

Social Commerce @ HSLU

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& A LOT MORE...



THE FUTURE OF COMMERCE



Today's e-commerce **fails** for GenZ

71% of Gen Z purchases are influenced by influencers & social media.

Platforms are built for outdated expectations – not for Gen Z.

E-com hasn't evolved with consumer behavior.



The Gap is growing bigger

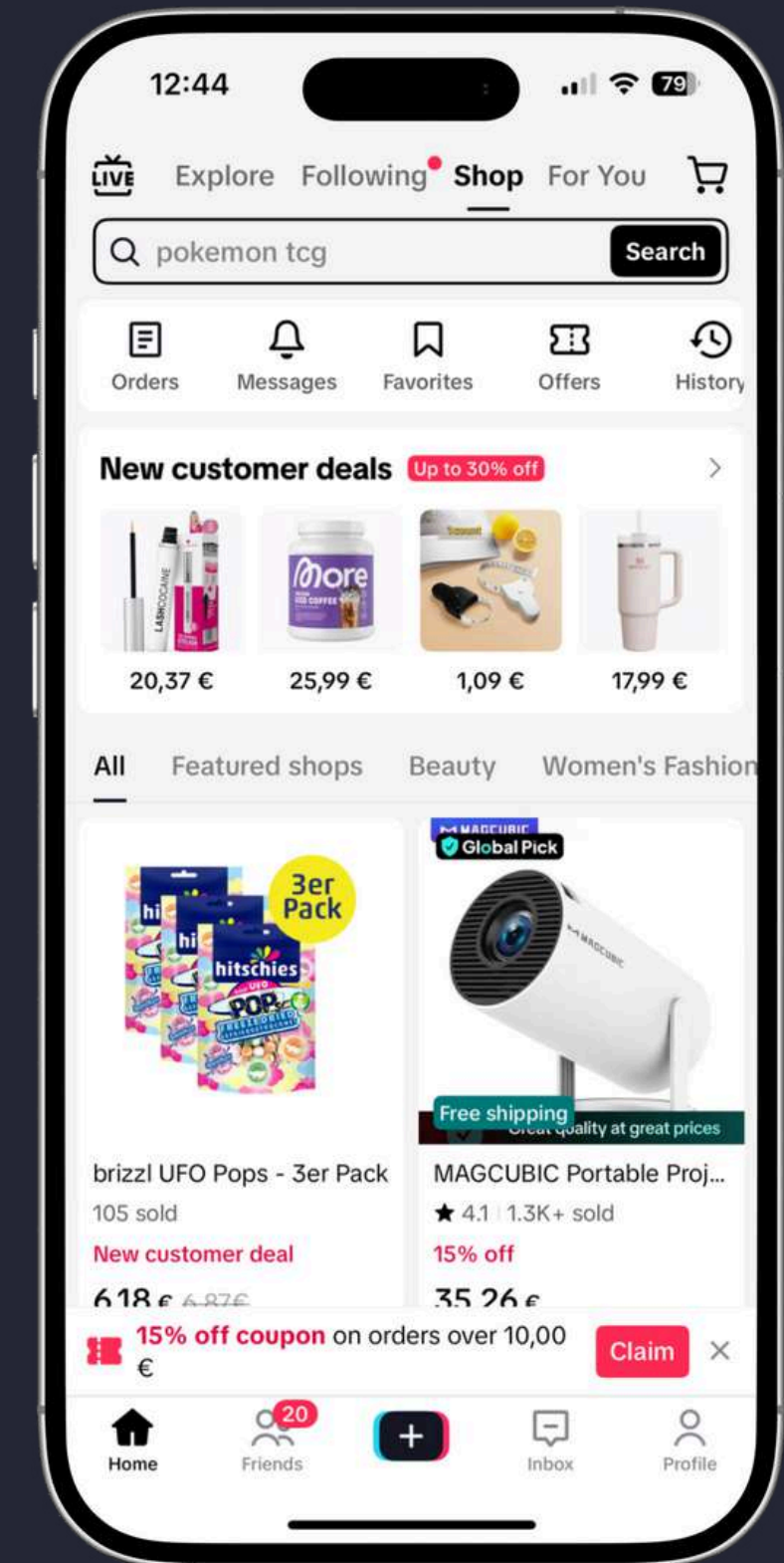
Influencer

- **launch products directly on social**
- **Lack proper e-com infrastructure: logistics, UX, payment**
- **Platforms not built for commerce**
- **Result: limited commercial success**

Brands

- **Social is overcrowded: high CAC, low CR**
- **Asia: +115% CR through gamification**
- **Europe still lags behind**

**social commerce
on existing social
platforms is not
the ultimate
solution**





🔗

Ihr nervt mit eurem tiktokshop

5-27 Reply

❤️ 5,329 🗨️



einJuuu KSV 🇧🇷 🇩🇪 🇮🇹

Auf ernst

5-27 Reply

❤️ 18 🗨️



Agit_47

Same

5-27 Reply

❤️ 4 🗨️



Levin ▶ Agit_47

Same

5-29 Reply

❤️ 2 🗨️

— View 52 more ▾ Hide ^



Schlau

KAUFE ICH MIT ABSICHT WOANDERS 🥰

5d Reply

❤️ 🗨️



Maddy

Es gibt Fr nicht nervigeres als Tik tok Shop Werbung

5d Reply

❤️ 3 🗨️



Schroeder1910

Der tiktok shop sieht halt einfach aus als hätten sie Alixpress dort eingebaut mit dem Promotion Feature.

5d Reply

❤️ 1 🗨️



dinoskill

Willst du mal bei einem TikTok Shop Video dabei sein? 🙌🌹

1d Reply

❤️ 280 🗨️



Riton · Creator

nein

1d Reply

❤️ 830 🗨️

The New York Times

***TikTok Fined
\$600 Million for
Sending European
User Data to China***

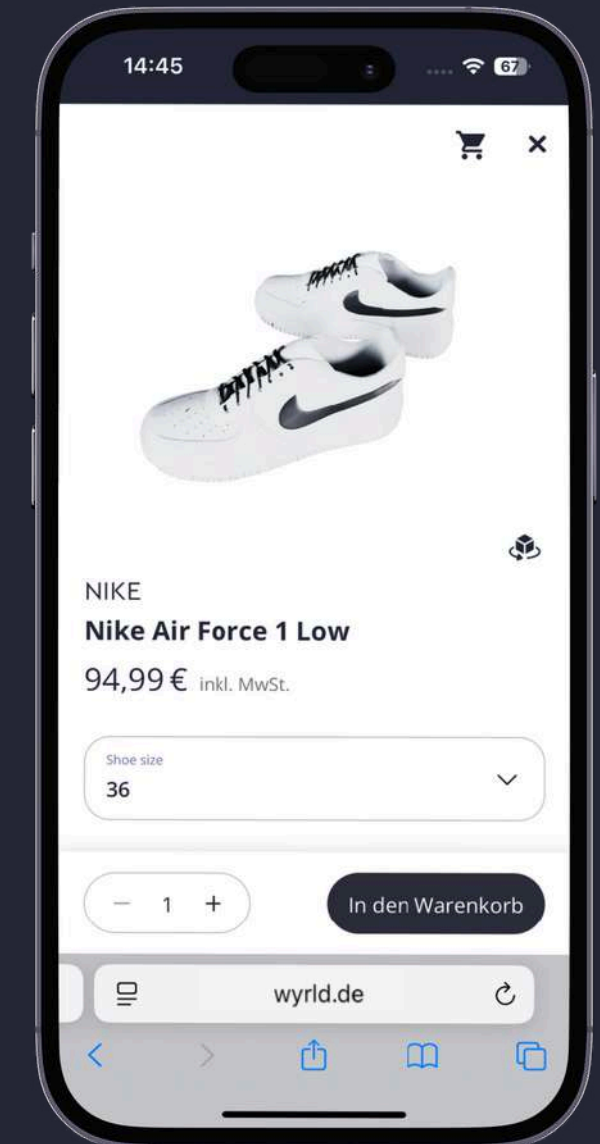
Irish investigators said TikTok did not protect the data of users in the European Union, improperly transferring some of it to China.

wyrld

A **new** way of commerce

Buy Yana's cosmetics

Play with Yana's cat to
get free shipping

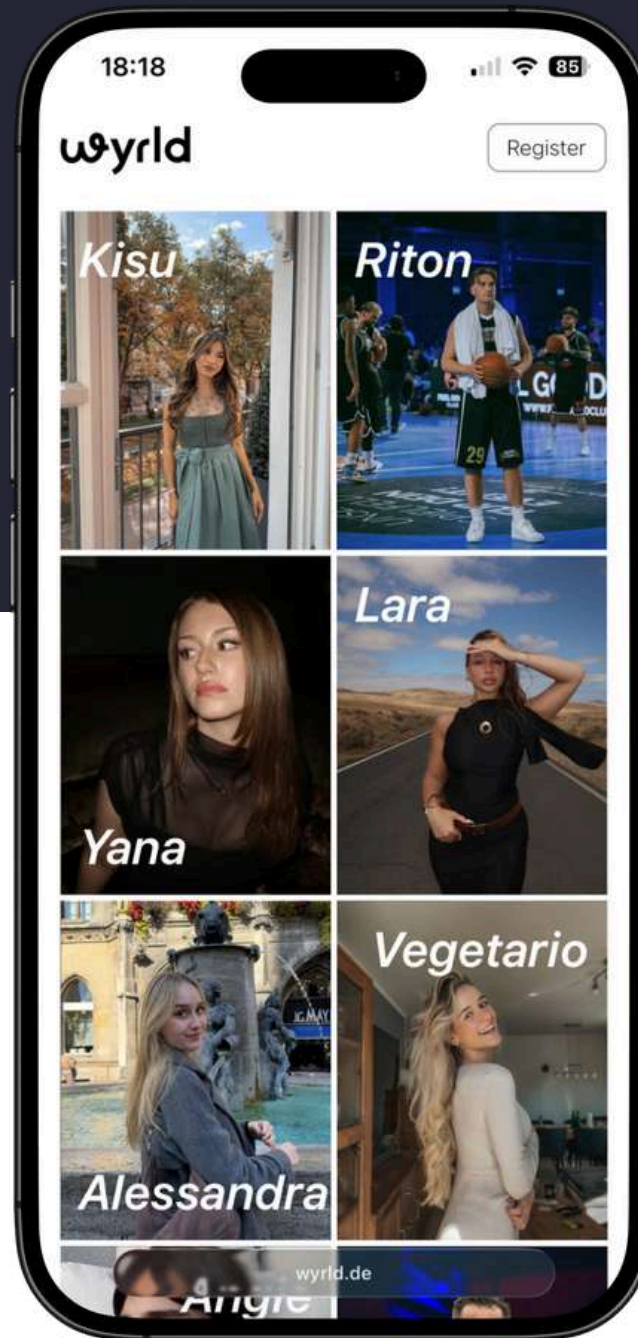


Just one click

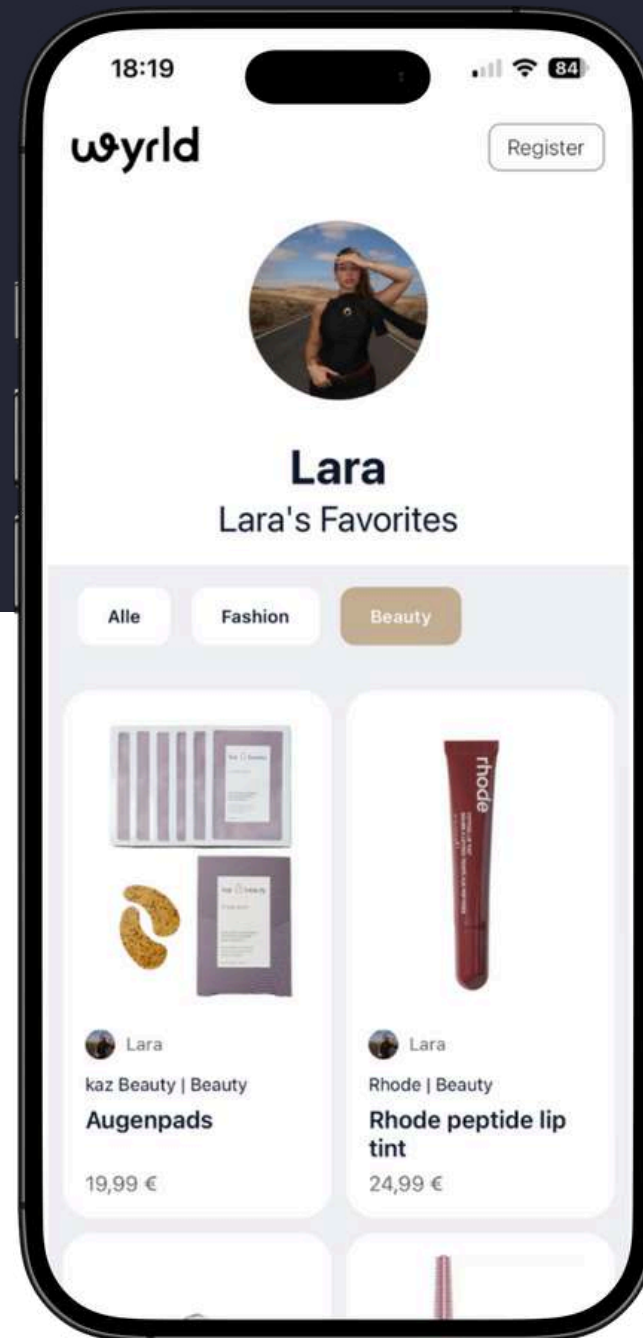


Yana's community shops
her favorite sneakers –
shipped by **wyrld**

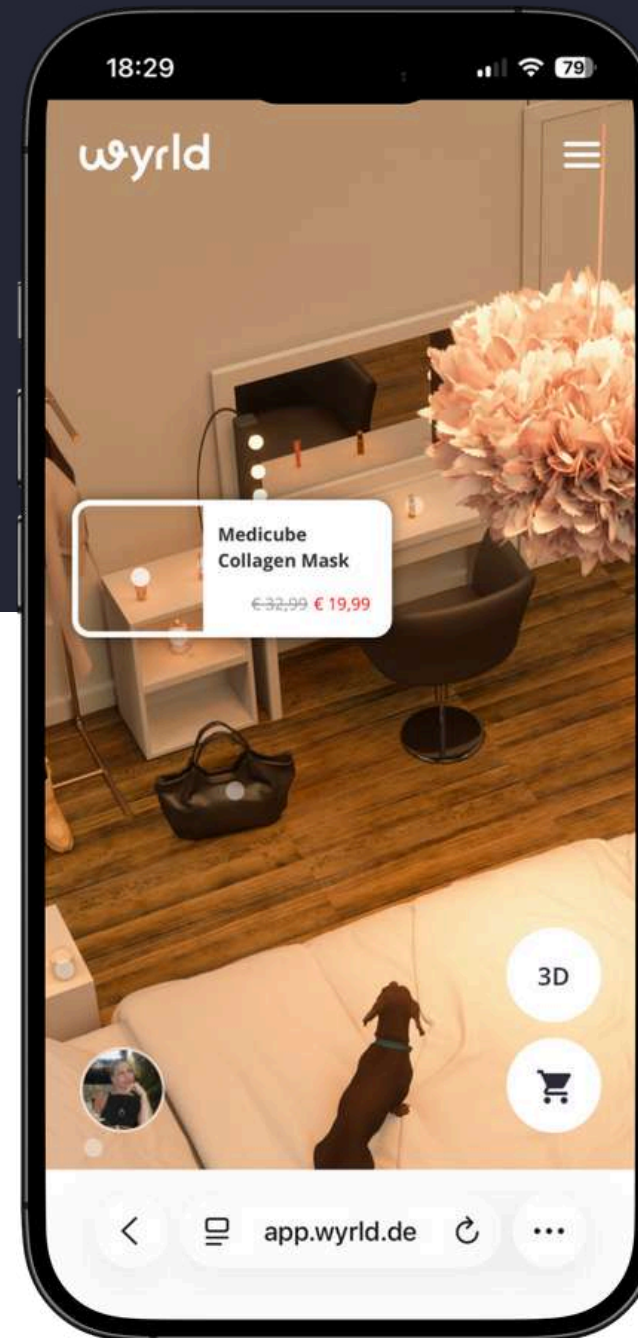
Explore your favorite influencer Storefronts and **discover** their curated products.



Lobby



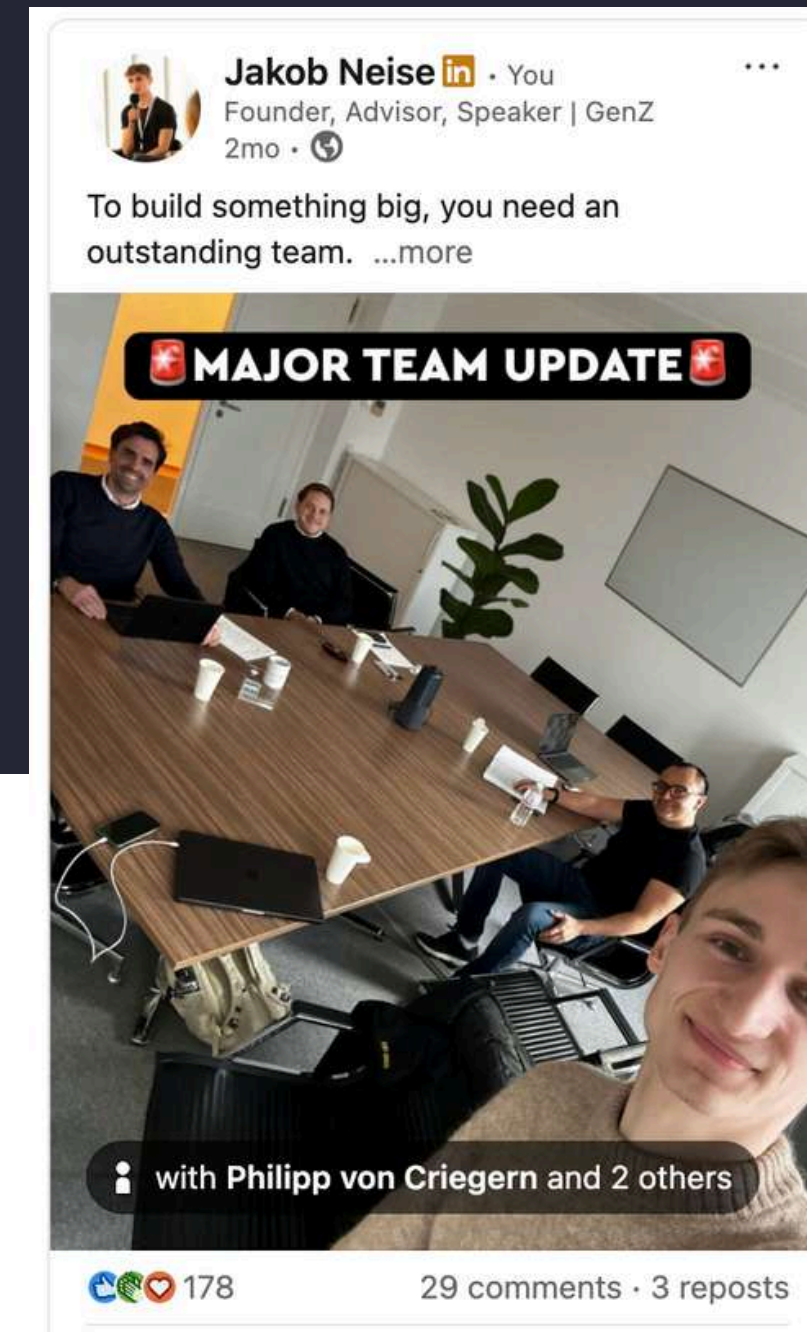
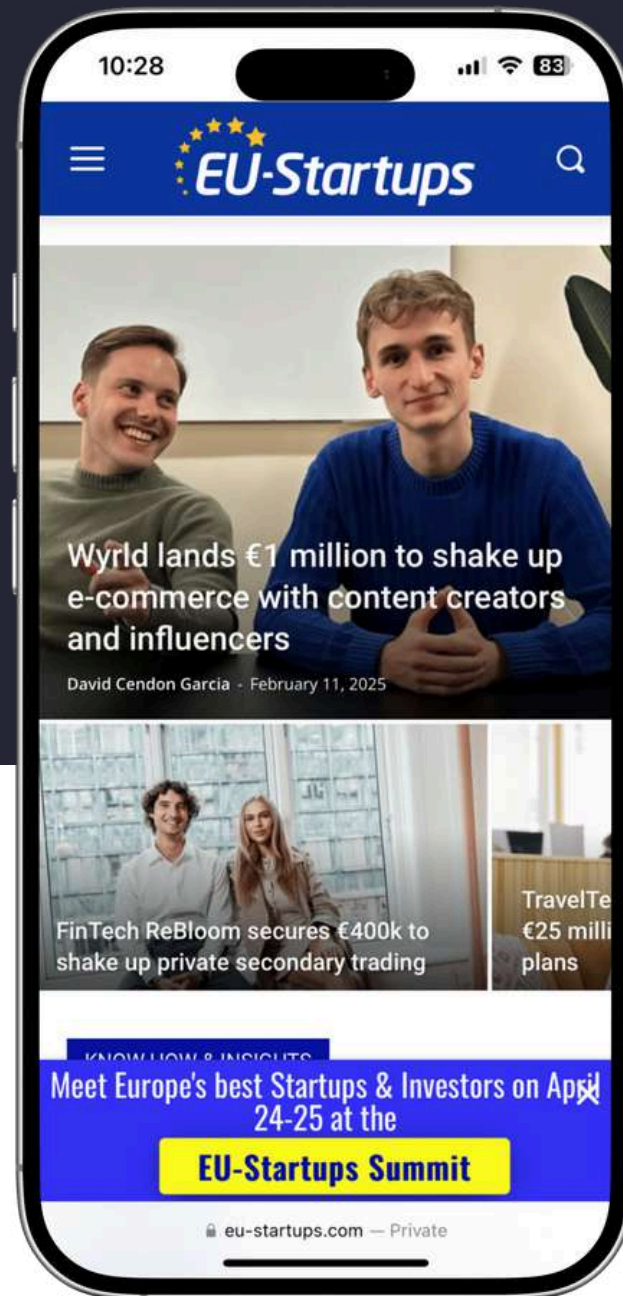
Shop View



Room View



Check Out



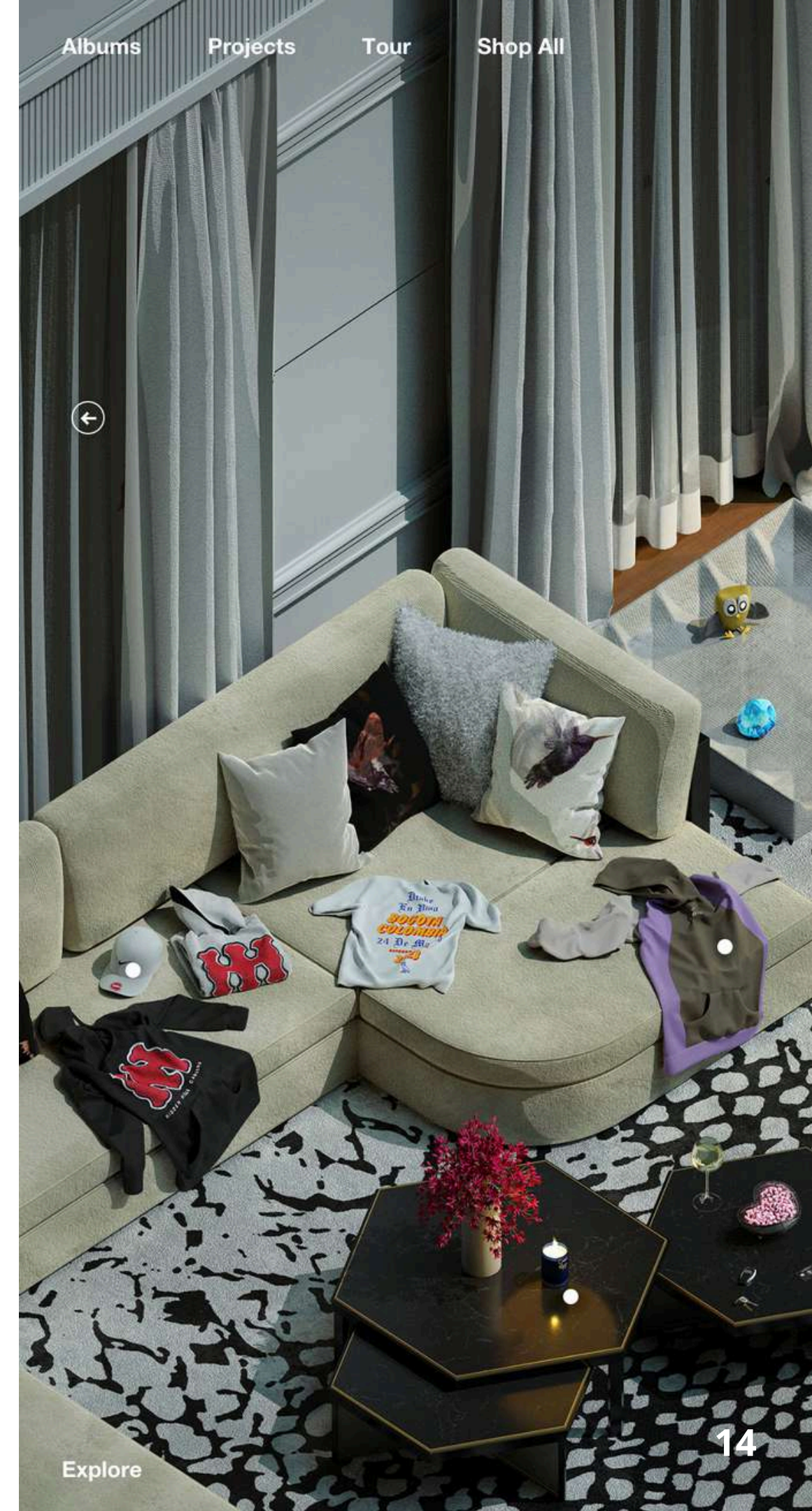
The race to capture GenZ attention has started



SHEIN

Walmart 

Wyrld



Albums

Projects

Tour

Shop All



Explore



Thank you!



Let's talk! :)

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