Kuaishou E-commerce Expands Q4 Support for New Merchants, Using AI Tools to Drive Double 11 Growth

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Dianshang Tianxia: Kuaishou E-commerce Expands Q4 Support for New Merchants, Using AI Tools to Drive Double 11 Growth

Kuaishou E-commerce announced Q4 support policies for new merchants, providing small and medium-sized newcomers with assistance throughout the store-opening and operating cycle. Eligible merchants with no violations or high-risk conduct can open stores without a security deposit in applicable categories. The platform offers subsidies for its return-shipping coverage service, while qualifying high-potential small and medium-sized new merchants can receive a 30% reduction in service fees for 90 days. Kuaishou also introduced training courses on operating strategies for small and medium-sized merchants, category-specific business guidance, inventory preparation and content production.