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CHINESE E-COMMERCE GIANT PDD SPLASHES ON SUPER BOWL AD FOR ITS TEMU U.S. SHOPPING SITE

Temu, the U.S. shopping app owned by Chinese e-commerce giant PDD Holdings Inc., aired a commercial during the Super Bowl. It is rare for a Chinese firm to buy a Super Bowl ad spot, which cost millions of dollars. But Temu's effort highlights its ambition to crack the U.S. e-commerce market, following in the footsteps of another Chinese online shopping company Shein.

The commercial, which aired Sunday during the first and third quarters of the game between the Philadelphia Eagles and the Kansas City Chiefs, is titled "Shop Like A Billionaire." It follows a young woman who is amazed at the cheap prices on clothing and accessories that Temu has to offer. "The prices blow my mind. I feel so rich. I feel like a billionaire. I'm shopping like a billionaire," goes the ad's jingle.

PDD Holdings Inc. quietly launched its cross-border shopping site Temu in the U.S. in September, CNBC reported. The app has quickly gained popularity and is ranked second on the Apple App Store and first on the Google Play store.

In the week through to Jan. 29, gross merchandise value, or the value of transactions on Temu, hit \$46 million, a record high, according to market research firm YipitData.

Chinese e-commerce companies from Alibaba to JD.com and now PDD Holdings Inc. have looked to expand overseas in the past few years. PDD Holdings said on Monday that it would begin shipping to Canada this month.

---CNBC

E-COMMERCE BENEFITS

- E-commerce overhead is low.
- Online stores are always open.
- E-commerce customers aren't limited by geography.
- Promoting featured products on ecommerce is easy.
- E-commerce allows for a customized user experience.
- Purchasing is instantaneous.
- Retargeting and remarketing can further sales.
- E-commerce is a great way to gather customer information.
- E-commerce tracks a customer's journey.
- It's easy to scale up or down.
- E-commerce sites can handle high-volume orders.
- E-commerce attracts customers through content

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solve one problem. However, brands very rarely have only one problem to solve. Since brands need the functionality to solve multiple problems at once, the best way to meet this need is an all-in-one solution. We provide one-stop solution(Cross-Border Transportation, Transportation Freight Solutions, Omni-Channel Distribution, E-commerce Fulfillment, Returns & Reverse Logistics, and Kitting & Value-Added Services) for clients. We reach 69% of Americans within 1-2 days via ground shipping, 99% of Americans within 3 days. On top of that, we have 99.96% guarantee on the accuracy of clients' orders and inventories. These are far ahead in performance. You business matters, and we take it seriously.

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