SHOPBACK

How to survive in 1111

Tao-Sheng Chen
VP of Engineering

Hello.
WE'RE SHOPBACK.

We're the largest shopping & discovery platform in APAC.

Our mission is simple: We live to win over shoppers by constantly upping our game – be it rewards or meaningful experiences – so they can achieve a personal victory every time they use ShopBack.

- **10** markets
- **38M** users
- **>1 million** shopping trips every day
- **1000+** employees

Investors: SoftBank Ventures Asia, Temasek Holdings, GGV Growth, Rakuten Capital, edbi, Singtel innov8, Asia Partners

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WE'RE THE PREFERRED MARKETING PARTNER FOR OVER 15,000 TOP ONLINE AND OFFLINE RETAILERS AND BRANDS.

Marketplaces, CPGs, Fashion & Beauty, Travel, Home & Lifestyle, Electronics, Finance, Dining & Food Delivery, and many more...

1111

….And other campaign days in ShopBack

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11.11 SHOPBACK ShopFest VIETNAM
First hour performance
Favourite categories
Travel
Fashion
Beauty, Vitamins & Supplements
Personal Electronics
Personal Finance
Favourite brands
agoda
SAMSUNG
watsons
UNIQLO
traveloka
>45X Traffic
VS average day 1st hour in November 2022
Full day performance
What our VVIP Shoppers were up to
>9X Traffic
16X Sales
VS average day in November 2022
Average spend
₫966,645.18
Highest cashback earned at Lazada
₫58,364,839.45
Top 10 Visited Brands
Shopee
Lazada
TIKI
adidas
agoda
UNIQLO
SAMSUNG
traveloka
P&G
ESTÉE LAUDER

SHOPBACK ShopFest
ShopFest 2021
350 MILLION App Launches
150 MILLION Shopping Trips
$1.7 BILLION Overall Sales

11.11 SHOPBACK ShopFest 11.11.2019 HIGHLIGHTS
ShopBack ShopFest 11/11/2019 drove
6.6X Total Traffic vs 11/11/2018
2019 SMASHING PREVIOUS YEARS' RECORDS
AT 1AM WE HIT 2015's RECORD
AT 2AM WE HIT 2016's RECORD
AT 7AM WE HIT 2017's RECORD
AT 8AM WE HIT 2018's RECORD
10X of unique shoppers in the first hour as compared to November preceding days

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Problem:

App/Web down due to high traffic in 1111

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Solution: Preparation for traffic

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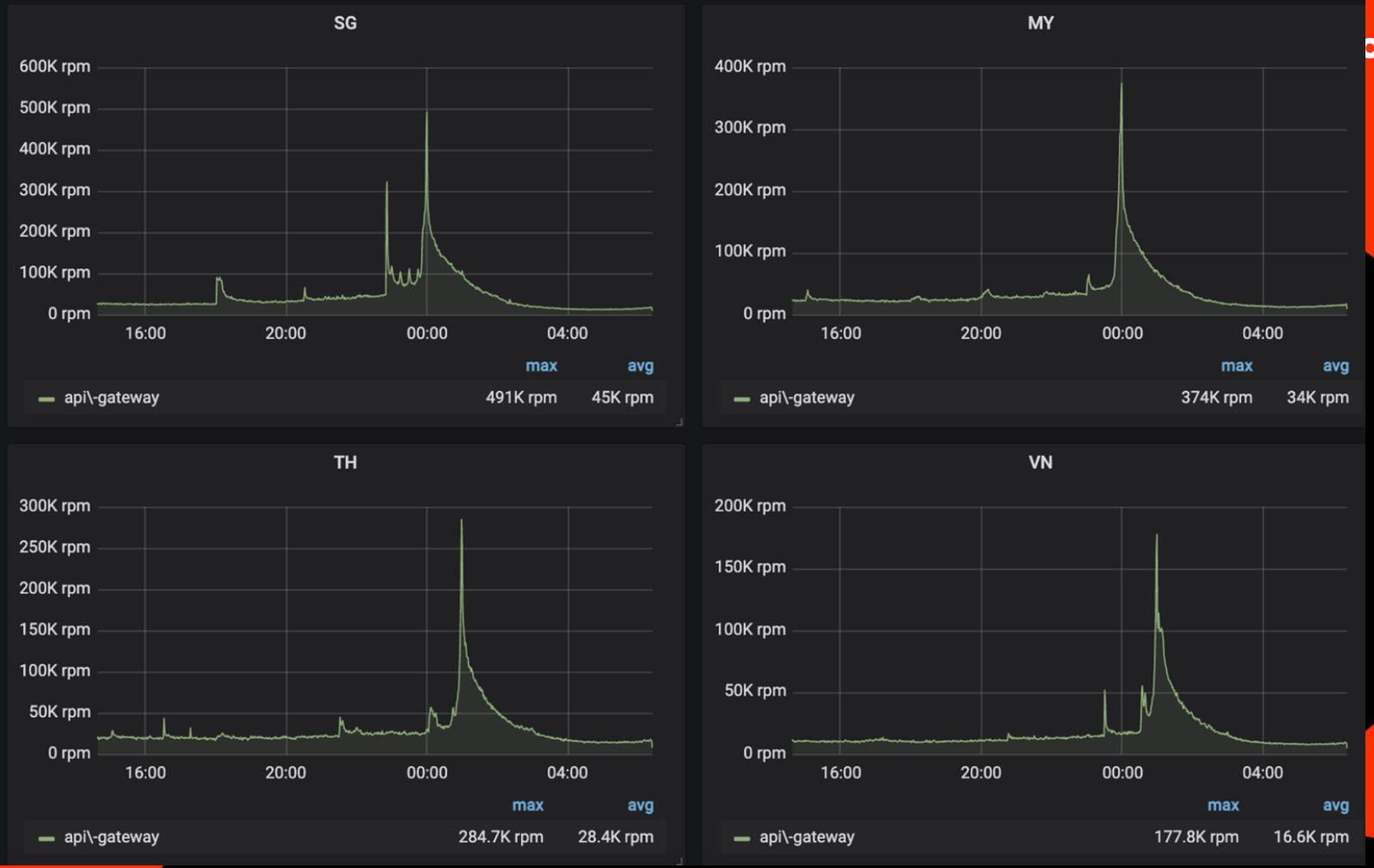
Solution: Preparation for *unknown* traffic


SG
600K rpm
500K rpm
400K rpm
300K rpm
200K rpm
100K rpm
0 rpm
16:00
20:00
00:00
04:00
max
avg
api\-gateway
491K rpm
45K rpm
MY
400K rpm
300K rpm
200K rpm
100K rpm
0 rpm
16:00
20:00
00:00
04:00
max
avg
api\-gateway
374K rpm
34K rpm
TH
300K rpm
250K rpm
200K rpm
150K rpm
100K rpm
50K rpm
0 rpm
16:00
20:00
00:00
04:00
max
avg
api\-gateway
284.7K rpm
28.4K rpm
VN
200K rpm
150K rpm
100K rpm
50K rpm
0 rpm
16:00
20:00
00:00
04:00
max
avg
api\-gateway
177.8K rpm
16.6K rpm

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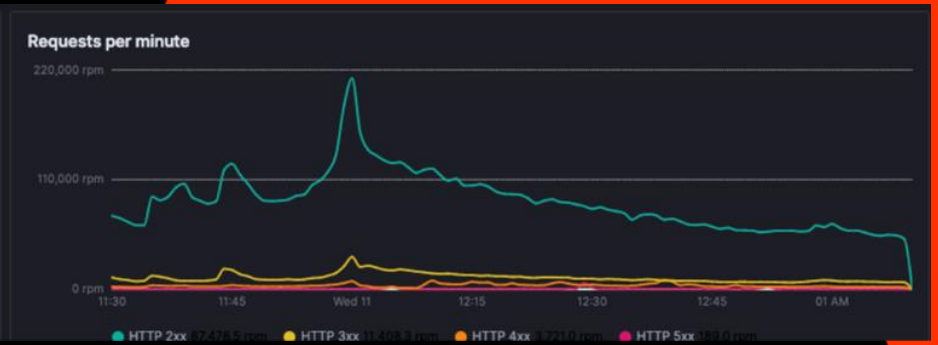
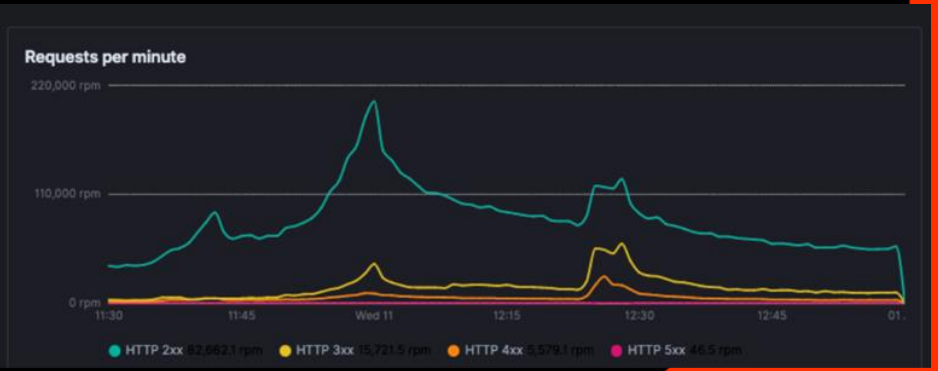
Transaction duration
55.0 s
27.5 s
0.0 s
11:30
11:45
Wed 11
12:15
12:30
12:45
01 AM
Avg.
95th percentile
99th percentile


Requests per minute
220,000 rpm
110,000 rpm
0 rpm
11:30
11:45
Wed 11
12:15
12:30
12:45
01 AM
HTTP 2xx
HTTP 3xx
HTTP 4xx
HTTP 5xx

Transaction duration
350 ms
175 ms
0 ms
11:30
11:45
Wed 11
12:15
12:30
12:45
Avg.
95th percentile
99th percentile


Requests per minute
220,000 rpm
110,000 rpm
0 rpm
11:30
11:45
Wed 11
12:15
12:30
12:45
HTTP 2xx
HTTP 3xx
HTTP 4xx
HTTP 5xx

Key elements

- Estimation for the worst/best?
- Money talks but can’t buy everything!
- Alignment with Business *(know the traffic behavior)*

Estimation

- Planning for the target and estimation on the resources

Load testing

- Simulation in Production environment
  - Avoid resource leaking
  - Gain confidence
  - Pick right timing (4am)

Planning

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- Plan ahead of the time
- D-Day plan
  - Worst case plan
  - On-duty schedule

Planning

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- Technically readiness
- No silver bullet
  - Public Cloud is good…but
  - K8S is good…but

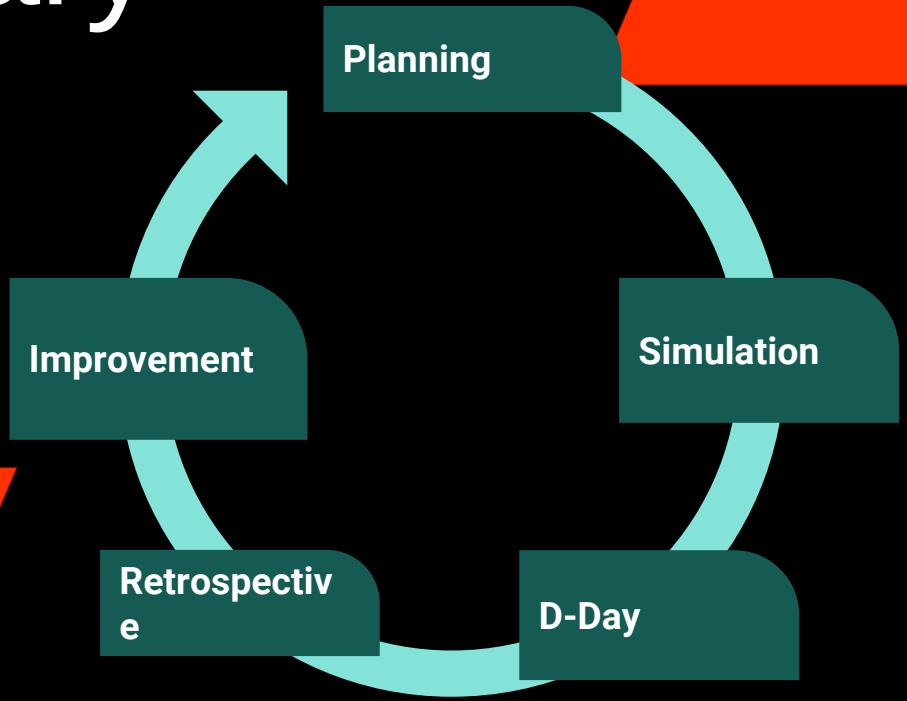
D-Day

- On-Duty
- Process
- Leadership

Retrospective

- Review the day
- Improve for the next-event

Summary



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Thanks