



china market report

Prepared for Bowflex
December 2016

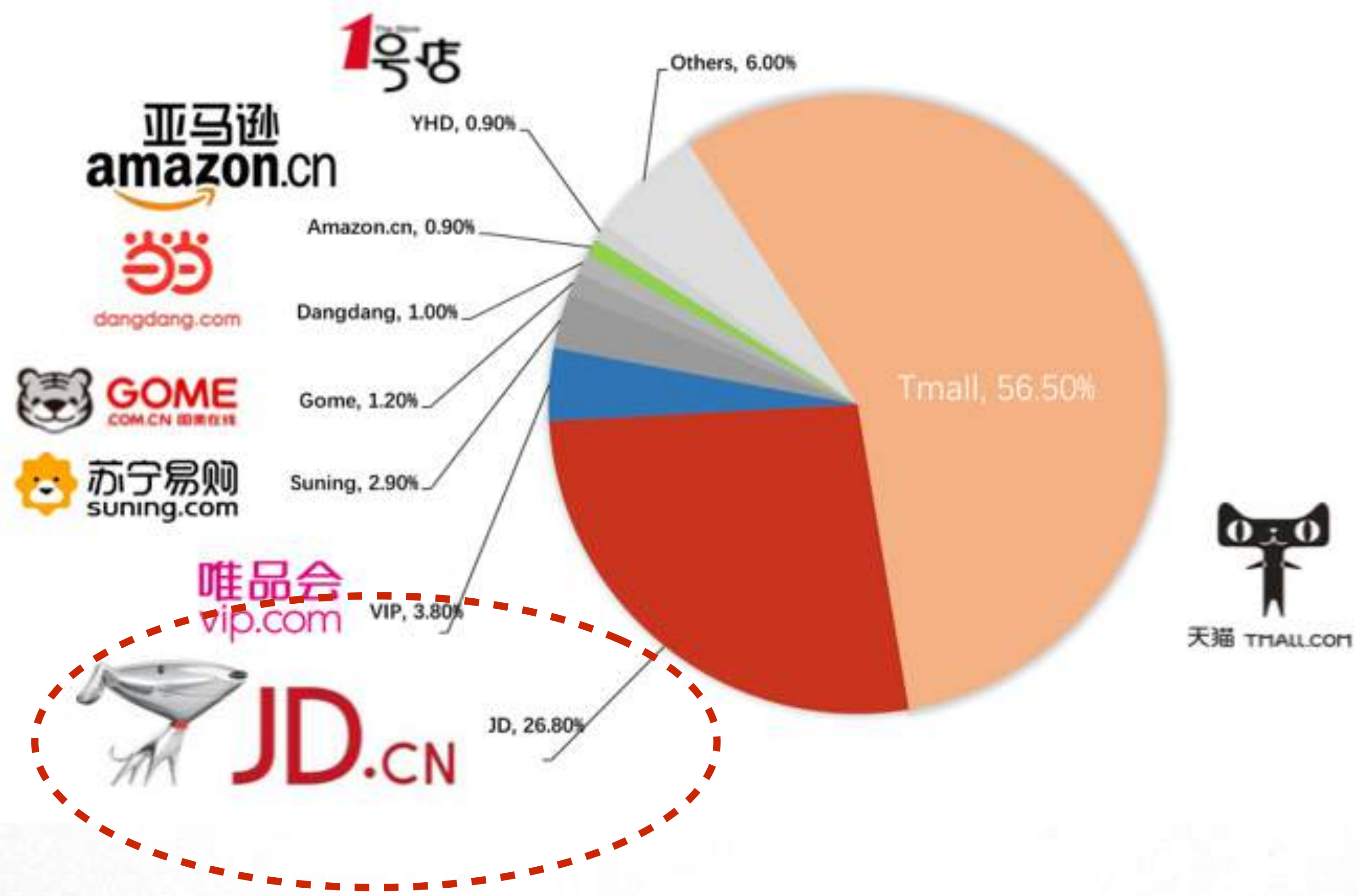
government supports fitness and health

In 2016, The State Council and General Administration of Sport published the 13th Five-Year Plan of Sports and Fitness, and National Fitness Program (2016-2020). The government set the following targets: people who frequently workout to reach **435 million**, fitness related annual consumption to reach **1500 billion RMB**.

Source: National Fitness Program (2016-2020)



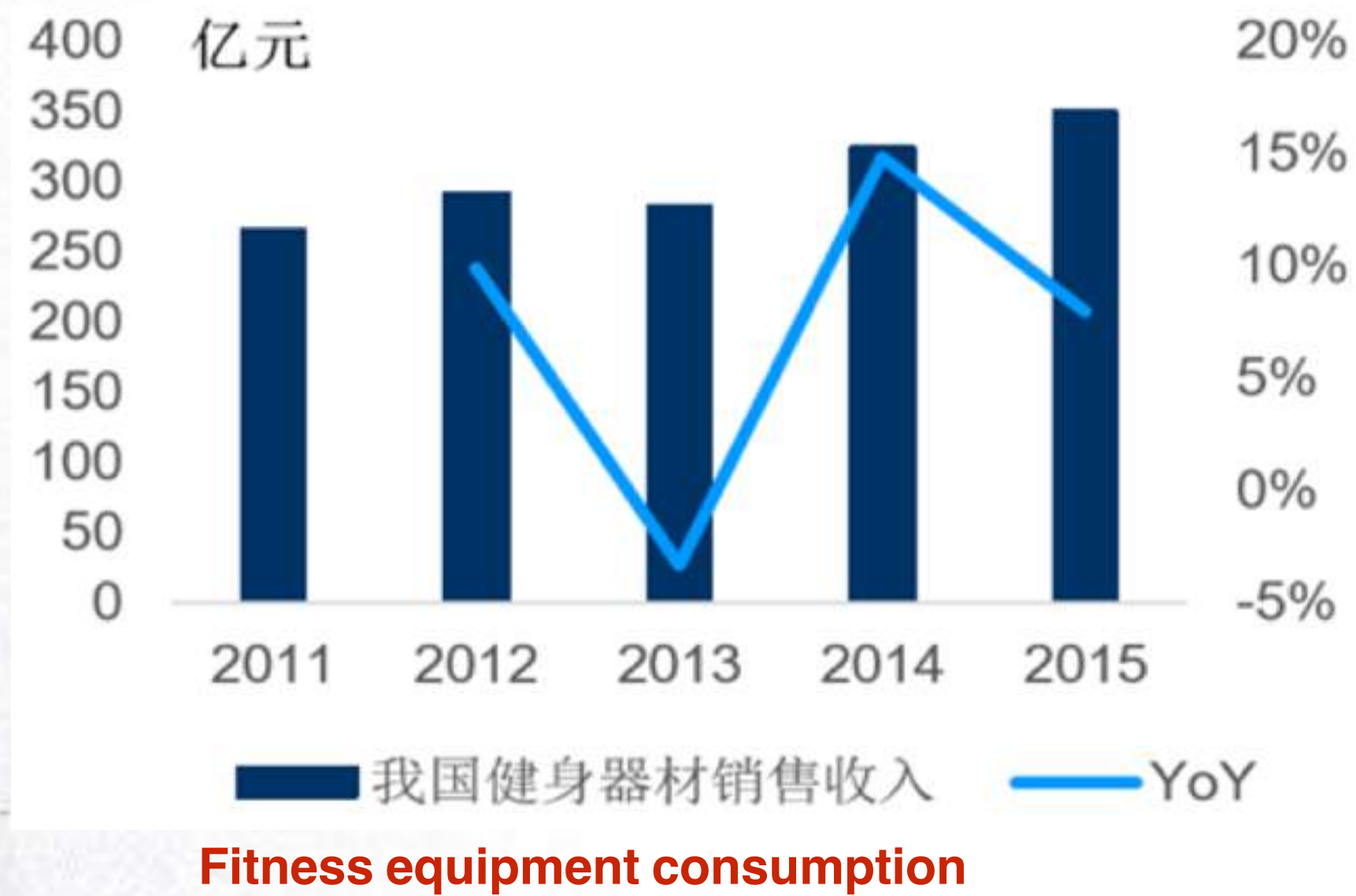
ecommerce landscape 2016



Source: Analysys 易观

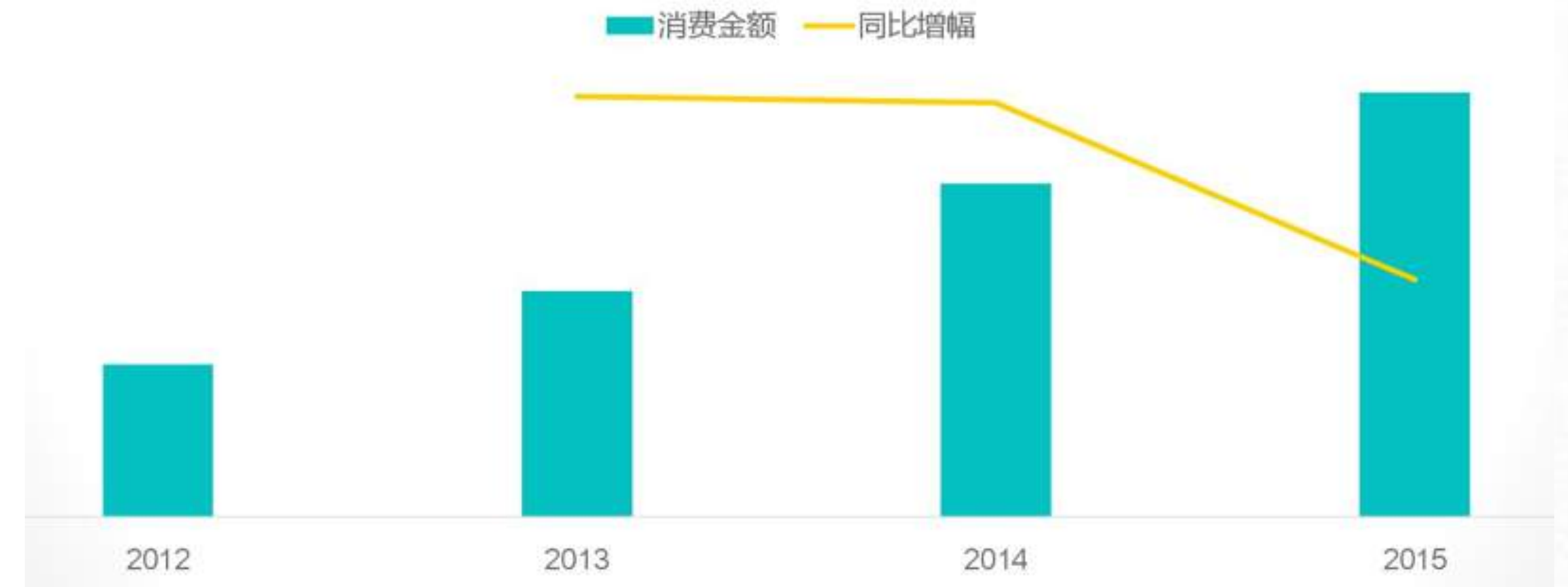
People are more willing to spend money on fitness and sports

100 million RMB



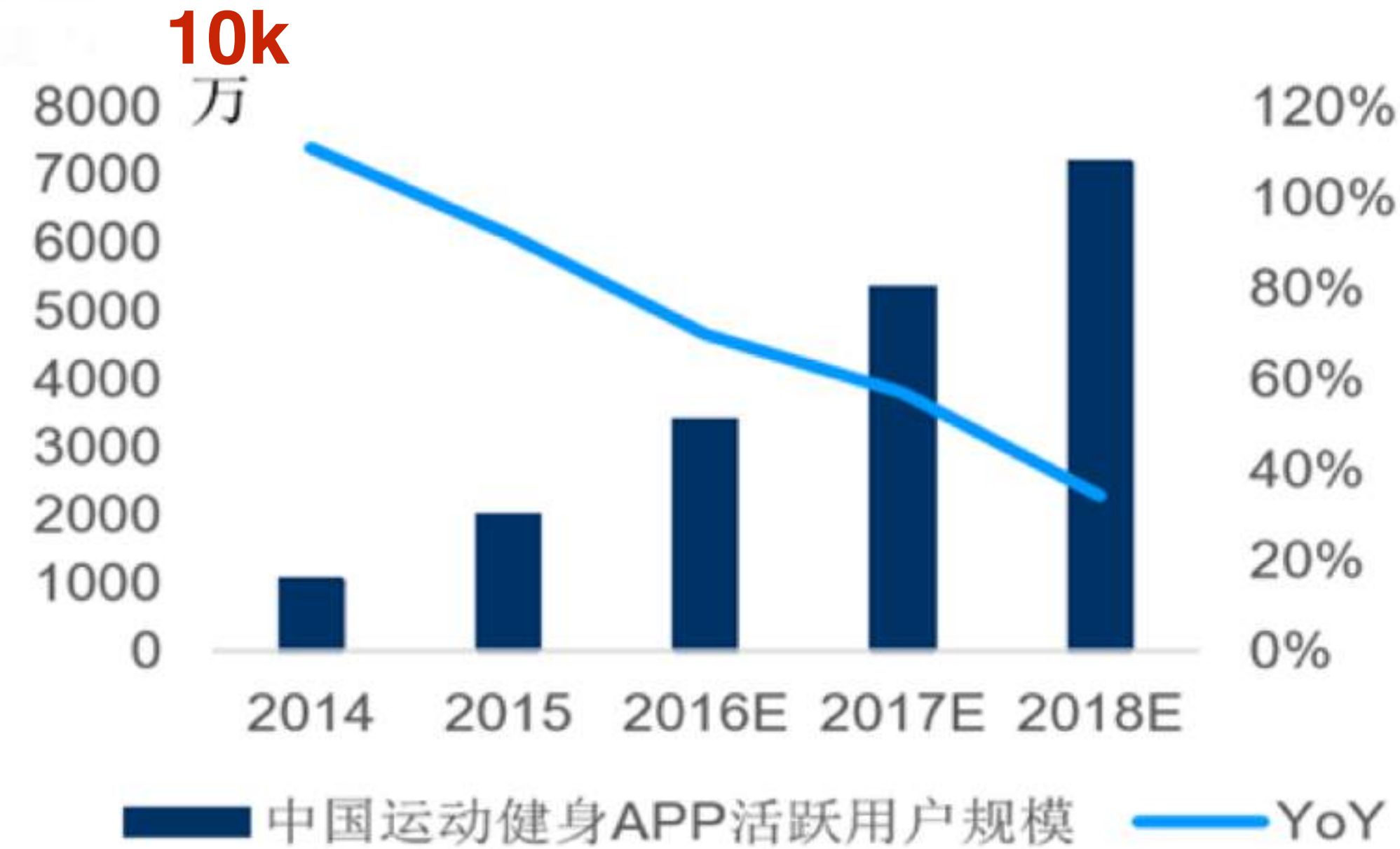
Source: SWS Research

gym, apparels and other fitness related consumption YoY

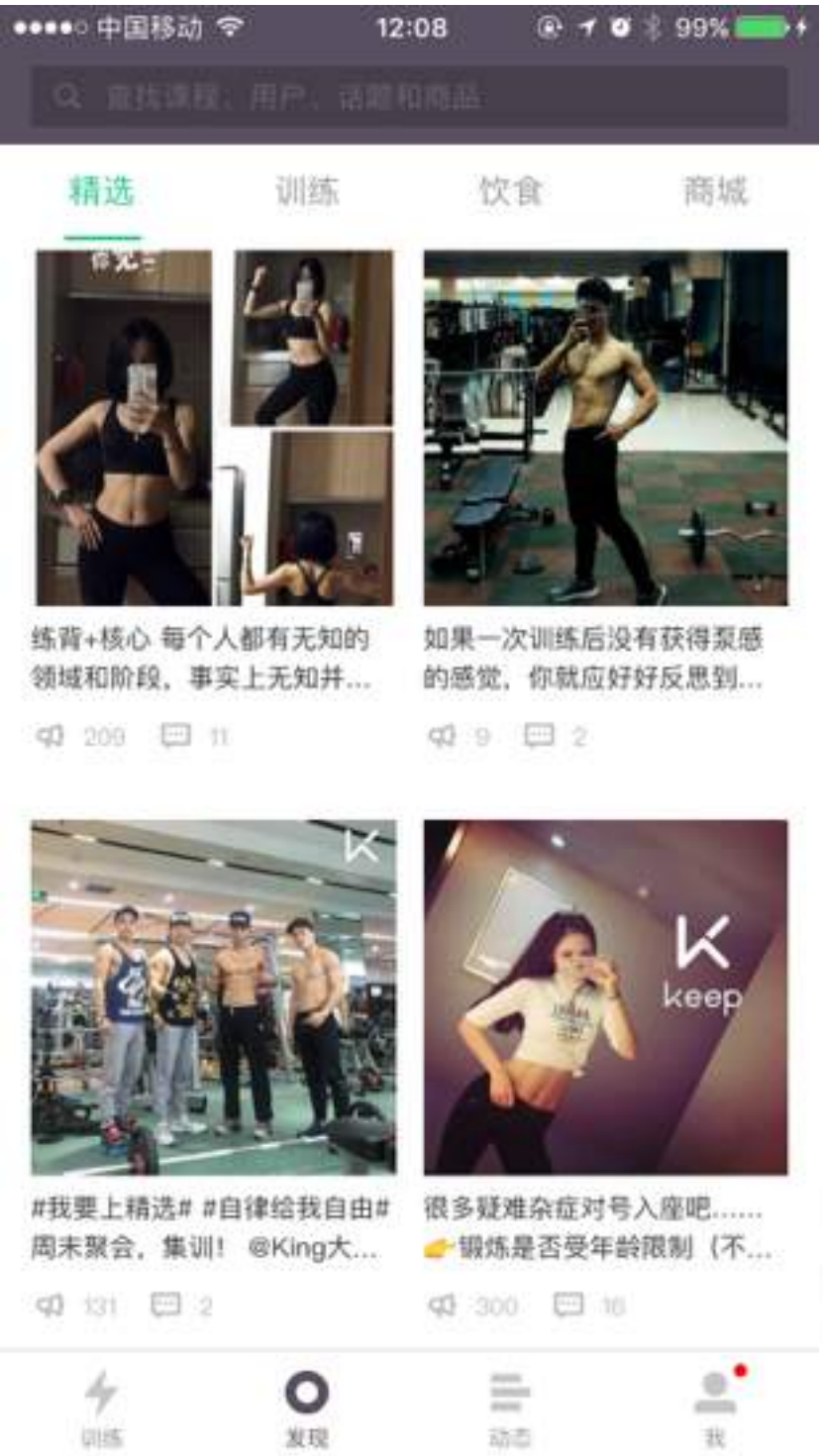
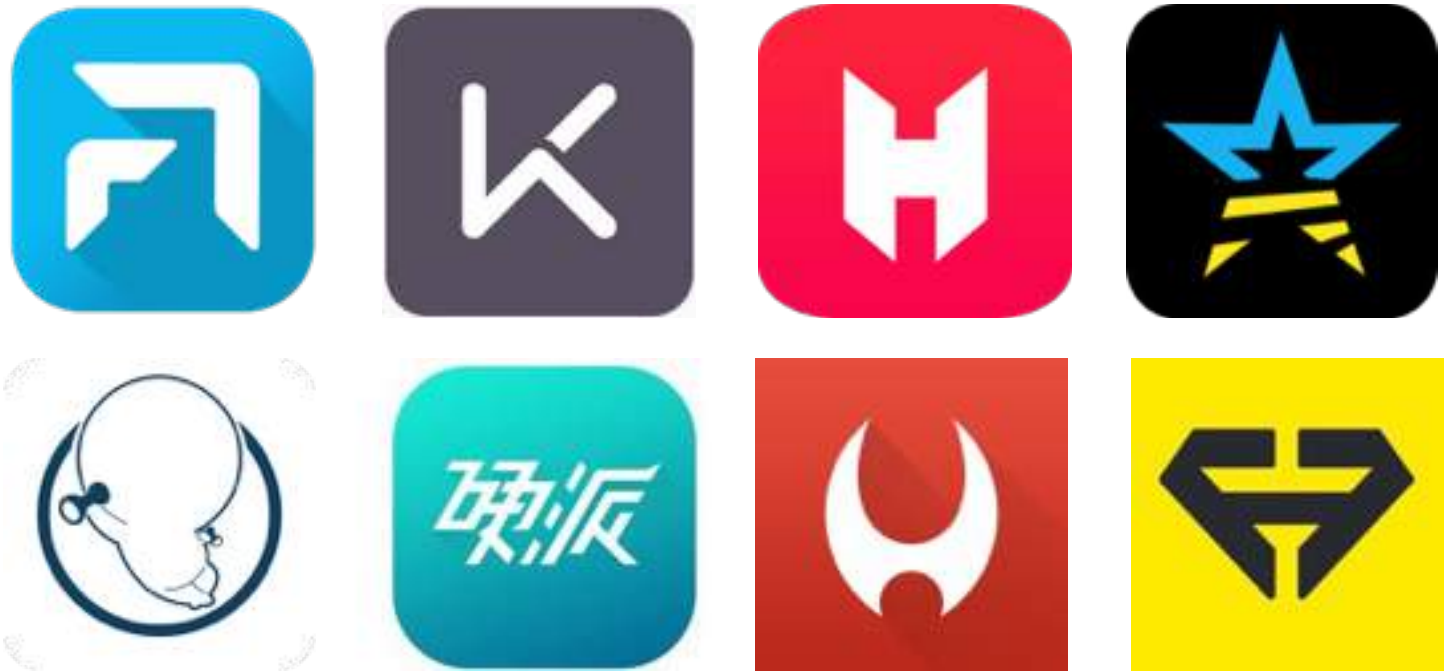


Source: CBN DATA

China's fitness APP active user size is expected to reach 34 million in 2016

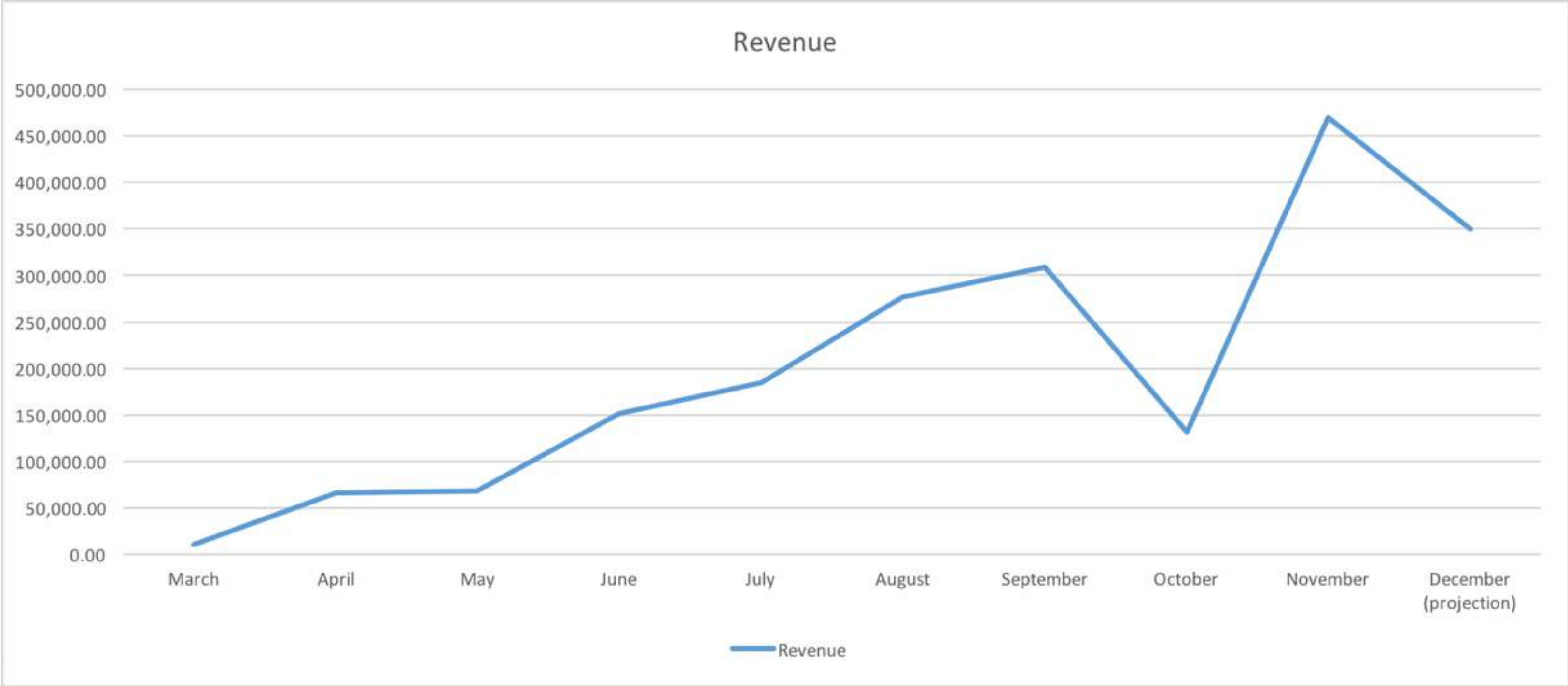


fitness app active user number in China



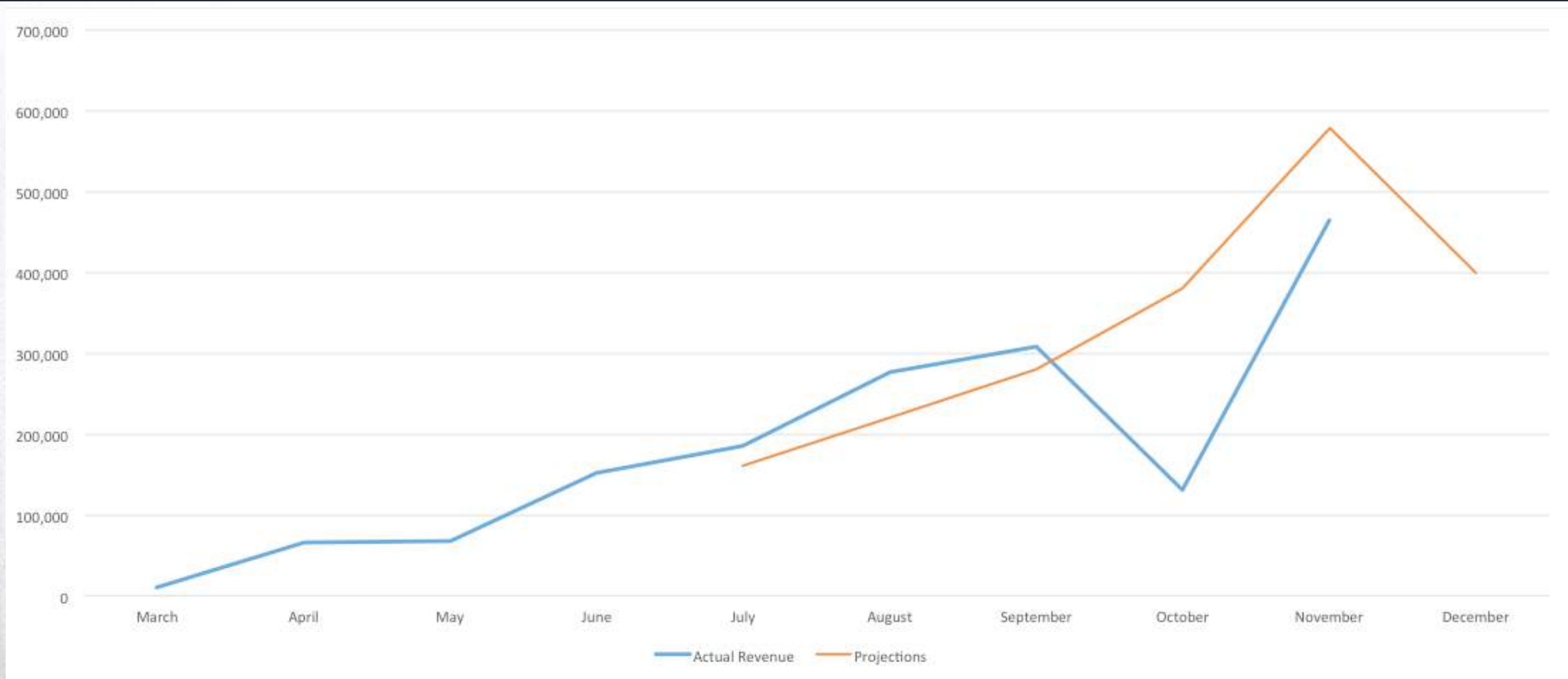
Source: SWS Research

Revenue keeps increasing since STORE LAUNCH- RMB 2,011,000 Projected



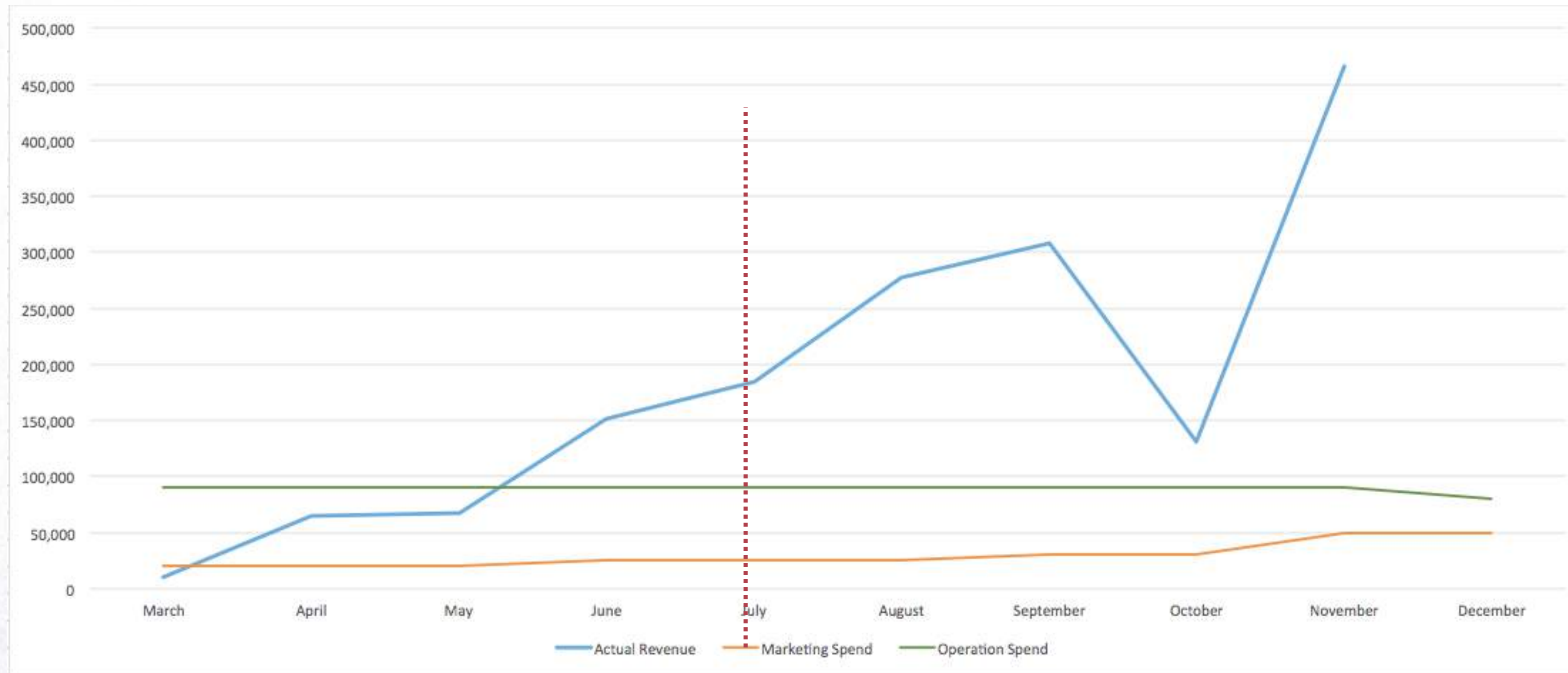
March	April	May	June	July	August	September	October	November (projection)	December (projection)
10,297.00	65,590.00	67,584.00	151,572.60	184,597.00	277,119.56	308,370.00	131,126.00	470,000.00	350,000.00

2016 actual revenue with original projections (Q3 Q4) 1,717,000 or



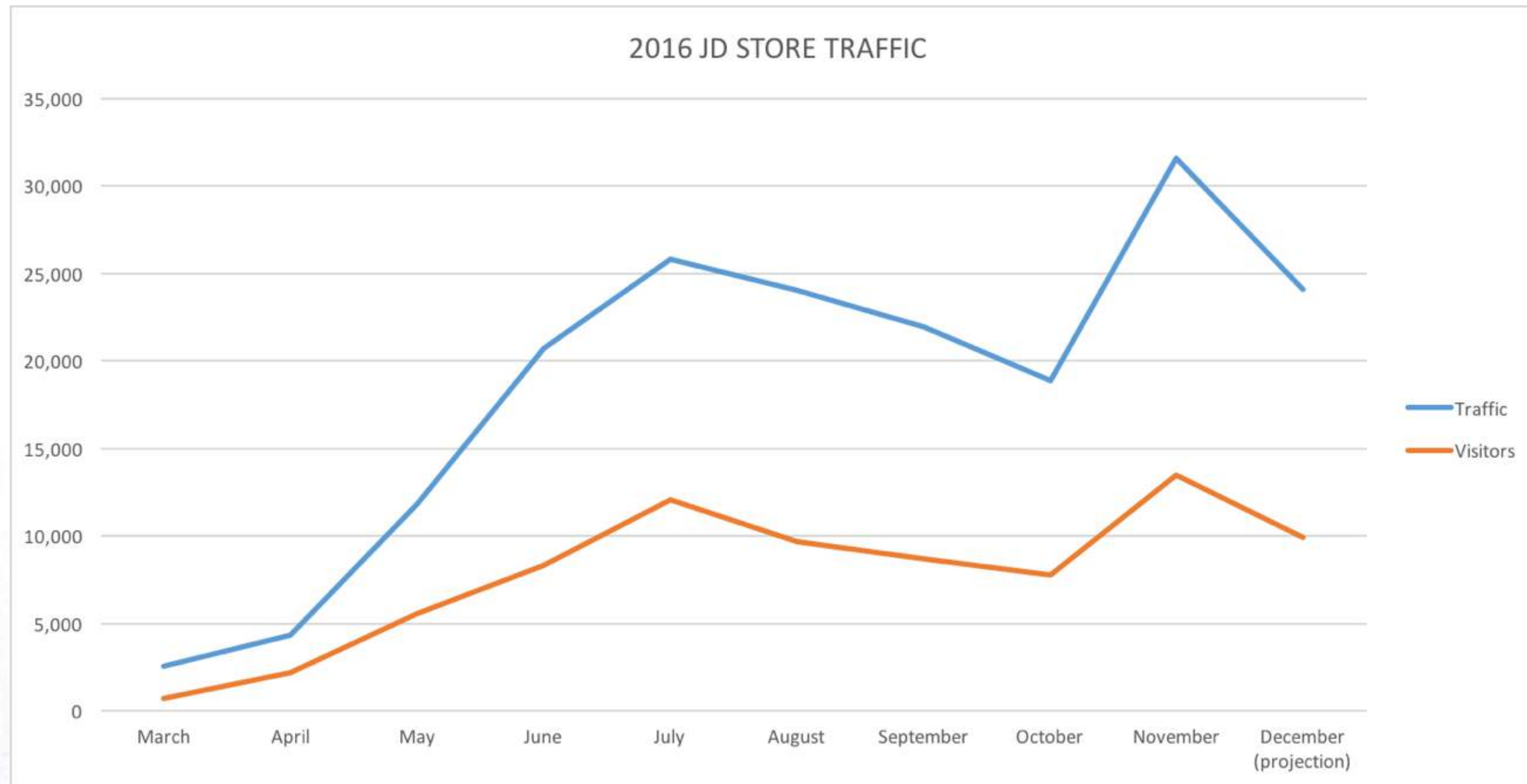
	July	August	September	October	November	December (projection)
Revenue	184,597	277,119	308,370.00	131,126.00	465,511	(new estimate) 250,000
Projections	160000	220000	280,000	380,000	580,000	400,000

2016 Spending with actual revenue (Q3 & Q4)



	July	August	September	October	November	December	TOTALS
Revenue	184,597	277,119	308,370.00	131,126.00	465,511	350,000	1,716,723
Marketing Spend	25000	25000	30000	35,000	60000	50000	225000
Operations Spend	90000	80000	80000	80000	75000	75000	480000
Total Spend	115000	105000	110000	115000	135000	125000	705000

Steady growth of traffic from internal and external portals



A visitor come to the store multiple times before they make a purchasing (or not purchasing) decision. They could be comparing with the competitors, researching about the product and the brand.

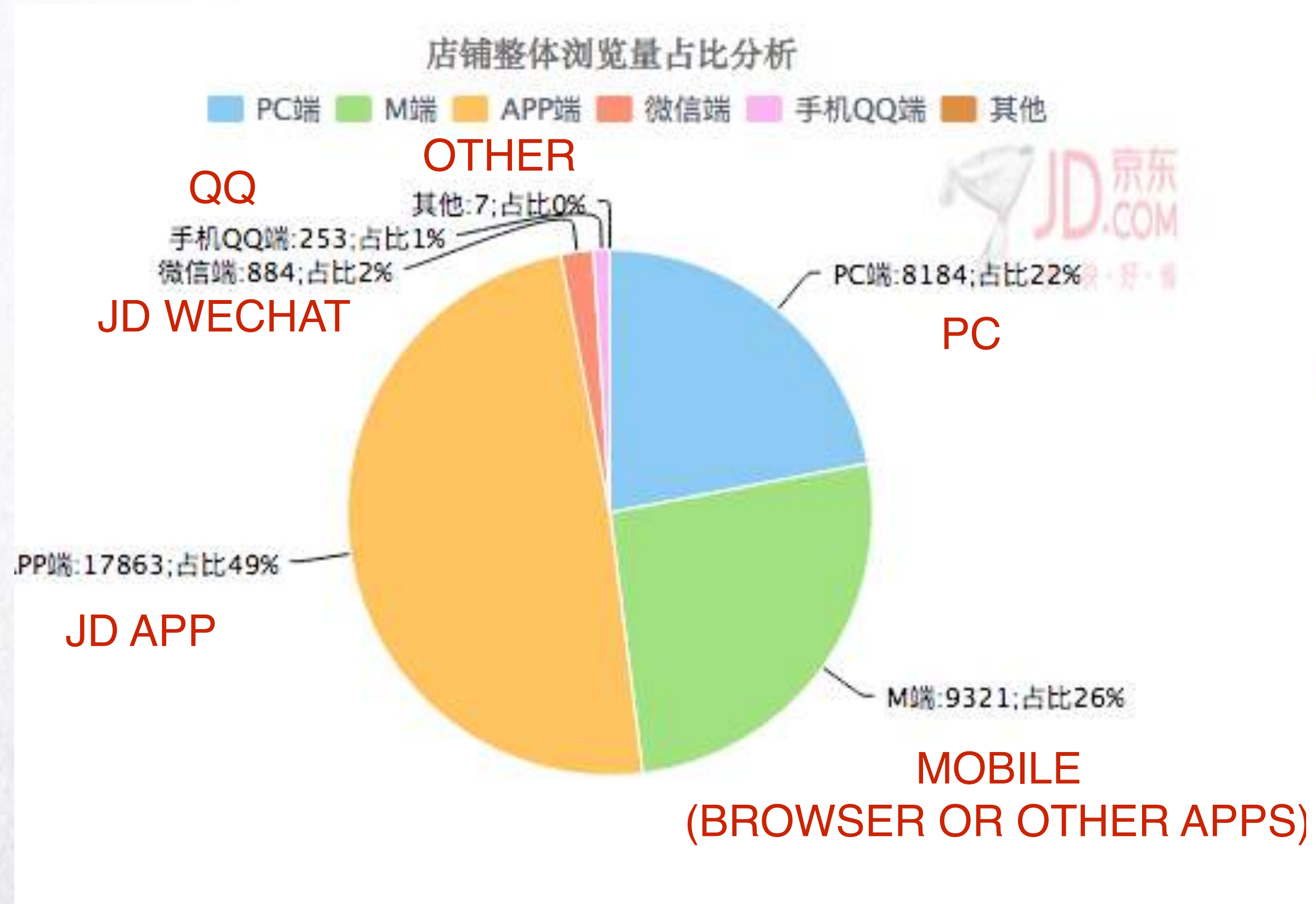
launched jd.com e-store IN April

The image shows a desktop view of the JD.com BOWFLEX website. At the top, the JD.com logo and navigation menu are visible. The main banner features a woman on a Bowflex elliptical machine with the text "来自美国 专为家庭设计" (From America, designed for home use). Below the banner, there are three coupon offers: a ¥10 coupon for orders over 2000, a ¥20 coupon for orders over 4000, and a ¥50 coupon for orders over 10000. The bottom section displays two models of the elliptical machine, the M5 (luxury edition) and the M3, with their respective prices and "立即购买" (Buy Now) buttons.

This is a mobile product page for the Bowflex M5 elliptical machine. The top navigation bar includes "商品" (Product), "详情" (Details), "评价" (Reviews), and a share icon. The main image shows a woman using the machine. Below the image, the product name is "迈迅智能椭圆机 美国搏飞(Bowflex)出品高端家用健身减肥 太空漫步机 M5(奢华版)". The price is listed as ¥12899.00, with a "降价通知" (Price Drop Notice) button. A "手机专享" (Mobile Exclusive) tag indicates a 100 yuan discount compared to the PC version. A "白条" (White Bar) payment option is available, offering a 3 yuan instant discount. The bottom navigation bar includes icons for "联系卖家" (Contact Seller), "店铺" (Store), "关注" (Follow), "购物车" (Shopping Cart), and a large red "加入购物车" (Add to Cart) button.

This is a mobile product page for the Bowflex SelectTech 552 adjustable dumbbells. The top navigation bar is identical to the previous page. The main image shows a man using the dumbbells. The product name is "美国Bowflex搏飞 SelectTech 552可调节哑铃 高端正品健身哑铃组套装 一对哑铃+哑铃支架+哑铃凳". The price is ¥4279.00, with a "降价通知" (Price Drop Notice) button. A promotional tag reads: "【领券更优惠】【国内唯一正品】轻松一旋2KG-24KG随意变换, 顾及全身肌肉". The bottom navigation bar is identical to the previous page, featuring the "加入购物车" (Add to Cart) button.

78% of traffic comes from mobile. top 3 traffic source: bj, sh, gd



100+ five-star customer reviews in 9 months on jd.com



j***r

2016-09-22



占地面积小! 高端大气! 做工精细! 正在试用间歇14分钟模式, 热量消耗效率高! 刚刚做了一组间歇模式, 238大卡! 真的很好!

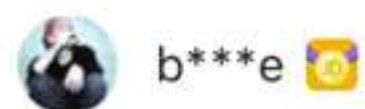


M3(入门版)

购买日期: 2016-09-02

Max does not take much space. Looks **premium**. I am using MAX 14 minutes. I burnt **238 calories**. Really **effective**. Great product!

♡ 0 💬 1



b***e

2016-07-29



纠结了很久终于买了, max间歇很好用, 14min消耗两百大卡, 时间紧的话每天14min, 宽松的话自己调阻力, 晃一集电视剧也可以, 买了不后悔。

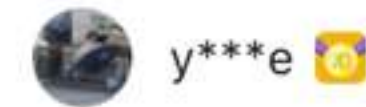


M3

购买日期: 2016-07-21

Finally bought MAX! It's interval training is really good. I burnt **over 200 calories in 14 minutes**. it's not long, you can watch TV while doing it. Can adjust resistance too.

♡ 0 💬 1

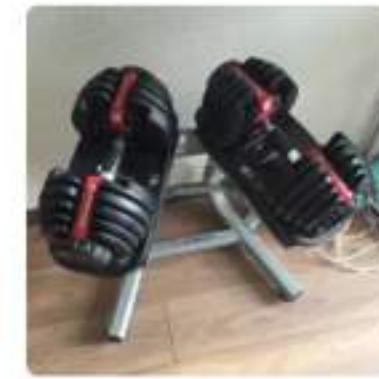


y***e

2016-09-21



很好用, 比朋友的仿品强太多了!

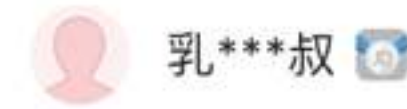


一对哑铃+哑铃支架+哑铃凳

购买日期: 2016-09-10

Very good products. Way **better than the fakes** my friend bought!

♡ 0 💬 1



乳***叔

2016-08-03



很好, 看到各种仿品最后还是选了正版比较放心, 体积能再稍微精简点就好了就可以做更多动作。2999替代一整套哑铃架是划算的



一对哑铃+哑铃支架

购买日期: 2016-07-20

Great products. **After seeing so many fakes, I finally chose the real ones**. If the dumbbells were smaller, I could do more movements. It's **worth the money** (RMB 2999) to replace a whole set of dumbbells and a stand!

♡ 0 💬 1

TOTAL JD AD ROI IS 2.67

MOBILE

中国移动 12:36 100%

京东配送 品牌 椭圆机分类 锻炼肌群



岱宇 (DYACO) 美国FUEL系列 椭圆机【原装进口】家用静音漫步...

¥6588.00

727条评价 100%好评



迈迅智能椭圆机 美国搏飞 (Bowflex)出品高端家用健身减...

¥12899.00

41条评价 97%好评

广告



锐步 Reebok椭圆机家用静音磁控 太空漫步机 GX40

¥3199.00

自营 2037条评价 93%好评



AOMAS澳玛仕智能椭圆机家用椭圆仪漫步机1505 黑色

¥4980.00

713条评价 100%好评



岱宇 (DYACO) 椭圆机家用电... 控静音太空漫步机FE321/300...

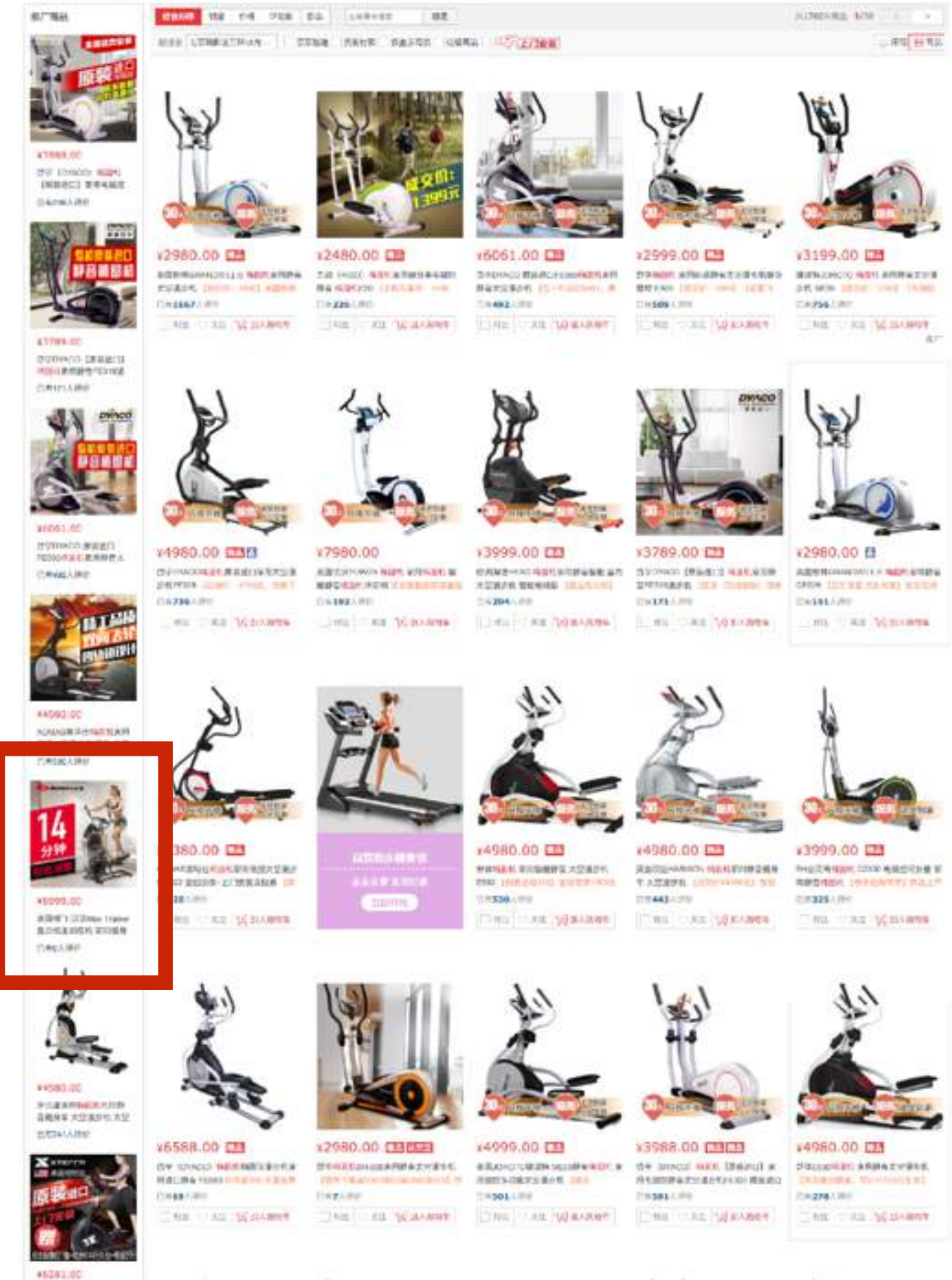
¥3988.00

419条评价 100%好评



DESKTOP

Desktop search results for elliptical machines, showing a grid of product listings with prices and ratings.



TOTAL JD AD ROI IS 2.67

AD CLICKS



APRIL TO NOVEMBER TOTAL METRICS

Impression	Clicks	Cost	CTR	CPC	Order	ROI
16,139,959	36,031	¥162,006	0.22%	¥4.50	¥432,203	2.67

influencers sharing with their experience - direct traffic to jd.com

10 influencers recommended Bowflex products to their followers

21 sponsored posts on Wechat, Weibo, Meipai and other social apps

295,591 people read the influencers post and learnt about the brand



influencers sharing with their experience - direct traffic to jd.com



小Mo酱酱酱

7月21日 15:09 来自 iPhone 6

@小Mo酱酱酱: 我是京东买的, 链接在这: [网页链接](#) 我买的时候有立减的活动, 但也不知道什么时候结束。我买的是M5, 有记录功能可以和我妈一起用, 你们要是自己用的话M3就够了, 便宜很多!! // @爱丽卡卡卡卡: 女神求问哪里买的

@小Mo酱酱酱

#瘦身计划# 新玩具到啦! 前段时间去迪拜各种吃吃吃, 现在回国了要开始减减减啦! 我这种懒癌患者, 叫我天天去健身房根本不可能之前看我朋友在家用这台机器健身, 说是体验下来不错, 而且最近在打折! 我就跟风入了一台~ 它其实是一个跑步机和椭圆机的结合, 重点是特别小, 完... [展开全文](#)



7月21日 14:32 来自 iPhone 6

3 | 26 | 11

收藏

转发

5

10



Ryan-Xu

7月25日 15:15 来自 iPhone 6s

昨天看到很多人在问这台有氧机器, 统一回复大家这台是 @Bowflex_搏飞健身 的复合椭圆训练机, 京东购买链接: [网页链接](#)

早晨在家进行了14分钟的内置间歇训练, 虐完神清气爽, 健康饮食+合理运动, 才能有效减脂, 坚持才能看到效果。



收藏

10

26

61

Influencer and Word Of Mouth Marketing Platform



About Robin 8

A platform that connects brands with grassroots KOLs (including you and me).

Robin8 tags people with keywords based on their social profiles. Brands can recruit people with specific tags (e.g. fitness, travel) to post on Weibo/ Wechat and to help spread branded messages.



CAMPAIGNS



KOL LISTING

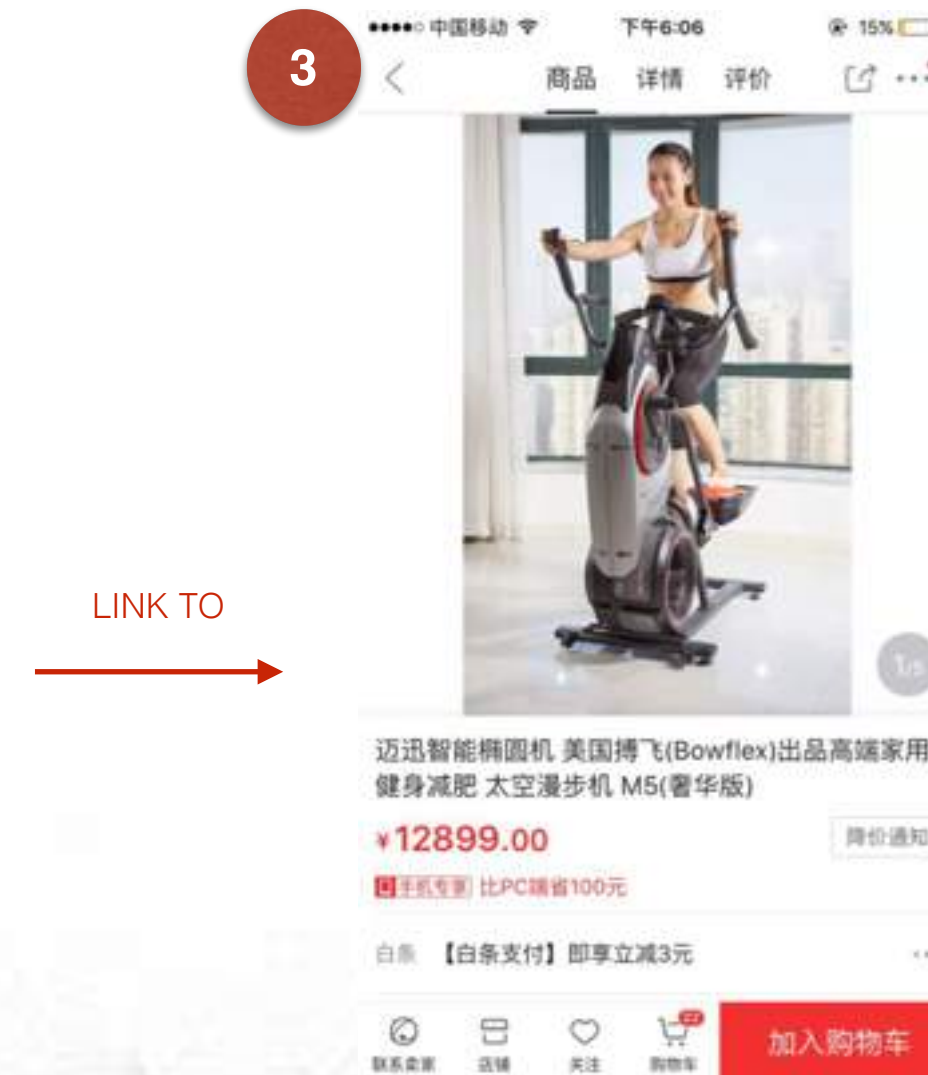
Robin8 users share our articles



READ MORE goes to a product info page



Finally land on JD.COM purchase page





已完成

为什么一些人减肥比别人慢，长胖比谁都快？

再次发布

2016-11-9 18:30 至 2016-11-11 15:00 按照点击奖励

减脂能力是人人都一样的吗？为什么一些人减肥比别人慢，长胖比谁都快？

已花费	参与人数	点击数	有效点击
¥ 484	213	5313	2500

COST

PARTICIPANTS

CLICKS

REAL CLICKS

Topic:

What workout you are missing to help lose weight faster

Targeted categories:

Fashion, health, entertainment, travel, fitness, mom and baby care, beauty

Summary:

Good for increasing the awareness of the product/brand.

Convert takes longer time for high value products. For Robin8, immediate convert is not expected. But interested customers can follow our Wechat directly from the shared article for further info.

ROBIN8 NOVEMBER METRICS

Impression

13,814

Click on READ MORE

358

Cost

¥2,200

CTR

2.6%

SPEND: DISPLAY

- Target to Beijing、Shenzhen、Shanghai
- Keywords (Fitness Related)
- Audience label (Fitness Related)
- Mobile and Desktop ads split the budget

DESKTOP

凤凰资讯 凤凰网资讯 > 大陆 > 正文

更多有品有趣的新闻

站内 美国信宣布维持利率不变

鷲! 航展不止有歼-20, 还有Z-11WB直升机(组图)

2016年11月03日 22:06
来源: 央广网

917人参与 21评论

央广军事:【鷲(kuǒng), Z-11WB直升机, 太“惊”了!】Z-11WB在AC311民用直升机基础上研制。Z-11WB机头下方安装了光电头, 具备夜间作战能力, 机身两侧加装了简易挂架, 可挂机炮吊舱和火箭发射巢等武器, 该机可执行反恐作战任务。与Z-11WB直升机同时亮相的, 还有刚研发出来的AG-300/M空地导弹, 每个50公斤, 可用于打击地面车辆、人员、小型工事等, 装载在Z-11WB上, 可以装4个。(央广记者路恒、杨震琇)

频道推荐
媒体: 对等国香港议员不能心慈手软
2016-11-04 07:44:38 2383条评论
· 环保部官员: 今冬重污染天气频率偏高 但不会爆表
· 招工少 农民工难找 农民工在外 苦不堪言 农民工在外 苦不堪言

MOBILE

资讯正文

世上最强C画幅传感器? DxO公布尼康D3400微单评分

新摄影 2016-11-07 19:34:08

1

14分钟 轻松瘦身
11.11狂欢价 马上购买

摘要: 近日, DxO对外公布了尼康新一代入门级DSLR相机D3400的传感器测试结果, 并为这颗2420万像素的APS-C画幅CMOS打出了高达86的综合得分, 三个主要分项的数值分别为色深24.8 bits、动态13.9 Evs、高感1192 ISO, 并由此使其跻身于当今市面上最好的APS-C画幅传感器的行列。

Overall Score 86 民宿网

Impression

7,055,964

Clicks

10,330

Cost

¥50,000

CTR

0.15%

CPC

¥4.84

THANK

