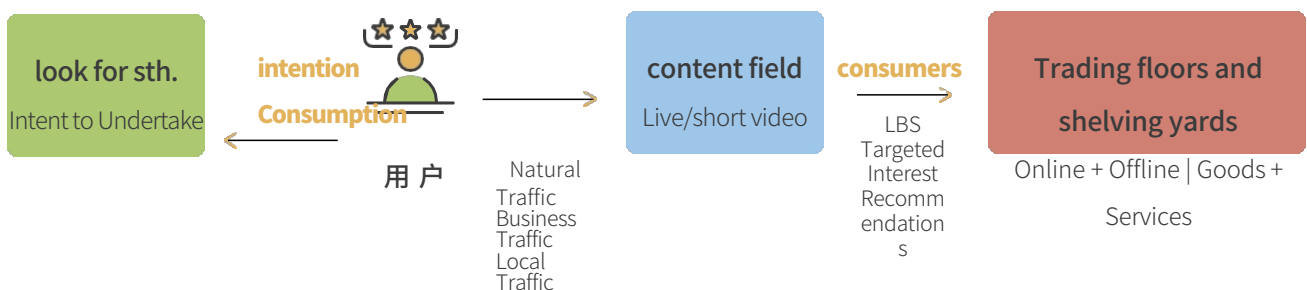
Reference: Based on information about the Mega Engine

### 3.3 Iteration of the Marketing Chain for Mega Engine: Efficient

#### Transformation from the Content Field to the Transaction and Shelf Field

The core logic of local merchants' marketing and operation on Jitterbit is to seize consumers' POIs of interest and minds with various forms of content. Based on the LBS location-based targeting function and ShakeYin's interest algorithm recommendation, local merchants can accurately and quickly find potential customers in the local radius area with the support of natural traffic, commercial traffic and crosstown traffic dividend, and then activate consumers' interest and demand with appropriate content, leading to the conversion of purchases.

Based on this marketing mindset and chain, Jumbo Engine provides corresponding solutions and tools to help local merchants to pull users from the content field to the transaction and shelf fields on Jitterbug to capture business growth opportunities.



Reference: based on the giant engine local push and new retail related information organization

Taking the development of urban travel or travel as an example, Jitterbug carries the full range of experiences of the public's beautiful city life, and along this marketing chain from the consumer, it continues to direct online users to rich consumption scenes offline with its interest content.

in terms of consumers, more than 75% of consumers learn about travel destinations through ShakeEn, and more than 60% of users actively search for city-related information on ShakeEn. In addition to likes and interactions, ShakeYin's city life content has a deeper drive for consumers to go offline, from information acquisition, grass-raising to carding and sharing, throughout the entire consumer journey from online to offline. For merchants, the double growth in orders and sales demonstrates the continuous upgrade of the ShakeEn platform from a communication platform to a trading and life-sharing platform, which allows merchants to more efficiently promote transaction conversion and business growth through commercial promotion and operational docking in ShakeEn.



Source: Mega Engine City Institute's "2023 Better Cities Index White Paper".

# 3 "增长" PART

## Mega Engine's innovative marketing and business solutions help local merchants achieve long-term growth

The two business books of Mega Engine provide innovative marketing solutions for different types of local merchants and their differentiated business growth goals.

With the triple iteration of Shake Shack and Jumbo Engine in platform value, product and business model, and marketing chain, the departments of Jumbo Engine's Local Consumption Center have cooperated and, based on the summary of practical experience and methodology, sorted out two sets of innovative marketing and business solutions for local merchants operating offline stores and online retailers - **"Store Growth Business Sutra"** and **"New Retail Business Sutra"**. The two business manuals have both methodologies to guide merchants to form business and marketing strategies, as well as targeted solutions and tools to help local merchants to realize growth through the organic combination of theory and practice.

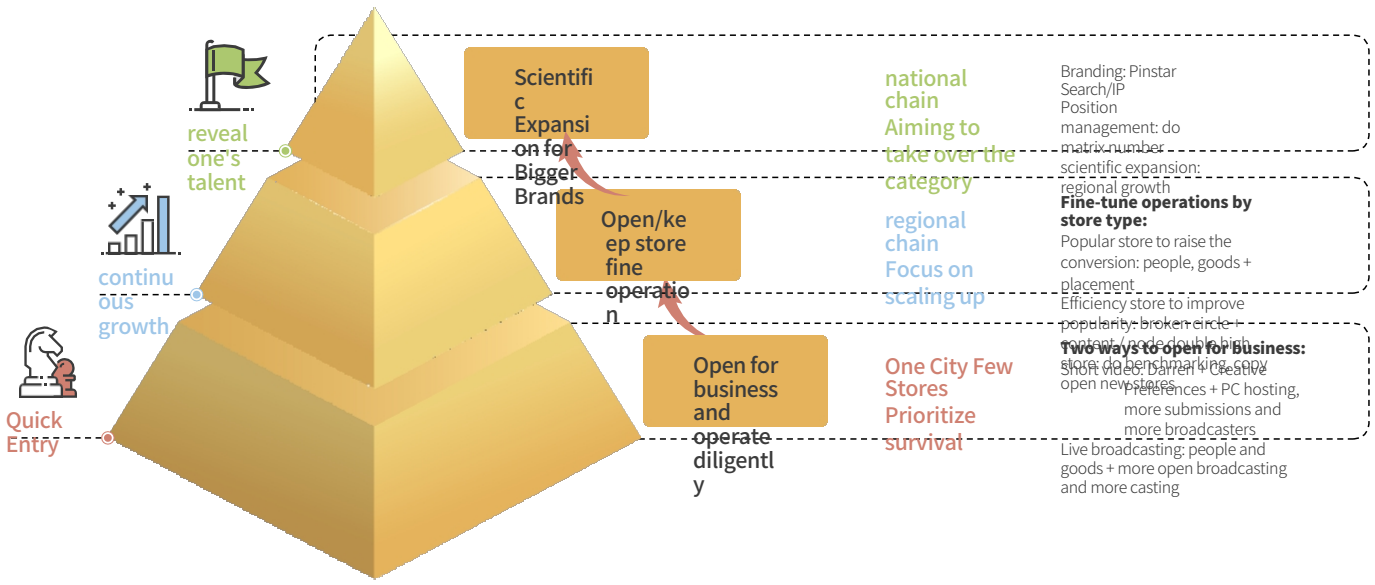


# 1 Store Growth Business: Helping Stores at Different Stages of Development Grow Their Businesses



## 1.1 Mega Engine guides local merchants in planning the stage-by-stage marketing and business objectives of their stores

Following the law of store business development, Jumbo Engine's "Business Strategy for Store Growth" firstly divides store growth into three major stages, i.e.: opening for business, opening and maintaining stores, and scientific expansion. Based on the degree of store development and changes in business objectives at each stage, Business Strategy provides targeted solutions for local merchants, covering content marketing strategies, business strategies and branding strategies for store operations, in conjunction with specific operations to achieve the dual indexes of boosting popularity and optimizing conversions, thus leading to incremental store business.



Reference: Mega Engine Local Consumer Center's "Store Growth Business"

Different levels of development of stores, merchants need to achieve business and marketing objectives also show the stage of difference



Merchants are in the early stages of incubation and operation of a single city with few stores, and the primary goal is to ensure the survival of the business, this stage of the merchant

**Open for business**



Home to the store is very focused on the input-output ratio of marketing. After the customer flow and business stabilization, the businessman is starting or has already started to build a regional chain, the store operation at this stage

**Open and Raise a Store**

The goal is to focus on scaling the business consistently and effectively through refined operational management driven by content marketing.



When the business reaches a mature stage, the businessman's vision expands to other cities, and the goal of this stage of business is to

**Scientific Expansion**

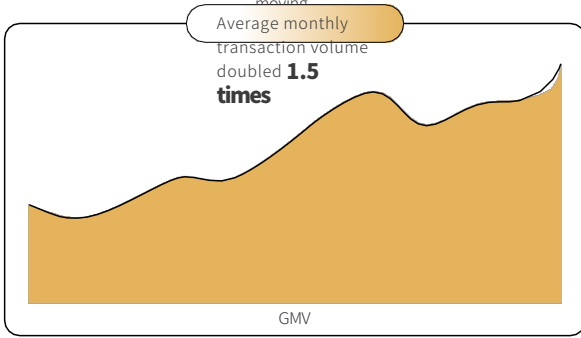
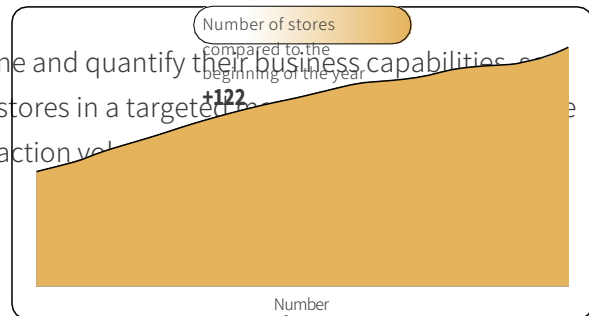
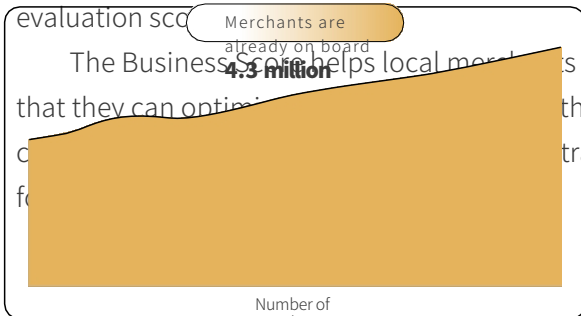
To build a chain of stores covering the whole country, to make the brand bigger and stronger, and to occupy the minds of consumers in the category track we are in.

1.2 Jumbo engine helps stores step up to achieve entry, growth and breakthroughs

Open for business: a huge engine to help local merchants quickly enter the market, laying a good business

Comprehensively improve your business score and lay a good foundation for your business

JuliEngine's ever-improving online business infrastructure has attracted a large number of local merchants to set up stores, with high growth in the number of stores and average monthly transaction volume. After completing store registration and linking to a ShakeEnterprise account, merchants can utilize Jumbo Engine's "Business Score" tool to improve their business capabilities one by one. These include: improving store information on the ShakeEn platform to increase the decoration score, enriching the supply of goods and cooperating with celebrities to increase the goods score, using high-quality short videos and regular live broadcasts to increase the content score, perfecting the rules of preferential benefits and actively improving the level of service to increase the experience score, and improving the after-sale evaluation system to increase the



- How to improve your business score**
- Decoration** Comprehensively improve the store information according to the actual situation of the store
  - Merchandise Score** Increase the number and abundance of products and invite high scoring celebrities to collaborate with you to bring goods.
  - Content** Publish high-quality short videos with group purchases, and start regular group purchase live streaming
  - Experience Score** Improve product/welfare coupon rules, and actively improve service levels based on feedback
  - Evaluation Score** Provide evaluation guidance within multiple evaluation paths and improve evaluation management system.

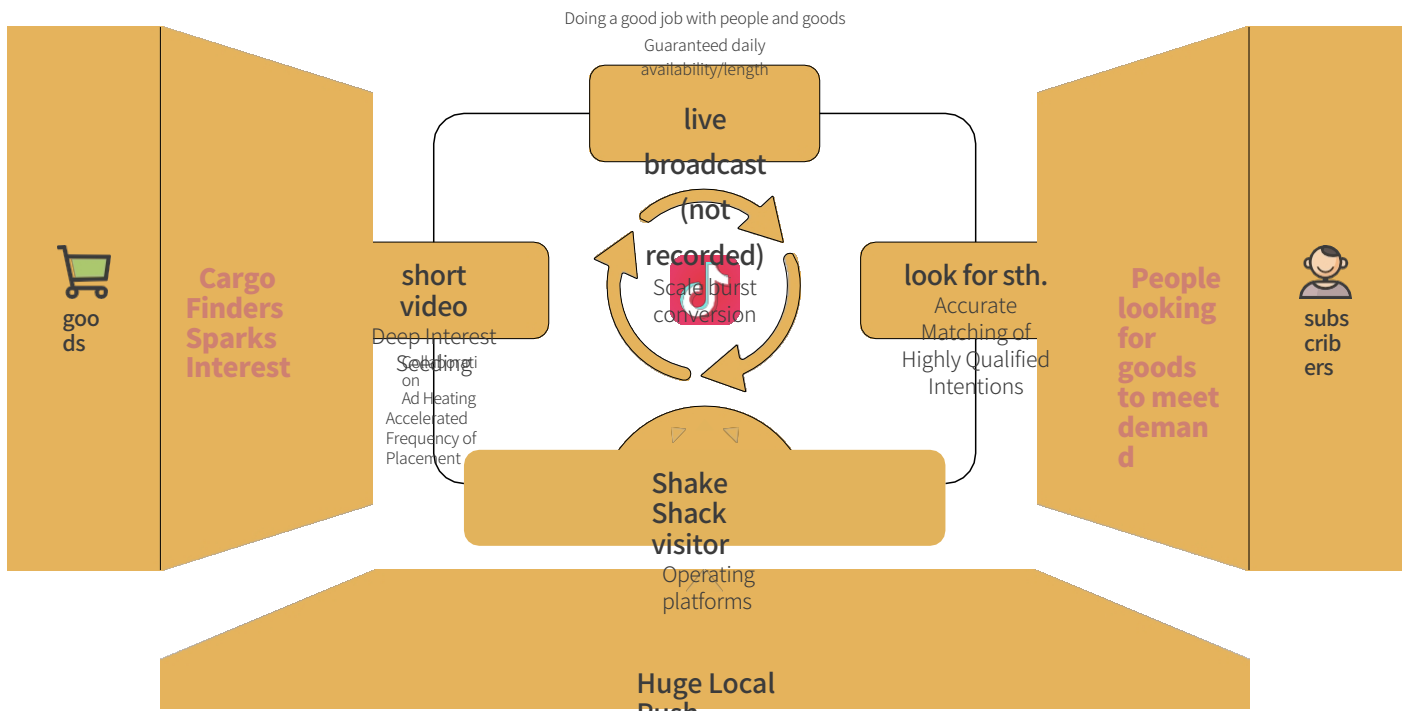
Reference: Mega Engine Local Consumer Center "Store Growth Business



### Layout of short direct search to enhance store popularity and conversion efficiency with comprehensive local content marketing

In the initial stage, merchants focusing on single-store operation need to quickly improve the popularity and conversion efficiency of their stores. Huge engine of **"short - direct - search"**.

Mutual cooperation, namely: short video interest grass seeding, live broadcast scale outbreak conversion, search intention accurate matching, can effectively improve the operational efficiency of the store. Among them, short video and live broadcast are two core business methods. To do a good job of short video, businesses need to find the right people to cooperate, do a good job of advertising heating and normalization of the cast flow; and to do a good job of live business needs to optimize **the "people, goods, and field"** configuration, and to ensure that the normal live broadcasting and broadcasting!  
Enough hours.

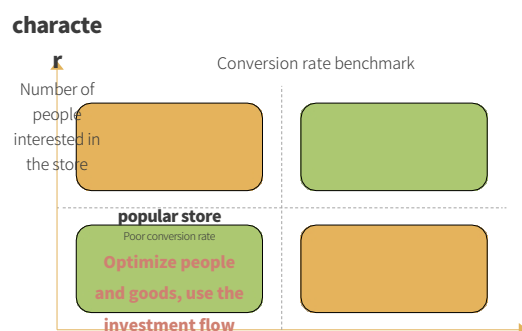
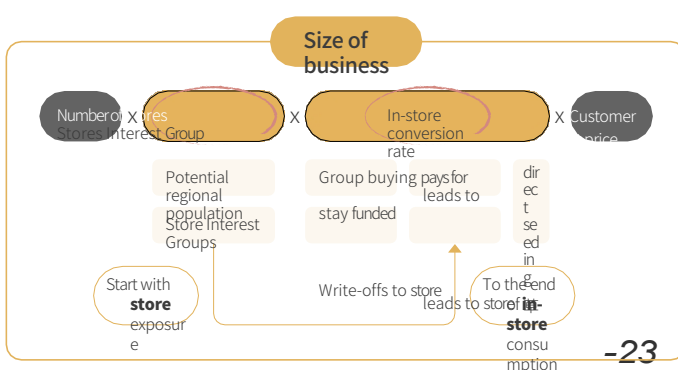


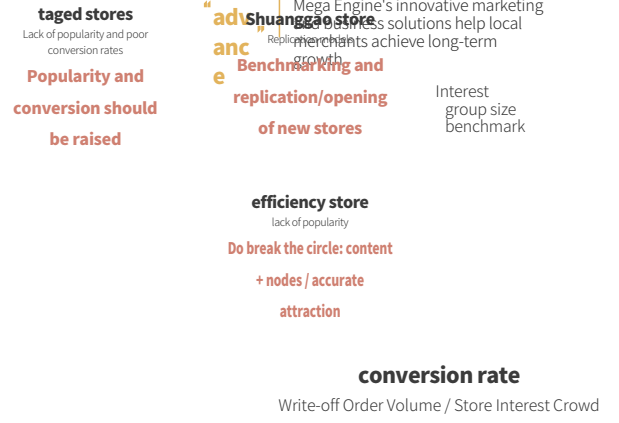
Reference: Mega Engine Local Consumer Center's "Store Growth Business

## Open and maintain stores: a huge engine to help local merchants continue to grow, and refine the operation of different types of store business


Entering the growth stage, the store business wants to form a sustained growth capacity, the core is around the popularity and conversion of the two factors to carry out refined operation. Among them, the key to enhance popularity lies in: from offline to online to find the regional potential crowd and store interest crowd; and to enhance the conversion rate to the store need to promote the online potential customers to pay for group purchases and incentives to the store underwriting, or from the lead retention of funds oriented to the lead to the store, as well as through the content of the direct planting grass.

Jumbo Engine provides local merchants with a four-quadrant diagnostic method that can front-load store positioning and pulse-taking. The logic of the four-quadrant diagnostic method is to take the conversion rate as the horizontal axis and popularity as the vertical axis, and then cut the high and low lines with the corresponding standards to come up with four quadrants. Based on this, the store can be further disassembled into popularity store, efficiency store, weak store and double high store, and then prescribe the right medicine to develop landing strategy.






Reference: Mega Engine Local Consumer Center's "Store Growth Business




Popularity is high, but conversion rates need to be boosted

Popular stores want to improve the efficiency of the store, the basic strategy is to improve the image of the anchor quality, re-organize the goods and select the best main promotion, coordination of the set with the configuration of the "people, goods and field". The advanced strategy is to improve the conversion efficiency of the marketing chain by optimizing the placement and ROI of global promotion.




Efficiency stores need to do broken circles to solve the problem of low popularity. The basic strategy is to use good content and choose the right selling point to circle the interest of the relevant categories of people. The advanced strategy is to do a good job of node big field live to realize the account to increase the powder, and with the daily accurate attraction to enhance the consumer flow and frequency.

Good conversion rate performance, need to improve the lack of popularity




Efficiency stores need to do broken circles to solve the problem of low popularity. The basic strategy is to use good content and choose the right selling point to circle the interest of the relevant categories of people. The advanced strategy is to do a good job of node big field live to realize the account to increase the powder, and with the daily accurate attraction to enhance the consumer flow and frequency.

Need to achieve both popularity and conversion



Weak stores need to do both popularity and conversion, but also need to be based on the store's situation to determine the priorities and focus items.

Need to consider benchmarking or replication



Double-high stores with high popularity and high conversion can choose the right strategy based on the business plan. One option is to be a benchmark store to achieve higher customer orders and extend the long-term value LTV of consumer customers to enhance the store's influence; the other option is to replicate the successful store model to quickly break new stores.

Double-high stores with high popularity and high conversion can choose the right strategy based on the business plan. One option is to be a benchmark store to achieve higher customer orders and extend the long-term value LTV of consumer customers to enhance the store's influence; the other option is to replicate the successful store model to quickly break new stores.

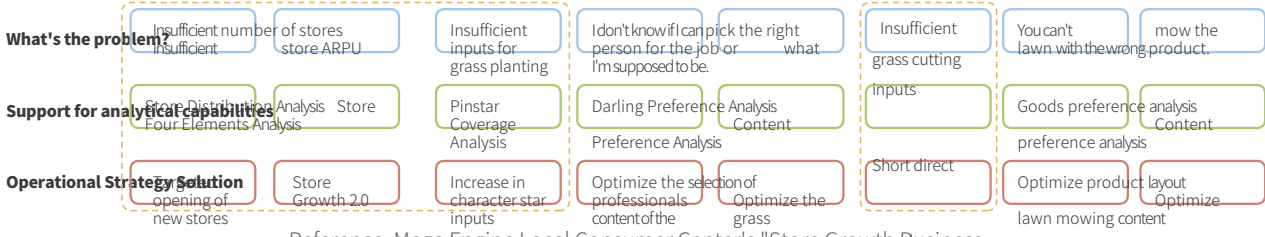
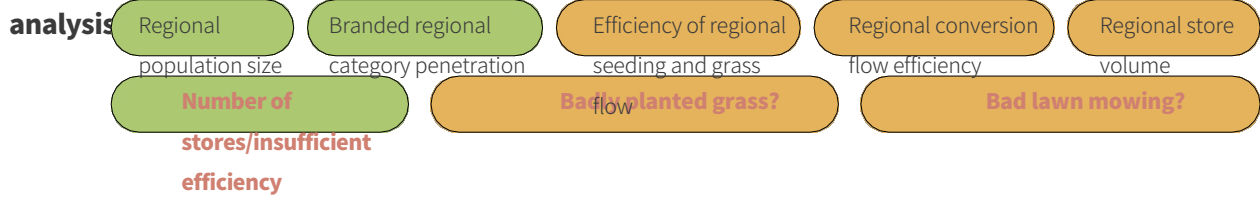
**Science of Expansion: The Mega Engine helps local merchants to stand out from the competition, develop**



The three things that mature stage merchants focus on for their business operations are: expanding the chain nationally, operating private domains and memberships, and opening up brand awareness.

**Market Insight + Iterative Operations Strategy for Scientific Expansion**

In response to the demand for chain expansion, Mega Engine will provide local merchants with market insight tools and iterative operational strategies to help them find the right cities and locations to expand, as well as effectively develop and execute scientific expansion strategies.

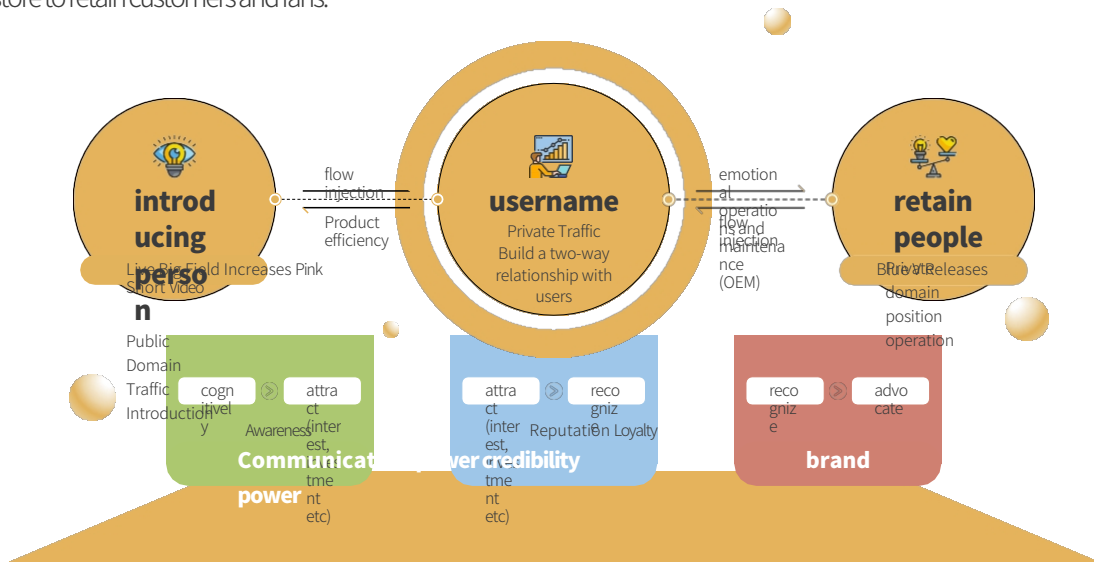


Reference: Mega Engine Local Consumer Center's "Store Growth Business

- coverage
- analysis to
- increase short
- direct search
- inputs

Ongoing operation of merchant positions to retain customers and fans

Operating private domain and membership is an effective means to stabilize customer flow and cultivate loyalty. Mature stage of local merchants in Jieyin have to do multi-region, multi-store, multi-account matrix operation, through the big field live streaming will Jieyin platform public domain traffic into the account private domain, the formation of the position can be operated, through the daily operation and maintenance for the store to retain customers and fans.



Reference: Mega Engine Local Consumer Center's "Store Growth Business

Building brands to increase brand impact and drive business growth

Branding is a valuable investment for local merchants to gain market share and lasting business growth. Established merchants can be found in the Shake Shack and Mega Engine The platform's own momentum: take the initiative to do exposure, seeding and search, so as to precipitate the merchant's crowd assets and brand assets; can also leverage the platform short

Drama, node activities, as well as follow the hotspot to enhance brand awareness and reputation, for the long-term development of the brand of the merchant to lay a tonal foundation.

**build up momentum on one's own**

**Do exposure seeding do search**

Deeply customized to incorporate the merchant's selling points.

Brand differentiation

**Leveraging platform**

**Short plays, CNY, and other platforms weigh in**

over 1 billion  
50%  
200+

Sketch Drama DAU Catch-Up Rate Breaks 100 Million Watching Sketch Drama

Young women under 30 are keen on short dramas.

Precise focus on short-form content

White-collar workers, moms Gen Z crowd

**Follow the Hot Spot**

**A Great Year for Sports Hot Topics for All in Great Year of Racing**

12.6 billion  
450 million

Sports Video Playback Inbound Athletes Event Video Interactive

Focusing on young sports fans, the game-watching dining scene The best time to market

**Olympics, Europa League, Premier League, Super Bowl**



1.3 Success Stories Guided by the Business

of Store Growth

Tea drink merchant's regional talent matrixed to start a successful regional business growth

<p><b>Case overview</b></p>	<p>Tea drink brands to "store growth business scripture" as a strategic guide, landing regional matrixed live, scientifically driven regional business growth</p>
<p><b>brand pain point</b></p>	<ul style="list-style-type: none"> <li>Tea drinks track is highly involutional, the survival and growth of new brands rely on the</li> <li>continuous opening of cities to expand stores, efficient penetration of more regional markets The traffic of the platform live tends to influx into the strong areas with higher user favorites, making it difficult to effectively channel the flow for the brand's weaker areas.</li> </ul>
<p><b>Tactical adjustments</b></p>	<ol style="list-style-type: none"> <li><b>1. Targeting regional achievers with partnership potential</b> <ol style="list-style-type: none"> <li>Explore and collaborate with more regional TOP personalities, and select special personalities that can integrate the cultural attributes of the local city.</li> <li>Design the style, content and pallet of the live broadcasting room with regional characteristics to better penetrate the regional market.</li> </ol> </li> <li><b>2. Build a territory-wide matrixed opening strategy</b> <ol style="list-style-type: none"> <li>Fully linked to the national brand self-broadcasting, head live, and regional people live to achieve the whole area of the matrix live; this strategy to form a short period of time the flow of the position of synergy, rapid enhancement of brand awareness at the same time but also to achieve regional differentiation penetration!</li> <li>Planning step bidding before the start of broadcasting, after the start of broadcasting, to reach the base popularity of the fans combined with deep traffic pulling up the program to improve conversion rates</li> </ol> </li> <li><b>3. Targeting high converting populations:</b> Strong geographic demographics + cities with high historical GMV share + historical consumer profiles to target</li> </ol>
<p>Local food merchants are deeply bound to the local food culture, combined with IP/topic</p>	
<p><b>4. Real-time strategy tuning</b> Adjust the proportion of deep and shallow plans according to the performance of the placement, and increase the proportion of key cities according to the conversion effect of each city.</p>	
<p><b>Brand results</b></p>	<p>The live streaming of the tea brand's chosen celebrities realized efficient conversion and GMV increase, and the conversion effect and advertising ROI of the live streaming in key provinces far exceeded the average value of the general market, realizing the tea brand's sales in key provinces/cities to skyrocket.</p>

<p><b>Case Overview</b></p>	<p>A local cuisine merchant took advantage of the new spring node to carry out "go wild in spring" topic marketing, binding the Jinling food culture to carry out three-dimensional dissemination, and realizing the rapid enhancement of the brand's mind.</p>
<p><b>brand pain point</b></p>	<ul style="list-style-type: none"> <li>With the growth of consumers and changes in dietary tastes, traditional local dishes are faced</li> <li>with the issue of how to continue to maintain the brand's mindset brands urgently need to explore more in line with the younger generation of content and communication to establish a new brand awareness and new labels</li> </ul>



**Tactical adjustments**

- 1. Ride the platform node marketing, enhance the brand new cognition**
  - a. Fully explore the connotation and communication point of the brand as a representative of the local food culture, binding the core brand assets and regional cultural concepts
  - b. Combined with the spring season, piggybacking on the platform's marketing nodes and activities for topic marketing
- 2. Leverage the Jitterbug platform to create a marketing mix for your brand:**  
Combining interactive topics, brand infomercials and celebrity marketing, the brand's new connotation is rhythmically interpreted to target consumers through different perspectives.
- 3. Multi-dimensional content marketing reaches new brand awareness building and grassroots conversion**
  - a. BGC - business topics + branded infomercials set the tone
  - b. PGC - Star Chart + Hot Push Enhanced Seeding
  - c. KOC - Seeding and Cutting in One to Complete Transformation

**Brand results**

The VV volume of topics showing new brand awareness exceeded 2,000w, and the average daily search volume of the brand doubled 6 times during the spring launch period, resulting in a significant increase in brand mindfulness.

## 2 New Retail Business: Helping Merchants in Different Retail Businesses Grow Their Businesses

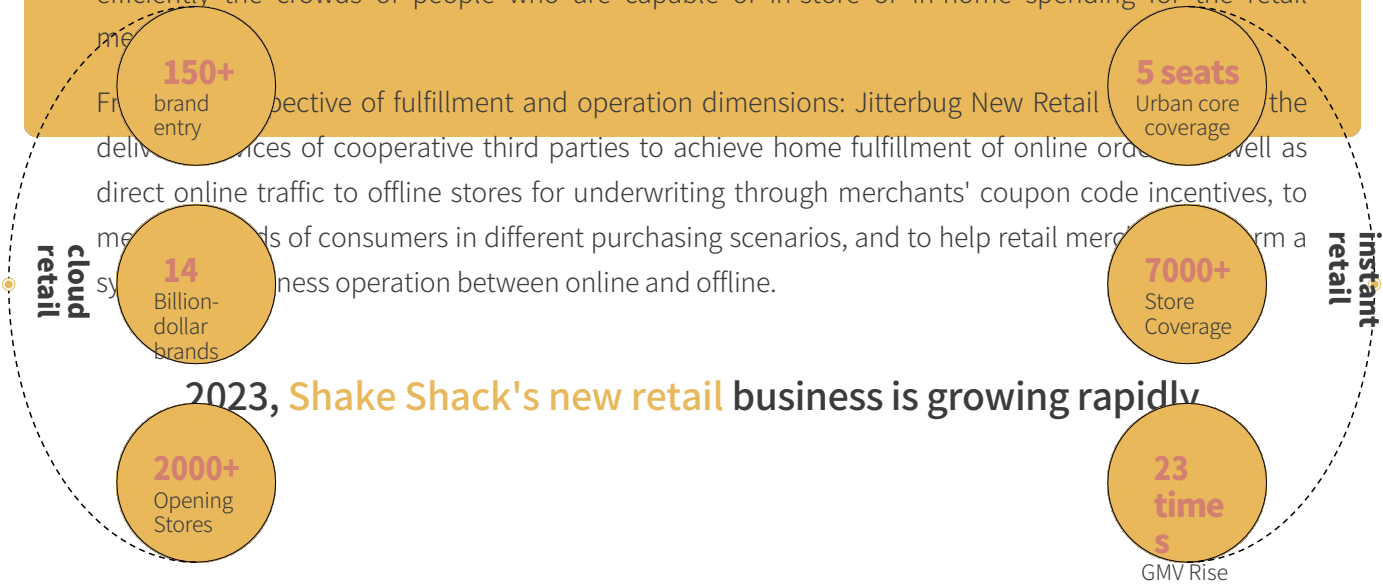


### 2.1 Shake Shack's new retail traffic and fulfillment strengths drive growth in two of new retail's top sectors

The offline operation of retail enterprises faces the problems of difficult customer acquisition, high cost and weak growth. Online scenarios can help retail merchants realize local customer flow expansion on the one hand, and on the other hand, they break physical barriers and geographical restrictions, migrate traditional offline business online, broaden the coverage of the customer base as well as the sales channels of goods and services, and ultimately bring more online orders and sales for merchants.

Shake Shack's new retail has attracted multiple brand layouts by virtue of its two major advantages of traffic and fulfillment capabilities, realizing the rapid growth of two major business formats, namely cloud retail and instant retail, and showing strong growth momentum in indicators such as the speed of opening cities, the rise in GMV, and the opening of broadcasting stores.

- From the perspective of traffic and marketing: Jitterbug has a four-pool high-quality traffic base (including the soft advertising traffic pool, natural traffic pool and commercial traffic pool, as well as the weighted local traffic pool) the marketing content of merchants can be accurately positioned according to LBS to find audiences in the traffic pool within the region or in the same city, thus attracting more efficiently the crowds of people who are capable of in-store or in-home spending for the retail
- From the perspective of fulfillment and operation dimensions: Jitterbug New Retail delivers services of cooperative third parties to achieve home fulfillment of online orders, as well as direct online traffic to offline stores for underwriting through merchants' coupon code incentives, to meet the needs of consumers in different purchasing scenarios, and to help retail merchants form a synergistic business operation between online and offline.

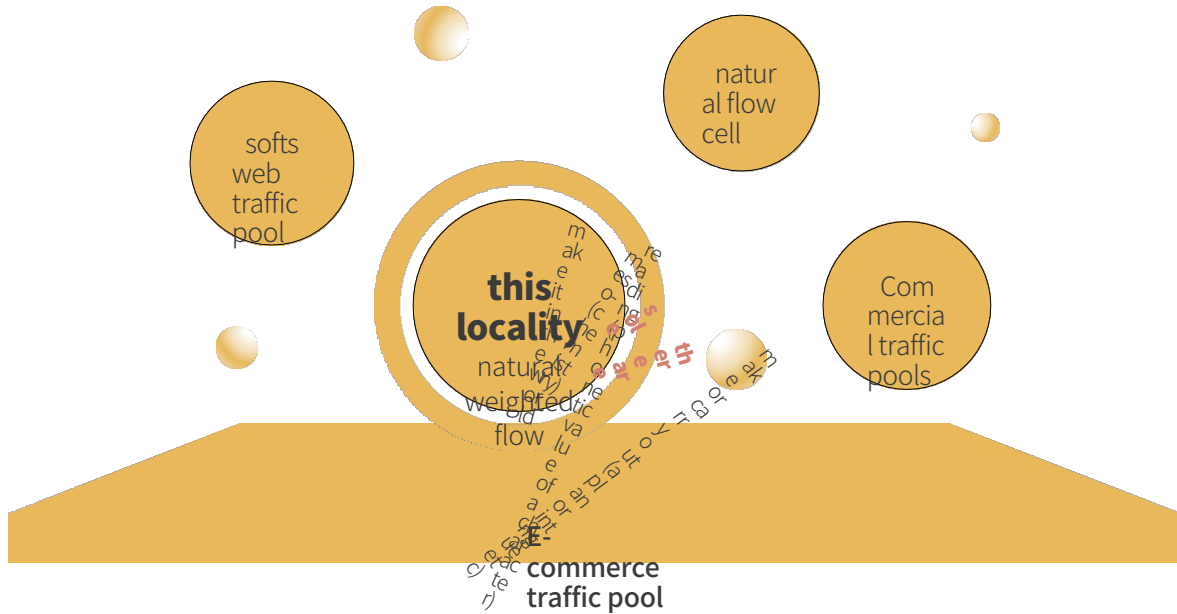




Data source: Jitterbug e-commerce

Reference: Mega Engine Local Consumer Center "New Retail Business

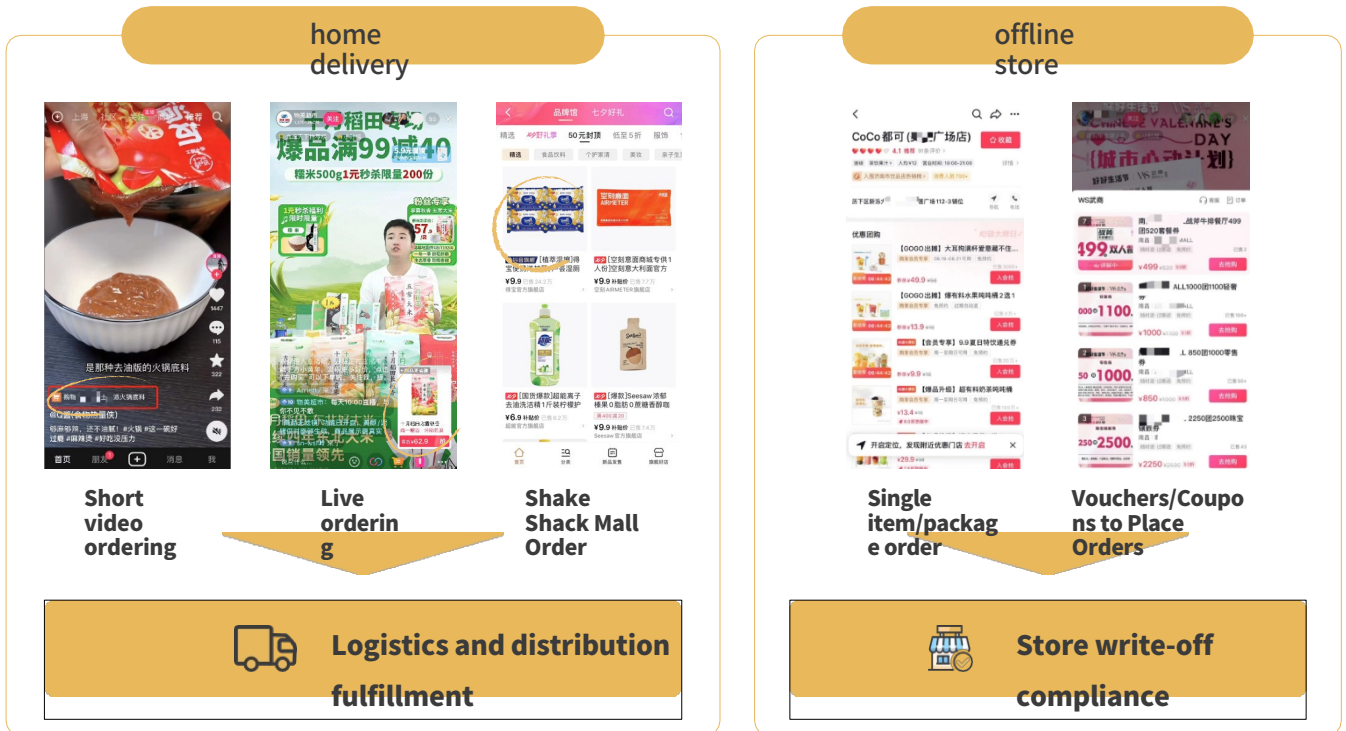
## Jitterbug New Retail Advantage #1: Wide Traffic Pools



Reference: Mega Engine Local Consumer Center "New Retail Business



## Shake Shack's New Retail Advantage #2: Large Scope of Fulfillment



Reference: Mega Engine Local Consumer Center "New Retail Business

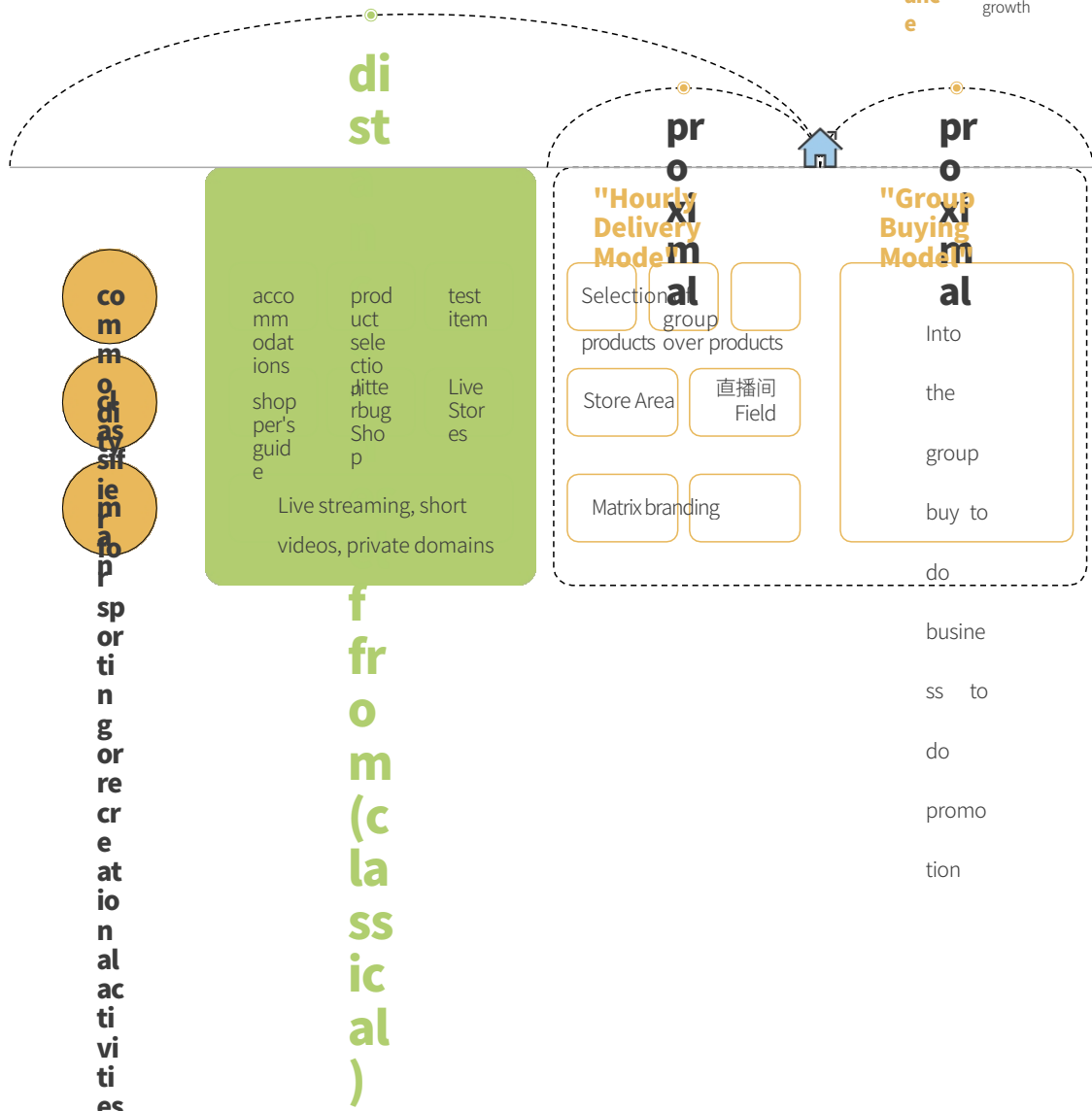
**2.2 Giant Engine's innovative management and marketing approach to build a new retail business around "goods, field, and people".**

The essence of online retailing is still **"goods - field - people"**. Traditional retailers need a more efficient organizational structure and digital capabilities to drive online change. The **"New Retail Business"** launched by Jumbo Engine focuses on these three core elements to help retail merchants iterate their online business operation and marketing solutions, and promote long-term business growth by improving marketing-sales conversion and optimizing service experience.



At the same time, according to the different distance from the user, that is, from far to near for the cloud retail, hourly and group purchase mode corresponding to different **"goods - field - people"** strategy. In the case of relatively long distance, the cloud retail mode to enhance the efficiency of e-commerce to optimize the ping effect of the merchant and sales, while in the near field of the hour and group buying mode is through the merchant's fulfillment ability to provide users with anytime, anywhere, eat, drink, play and entertainment service experience.

**Different modes, corresponding to different man-cargo strategy**



Focus on "E-commerce Efficiency" Focus on "Service Experience"

PingYeOu UP ↗

Sales and Marketing

Eat what you want 🍴

Use what you want 🍷

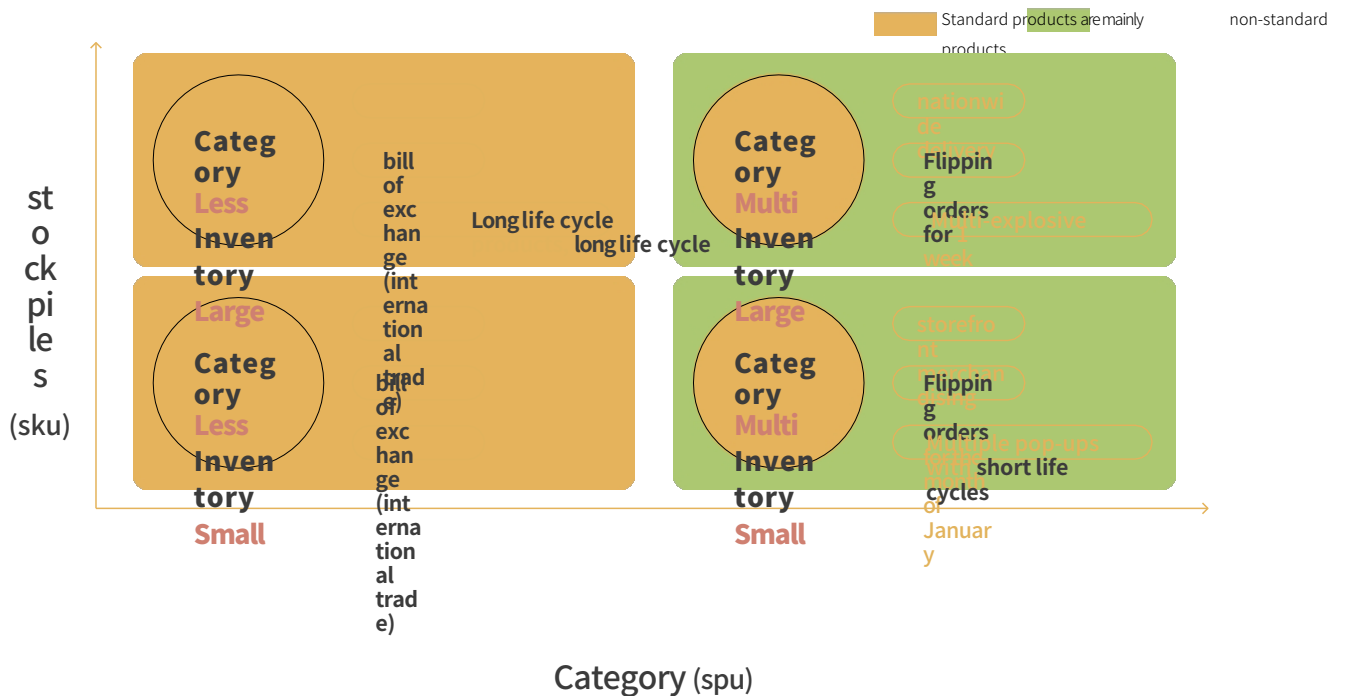
Reference: Mega Engine Local Consumer Center "New Retail Business"

Goods: Optimize goods flow, improve inventory management capabilities, and efficiently undertake consumption growth

When local merchants shift their offline retail business to online operation, the first major challenge they face is inventory management capability and inventory flow optimization. Jumbo Engine provides local merchants with a **four-quadrant** tool to determine a merchant's inventory, measuring the width and depth of inventory on the horizontal axis of category SPUs and vertical axis of inventory SKUs, and dividing it into high and low levels to obtain the four-quadrant range of inventory management capability. After positioning themselves, merchants can choose different new retail business models based on their category characteristics and inventory situation.

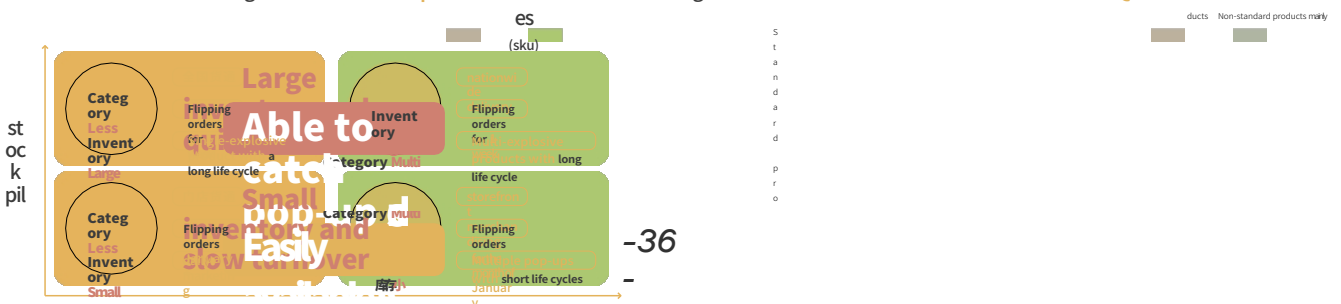
- Apparel and other popular FMCG categories of merchants in the access to the national warehouse of the source of goods to achieve goods through the large inventory of merchants can be prioritized to consider entering the cloud retail.
- Combine product selection and testing to create pop-ups and effectively take market-wide orders. Merchants selling instant consumer goods can consider choosing the hourly mode or group-buying mode according to the characteristics of the goods and the nature of the store, combined with the selection of products, group goods and overproduct design to optimize inventory flow and effectively take on consumer demand from closeouts or group buys.

Retail Cargo Quadrant



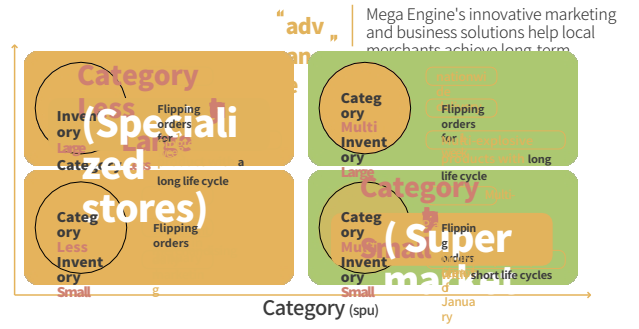
Those with large inventories are prioritized for the Jitterbug Cloud Retail

Instant Retail Goods Pass Quadrant



stockpiles (sku)

Category (spu)



Reference: Mega Engine Local Consumer Center "New Retail Business"



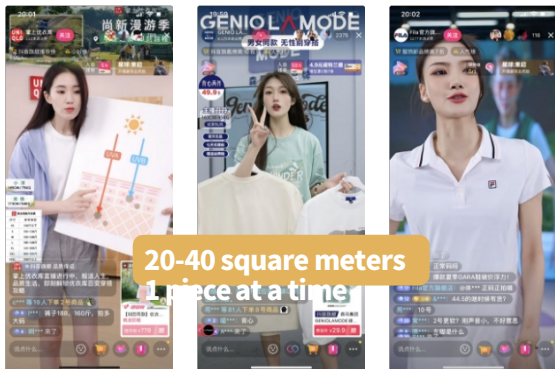
Field: Effective use of store resources to restore the offline shopping scene, to activate consumer action with high-quality live broadcasting

The e-commerce scene of new retail has the resource advantage of offline stores. For example, the live broadcast can utilize professional guides to display a wealth of goods in a larger store venue. In the live broadcast, merchants should try to restore the offline shopping scene for consumers, effectively mobilize the interest of the live audience, meet the needs of potential buyers in real time, and actively interact with online viewers and fans to create a buying atmosphere.

The mega-engine "New Retail Business" has set three major criteria for store live venues: **good business, good image and strong staff**. In short, it means that merchants should choose stores with a certain business scale, use the existing consumer base to quickly get through the cold start, prioritize stores with decorative space suitable for live broadcasting, and absorb employees with strong coordination and execution to do live broadcasting in stores. In addition, merchants also need to improve the design of the various elements of the live broadcast (such as building the scene, determining the characteristics of the theme, designing the logic of the product, prepare the speech, etc.) and with the matrix account operation, to fully activate the consumer action of the audience of the new retail live broadcast.

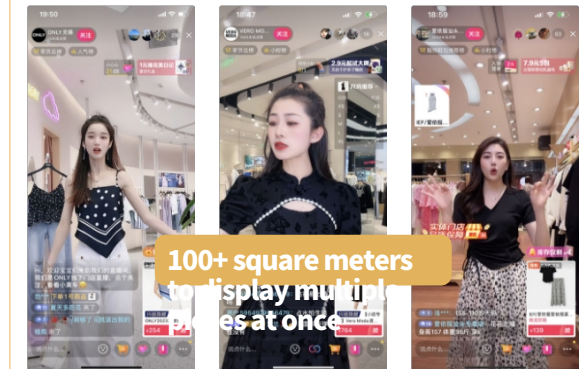
Live store site is bigger and has more products

Live e-commerce: small scenes, single product



VS

Live Stores: Big Scenes, Multiple Products



How do you choose a store? Good business, good image, strong staff

Good store business  
 Regional store business  
 TOP5-10  
 Unlimited business hours  
 Strong street store autonomy  
 Efficient synergies among operators

Clear profit-sharing model

Good store image  
 Good store image  
 Fully demonstrate the brand image  
 Large store area  
 No impact on passenger flow

Strong store staff  
 Strong management & operational skills  
 Plenty of manpower

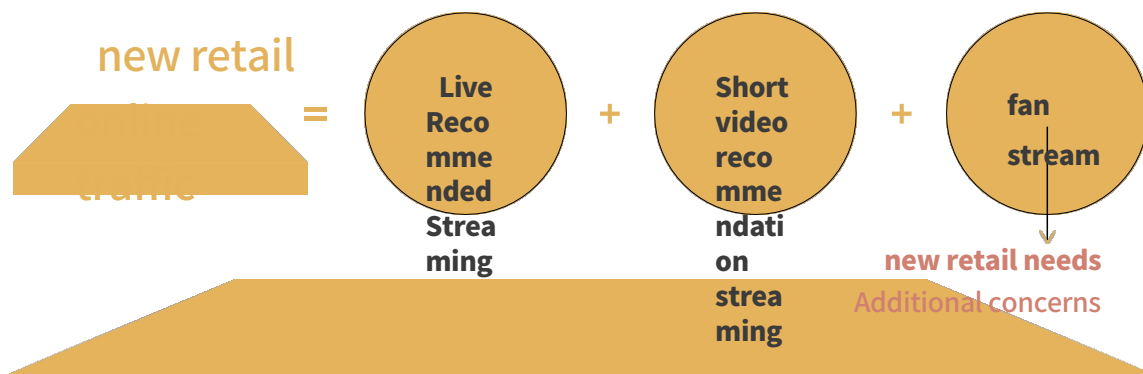
Reference: Mega Engine Local Consumer Center "New Retail Business

People: break the time and space limitations of the whole area to attract traffic, continuous

operation to pull the fans spending power

On the Jitterbug and Mega Engine platforms, the main traffic that can be operated by new retailers comes from live referral streams, short video referral streams and fan streams, of which fan streams deserve special attention from local merchants. Merchants operating new retail business have a high proportion of online fans and they contribute a large scale of GMV, thus, merchants need to operate fan flow continuously. This includes paying attention to fans' problems in the live broadcasting room, and matching the marketing tools of the giant engine to drive fan growth and add groups and tours, so as to deeply explore the consumption power of fans and promote repurchase in the subsequent operation of the position.

At the same time, new retail merchants can also integrate short video and live broadcasting placement strategies with the help of giant Qianchuan and Local Push according to their own business model, effectively utilizing good content, good goods and good services to pull audiences to continuously transform into merchants' fans and continuously improve their stickiness.



Different merchants adapt different traffic strategies

	Cloud Retail Model	hourly rate	group buying model
business model	One Store X Multiple Stores	Multi-store X One store	Multi-POI X Multi-Number
System Tools	Industry Crowd, fan base, Guide Number	Regional orientation, electric fence, LBS	POI Promotion, live streaming, Value-added tools (telephone, etc.)
Coverage	National	district (taxonomy)	peripheral
Adapted products	Deep Conversion, put out quantities of medicine, Industry Optimization Settlement, long lead times, etc.	Host ing Tools, Intelligent Orientation, Payment ROI	Talent Placement, Live Streaming Popularity, Account Promotion

huge volume of money; fig. huge amount of money; -40

Points of delivery

Covering a large number of users, need to refine the operation

Coverage of users is accurate and needs to be explored on an ongoing basis

Fewer users to cover, need to operate across the board

Reference: Mega Engine Local Consumer Center "New Retail Business

2.3 Success stories guided by the New

Business of Retailing

Men's fashion brands retailing online to grow business with cloud retail model

<b>Case overview</b>	Veteran offline men's apparel fully embraces Jitterbug's new retailing to improve store ping efficiency and overall operational efficiency with efficient organizational power
<b>brand pain point</b>	<ul style="list-style-type: none"> <li>• Aging brands, lack of innovative operations, insufficient connection with local customers</li> <li>• Offline business scenarios encountered</li> <li>• bottlenecks, difficult to operate business</li> <li>• Unclear organizational planning and lack of operational indicators to effectively assess the local retail business</li> </ul>
<b>Tactical adjustments</b>	<ol style="list-style-type: none"> <li><b>1. Optimization of organizational structure</b> <ol style="list-style-type: none"> <li>a. Brand headquarters set up Shakeology cloud retail department to realize dedicated counterparts</li> <li>b. Select core stores in core regional business districts as cloud retail pilots</li> <li>c. Brand headquarters to develop marketing strategy, the departments to collaborate online and offline to the focus of work</li> </ol> </li> <li><b>2. Optimization of the employee system</b> <ol style="list-style-type: none"> <li>a. Introducing DP into the field to cultivate the transformation of store gold medal shoppers into Jitterbug anchors</li> <li>b. Adjusting the pay system and incentivizing anchors to pull rapid growth in Shake Shack Live GMV in core stores</li> </ol> </li> <li><b>3. Optimization of the goods chain</b> Pilot to open the nearest store goods through, to solve the problem of insufficient inventory when a single</li> </ol>

Offline supermarket brands linked to online hourly business, expanding business boundaries to drive sales growth

<b>Brand results</b>	After joining Jitterbug, it achieved GMV of over 10 million in the first month, and gradually online retail business to form synergistic operation.
----------------------	---

<b>Case overview</b>	Traditional superstore brand launches Shake Hour business to break channel barriers and expand business scale
<b>brand pain point</b>	<ul style="list-style-type: none"> <li>• Unstable offline customer flow, single channel is not enough to support business operations</li> <li>• Lack of online operation experience and capability</li> <li>• Insufficient digitalization tools to effectively reach different customer segments with the ability of data and user tagging</li> </ul>

<p><b>Tactical adjustments</b></p>	<ol style="list-style-type: none"> <li><b>1. Optimize pallets</b> <ol style="list-style-type: none"> <li>a. Adjustment of pallets adapted to Jitterbug's online sales, including fresh food, food, daily necessities and other categories with high instantaneous demand</li> </ol> </li> <li><b>2. discounts</b> <ol style="list-style-type: none"> <li>a. Realize a quick cold start for Jitterbug Live through discounts on goods and preferential pricing for consumers</li> </ol> </li> <li><b>3. Live Streaming Operation</b> <ol style="list-style-type: none"> <li>a. Stabilized for 1 month and then sprinted to the big field live to drive sales, attracting a wide range of consumers into fans</li> <li>b. Enriched products, ready for live broadcast online 200+ product links, activate the potential of purchase</li> <li>c. Prepare the live broadcast anchor words, cultivate the audience users shopping awareness, enhance the possibility of collateral purchases</li> </ol> </li> <li><b>4. Precision Placement</b> <ol style="list-style-type: none"> <li>a. Utilizing the giant engine Chikawa placement tool, selecting the 3-5km crowd near the store to fine-tune the flow.</li> <li>b. Target consumers with purchasing potential to realize paid pull flow and efficient conversion</li> </ol> </li> </ol>
<p><b>Brand results</b></p>	<p>After joining Jitterbug, it achieved GMV of over one million in the first month, and gradually online retail business to form synergistic operation.</p>

Reference: Mega Engine Local Consumer Center "New Retail Business

rk  
ma

As the local consumer market continues to improve with the recovery of the economy and the restoration of the public's life, the life service section of the local consumer track (including catering, travel, wine and travel) and the instant retail section have shown strong growth in the process of onlineization. The "interest + location" content recommendation logic of content platforms has greatly improved the precise efficiency of attracting traffic for local merchants in online and offline business scenarios, and also brought about changes in the operation and marketing model, and localized content-oriented operation and marketing will become the inevitable logic for local merchants.

Local merchants need to quickly adjust their marketing and business strategies in the face of trending changes in the industry, operations and marketing. Especially in the cooperation with content platforms, merchants have to take advantage of the platform's power to organically integrate the closed-loop chain of marketing and business operation, form a synergistic transformation of marketing and sales around local content, and establish an online and offline linkage business operation mode, including: accessing content platforms and actively placing accurately-positioned content-type advertisements in the region, and comprehensively laying out the operation of online stores and the content matrix and other means of strengthening the local traffic and the operation of online positions to enhance the efficiency of marketing conversion and business operation capabilities. This includes: accessing content platforms and actively placing precisely positioned content-based advertisements in the region, comprehensively laying out online store operations and content matrices and other means to strengthen local traffic and the operation of online positions to enhance the efficiency of marketing conversion and the ability of business operation.

Julumengine provides local merchants with a triple iteration of capabilities in the strategic execution of marketing and business integration: the first is the iteration of the platform value, Julumengine, as a strategic partner of merchants, has a deep traffic base and consumer reach, an active and diverse local content ecosystem on the Jitterbit platform, as well as a mature local business infrastructure and environment; the second is the iteration

of the platform's products and models: one-stop marketing platform (Jumbo Local Push) and intelligent marketing platform

(The third iteration is based on the innovation of the marketing chain, pulling consumers from the Jitterbit content field to the transaction field and shelf field, and working together with local merchants to achieve long-term growth.

Not only that, Julumengine has sorted out two sets of innovative marketing and operation integration methodologies and solutions for local merchants operating offline stores and online retail, namely "Store Growth Business" and "New Retail Business", to further help different types of local merchants to analyze how to combine the methodologies and practical tools in different business scenarios, and to form a synergistic strategy for the development of marketing and operation, which can truly help local merchants to achieve scientific and effective growth. local merchants to realize scientific and effective growth.



# copyright statement

## COPYRIGHT NOTICE

---

This report is jointly produced by [Jumbo Engine Local Consumption Business Center] [Jumbo Calculator] and [Kaidu]. The text and data in the report are protected by China's Intellectual Property Law and other laws. Except for the third-party data and other public information cited in the report, the ownership of the report belongs to [Jumbo Engine Local Consumption Business Center] [Jumbo Calculator] and [Kadoo].

[Jumbo Engine Local Consumer Business Center] [Jumbo Calculator] and [Cato] assume no responsibility or liability for third-party data and other publicly available information cited in the report. In any case, this report is for readers' reference only.

If you disagree with something in the report, 可通过 [addata@bytedance.com](mailto:addata@bytedance.com) 联系我们.

Jumbo Calculator is a content consumption trend insight brand under Jumbo Engine. Relying on today's headlines, jittery voice, watermelon video and other content consumption scenes and undertaking the advanced data and technology advantages of Julumengine, it adheres to the concept of objectivity and rigor and outputs cutting-edge insights and views on content trends, industry research, advertising strategies, etc. At the same time, it opens up the Arithmetic Index and Arithmetic List data analysis tools to meet the needs of enterprises, marketing practitioners, creators, and other organizations.

Data Insight Requirements.



### Mega Arithmetic Microblogging

[Cato] Cato is the world's leading brand data and analytics company. We have a complete and unique understanding of people in countries around the world: we know how they think, feel and act; we have the advantage of scale with coverage of more than 90 markets around the world, and the depth of local insights. Cato's strength comes from a team of experienced experts, a robust and reliable system of data resources and evaluation standards, and innovative data algorithms.



with technology. We help our clients gain deep insights into human nature and capture growth inspiration.

**Cadu WeChat public number**

The report may not be processed or transformed without permission. Reprints or citations are welcome. If reproduced or cited, please contact us in a timely manner and cite the source [Jumbo Engine Local Consumer Business Center] [Jumbo Calculator] and [Kaidu].



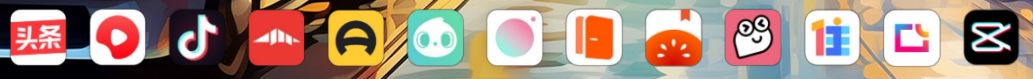


厚記  
COFFEE SHOP  
FRESH & HOT

粵式茶餐廳

厚記  
2F-3F

36-7E



巨量引擎本地消费业务中心