

# Introduction to KakaoTalk Gift

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Last updated. Dec. 6. 2018

kakao

# Contents

KakaoTalk	01	About KakaoTalk
	02	KakaoTalk Status
KakaoTalk Gift	03	About Gift
	04	Gift Status
	05	Gift Features
	06	History of Gift
	07	Growth of Gift
	08	Brands in Gift
	09	Products in Gift
	10	About Gift Home
	11	User Flow
Q&A	12	Q&A



## About KakaoTalk

# Connecting people, the world and more with KakaoTalk

KakaoTalk is a free messenger service where users can exchange messages with anyone in the world. KakaoTalk also offers services that makes life easier, including music, shopping and reservations.



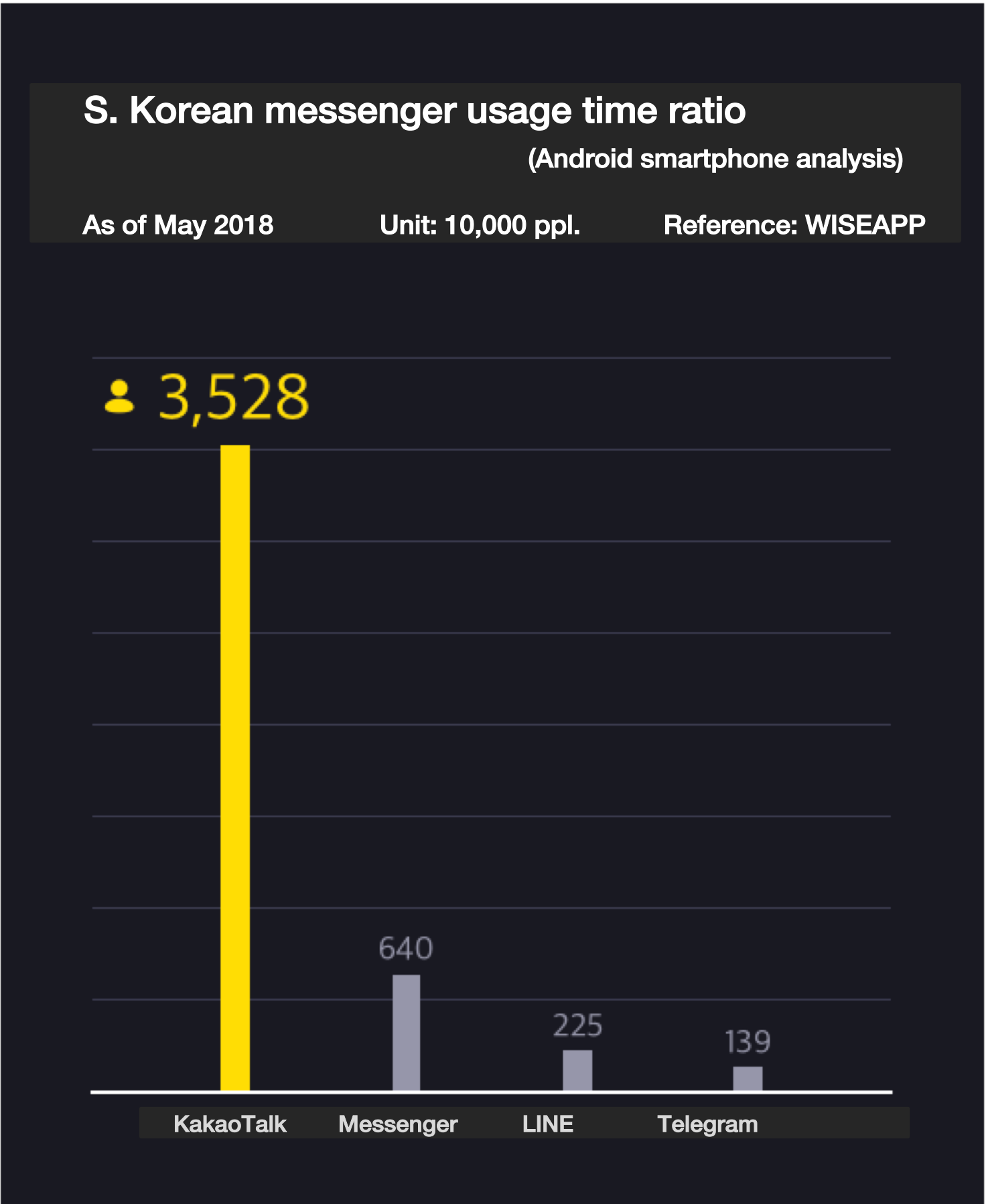
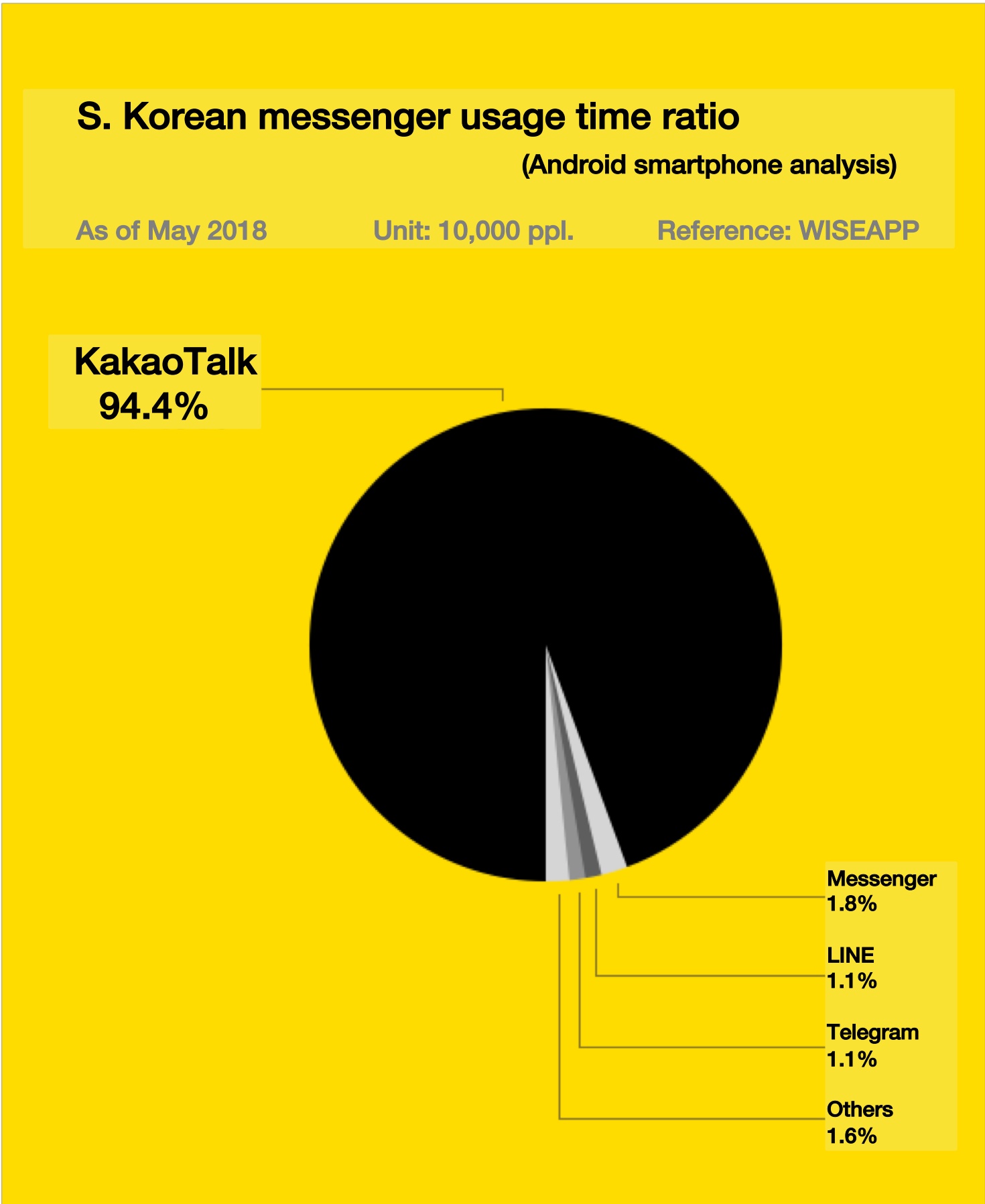


KakaoTalk Status

# KakaoTalk, the most often and longest used messenger

KakaoTalk is the most used messenger in South Korea, with the longest daily usage time .  
No. 1 in downloads and users in South Korea<sup>1)</sup>  
No. 1 messenger with the highest usage time ratio in South Korea<sup>2)</sup>

1) Nielsen Koreanclick Syndicated Reports \_ Jan-Aug, 2018  
2) Wiseapp \_ Android smartphone analysis \_ May 2018





## About Gift

# Show your friends how much you care, KakaoTalk Gift

KakaoTalk Gift is a messenger-based commerce platform where users can exchange gifts through KakaoTalk.

KakaoTalk Gift, with its high accessibility and convenience, is changing how Koreans give gifts.

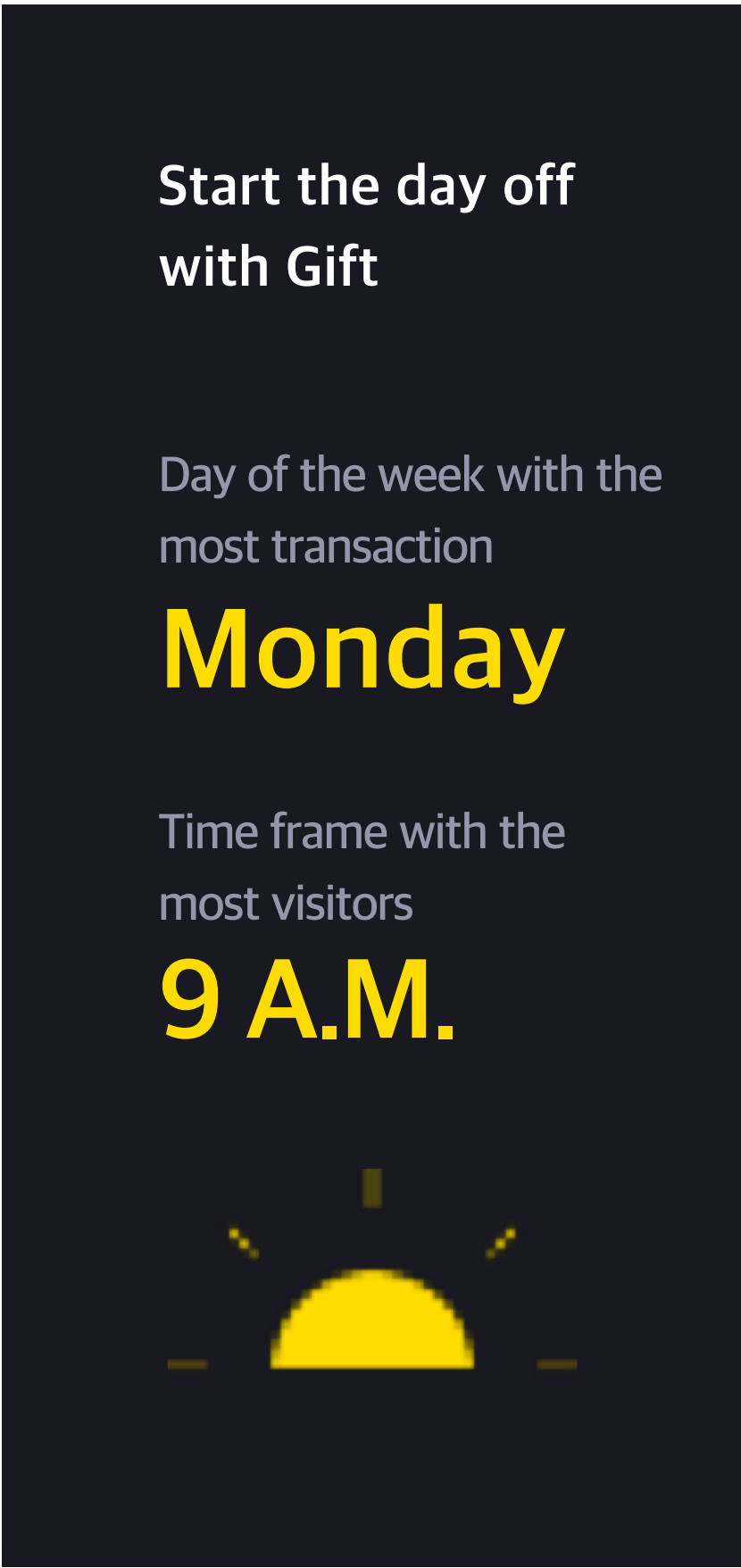
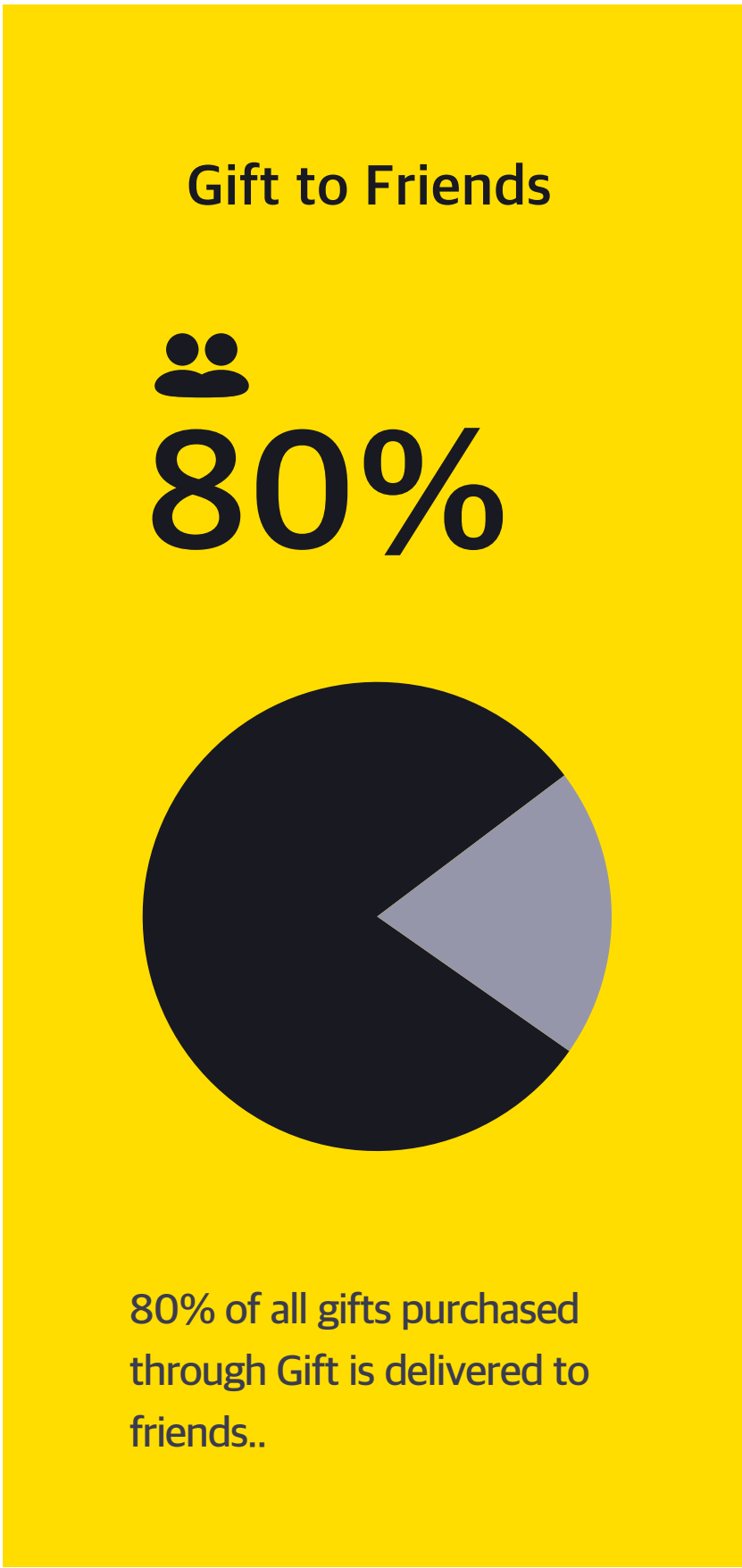




Gift Status

# Making Gift a daily habit

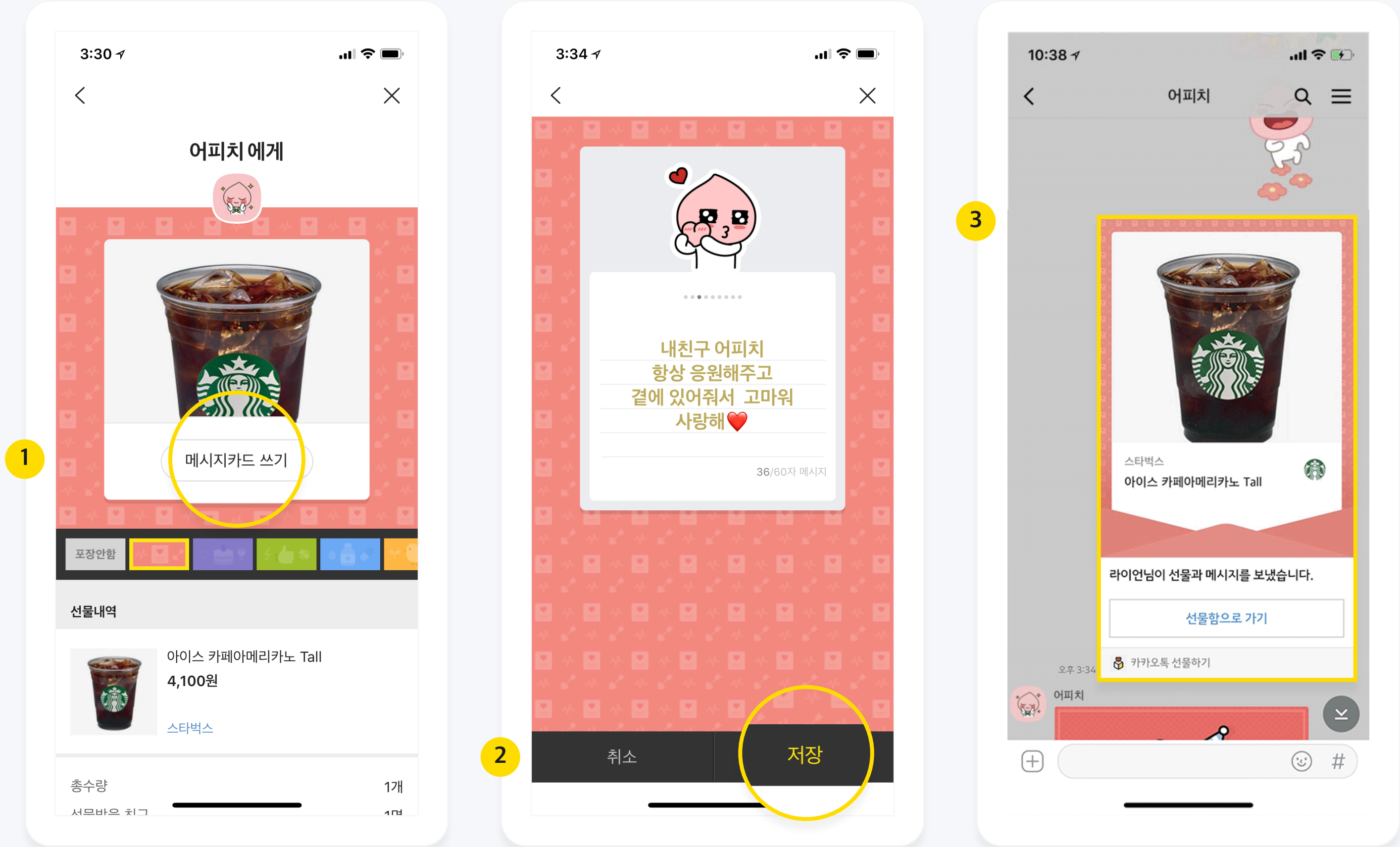
KakaoTalk Gift is a commerce service that allows users to exchange gifts via KakaoTalk as they engage in their daily relationships and conversations. More and more people are expressing their love through KakaoTalk Gift.



Gift Status

Express your thoughts with Gift : Message Card

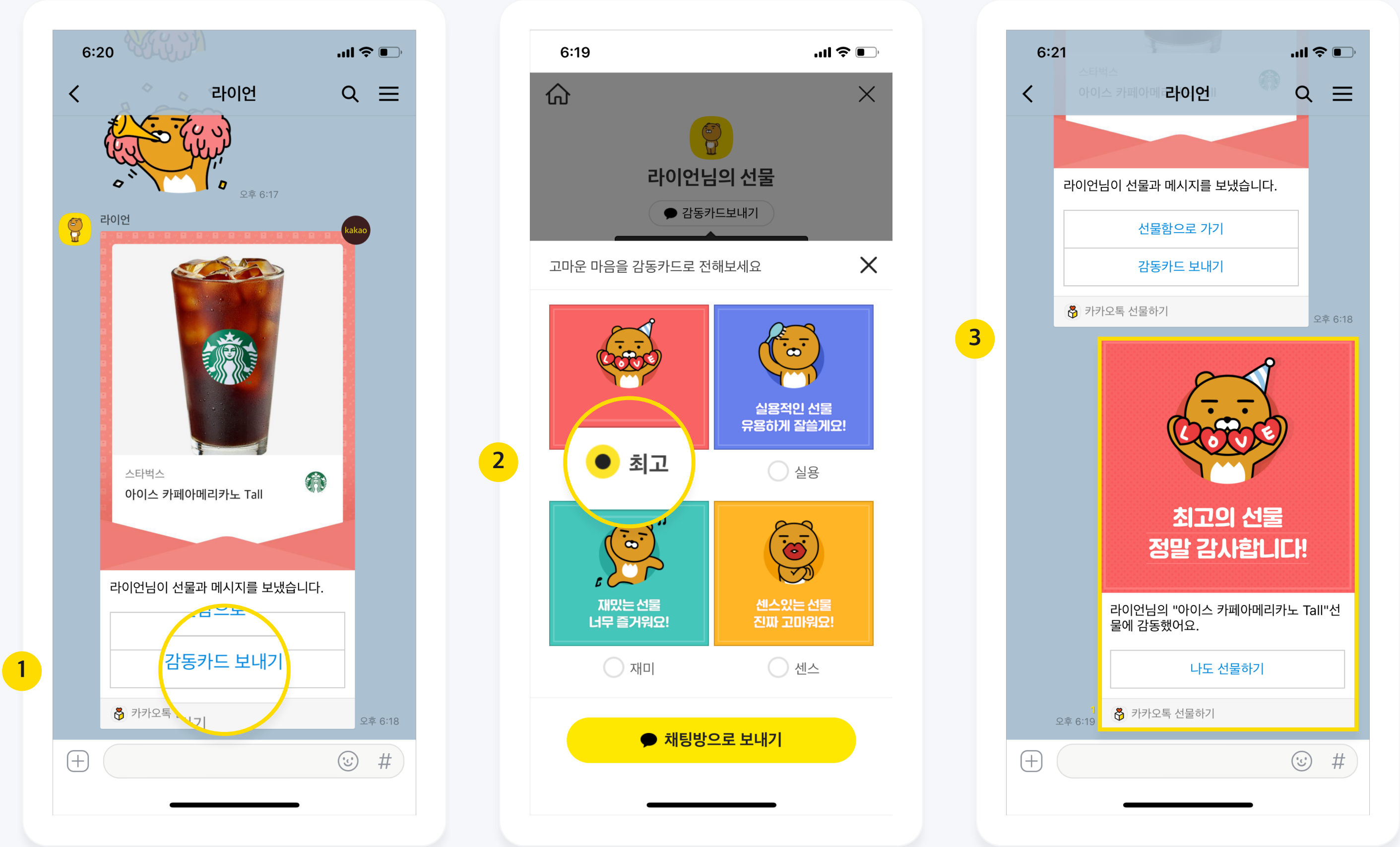
Send a warm message with a thoughtful gift whenever your friend needs congratulations, appreciation, condolences or encouragement.



Gift Features

# Gift your emotions : Emotion Card

Make the gift more special with Emotion Cards that cleverly expresses your emotions.



History of Gift

# Gift, creating new roads

KakaoTalk Gift has grown into an e-commerce service that is different from any other by providing gift curation features, as well as an experience and service that satisfies the meaning and purpose of the gift.

## KakaoTalk Gift Milestones

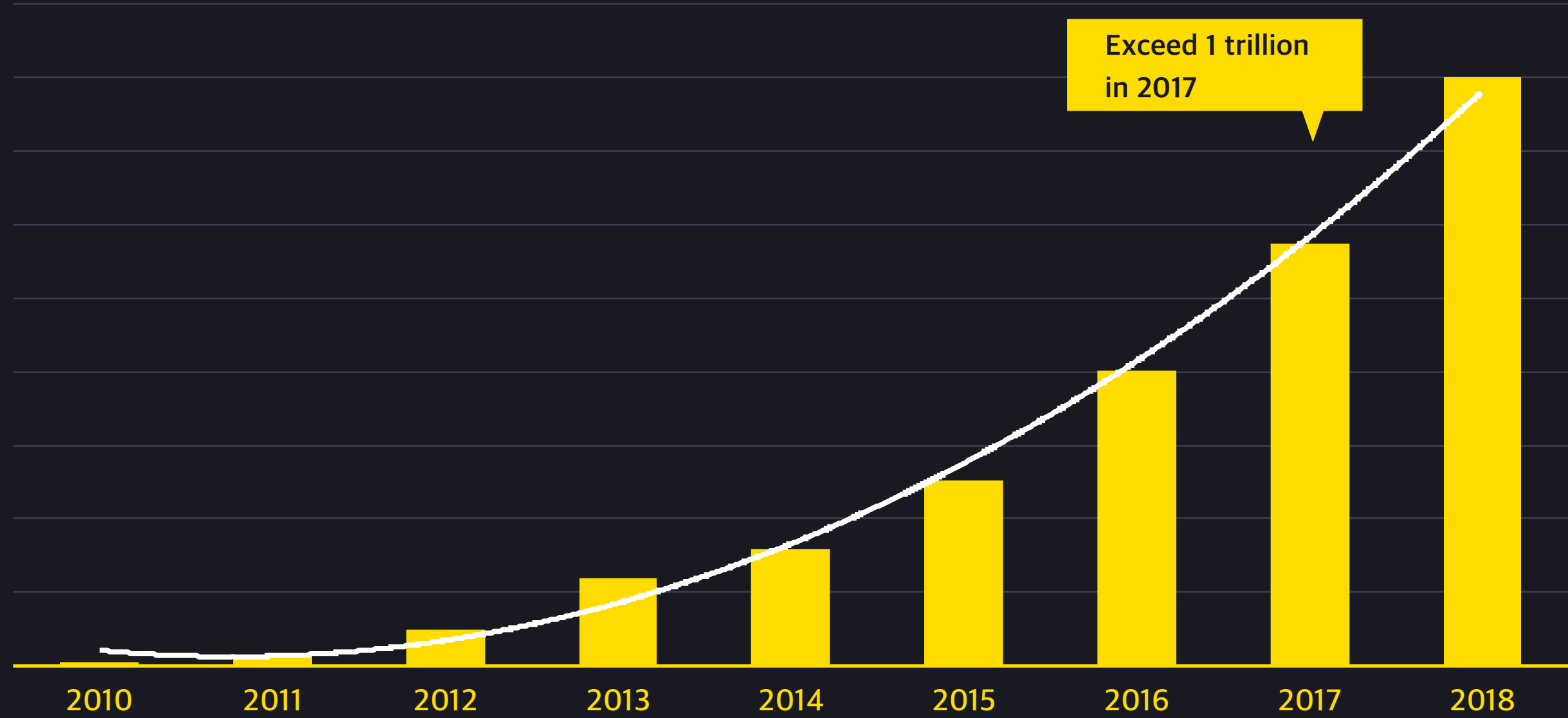
2010	Dec.	Released service	Open!
2012	Jan.	Introduced shippable products	
2014	Jul.	Applied automatic refunds for mobile vouchers	
	Dec.	Added the wish list 'Like' feature	
2015	Jul.	Added the Message Card feature	
2016	Feb	Added the product search feature	
	Dec.	Added the refuse gift feature	
2017	Dec.	Added the Emotion Card feature	
	Dec.	Exceeded 1 trillion KRW in turnover	
2018	May.	Opened the KakaoTalk Friend B-day alert	New!

Growth of Gift

# Gift, showing continuous growth

KakaoTalk Gift has grown more than 60% every year since the service was launched in 2010. Gift continues to grow annually and exceeded 1 trillion KRW in turnover in 2017.

Annual growth rate in turnover As of Sep. 2018

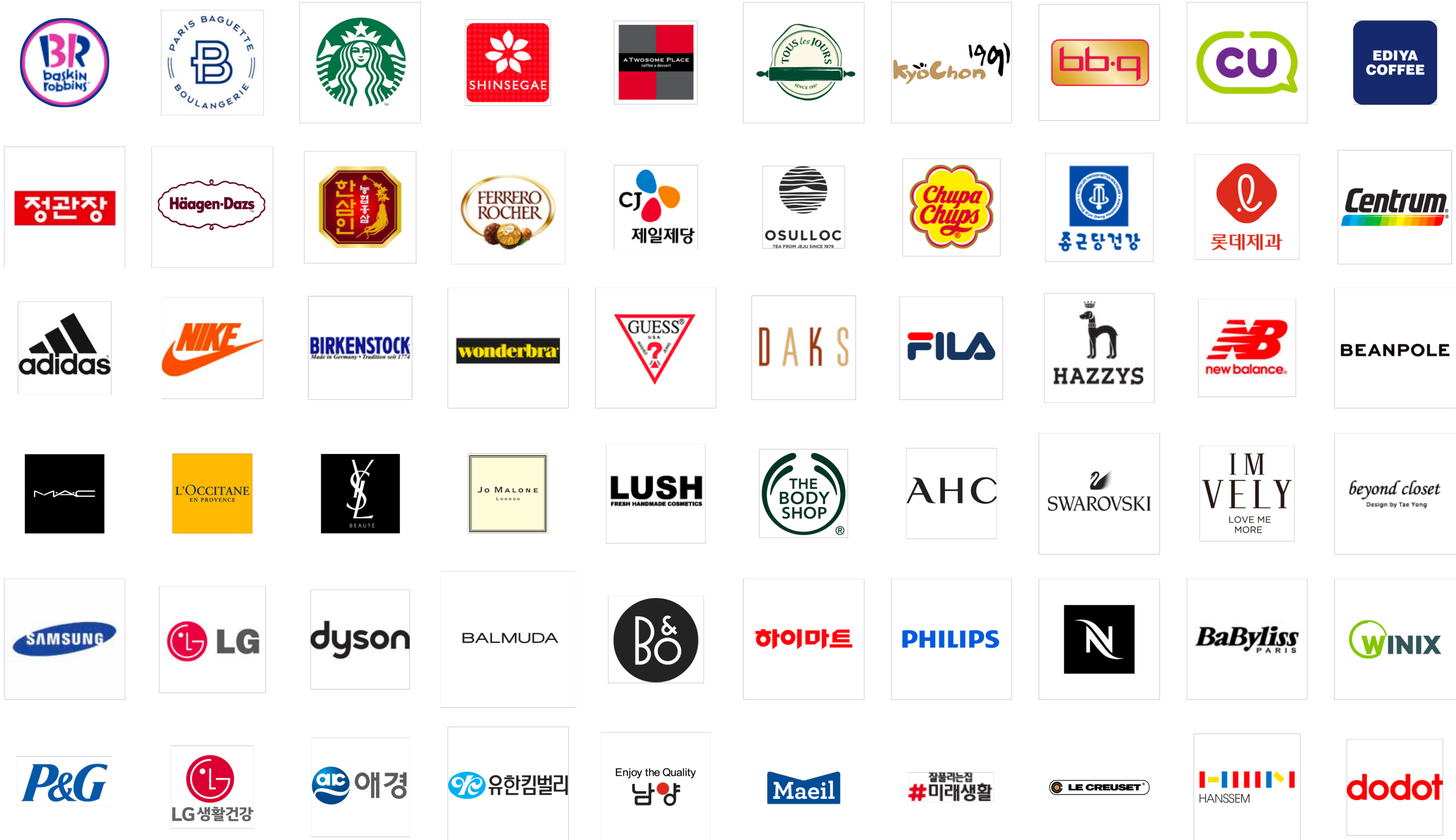




Brands in Gift

Gift is growing  
with our  
partner brands

KakaoTalk Gift was launched in  
December 2010 with 15 partners.  
Now, 8 years later, KakaoTalk Gift  
has more than 200 times more  
partners.  
KakaoTalk Gift, which currently has  
6,000 partners, is growing with our  
partner brands.



Products in Gift

# Products in Gift

KakaoTalk Gift’s products are comprised of mobile vouchers and shippable products. KakaoTalk strives to provide Gift customers with better products and benefits.

## Mobile Vouchers

Mobile vouchers are Gift’s most popular product that can be redeemed instantly for an actual product at participating on/offline vendors.



## Shippable Products

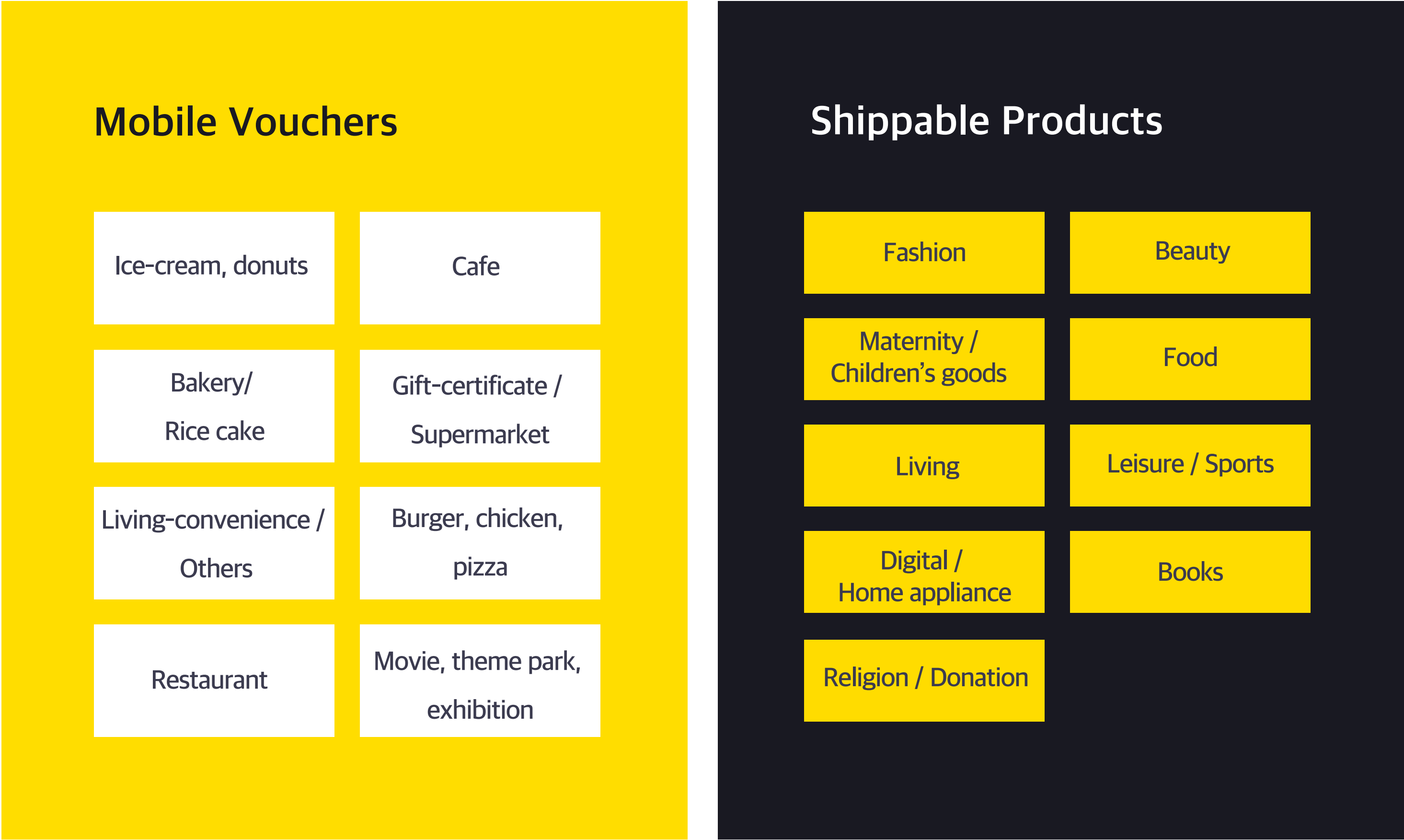
Recipient of Gift’s shippable products can have a unique experience since they can directly enter their shipping address of choice. Gifts can be exchanged anytime, anywhere as long as people are connected through KakaoTalk.



Products in Gift

# Product category

Gift offers more than 6,000 brands, which are grouped into categories which allows customers to find the best gifts easily .



Products in Gift

# Yellow Gift

Yellow Gift is a special gift package that is sold exclusively on KakaoTalk Gift, and is curated by Kakao’s expert gift curators and partners.

## Steady Seller

Korean’s Birthday Meal



Open the special package to find a box with cute KakaoFriends characters. The box opens up to become a table, which is filled with food fit for a hearty meal.

## Steady Seller

You Are My Best Medicine



A clever gift set designed to boost energy. A sugar-packed box filled with sweet chocolate and jelly, neatly packaged in a medicine pouch.

## Steady Seller

Flowers X Sirloin



Flowers, arranged by a seasoned florist, and sirloins cut by a master butcher, come together to create the best gift for celebrations, congratulations, love-confessions and apologizes.

Gift rate \* Gift rate: Ratio of purchased goods that were gifts



## Product Type



Voucher











Shippable Product



About Gift Home

Service home (1)  
: Theme area

Gifts are recommended for certain themes, including birthday, anniversaries and holidays.

 생일	 카카오프렌즈	 99특가	 화장품선물
 특별한 선물	 다이어트식품	 모두의상품권	 장난감선물
↓ 테마 더보기 (8)			





About Gift Home

# Service home (2) : Deal of the week

Weekly deals of various products are offered to customers at the best possible price.

9.24 - 9.30

풍성한 특가



[가을맞이] [1+1] 바디판타...

56% 9,900원



[가을맞이] 수프림 소프트 3...

40% 29,900원

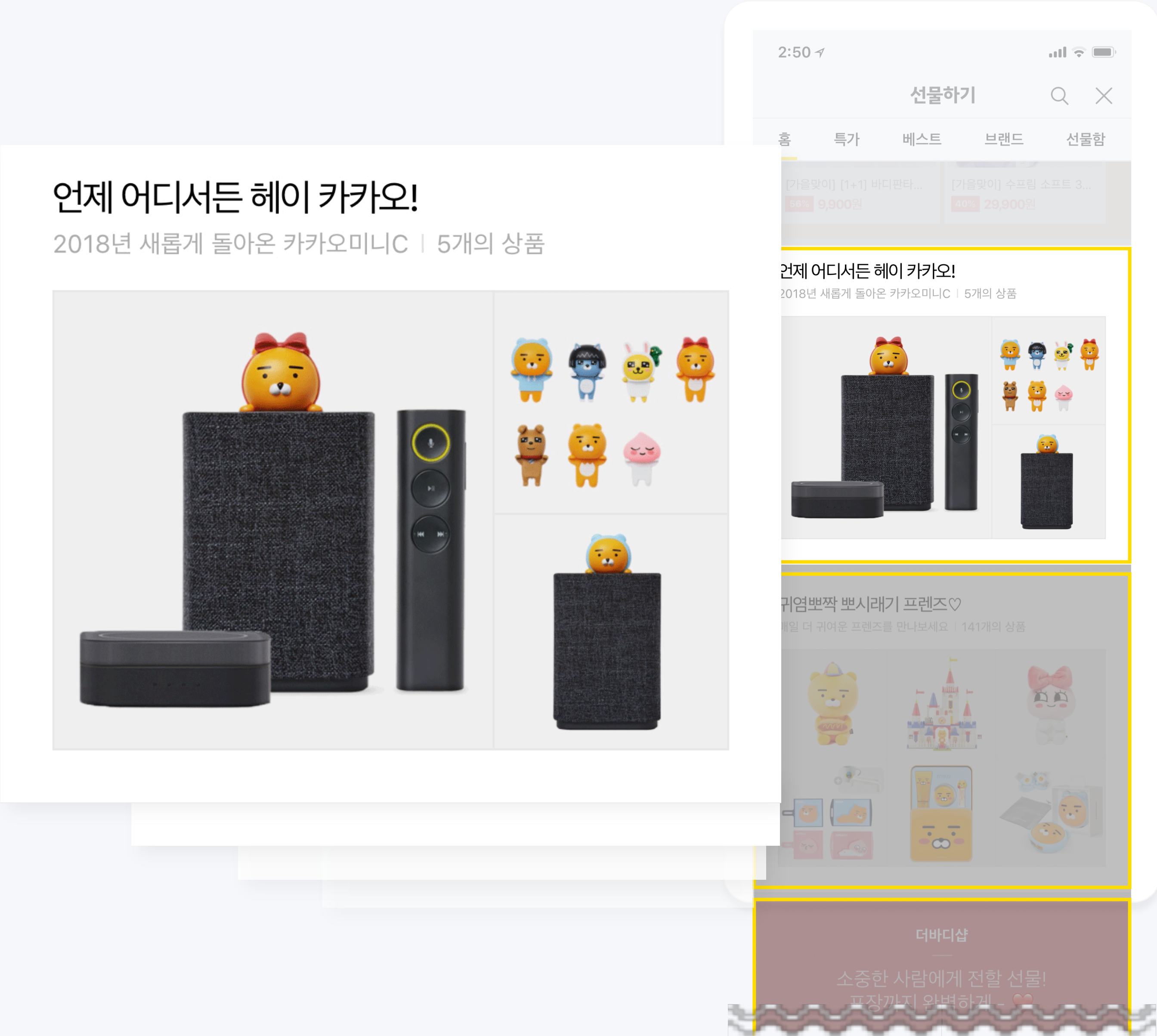




About Gift Home

# Service home (3) : Referred contents

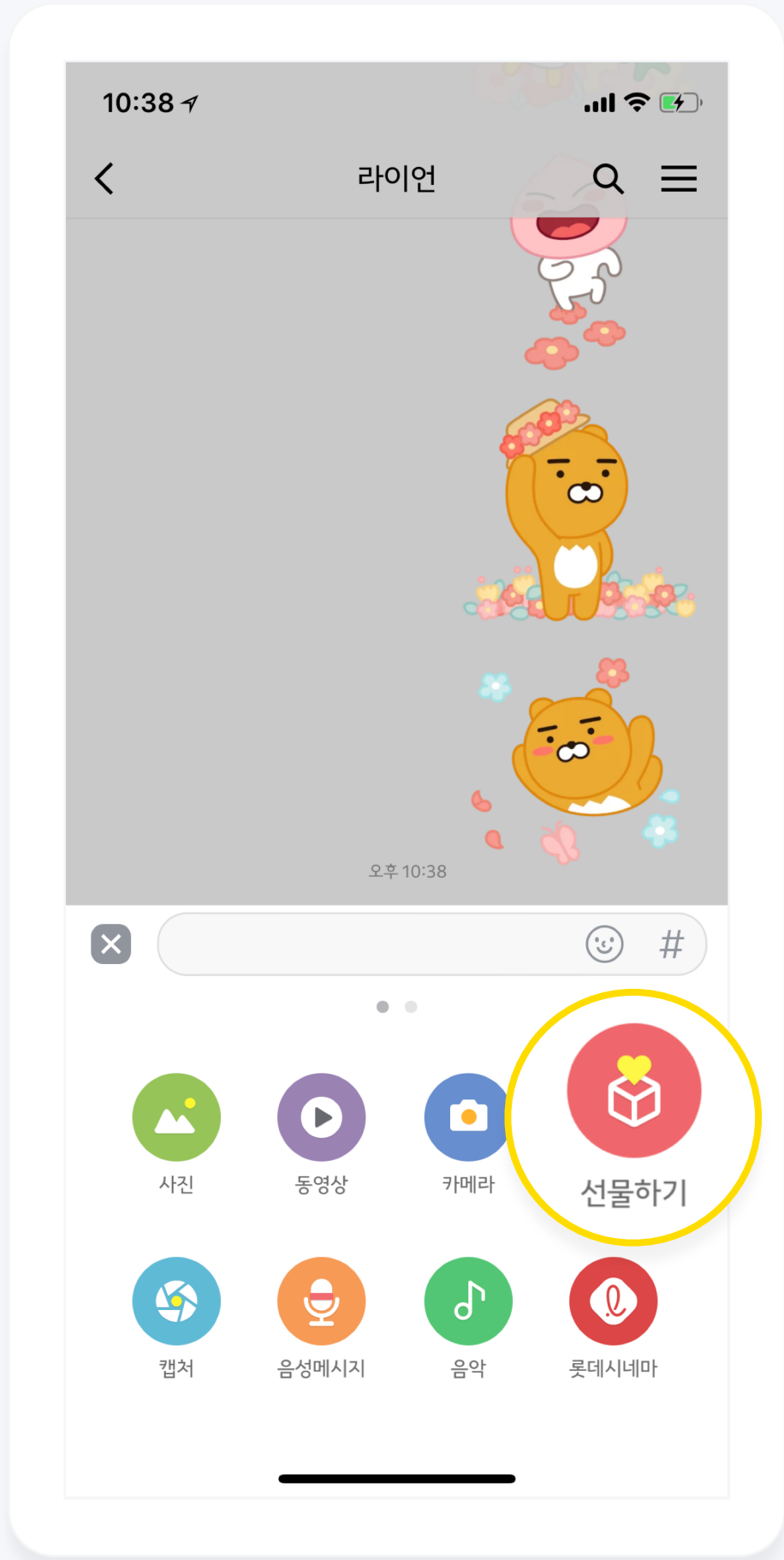
Feed area displays various products, brands and promotions that are referred to users by Gift’s own merchandisers.



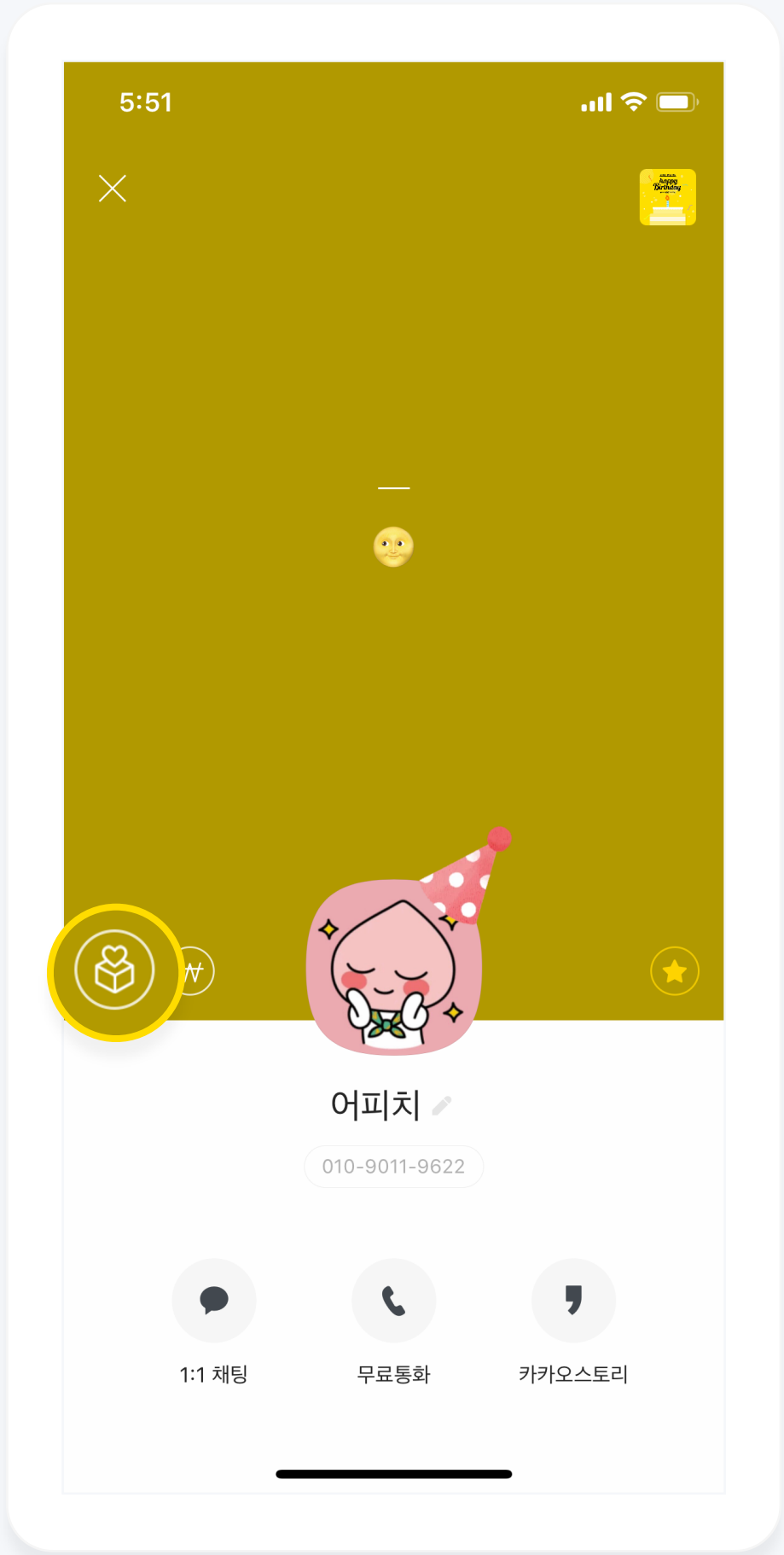
User Flow

User flow (1)  
: KakaoTalk

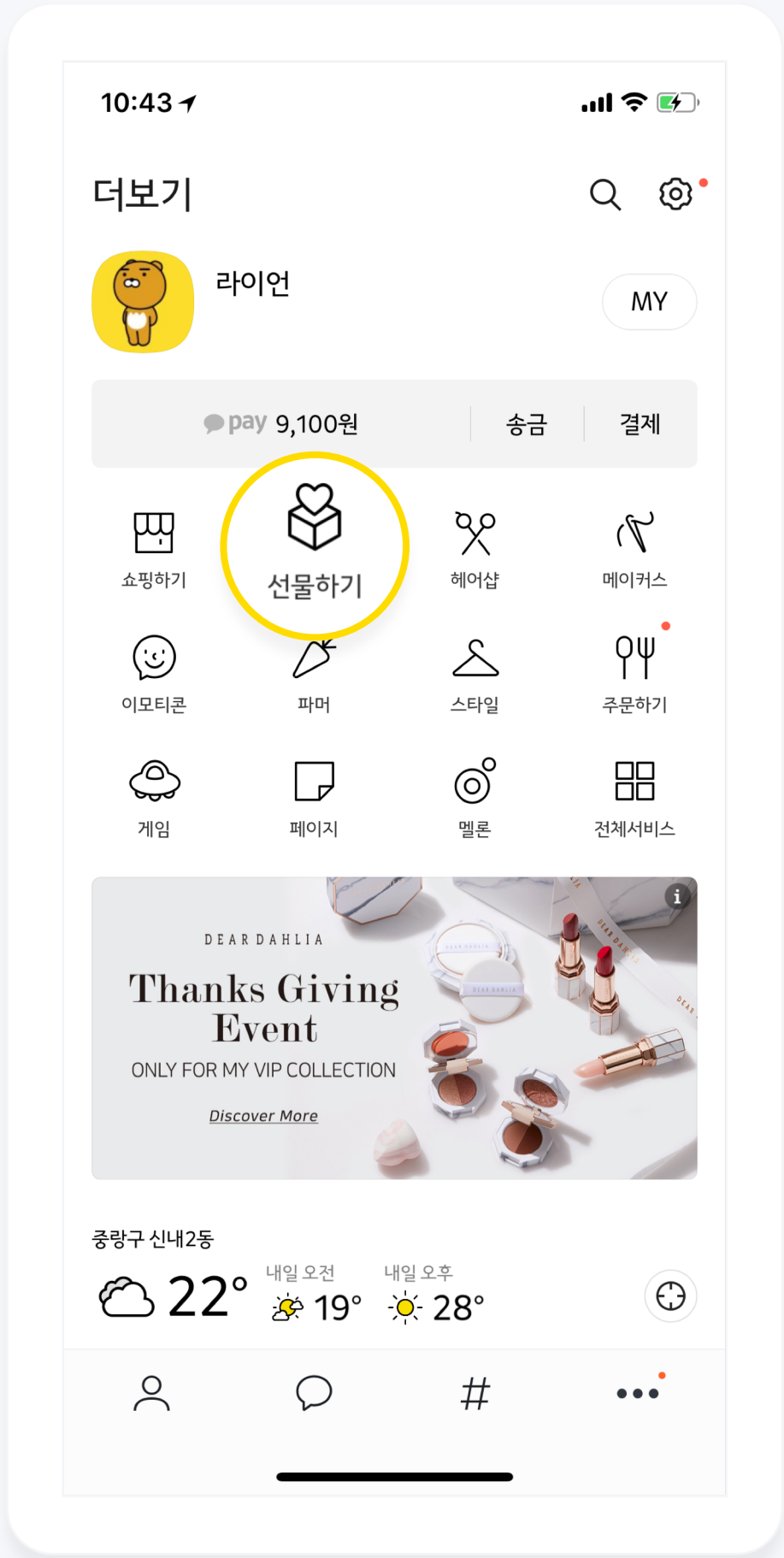
KakaoTalk > Chatroom



KakaoTalk > Profile



KakaoTalk > More

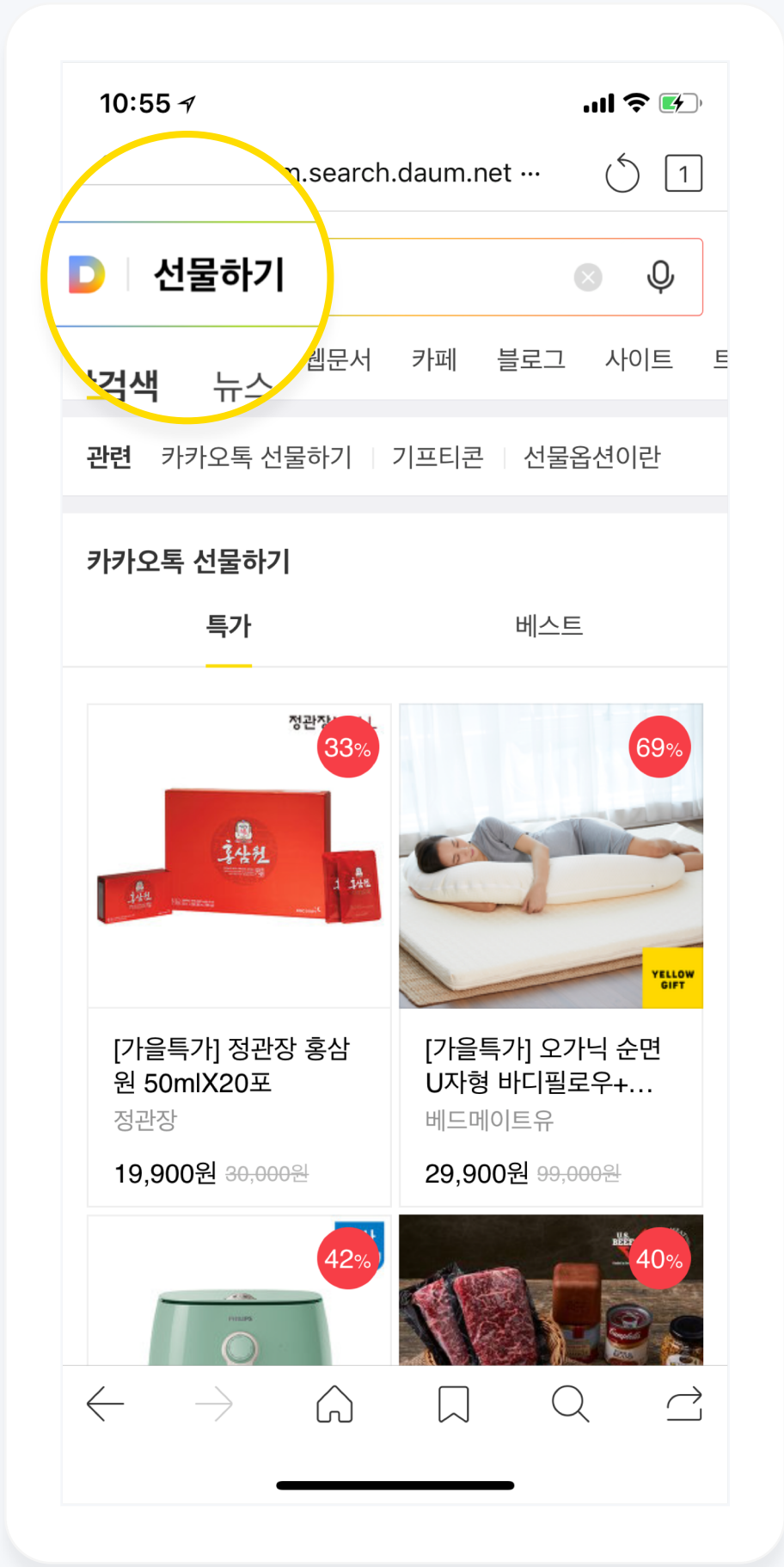




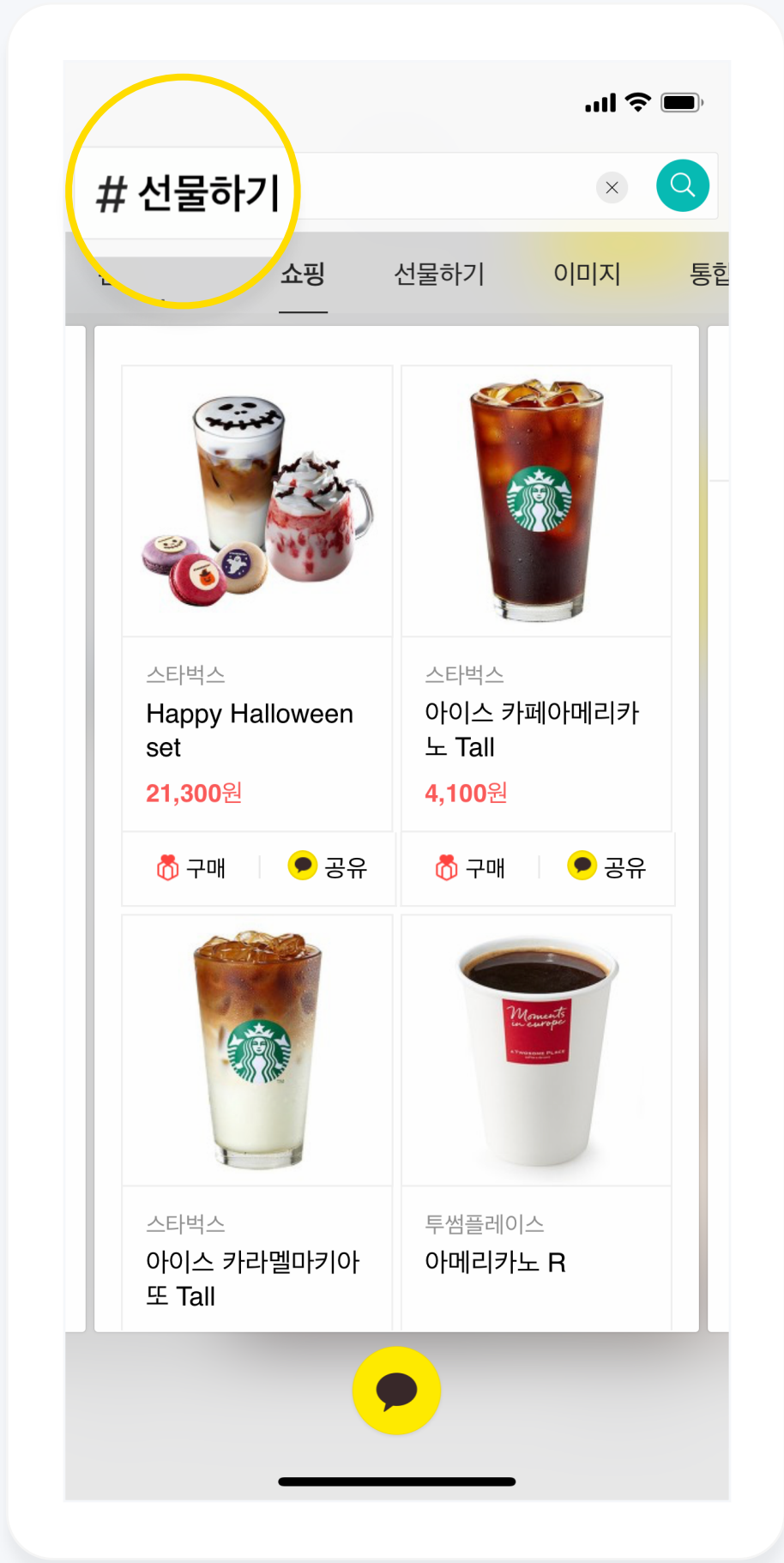
User Flow

User flow (2)  
: Keyword search

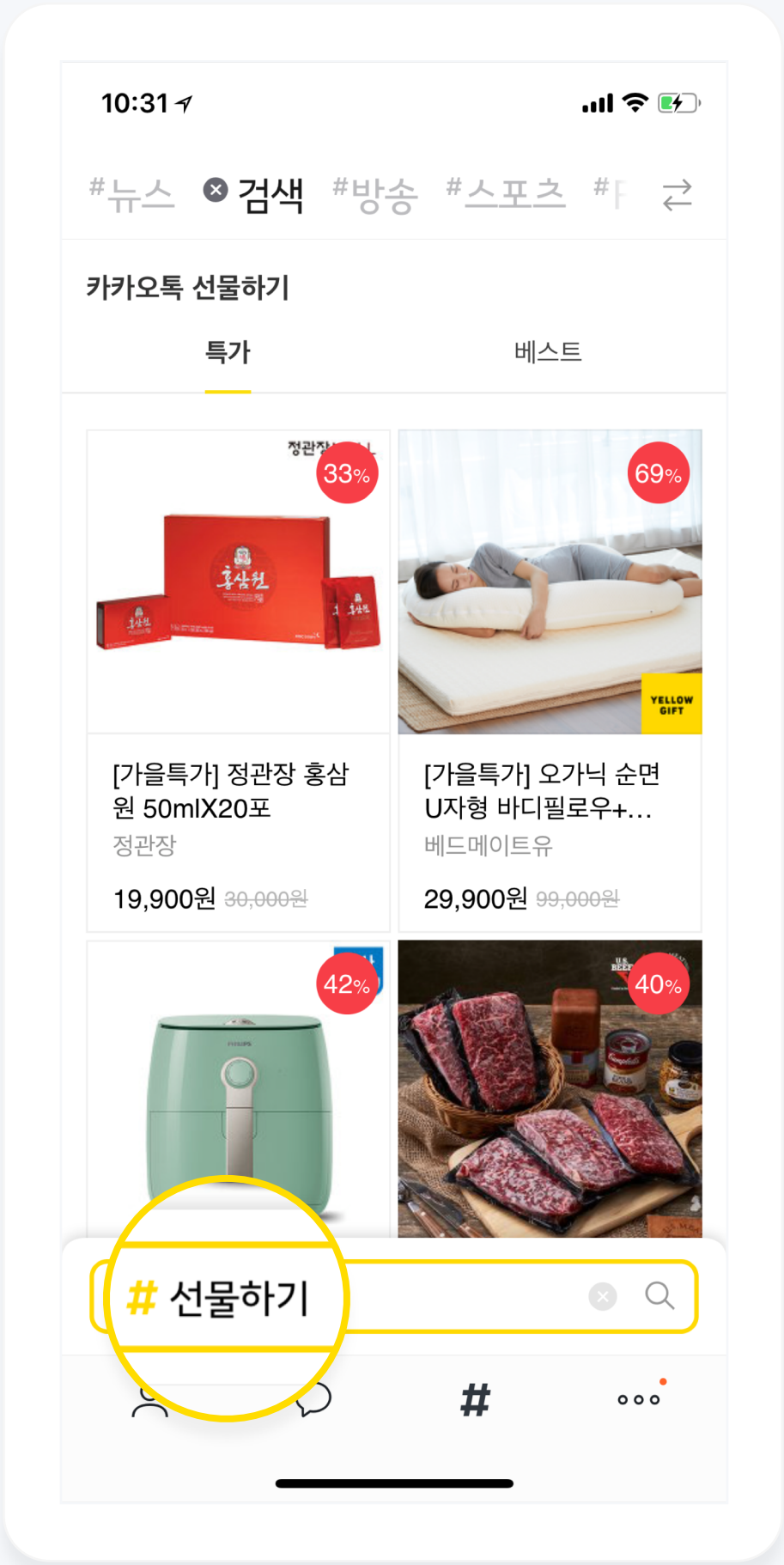
Daum > Search ‘Gift’



KakaoTalk > Chatroom  
> Search # ‘Gift’



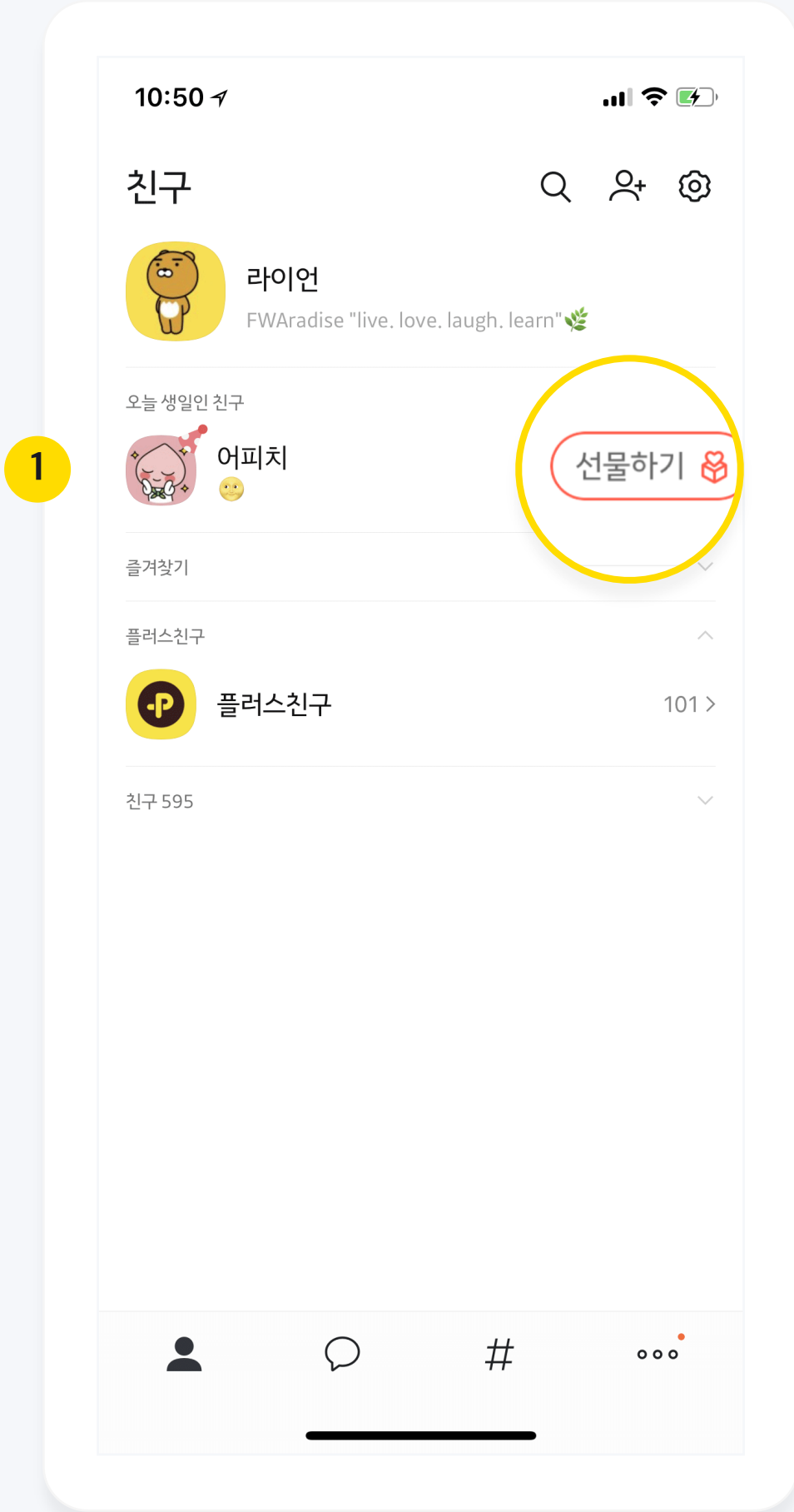
KakaoTalk > # Tab  
> Search ‘Gift’



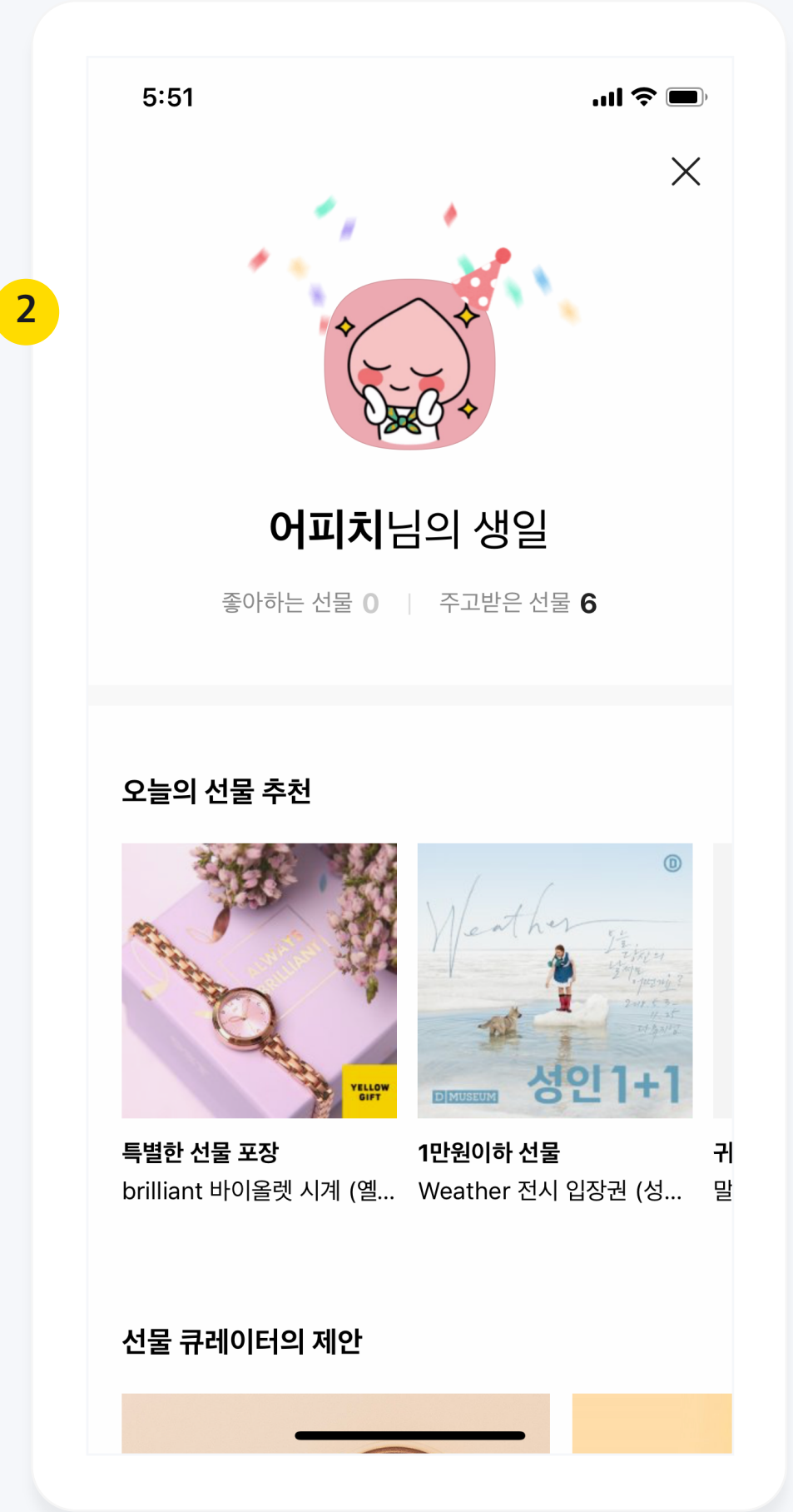
User Flow

User flow (3)  
: Birthday alert

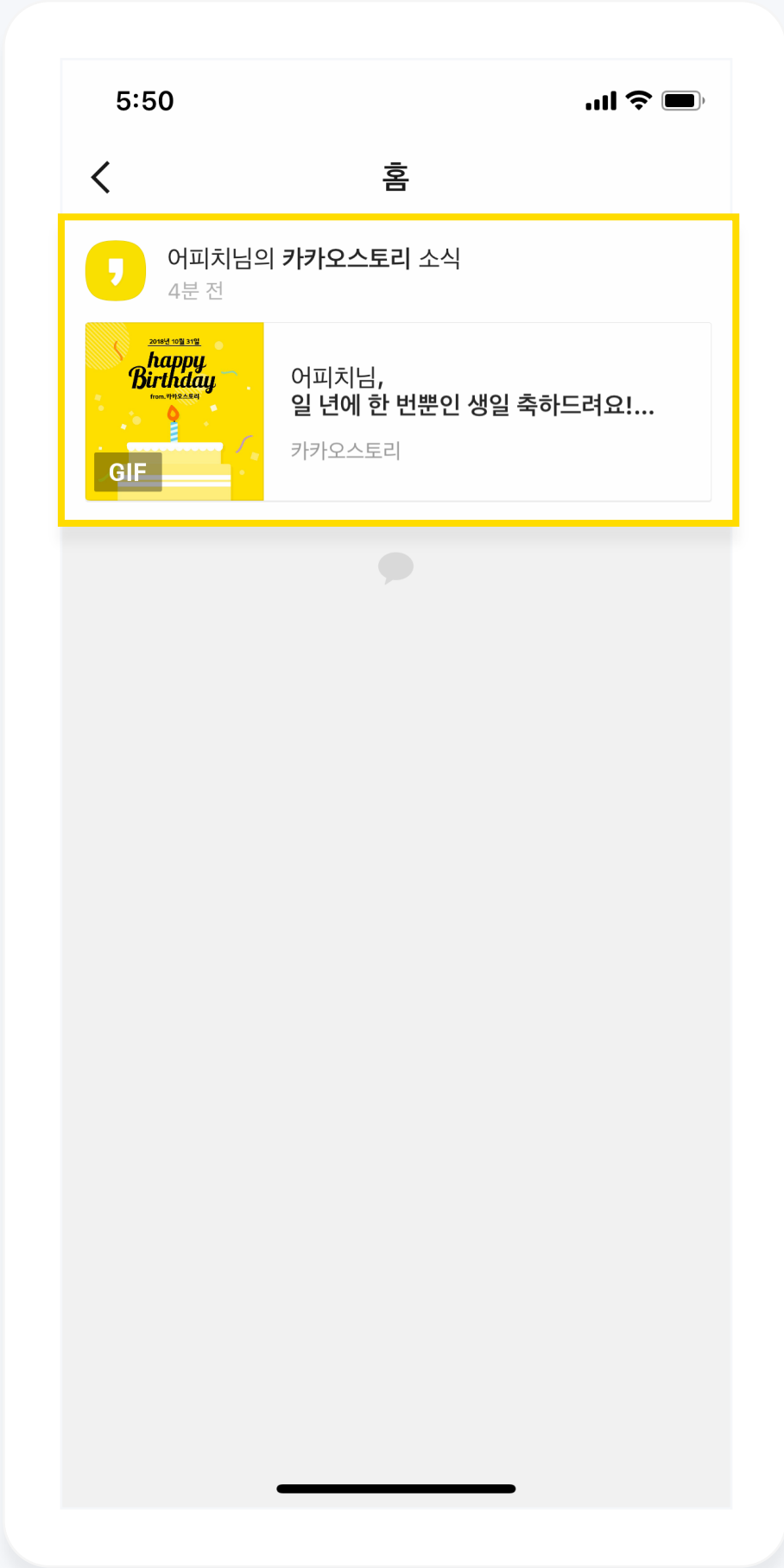
KakaoTalk > B-day alert  
in the friends tab



KakaoTalk > B-day alert  
in the friends tab >  
Click the Gift button



KakaoTalk > Connect to KakaoStory  
> B-day alert



# FAQ

**Q1.**  
**How do I refer a brand/  
product as a partner to Gift?**

Go to the Kakao partnership website  
(<https://with.kakao.com/commerce/gift/proposal>)  
and submit a proposal. The merchandiser of the  
category the product is in will review the proposal  
and contact possible partners.

**Q2.**  
**How do I manage products/  
sales/settle accounts in  
Gift?**

Go to the Kakao seller admin  
(<http://sell.kakao.com/>) where sellers can manage  
products, delivery and settle balances. The seller  
admin also provides seller manuals and one-on-  
one consultations.

**Q3.**  
**How can I get answers to  
questions on Gift operations?**

Go to the FAQ for Gift sellers  
(<http://cs.kakao.com/helps?locale=ko&service=126>)  
and refer to information on  
“product/members/refund/exchange/account  
settlements/tax invoices.