

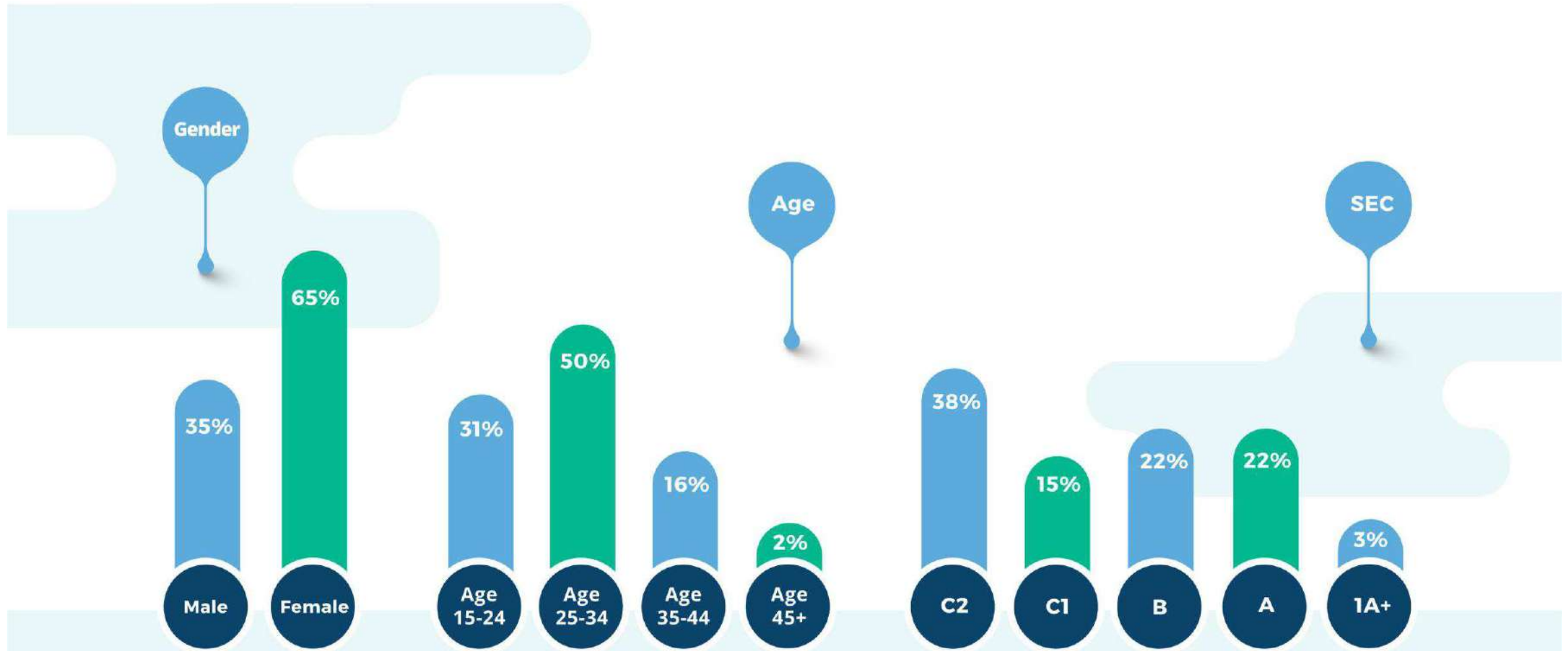
snapcart

# Indonesian **ONLINE SHOPPING** Behaviour



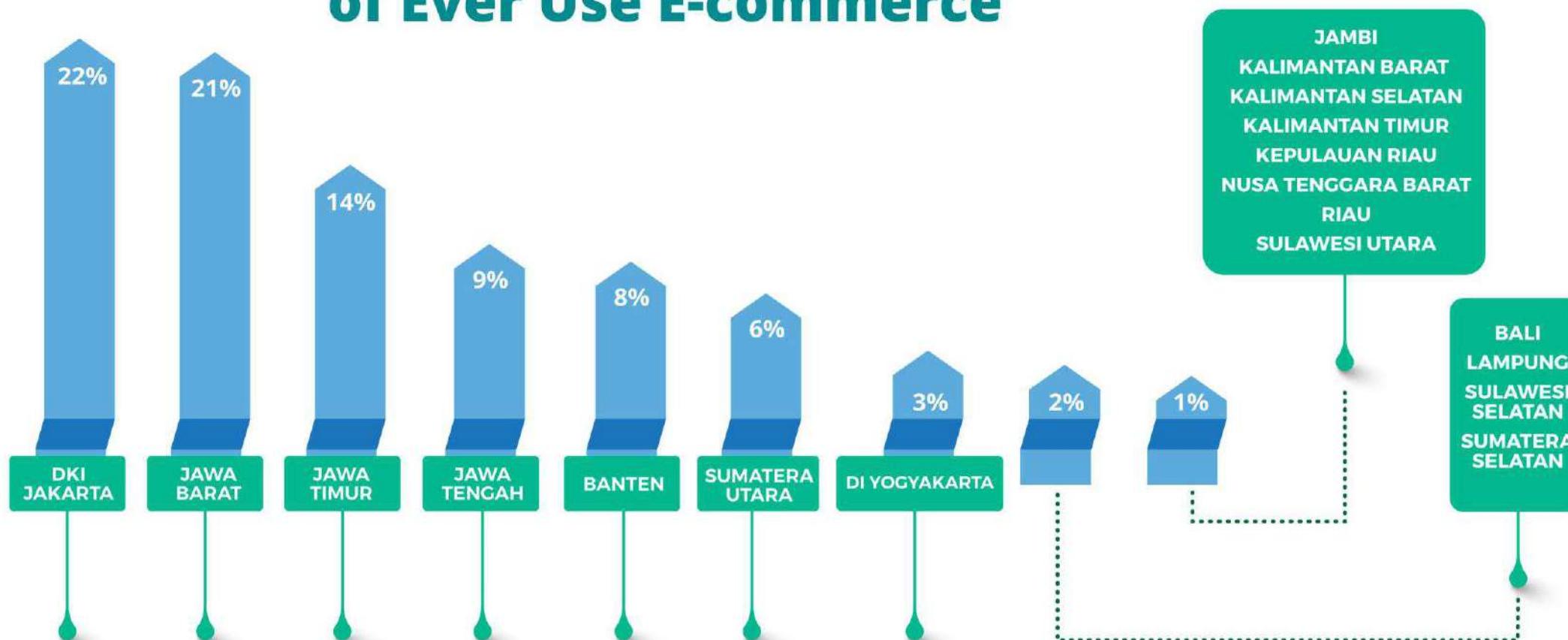


## E-commerce User Profile .....



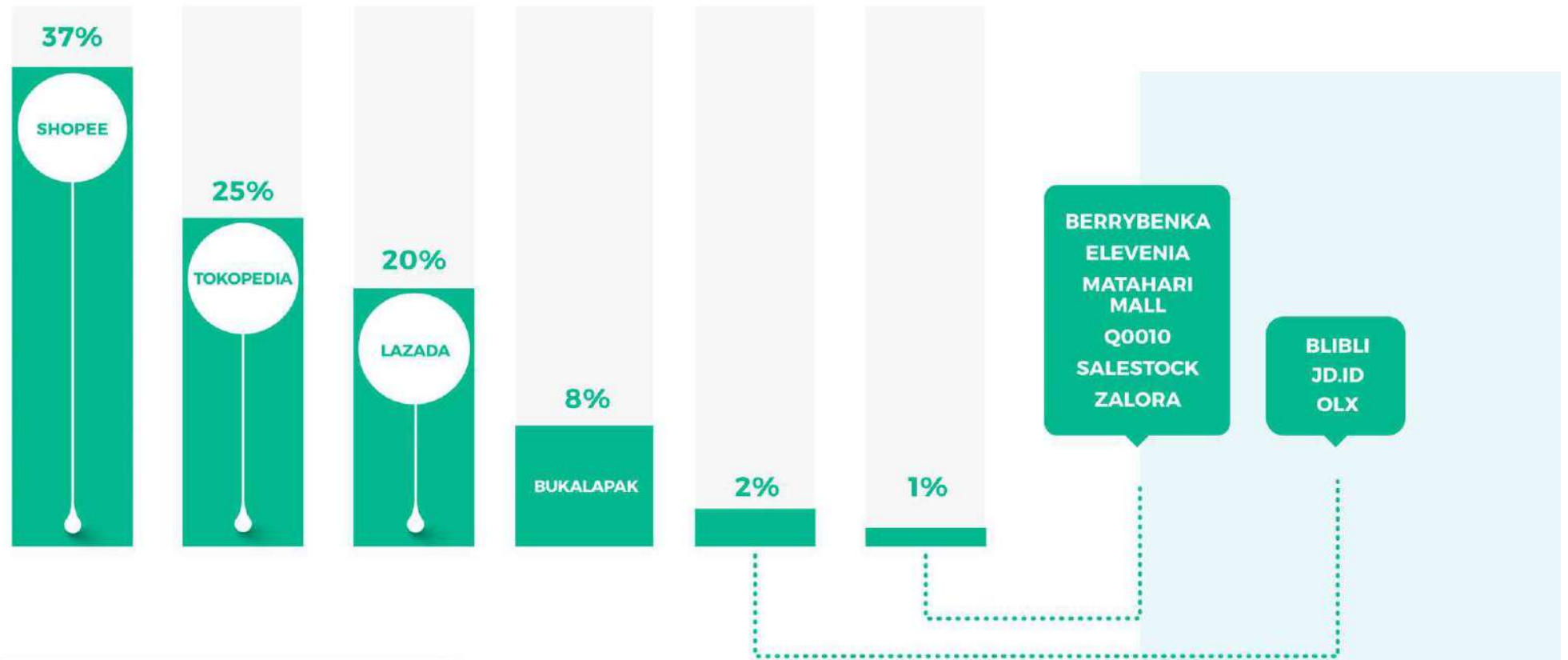
SURVEY WAS CONDUCTED ON **JANUARY 2018**  
AMONG **6,123** RESPONDENTS IN INDONESIA BY SNAPCART APP

## Region Contribution of Ever Use E-commerce



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# Best of Usage Most Often E-commerce Platform .....



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## Source of Information ..... about E-commerce Platform



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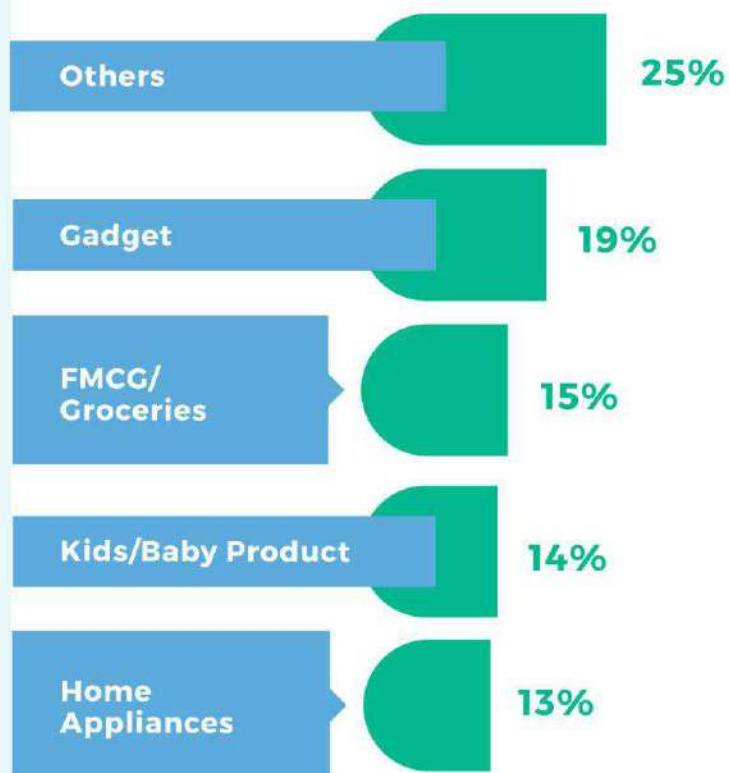
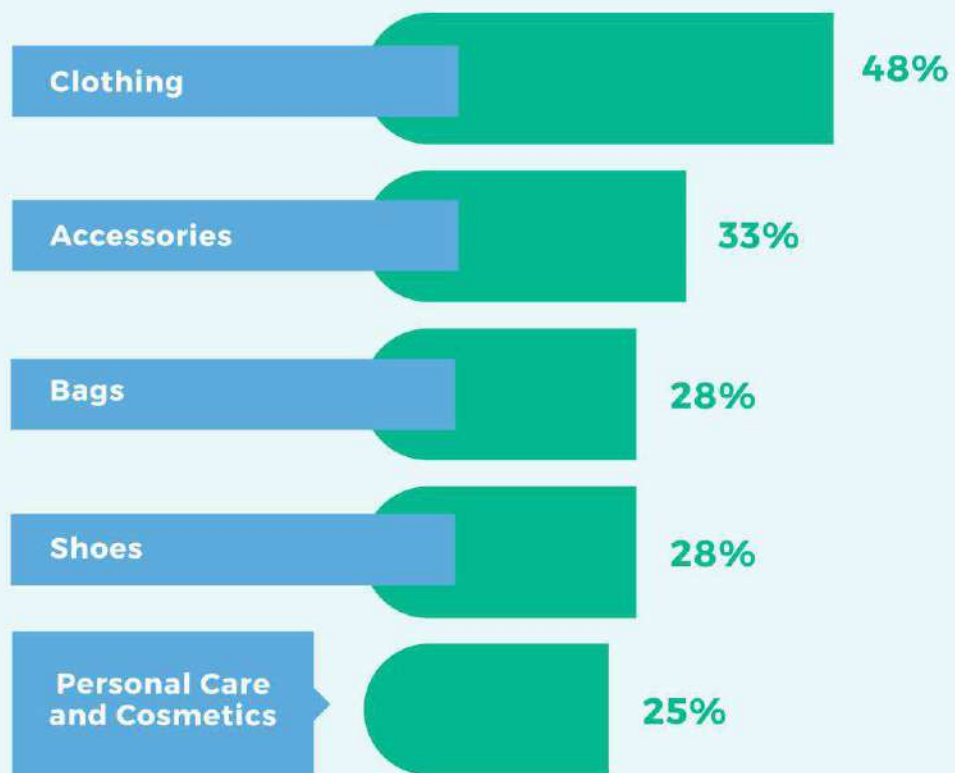
# Top 3 brands with the highest number of recall: Shopee, Lazada & Tokopedia



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## Most Purchased Categories in E-commerce .....



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# 3 Essential Marketing Strategies ..... for E-commerce



**1**  
**Target Right  
Audience**

**Choose Effective  
Communication  
Channels**



**3**  
**Determine Growth  
Potential Area**





## Contact Us

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