

Introducing The New GMV Logic

You will now see new GMV metrics such as LIVE Direct GMV and Video Direct GMV

First, Here is What You Need to Know

- We have introduced a new GMV logic called **Content Type Based GMV Attribution**.
- This means that GMV will be attributed to the **last content type** that a buyer clicked on when checking out a product. As such, transaction related metrics (e.g. Orders, C_O, GPM, Buyers) for LIVE/ Video content will be calculated using this new GMV logic.
- Additionally, you will see new GMV metrics such as **LIVE Direct GMV** and **Video Direct GMV** in the Partner Centre.

What Does Live Direct GMV And Video Direct GMV Mean?

- **LIVE Direct GMV** and **Video Direct GMV** is the total amount paid for orders placed directly from LIVE/ VIDEO, including returns and refunds. This means that GMV is only tabulated based on the last clicked LIVE/ VIDEO.
- These metrics serve as indicators in measuring how effective a livestream or video is in directly driving conversions and sales.

Scenarios for Your Understanding

Here we have a few examples that will help you to understand how the new GMV logic works.

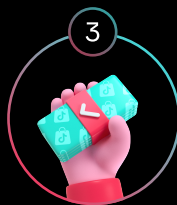
Example 1:



A buyer sees a creator's video on their For You page, which promotes a **iPhone 15**



The buyer likes the item and proceeds to click 'Add to basket' for this **iPhone 15** and pays for the iPhone



The GMV from this purchase is attributed to **Direct Video**

Here **Video is the last content type** before check-out.

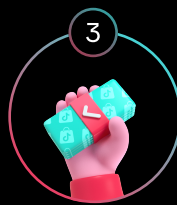
Example 2:



A buyer sees a LIVE video in which a creator is promoting an **iPhone 15**



The buyer likes the item and proceeds to click 'Add to basket' for this **iPhone 15** and pays for the iPhone



The GMV from this purchase is attributed to **Direct LIVE**

Here **LIVE is the last content type** before check-out.

Will Creator's Commission Change?

No, there are no changes in how commission is calculated because for creator's **100% of Affiliate GMV = LIVE + Video + Showcase**

The Affiliate GMV allows you to track the **overall GMV performance**, and takes into account attributed GMV as well. Traditionally, this is what is used to calculate your commission and, as there are no changes to this, this means there will be no changes to how creator's commission is calculated.

Differences Between Metrics

	Live/ Video GMV	Direct Live/ Video GMV
Definition	The total amount paid for orders placed from LIVE/ VIDEO, including returns and refunds. This means that GMV will still be attributed to LIVE/ VIDEO, which have product being clicked in the last 14 days prior to purchase.	The total amount paid for orders placed directly from LIVE/ VIDEO, including returns and refunds. This means that GMV is only tabulated based on the last clicked LIVE/ VIDEO.
GMV Attribution Logic	Commission Based GMV Attribution	Content Type Based GMV Attribution
Use Case	Basis for commission calculation	Basis for analysing content performance given that Direct GMV tells you how effective content is in driving transactions directly