



	DISCOVERY	CONSIDERATION	PURCHASE	ADVOCACY
<b>Commerce Role</b>	Trigger demand	Capture demand	Convert demand	Retain demand
<b>Platform &amp; Channel</b>	SEA+IN: Instagram, Facebook, YouTube, Pinterest SEA: TikTok TH: LINE	SEA+IN: Instagram, Facebook, YouTube, Pinterest SEA: TikTok SG+IN: Reddit	SEA+IN: YouTube Shopping, Amazon SEA: Shopee, Lazada, TikTok Shop, Facebook Live Shopping (Via Marketplace Partners), Facebook Messenger, Instagram Direct, Whatsapp IN: Flipkart/Shopsy, Meesho, Myntra TH: LINE Shopping ID: Tokopedia	SEA+IN: Facebook, Instagram, YouTube, Whatsapp, Lazada, Shopee SEA: TikTok IN: Amazon
<b>Shopping Tactics</b>	Organic & Paid media Live Commerce Assortment Strategy	Organic & Paid media Live Commerce Assortment Strategy Conversational Commerce	Paid Media (Especially Shoppable Media) Live Commerce Conversational Commerce Affiliate Link Promotional Activity Assortment Strategy (e.g.. Bundle)	Organic & Paid Media Community Salesperson/Spokesperson Conversational Commerce Affiliate Marketing Loyalty Program/Membership Collaboration/Exclusive Giveaways
<b>Content</b>	Content Creator/UGC Inspiring content by Brands Shoppertainment	Content Creator/UGC Educational Content By Brands Edutainment	Promotional Content by Brands Affiliate Content by Creators Commerce Days & Sales Events	A peer recommendation by Community and Brand Advocate Community & Product Reviews Testimonial/Endorsement
<b>Format</b>	Live Video Instagram Reels & Stories, TikTok Video YouTube Shorts Social Posts Keywords/Trend/Hashtag (e.g. #lifehack)	Live Video Instagram Reels & Stories TikTok Video YouTube Shorts Social Posts	Collaborative ads (CPAS) Catalog Ads, Collection Ads, Video Ads Live Streaming, Live Video Messaging Ads, Chat-to-shop Voice Commerce	Live Video Instagram Reels & Stories TikTok Video YouTube Shorts Social Posts (including Social Engagement) Messages, Chat-To-Shop
<b>Technology &amp; Infrastructure</b>	Social storefront Integration Retailer integration Shoppable Tag AR/VR Shopping AI-powered recommendation	Social storefront integration Retailer integration Shoppable tag Multi-Channel-Network (MCN) AR/VR Shopping AI-powered recommendation	Retailer integration/Social Integration In-App check-out Payment gateways Mobile wallet/e-wallet Store management/Stock management Customer order automation Logistics & fulfillment solution	CRM System Influencer Relationship Management (IRM) System MCN
<b>KPI/Goal</b>	Reach, Engagements, Views	Store Traffic, Product View	Conversion Rate, GMV, AOV, ROAS, ROI	Repurchase Rate, Number Of Reviews Share Of Voice (SOI/SOV)