KATALYST ADVISORY

The spreadsheet is the storefront

INSIDE THE AFFILIATE-LED REPLICA SUPPLY CHAIN KAKOBUY-LINKED ECOSYSTEM

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From scroll to doorstep.
The shopping-agent ecosystem
Social media
Search products
Weidian
1688
Alibaba
Marketplace
Shopping agent
Kakobuy
Affiliate sheet
EVRI
DHL
Cross-border
Illustrative ecosystem

One purchase. Multiple Intermediaries.

Evidence spans the consumer journey

Social promotion creates demand. Affiliate catalogues link buyers to marketplace sellers, while shopping agents handle procurement and warehouse services.

Evidence is split across services, identities and jurisdictions.

Social media

Discovery and demand

Affiliate sheet

Curated product links

Marketplace

Underlying product seller

Shopping agent

Procurement and warehouse

Cross-border

Parcel fulfilment

Illustrative journey through the observed ecosystem

OSINT – Open Source Intelligence



Why takedowns alone do not break the model

Removal at one layer can leave the rest of the commercial journey intact.



Remove a post

A new video or creator can redirect the audience.



Remove a listing

A catalogue can point buyers to another seller.



Remove an account

The network may shift agents, handles or channels.

The strategic target is the network behind the visible infringement.

Intelligence-led disruption

Takedowns generate intelligence. Intelligence guides escalation and disruption.

Capture

Preserve posts, catalogues and seller identifiers.

Connect

Correlate referrals, accounts, products and infrastructure.

Prioritise

Focus on repeat, high-volume and upstream actors.

Escalate

Coordinate platforms, customs and law enforcement.