



Multiple Support Policies Show Significant Effects, Kuaishou Double 11 Small and Medium Business GMV Grows by 156% Year-on-Year

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China.com : [Multiple Support Policies Show Significant Effects, Kuaishou Double 11 Small and Medium Business GMV Grows by 156% Year-on-Year](#)

The growth scale and development prospects of small and medium businesses are an important window to observe the diversified ecosystem of e-commerce platforms. For a long time, Kuaishou E-commerce has been committed to supporting the growth of small and medium businesses, providing a series of policy support and operational guidance for merchants. Thanks to the vigorous development of small and medium businesses, the platform's product ecosystem has also become increasingly rich, with the number of product categories on Kuaishou E-commerce growing by more than 20% year-on-year in the third quarter. During the Kuaishou Double 11 promotion, the platform increased support for the growth of small and medium businesses, providing natural traffic to help merchants start broadcasting with 0 fans, with a cold start traffic coverage rate of over 95%; after the cold start stage, the New Business Take-off Plan will provide more than 100 billion in traffic throughout the year to help merchants grow quickly.