

KakaoTalk Store Service Introduction

Kakao
Updated in January 21, 2022

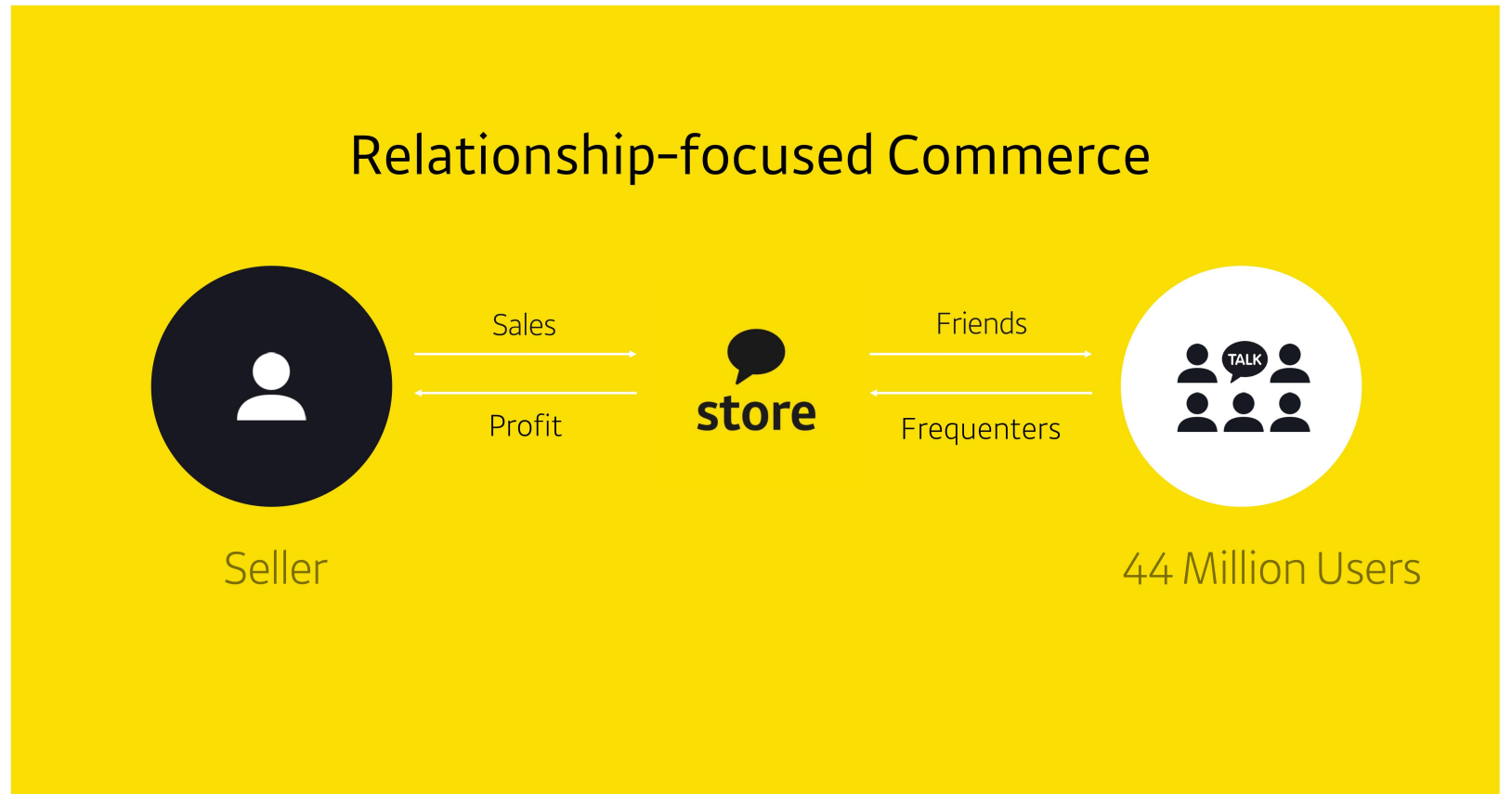
kakao

Content

Introduction	03	What is KakaoTalk Store?	Exposure	14	KakaoTalk Shopping
	04	Characteristics of KakaoTalk Store		15	KakaoMart
	05	Sales Commission		16	Daum ShoppingHow
				17	KakaoTalk Channel
				18	Kakao Shopping
Structure	06	KakaoTalk Store Exposure			
	07	Using the KakaoTalk Store			
	08	KakaoTalk Store Structure	Payouts	19	How to Balance Accounts
Function	09	Talk Deal	Delivery Procedures	20	Delivery Procedures
	10	Store Friends Only			
	11	Share & Get Discounts	Store Setup	21	Registration Process
	12	1:1 Talk Consultation			
	13	Commerce Messages	Note	22	Seller Community and Service Access Path

What is KakaoTalk Store?

KakaoTalk Store is a sales mediation platform where anyone can **quickly** create an online store and offer new shopping experiences, leveraging KakaoTalk relationships.



Characteristics of KakaoTalk Store

Seller

Use mobile-optimized shopping system

Free entry charges and hosting fee

Reasonable sales commission options

Daily Payouts

No PG agreement
due to KakaoPay payment support

Provide various connection services

Buyer

Simply sign in with KakaoTalk

Register Kakao Shopping users' delivery information

Easy payment with KakaoPay

Push notifications for purchase information—Notification Talk

Ask Talk consultaion straight out for 1:1 questions

Simple and easy to share merchandise via SNS

KakaoTalk Store Sales Commission



Sales on
KakaoTalk Store

3.0%

(VAT excluded)

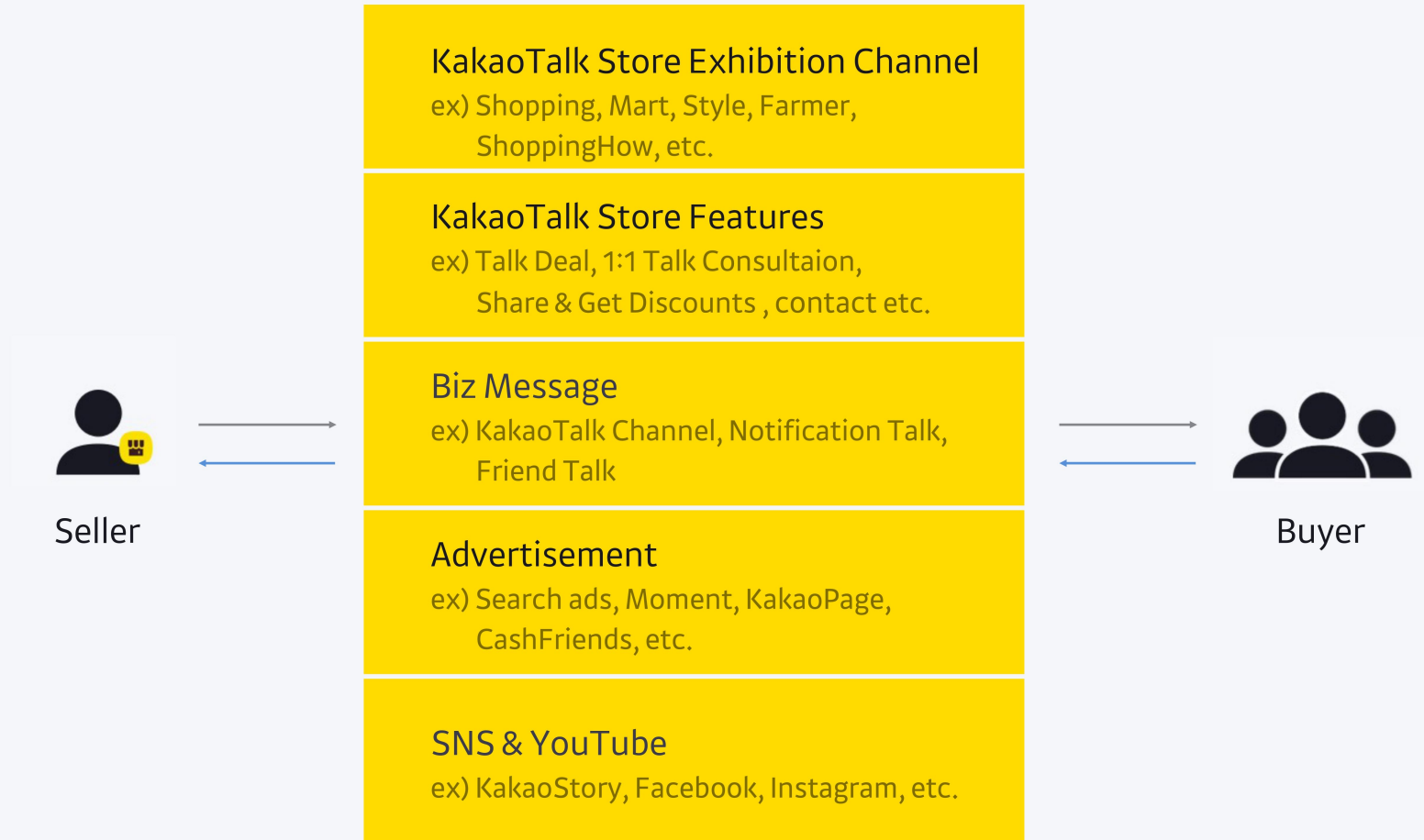
Tips for Sellers!

For more information, please contact
[TalkStore Customer Service.](#)

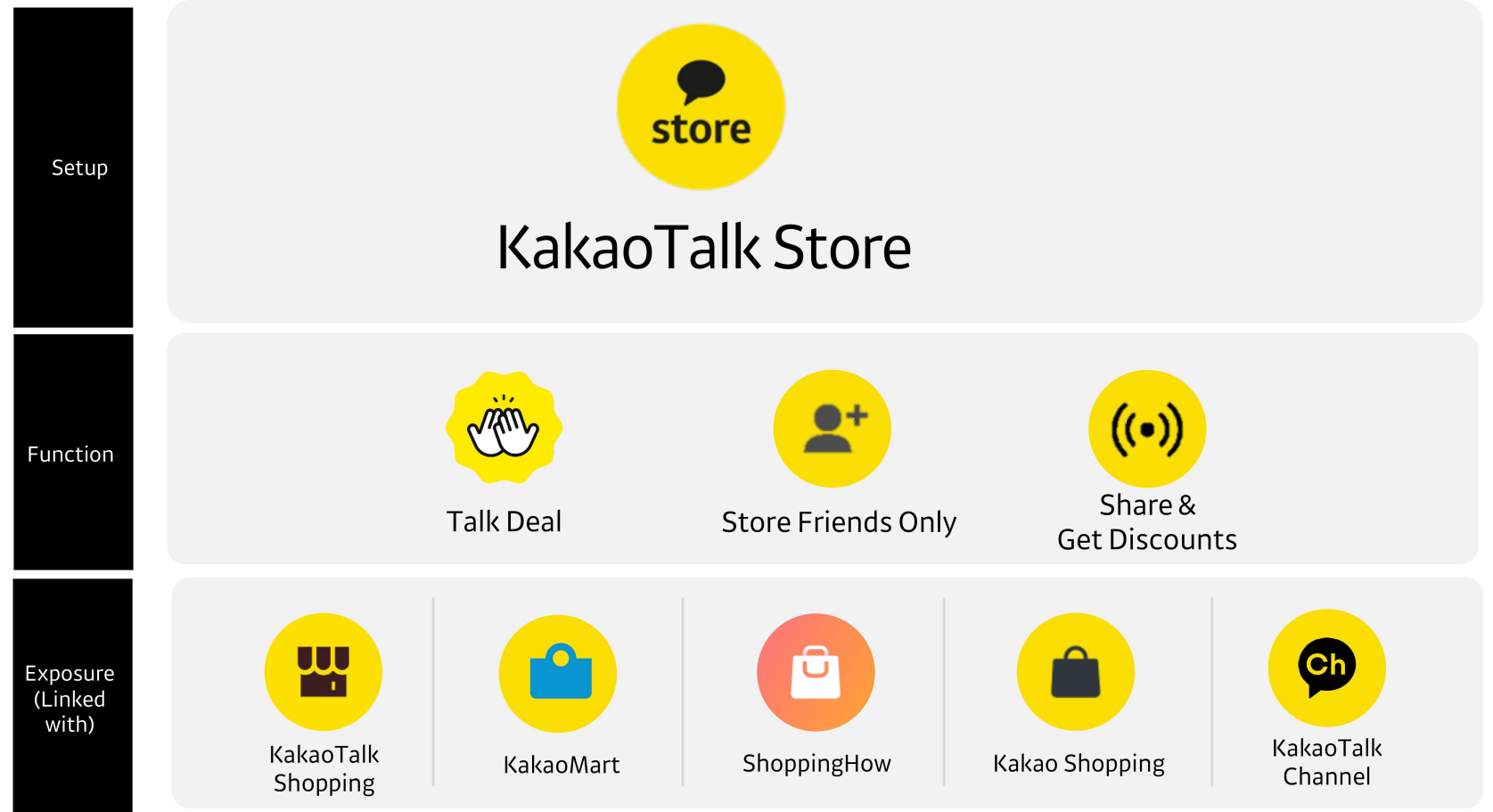
KakaoTalk Store Exposure



Using the KakaoTalk Store



KakaoTalk Store Structure



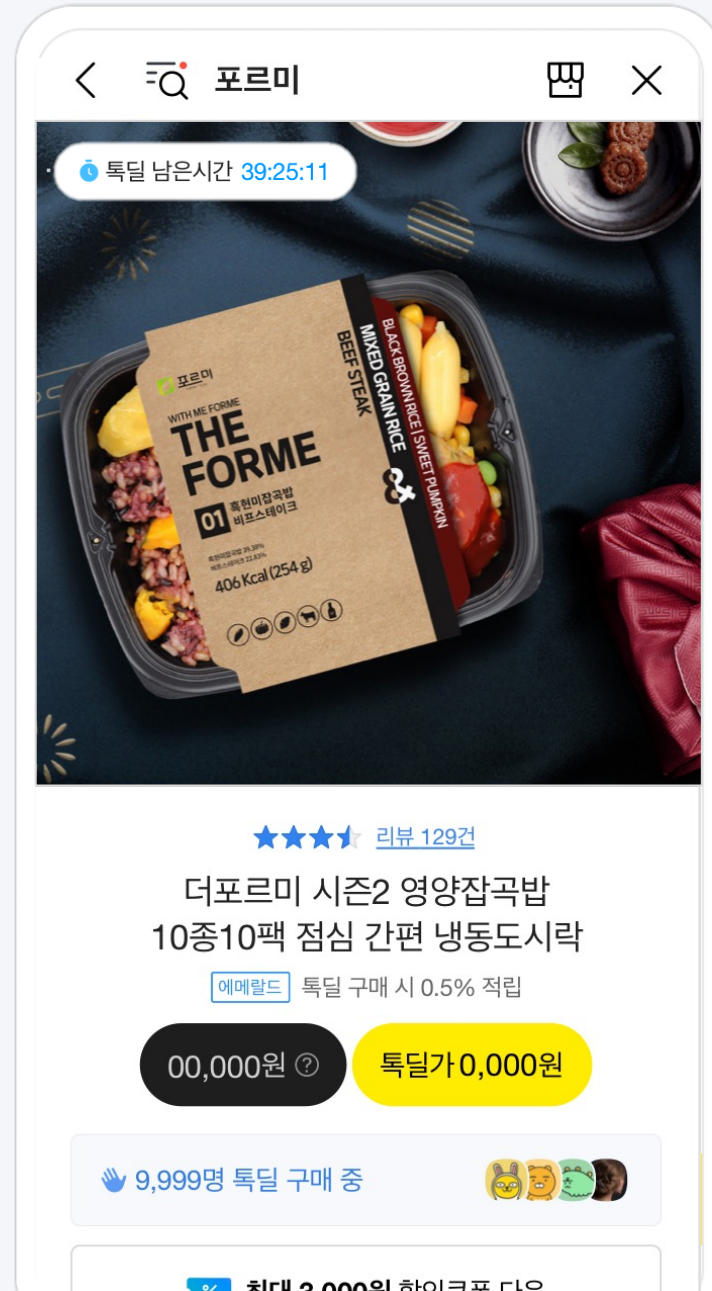
- An additional 3%(VAT excluded)exposure fee applies to product orders through KakaoTalk Shopping / KakaoStyle / KakaoMart / ShoppingHow.
- An additional 10%(VAT inclusive) exposure fee applies to product orders throughTalk Deal

Talk Dael

Tips for Sellers!

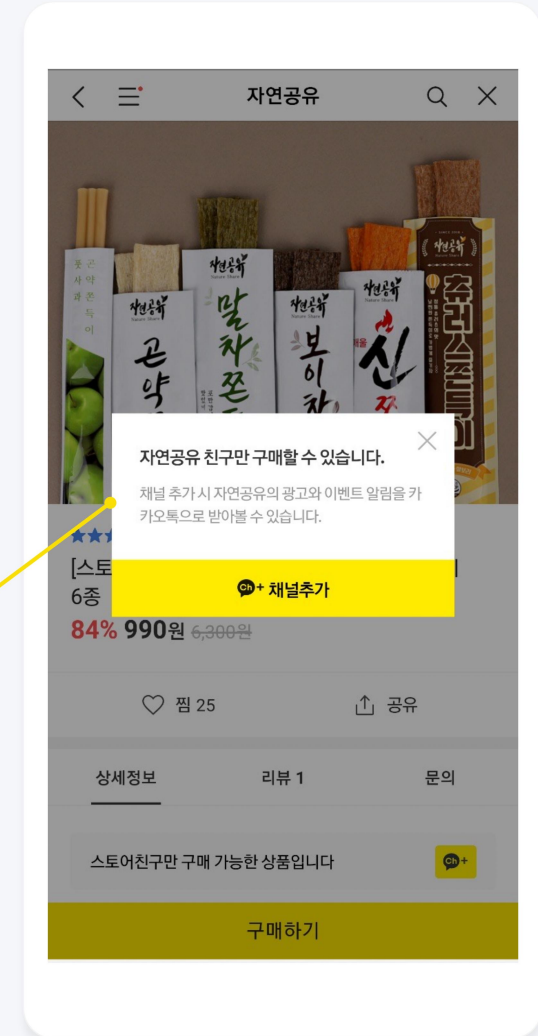
Group purchase allows sellers to leverage various exposure channels and dynamic viral marketing while providing users with discounts and rewards.

1. Discount: +10% off a price
2. Duration: Maximum 7days
3. Register up to 10 items within the set period



Store Friends Only

Product Details Page

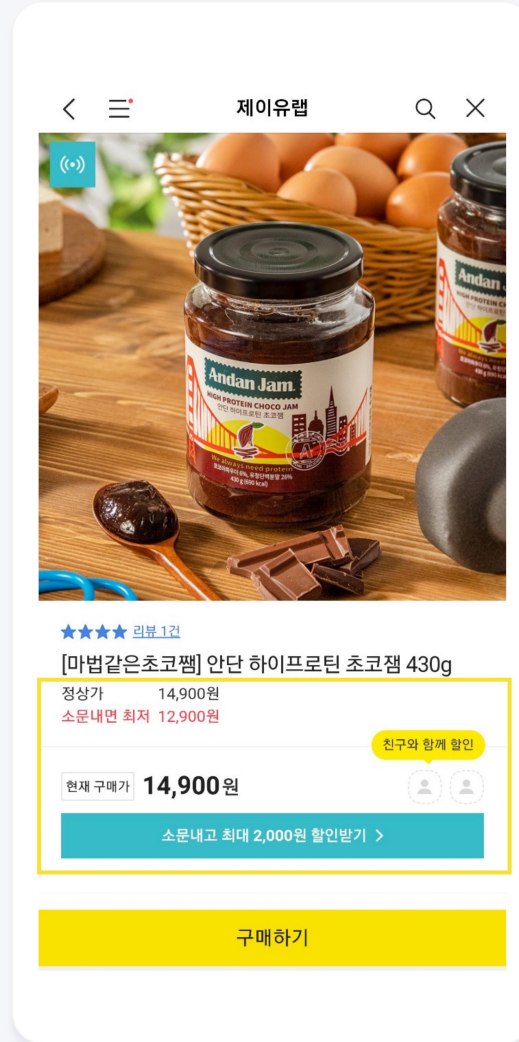


Tips for Sellers!

Suppose you want to give benefits only to Store Friends. In that case, you can configure merchandise by connecting to KakaoTalk Channel.

Share & Get Discounts

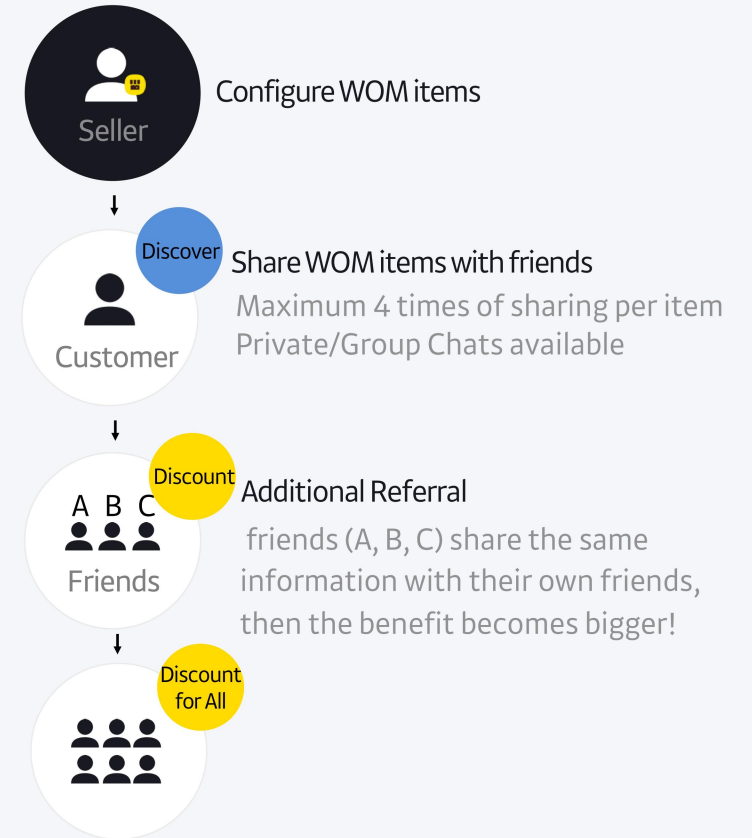
Product Details Page



Tips for Sellers!

WOM Discount is a participatory marketing service that customers invite their friends and get special discounts. Its echo effect can boost sales.

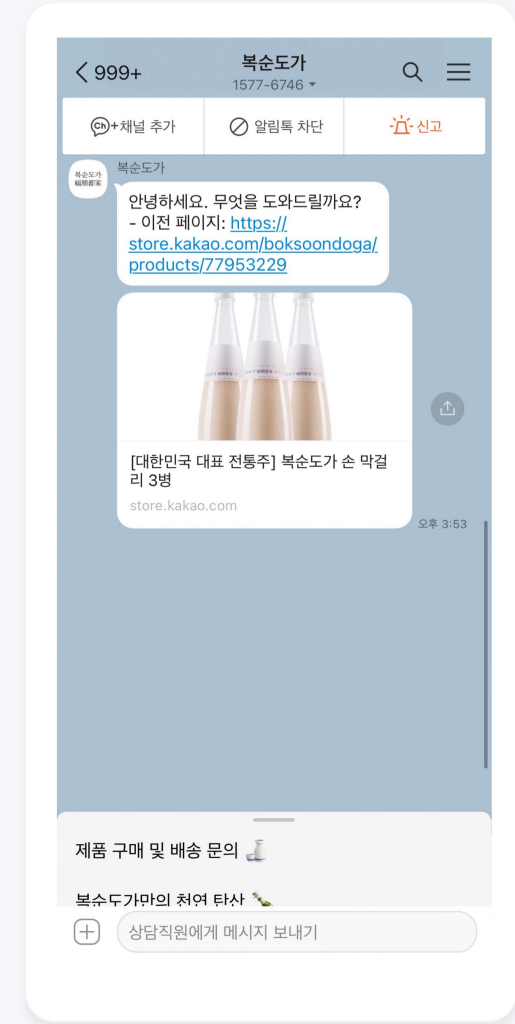
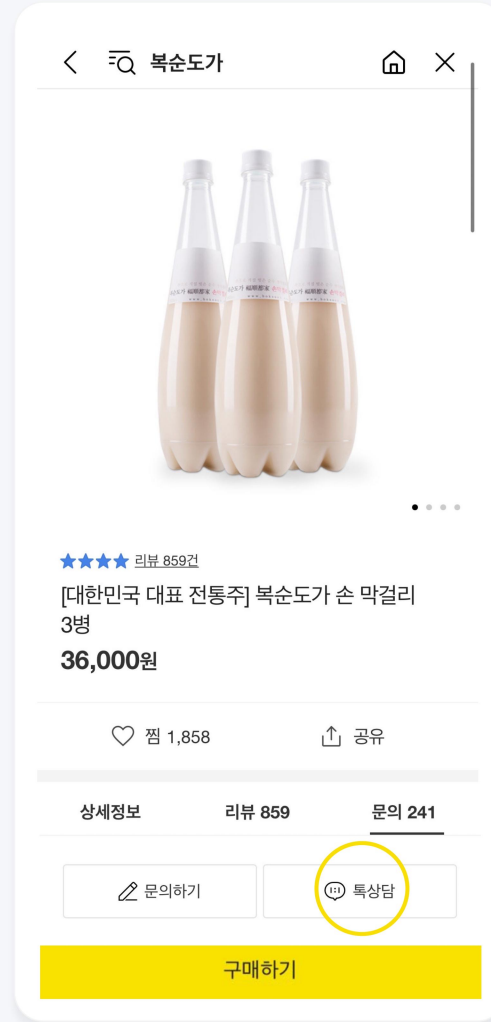
1. Select whether to share 2, 3 or 4 times
2. Set an Immediate +5% Off.
3. Set the sales period (7days ~ 14days).
4. Register up to 2 items within the set period.



1:1 Talk Consultation - KakaoTalk Channel

Tips for Sellers!

Talk Bot sends customers order/delivery information and encourages them to write a review.
With a 1:1 Talk Bot, you can conveniently provide high-touch customer service.



Commerce Messages - KakaoTalk Channel

기본 텍스트형 NEW

이미지, 동영상, 버튼 첨부 가능한 기본형 메시지입니다.

메시지 작성

와이드 리스트형

다수의 소식을 리스트 형태로 구성할 수 있습니다.

메시지 작성

와이드 이미지형

이미지, 동영상을 강조할 수 있습니다.

메시지 작성

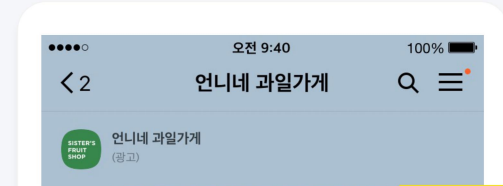
커머스형

다수의 상품을 카탈로그 형태로 보여줄 수 있습니다.

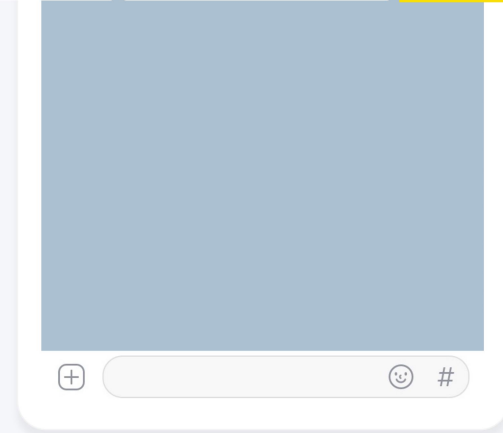
메시지 작성

Tips for Sellers!

Utilizing Commerce Messages, you can suggest a product with related discount information to induce an immediate purchase. Commerce messages are only available for stores connected to KakaoTalk Channel and Talk Store.

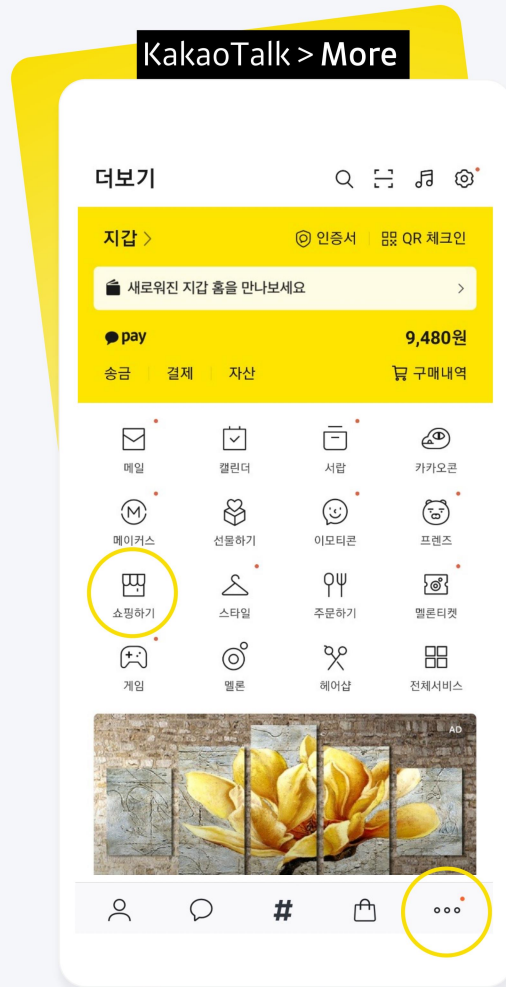


 20,000원 32,000 12,000원 할인 아보카도 5개입 상품보러가기 공유하기	 32,000원 40,000 8,000원 할인 8월에 수확한 청귤 상품보러가기 공유하기	 16,000원 20,000 4,000원 할인 무농약 믹스베리 1kg 상품보러가기 공유하기
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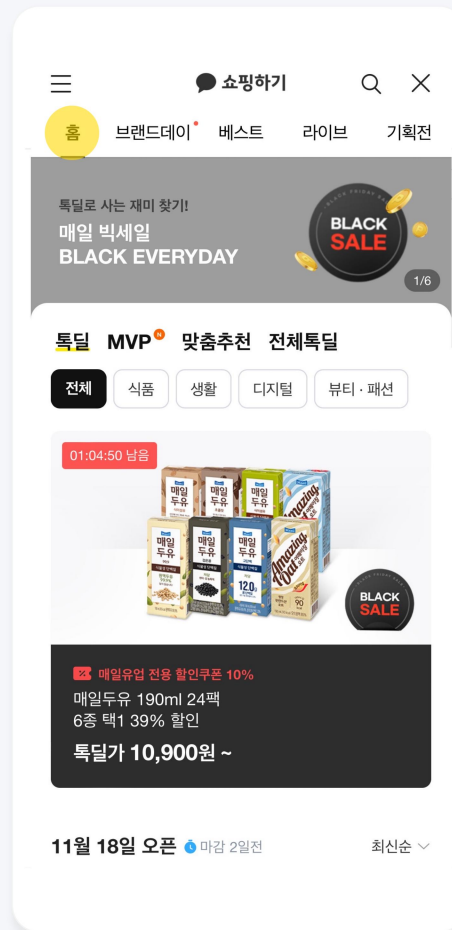


KakaoTalk Shopping

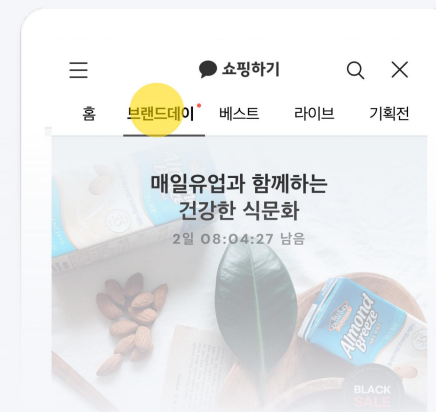
provides opportunities to expose and sell various KakaoTalk Store merchandise.



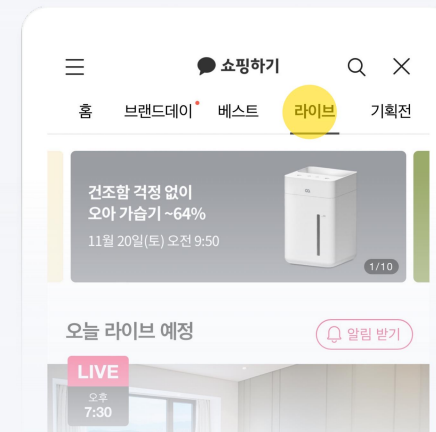
Shopping > Home



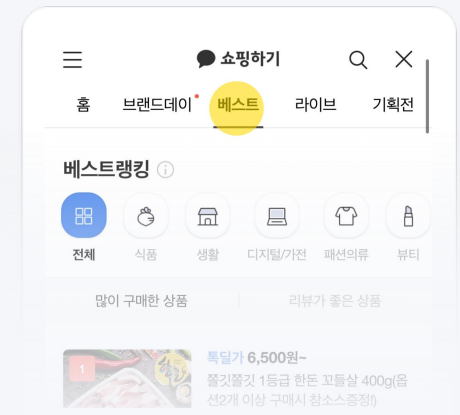
Shopping > Brand Day NEW



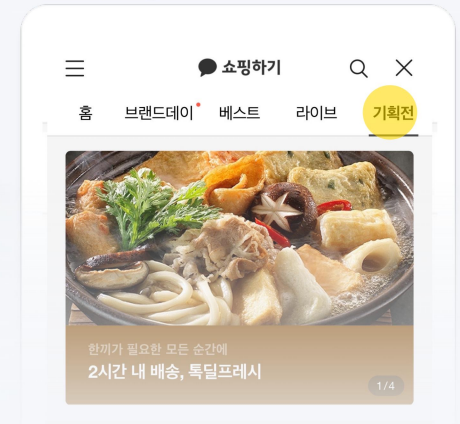
Shopping > LIVE



Shopping > Best

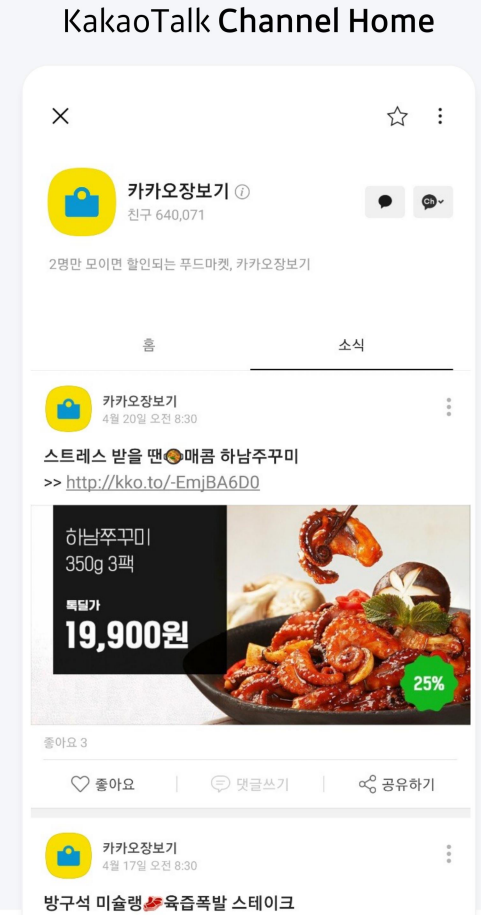
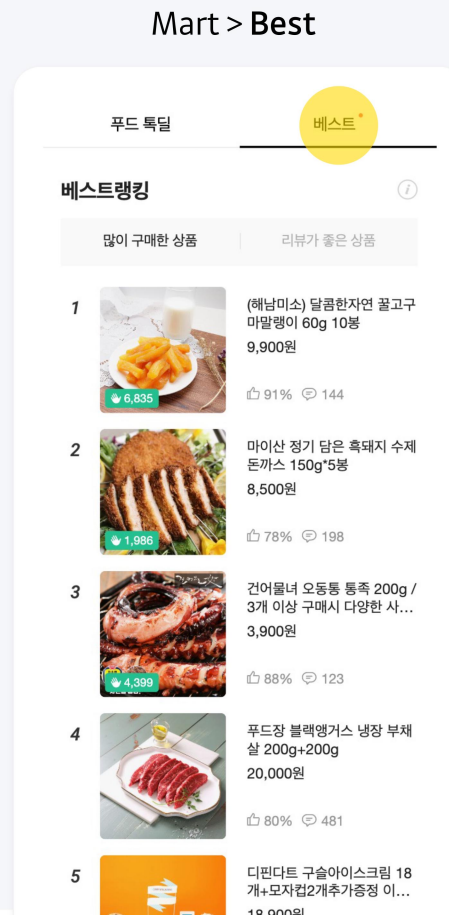
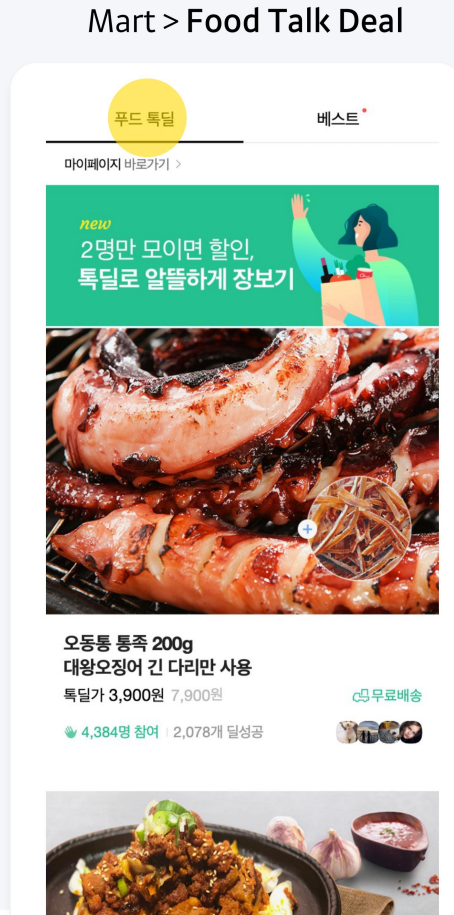
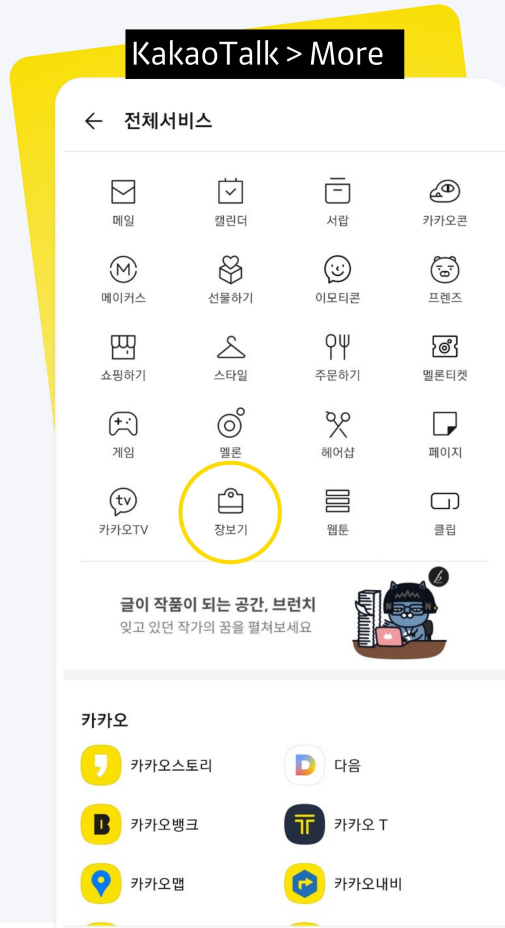


Shopping > Promotion



KakaoMart

You can view all products in KakaoTalk Shopping Food Category. Talk Deal Discount Items and Best Products will also be exposed here.

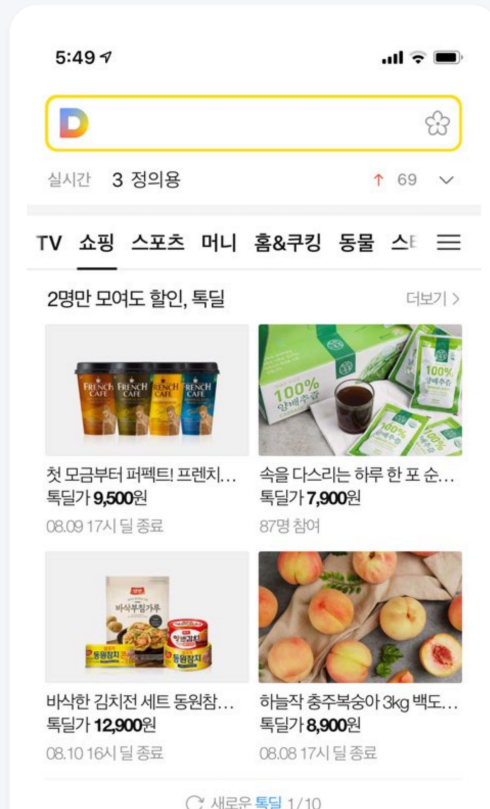


ShoppingHow

This shopping network service helps consumers compare prices, find products, and make an informed purchase decision. Setting the “Display Daum Shopping How” to ON, sellers can expose Talk Store merchandise on Daum Search, KakaoTalk Tab Search, Daum Top, and various other exposure areas.

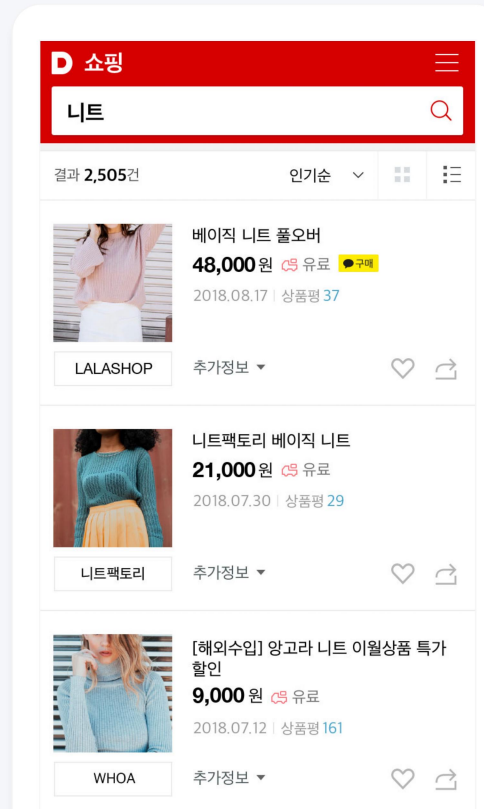
Daum Shopping

Offers an entrance channel



ShoppingHow (Search)

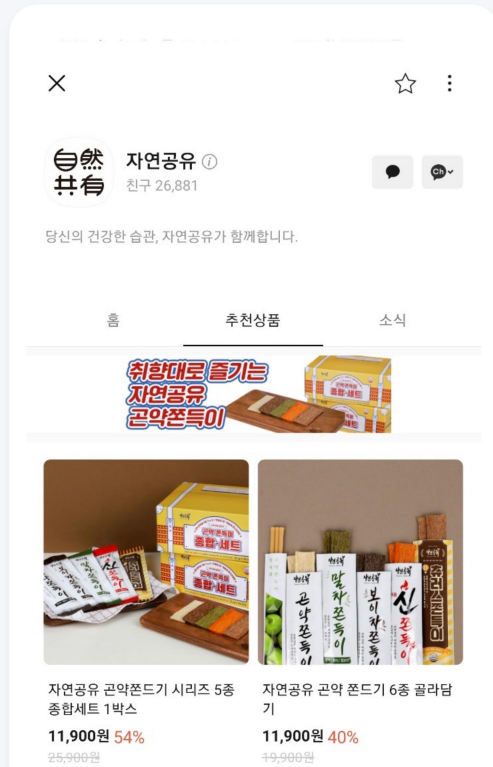
Connected to Daum & Kakao Shopping Search



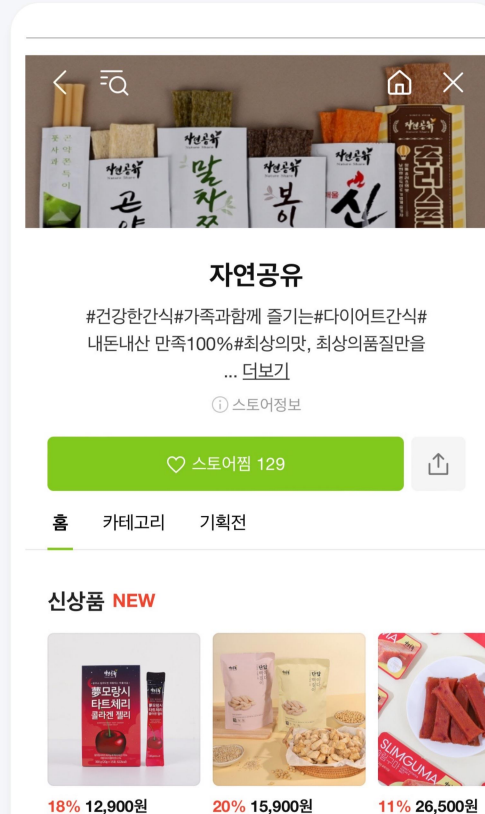
KakaoTalk Channel

Sellers can leverage KakaoTalk Channel as a marketing/CRM tool to provide product/service, events, sale/promotion information and content subscription service.

KakaoTalk Channel Home



Talk Store Home



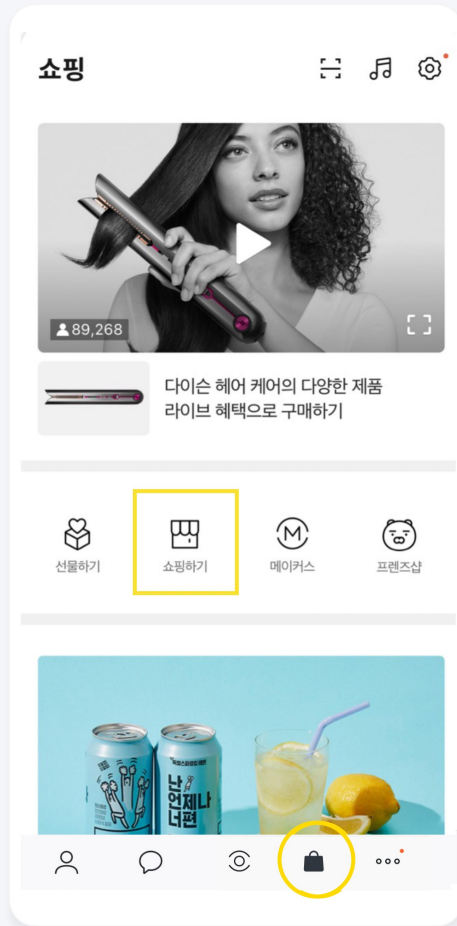
Talk Store Product Detail Page



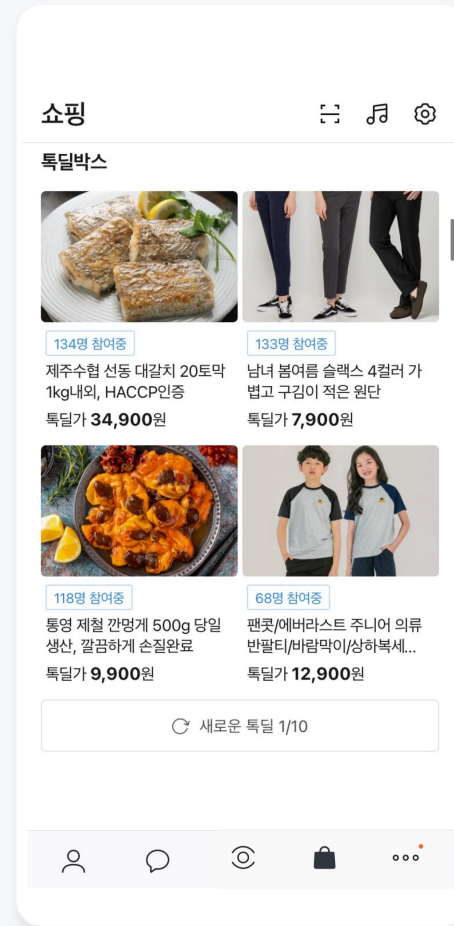
Kakao Shopping

It is a distinctive shopping service in KakaoTalk that focuses on increasing accessibility and convenience for users by providing several commerce services that were available through KakaoTalk More through integrated channels.

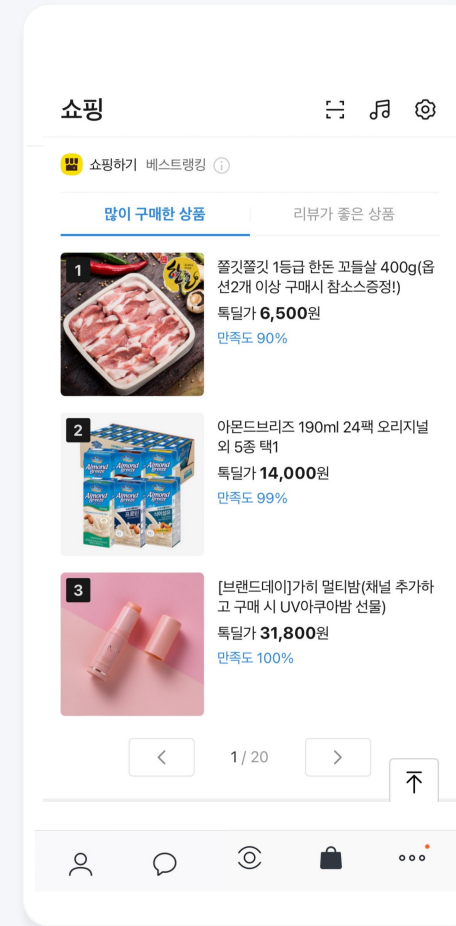
카카오 쇼핑



카카오 쇼핑 > 특딜박스



카카오 쇼핑 > 특딜 베스트



How to Balance Accounts

Tips for Sellers!

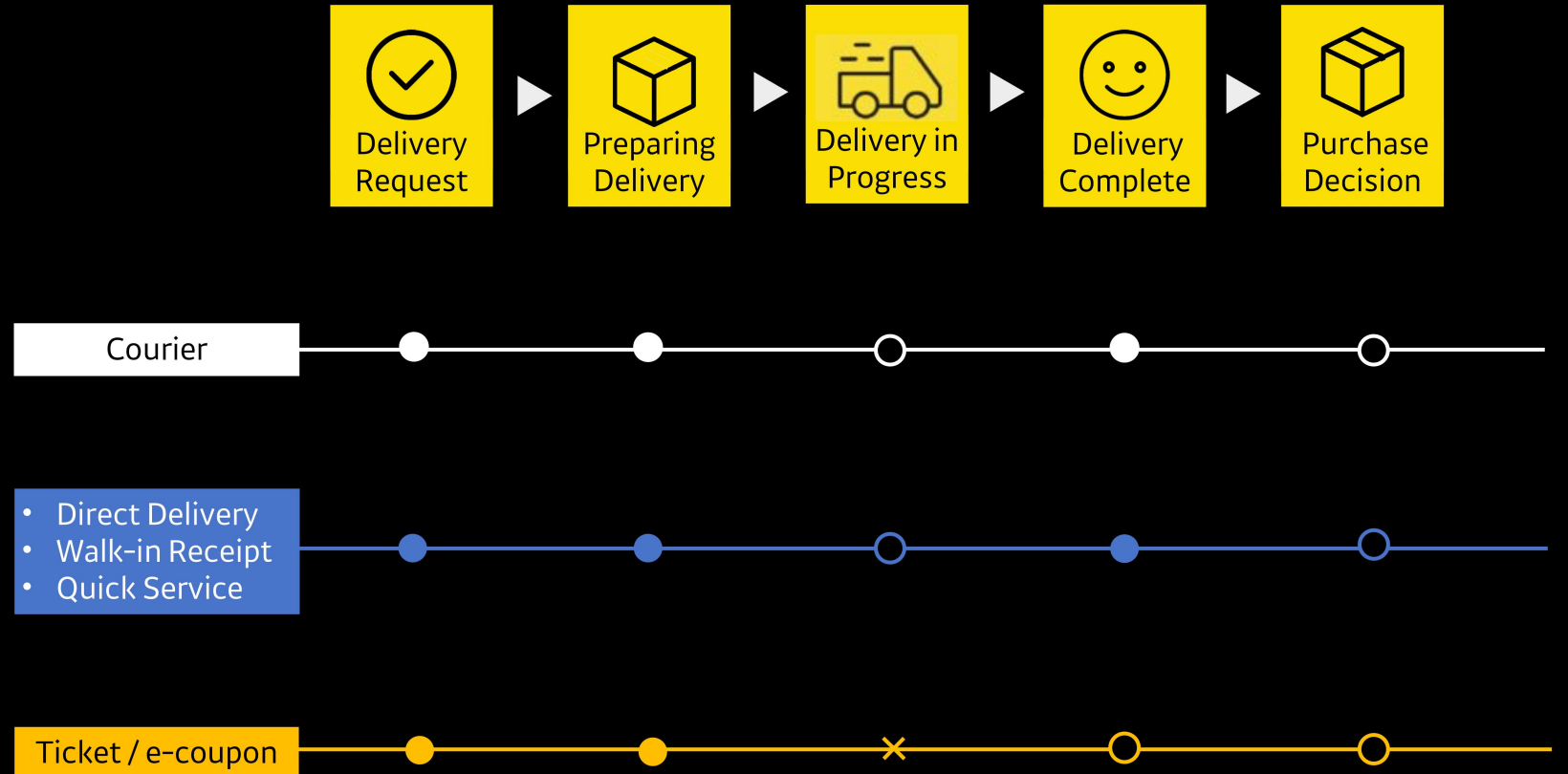
Please contact Talk Store Customer Service for payout details.

Daily Payouts



- Payout Period: Daily Basis
- Purchase Confirmation Date: Delivery Due Date + 7 Days Afterwards
- Payment Date: the next day of the purchase confirmation date + 2 business days
- Commission: Transaction Fee 3.5% + Additional Exposure Fee 2% (VAT inclusive)
- Payouts: Sales Amount + Pre-paid Delivery Cost - Base Fee - Additional impression Fee

KakaoTalk Store Delivery Procedures



KakaoTalk Store Registration Process

Tips for Sellers!

Check detailed Operation Policy at [Talk Store Seller Center](#).

Path: [Talk Store Seller Center](#) > [Safe Transactions Guidelines](#) > [Network Operation Policy](#)

1

Create a Kakao Account

If you have no Kakao Account or register your business account with a new Kakao Account

2

Register a Biz Account

! Required documents:

Business license (1 copy),
online vendor registration form (1 copy),
CEO's seal or signature verification form (1 copy)

3

Log in to Kakao Shopping and registration for Talk Store

Additional Signup Information:

bank account, store name, domain name, introduction, logo image

4

Open Store

Set up store and register products

5

Connect to Exposure Channels of KakaoTalk Channel / Shopping / KakaoFarmer / KakaoStyle

Configure connection at Seller Center

Do you have any questions?
Start a chat with a Talk Consultaion.



Scan a QR code with the reader device.

Are you curious about
how to utilize Talk Store?

Add Talk Store Seller Center
as a Friend.



Scan a QR code with the reader device.

E.O.D