

Case Study

19% CONVERSION RATE ON TMALL FOR CURADEN'S CURAPROX

Together with Webrepublic, the oral care company Curaden has drawn up a plan for its debut on the Chinese market. Despite the complex e-commerce environment in China, the company successfully entered the B2C market.

INITIAL SITUATION

Curaden AG is one of the leading oral care brands in Switzerland. Curaden produces high-quality toothbrushes and toothpastes under the brand name Curaprox. Curaden has been active in the Chinese market via its B2B partner since 2015.

In 2019, Curaden approached Webrepublic, as it wanted to open an online store for the Chinese market. It was something that sounded simple at first, but brought its own challenges with it: the culture and language barriers and the complex digital environment in China all required special attention.

GOALS

- ★ Conveying expertise on the Chinese e-commerce environment
- ★ Forming a dedicated Curaprox team in China
- ★ Opening a flagship store on a Chinese e-commerce platform

MEASURES

For this project, Webrepublic didn't just advise Curaden on digital advertising; its support also comprised the areas of holistic digital marketing and business development in the Chinese market. Among others, some hurdles thrown up in the course of the project were:

- ★ Establishing the brand as a high-quality "Swiss Made" one, instead of competing with established international players
- ★ The specific and complex logic of e-commerce in China
- ★ Establishing a local team in China

To overcome these hurdles, Webrepublic implemented the following targeted measures:

- ★ A two-part workshop to convey general e-commerce expertise about China and share knowledge, such as how to build an online shop and the talent that is required for this – including a specific plan for Singles' Day, the day with the strongest online shopping sales in China
- ★ Conveying and coordinating intercultural communication between the team in Switzerland and the team in China
- ★ Choosing the appropriate e-commerce platform (Tmall vs. JD) for the flagship store
- ★ Evaluating e-commerce performance and developing new suggestions

RESULTS

- ★ Successfully establishing a new Curaprox team in China
- ★ Opening the flagship store on Tmall in time for Singles Day, with a very good conversion rate of 19 percent
- ★ Good sales figures on Singles' Day, which took place only a few days after the e-store went live

