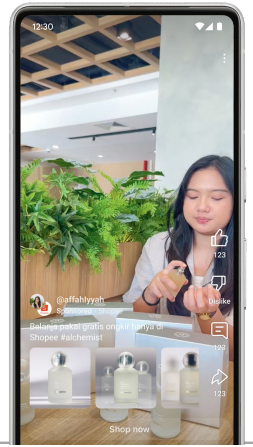
Case Study

Shopee

How Shopee Drove 9x ROI in Global-First Affiliate Partnerships Boost Launch



Shopee is the largest e-commerce platform in Southeast Asia and Taiwan, and a leading e-commerce platform in Brazil. Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily.

Ecommerce - APAC •
shopee.com.sg

The Challenge

- **Rise of Social Commerce:** Social commerce is rapidly reshaping Southeast Asian retail, as creators, interactive content and community-driven discovery increasingly influence how consumers find and purchase products.

The Approach

- **Beta Evolution:** Direct XFN collaboration with US product teams to iterate and refine affiliate product features based on real-time, ongoing feedback.
- **YouTube Shopping Ecosystem Integration:** Enable affiliate links on affiliate partnership boost to ensure creator commissions are accounted for across all paid formats*.

** Currently only available on Demand Gen with feeds.*

- **Marketplace Ad Boosting:** Enable e-commerce platforms like Shopee to directly amplify high-performing affiliate content through Demand Gen with feeds to drive both affiliate sales and GMV.

The Results

- **Drove Scale & Efficiency:** Achieved an average 9x ROAS across all test markets (SEA, TW & BR).
- **Cost Optimisation:** Outperformed CPO benchmarks across most markets by an average of 51% efficiency in affiliate boost campaigns vs. standard Demand Gen campaigns
- **Market Leadership:** Integration of YouTube Shopping and marketplace ad boosting successfully scaled affiliate-driven sales.

> *We're thrilled with the results of the YouTube affiliate partnerships boost campaign. By combining creator partnerships and tailored product integration, we've driven incremental traffic and orders to Shopee. This success reinforces our focus on scalable, high-impact partnerships that drive long-term growth across our ecosystem.*

Peggy Zhu
Executive Director, Brand and Growth Marketing, Shopee

9x
ROI (i.e. Total Affiliate GMV / Ads + Commissions costs)

-51%
Lower Cost per order vs. standard Demand Gen campaigns

Primary Marketing Objective

Affiliate Sales

Featured Product Area

Demand Gen with Feeds

Affiliate Partnership Boost (Beta)

YouTube

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