

話題商品前哨站

流行情報速傳遞

The First Stop for Hot Products and Disseminating the Latest Trends and Info



虛實整合，不分時空輕鬆購物。

Integrating virtual and physical stores for convenient shopping anytime, anywhere.

再遠的名店、再夯的排隊商品，我們為你帶到眼前。7-ELEVEN率先業界推出預購服務，打造虛擬二樓，不論身在何處，都能品味各地特色美食，因應季節和節慶推出的時令商品，更可在A店訂、B店取，採購送禮一次完成；甚至可結合網路購物，串聯全台五千多家實體門市，購物、取貨都便利。

Distant popular shops, hot products you have to stand in line for - we can bring them all to you. 7-ELEVEN is the first in our business to offer pre-ordering services through the ibon mart virtual store. No matter where you are, you can sample local specialty foods from anywhere. Seasonal or holiday goods can be ordered at store A and picked up at store B, allowing customers to complete shopping and gifting in one trip. You can also go online and connect with over five thousand brick and mortar 7-ELEVEN stores in Taiwan, making it very convenient to shop and pick up your products.



我們不只把商品帶給消費者，也傳遞最精確的消費情報。於門市內架設數位聯網媒體「OPEN! CHANNEL」，每天播放超過60支廣告，單日收視量高達900萬人次，內建的「人臉辨識系統」更能蒐集顧客觀看行為數據，計算人潮流量與收視狀態，精準掌握消費者偏好，提供消費者最即時的消費資訊。

We not only bring products to the consumers, but also disseminate the most accurate information on products and services. Our stores have a digital network media, "OPEN! CHANNEL", which broadcasts over 60 commercials daily and reaches 9 million viewers each day. The embedded facial recognition system can collect viewer behavior data and calculate people flow and viewing statuses so that we can accurately understand customer preferences and provide the latest information on products and services to them.



預購
PRE-ORDERING