

# The Shilla Duty Free's mobile review platform hits 10 million visitor mark in five months

By **Elena Owyong** on February, 19 2019 | Retailers



Since its launch, The Shilla Duty Free's mobile review platform, TIPPING, has attracted a large number of millennials

The Shilla Duty Free's mobile review platform TIPPING has reached 10 million visitors since its launch last September. One of the reviews generated a record 30 million won (US\$26,700) in sales.

The duty-free retailer shared this information in a press release.

TIPPING allows The Shilla Duty Free's members to leave product reviews and receive rewards of up to 3% from the sales generated from their reviews. The platform also allows users who have read the reviews to immediately add the products to their orders, offering a streamlined shopping experience.

According to The Shilla, an average of 70,000 to 120,000 people used TIPPING daily. To date, TIPPING has received more than 50,000 reviews for 13,000 products. Out of the reviews, 10,000 led to product

sales.

Over 80% of TIPPING's users are women as the bulk of the reviews are about cosmetic products and perfumes. Around 80% of the users are millennials in their 20s to 30s. The Shilla attributed the popularity of TIPPING among millennials to their tendency to refer to product reviews.

The Shilla said that in celebration of its 10,000<sup>th</sup> product with reviews, they are hosting various events such as a product review event for suggested categories, a first review event for products without reviews, a video product review event and a superior review contest.

#### Building a content creator community

The TIPPING platform also has content creators that produce unique content 1 to five times monthly and receive a contracted salary. These creators also receive special benefits such as preferred brand sponsorship opportunities, invitations to brand events, shopping incentives and even educational opportunities in the field.

The Shilla shared that they plan to continue recruiting and supporting more content creators.

Last year, The Shilla had selected a total of 150 content creators.