



Lazada Elevates 9.9 Mega Brands Sale with AI-Powered LazzieChat Challenge to Deepen Shopper Engagement

- *The 9.9 sale will run from 8 September (8pm SGT) to 11 September*
- *Following the success of LazzieChat Hunt last year, the evolved LazzieChat Challenge promises bigger rewards and more personalised engagements*
- *AI-driven engagements have generated 43% uplift in order volume and 168% growth in GMV during its recent 6.6 sale*

SINGAPORE, 8 SEPTEMBER 2025 – Lazada, a leading eCommerce platform in Southeast Asia, is leveraging its AI-powered innovations to further enhance shopping experience with the launch of the *LazzieChat Challenge* during its 9.9 Mega Brands Sale event, running from 8th (8pm SGT) to 11th September. Powered by Lazada's AI personal shopping assistant, AI Lazzie, the challenge is designed to make shopping smarter, more interactive, and rewarding.

Unlike the *LazzieChat Hunt* last year, which primarily rewarded shoppers for uncovering promotion codes and deals, the new *LazzieChat Challenge* drives deeper, more meaningful conversations with AI Lazzie among shoppers. These interactions unlock tailored product recommendations, surprise rewards, and exclusive deals along the way.

The Impact of AI-Powered Sale Events

Since the launch of AI Lazzie last October, Lazada has been harnessing AI to fuel its performance and engagements during mega sale seasons. During the recent 6.6 sale, Lazada saw a 32% increase in proactive interactions with AI Lazzie which contributed to a **43% increase in order volume and 168% increase in GMV** as compared to the previous mega sale campaign. This significant uplift demonstrates how AI can drive more effective conversions by transforming previously transactional processes into richer, two-way interactions that keep shoppers engaged.

"With AI reshaping the eCommerce landscape, it is redefining how we connect with shoppers. At Lazada, we believe that the future of eCommerce will not be defined by transactions alone, but by meaningful interactions powered by AI. Therefore, we are moving beyond one-way communication to create interactive, personalised experiences that make product discovery more engaging and intuitive," said **Howard Wang, Chief Technology Officer, Lazada Group**. "With AI Lazzie, every interaction becomes smarter, and more rewarding, delivering value to shoppers while enabling our brand partners to foster authentic connections and build lasting relationships with their audiences."

Building on Proven Success with Global Brands

LazzieChat Hunt's gamification mechanics helped users to uncover secret codes, chat with AI Lazzie for personalised product recommendations, and redeem rewards via LazCash and



LazRewards. Lazada also leverages gamification capabilities to drive AI-powered brand collaborations to offer shoppers a more engaging and personalised way to discover products. Brand partners such as Dyson, Eucerin, Lego, P&G and Nestle have incorporated *LazzieChat Hunt* into their mega campaigns to enable shoppers to unlock brand-specific promotion codes and vouchers.

Notably, Lazada's AI-powered capabilities played a key role in reinforcing P&G's shopping campaign theme of "Smart Beauty for Everyday", by creating an interactive shopping journey to spotlight P&G as the smart choice in beauty and personal care in Southeast Asia. By utilising AI-powered capabilities, we witnessed **fivefold increase in daily engagement** on the brand page compared to the previous month, with more than **half of participants being new customers**.

The campaign also highlighted the role of AI in driving acquisition and conversions, with close to half the shoppers making their first purchase with the brands. As consumers increasingly rely on and trust AI technology, AI-guided purchases proved to generate higher GMV, with participating brands seeing an average of over threefold increase in basket sizes compared to purchases made without AI.

The success of Lazada's brand collaborations not only demonstrated how AI can amplify consumer engagement and conversion, but also paved the way for continued partnerships with leading global brands in the lead up to the year-end shopping season. Together, these outcomes demonstrate how AI opens up new opportunities to reach customers and strengthen brand affinity across Southeast Asia.

AI Adoption in the eCommerce Space: What Do Shoppers Want?

AI usage is increasingly shaping how consumers shop online, reflecting the growing demand for more personalised and seamless experiences. In Lazada's [Artificial Intelligence Adoption in eCommerce in Southeast Asia whitepaper](#), a survey across six markets revealed strong appetite for AI-driven features:

- 88% make purchasing decisions based on AI-generated content and product recommendations
- 83% are willing to pay for AI-enhanced shopping features
- 80% use AI features at least once a week, with chatbots, visual search, and translations among the most popular
- 92% rely on AI for personalised recommendations, while 90% rely on it for product summaries

These insights underscore how shoppers are embracing AI as a trusted and valuable part of their online journey, while highlighting how AI-led advancements continue to differentiate Lazada in the new era of eCommerce through more curated and rewarding experiences.



Looking Ahead: Expanding AI-Powered Engagement

Building on the success of AI Lazzie's upgrades and growing consumer interest in AI, Lazada will continue to build on this momentum across upcoming **LazMall Super Brand Day** and other flagship campaigns. By leveraging AI, Lazada aims to create more authentic and personalised interactions that go beyond discounts, helping brands forge meaningful connections with shoppers and enhancing the overall online shopping experience.

Shop 9.9 Mega Brands Sale

- **Mega Price Drops:** Enjoy mega savings at selected time slots with limited-time deals on your favourite items at just S\$0.99, S\$9 and S\$299.
- **Mega Promotions:** Up to 90% off LazFlash Deals, extra 15% off Seller Vouchers, S\$9 voucher with minimum S\$30 spend (3-8 Sep), up to S\$99 voucher with minimum S\$290 spend (9 Sep), storewide flash sales across 300+ brands, and surprise boxes.
- **Mega Brands Spotlights:** Fastest fingers first at freebies o' clock! Drop by the Lazada app at key time slots to claim your freebies from brands such as POP MART, Paula's Choice and Optimum Nutrition.
- **Must Buy Deals:** Curated selection across different categories, offering the most popular products from Electronics, Health & Beauty, Household supplies, Fashion and more.

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About Lazada Group

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 13 years, Lazada has been accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. Today, a thriving local ecosystem links about 160 million active users to more than one million actively-selling sellers every month, who are transacting safely and securely via trusted payments channels and Lazada Wallet, receiving parcels through a homegrown logistics network that has become the largest in the region.

Launched on the Lazada platform in 2018, LazMall is Southeast Asia's biggest virtual mall connecting shoppers to over 32,000 leading international and local brands. It sets a new standard in retail, offering consumers the assurance of 100% product authenticity, guaranteed fast delivery and a 30-days return policy. LazMall is the preferred platform for brands and sellers to directly engage and create a customised experience for their customers.

Media Contact

For more information, please contact:



Lazada Communications Team
press@lazada.com

We. Communications for Lazada
WE-SGLazada@we-worldwide.com

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