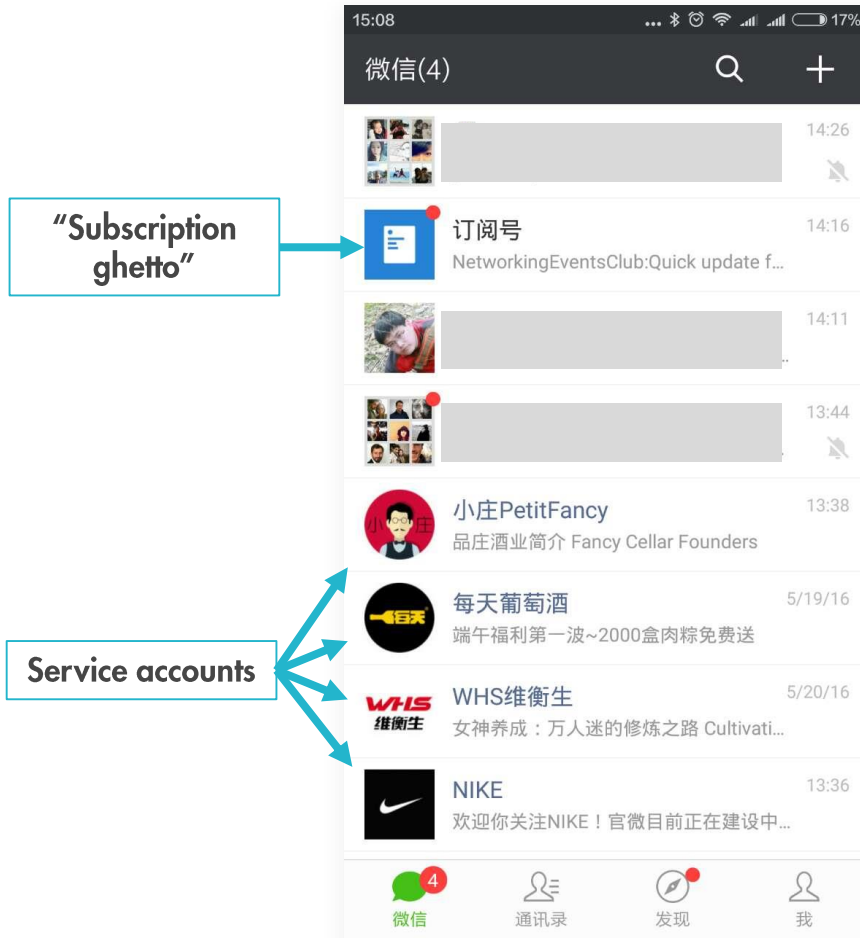


Subscription Account or Service Account?



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SUBSCRIPTION ACCOUNT

Content centric consumer activation and interaction. Limited features, but best content reach

- Best when publishing >4 articles / month
- Daily push, but notifications are placed in the "subscription ghetto"
- Content is searchable on Sogou (搜狗) search engine
- Original content can be certified and reshared by other accounts with mention to the original publisher
- Revenue from reader "tips"
- Revenue from display ads on articles



SERVICE ACCOUNT

Full consumer experience capabilities. Best for post-sales interaction and sophisticated activation

- 4 push's / month, push appears as a regular notification
- Follower segmentation
- QR code tracking
- Native E-commerce & payments
- Coupons, loyalty programs
- Can connect to a customer service team (multiway chat)
- API access for follower input processing
- Advertise on Wechat
- Content not searchable on Sogou (搜狗)

Wechat Offers Numerous Efficient CRM Bricks

WeChat Official Account, a perfect concept enforcement of SoLoMo (Social, Local, Mobile) Marketing.

