



什么是速卖通

主讲人：周蜀成



什么是速卖通

速卖通是阿里巴巴旗下的一家B2C跨境电商平台。

它成立于2009年，中国供应商免费试用

2010年3月，全部免费开放给卖家。

2012年9月，速卖通开通淘代销，重点开发俄罗斯，巴西市场。

2013年3月开始鼓励精细化运营。

2014年，个别类目开始收年费。

2015年底，全部类目缴纳年费。

2016年底开始只接受企业卖家注册

2017年开始引入品牌封闭管理

2018年开始大力发展。

速卖通PC端

AliExpress™

Smarter Shopping. Better Living!

I'm shopping for... 1.关键词

All Categories



1
Cart

camping | alarm clock | engagement ring | sewing machine | polarized sunglasses | fishing | puzzle

CATEGORIES See All

2.类目

Women's Clothing & Accessories

Men's Clothing & Accessories

Phones & Accessories

Computer & Office

Consumer Electronics

Jewelry & Accessories

Home & Garden

Shoes

Flash Deals Kids Home Fashion Beauty Tech

3.活动

2.类目
LOOKING FANCY THIS XMAS!

Fabulous items,
extraordinary
discounts! Up to
30% off.



速卖通PC端关键词搜索

☰ women dress 🔍

Related Searches: [winter dress](#) [christmas dress](#) [sexy dress](#) [party dress](#) [african dresses for women](#)

women dress" 352,265 Results > 🔍

Brands: [J. by the way](#) [Simplee](#) [LADYCE](#) [Sisjuly](#) [HDY](#) [OCSTRADE](#) [JACKWINSYLE](#) [S.FLAVOR](#) [COLROVIE](#) [Sheinsic](#)

Price: - **SALE** Sale Items Free Shipping New Arrivals ★★☆☆

Sort by: [Best Match](#) [Orders](#) [Newest](#) [Price](#)



3 Colors Available

HighKnit Turtleneck Knee length Sweater **Dress Women** Plus size

US \$31.80 / piece



4 Colors Available

HighKnit Geometric Print Long Sweater **Dress Women** Korean

US \$31.80 / piece

RUBY SEES ALL



Ruby Sees All **Women Dress** Casual Slim Fit Full Wrap Sling

US \$23.99 / piece

速卖通PC端类目搜索

AliExpress™



I'm shopping for..

Home > All Categories > Women's Clothing & Accessories > Dresses 1,122,329 Results >

▼ Related Categories

< Women's Clothing & Accessories

Dresses

▼ Material Choose More

- Cotton
- Polyester
- Spandex
- Silk
- Linen
- Microfiber
- Lycra
- Modal

View More▼

▼ Style Choose More

- Sexy & Club
- Casual

Brands:

Price: - **SALE** Sale Items Free

Sort by: **Best Match** Orders ▼ Newest ▼ Price ⚡



3 Colors Available

Sweater Dress Cashmere Fashion
2018 Autumn Winter Rib Knitting

US \$205.18 / piece



2 Colors Available

2018 Autumn New 100% Pure
Cashmere Dress Long Women

US \$87.37 / piece
★★★★★ (1) | Orders (0)

速卖通活动页面

Flash Deals



30-day best prices



Limited time only



Recommended just for you



Picked For You



Consumer Electronics



Health & Beauty



Home & Garden



Accessories



Women's Clothing



Mom & Kids



Home Improvement



Shoes & Bags

NOW

UPCOMING



48% off SECOND SET FREE

Munchkin White Hotbaby Spoons
4pk Stay Put Suction Bowls 3pk kids

US \$23.82

~~US \$45.80~~ | 48% off



YI 4K+(Plus) Action Camera Set
International Edition FIRST 4K/60fps

US \$199.99

~~US \$298.49~~ | 33% off



2017 New Bikinis Women Swimsuit
High Waist Bathing Suit Plus Size

US \$9.18

~~US \$19.96~~ | 54% off

210 Sold

10% Claimed



FREE GIFT BUY 1 GET 1 FREE
1 YEAR WARRANTY

TINTON LIFE Ultra Quiet Mini Home
Rod Vacuum Cleaner Portable Dust

US \$22.85

~~US \$58.60~~ | 61% off

149 Sold

73% Claimed

速卖通手机端



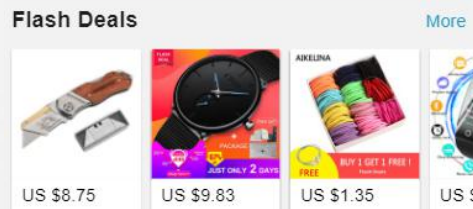
支持安卓，苹果系统

支持多种语言

根据买家的IP自动转换语言，也可以手动切换



速卖通手机端也具备了PC端的关键词搜索，类目浏览等功能。同时提供了更强大的功能，比如金币兑换优惠券，Fan Zone,免费试用等。因此手机端的粘性更强。同时手机端具备千人千面的功能，手机端是速卖通的重点发展方向。



速卖通手机端功能

← Fan Zone

TOPIC OF THE WEEK: GIFT GUIDES

Create a gift guide with ideas that inspire & win a US \$30 coupon!

Blogger Program Star Blogger People's Favorites LIVE

Popular Collections Editor's Picks

See what's trending from our bloggers. Bundle-up Tight

DISCOVER MY FEED

← Coins & Coupons

Zhou CC 5 >

Get 1 Coins +1

Daily Tasks SEE ALL

Click 'Like' on a store in Store Club +1 >

Follow a user in Fan Zone +1 >

Games Arena SEE ALL

Coupon Exchange Lucky Forest Bubble Challenge Flip 'n'

TODAY'S NEW ARRIVALS AVAILABLE ELECTRONICS

Minifaceminigirl White Lace Corsets And

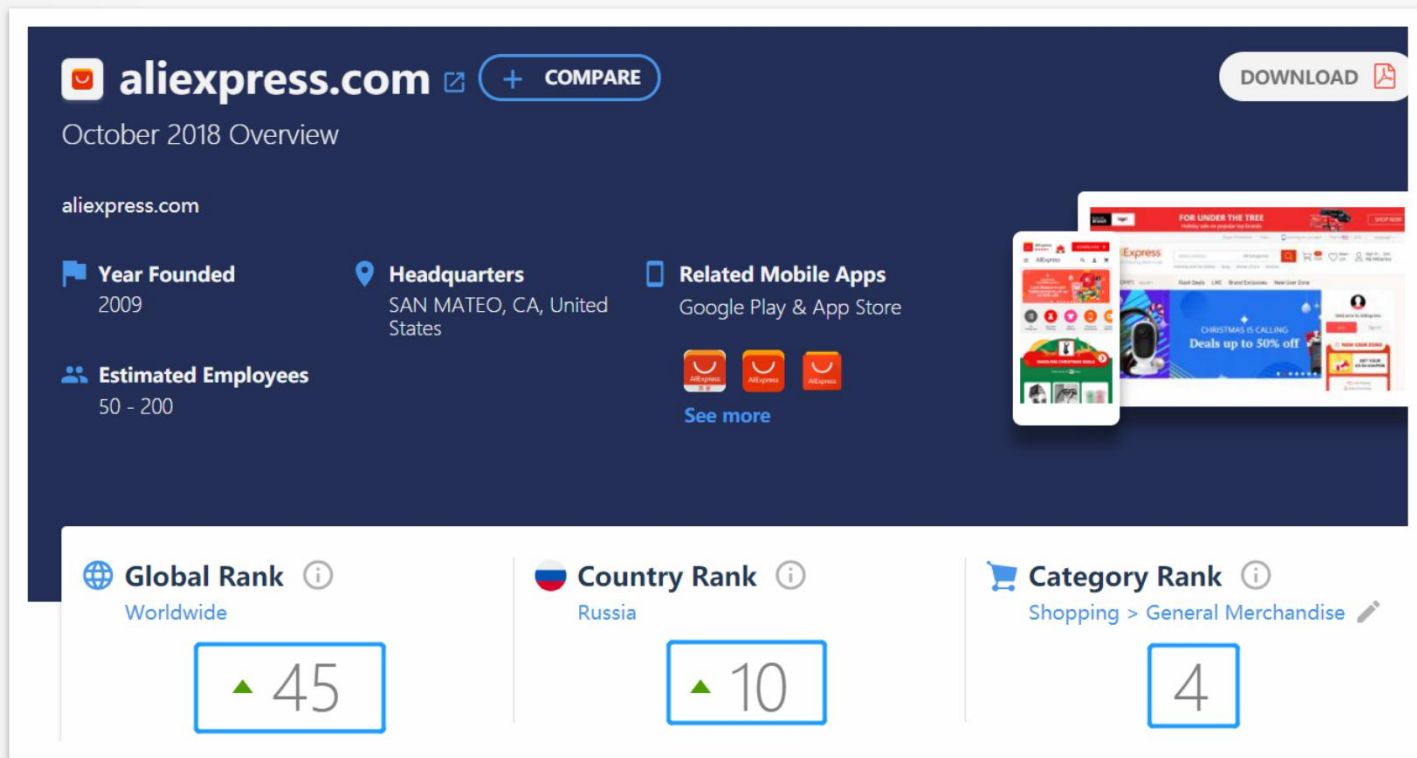
30ml Hair Growth Essence Serum Fast

Huanger Baby First Blocks Colour&Shape Toy over

JOY-ENLIFE 10pcs Wedding Decoration 18inch



Freebies Freebies Review My Freebies

速卖通PC流量



速卖通手机端流量

App ⁱ	Publisher ⁱ	Usage Rank ⁱ ▾	Change ⁱ	Store Rank ⁱ
1  AliExpress - Smarter Shopping, Better Living	Alibaba Mobile	1	=	4
2  Объявления Авито: авто, работа, квартиры, вещи	Avito.ru	2	=	1
3  Юла: объявления рядом, купить и продать легко	Mail.Ru Group	3	=	3
4  Joom. World's lowest prices	Joom	4	=	2

App ⁱ	Publisher ⁱ	Usage Rank ⁱ ▾	Change ⁱ	Store Rank ⁱ
1  Amazon Shopping	Amazon Mobile LLC	1	+1	1
2  Wallapop - Buy & Sell Nearby	Wallapop	2	-1	5
3  AliExpress - Smarter Shopping, Better Living	Alibaba Mobile	3	=	9
4  Wish - Shopping Made Fun	Wish Inc.	4	=	2
5  Joom. World's lowest prices	Joom	5	=	3