

Analytics for WeChat Mini-Programs: Where Do We Stand for Performance Tracking?

Solutions Benchmark

DECEMBER 2018



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1. Introduction to WeChat Mini Programs

After a slow start, WeChat Mini Programs have exploded since the beginning of 2018

1M Mini Programs



200M Daily Active Users (DAU)



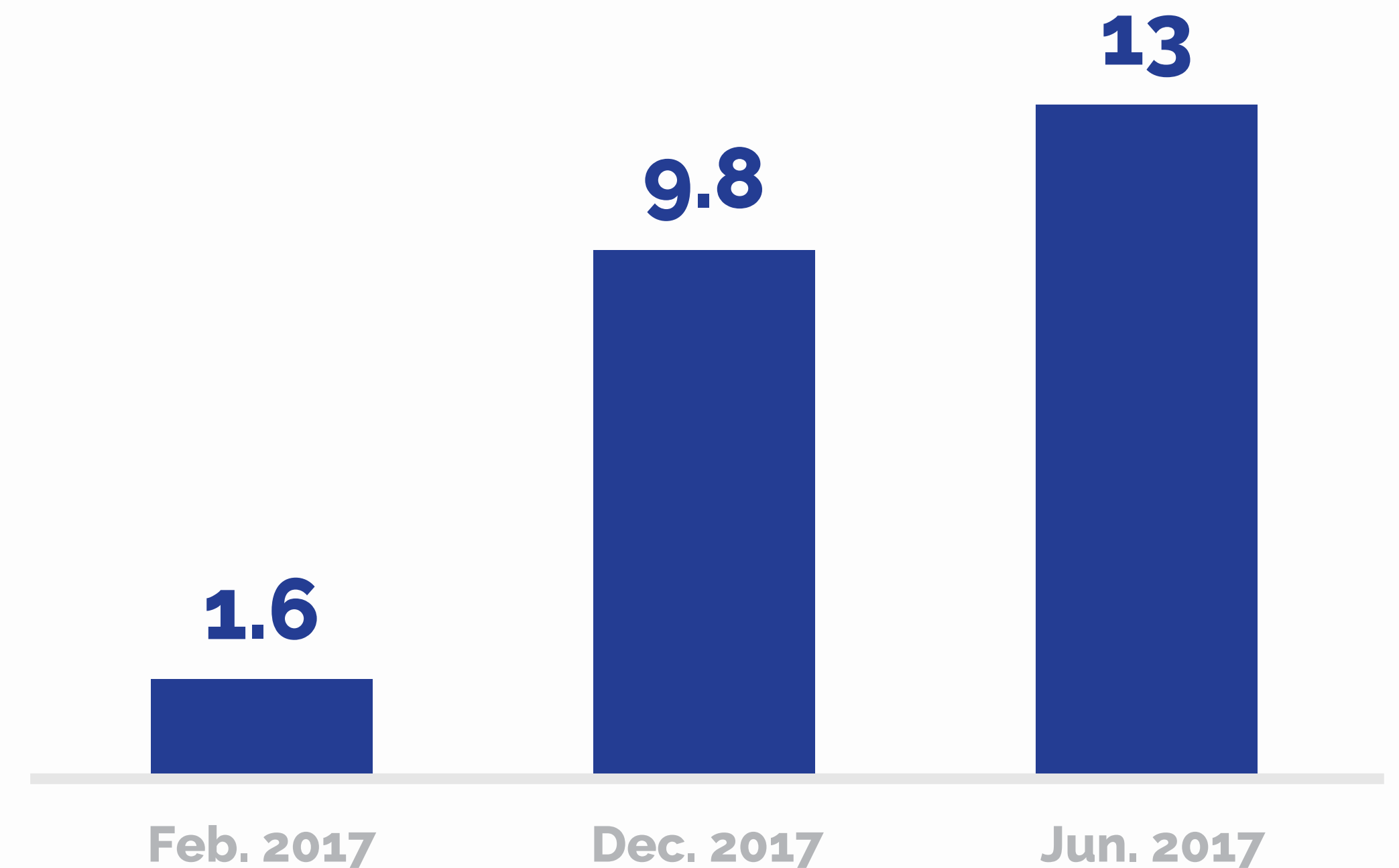
95% of ecommerce brands have an MP



63% of the 1B WeChat users have used them

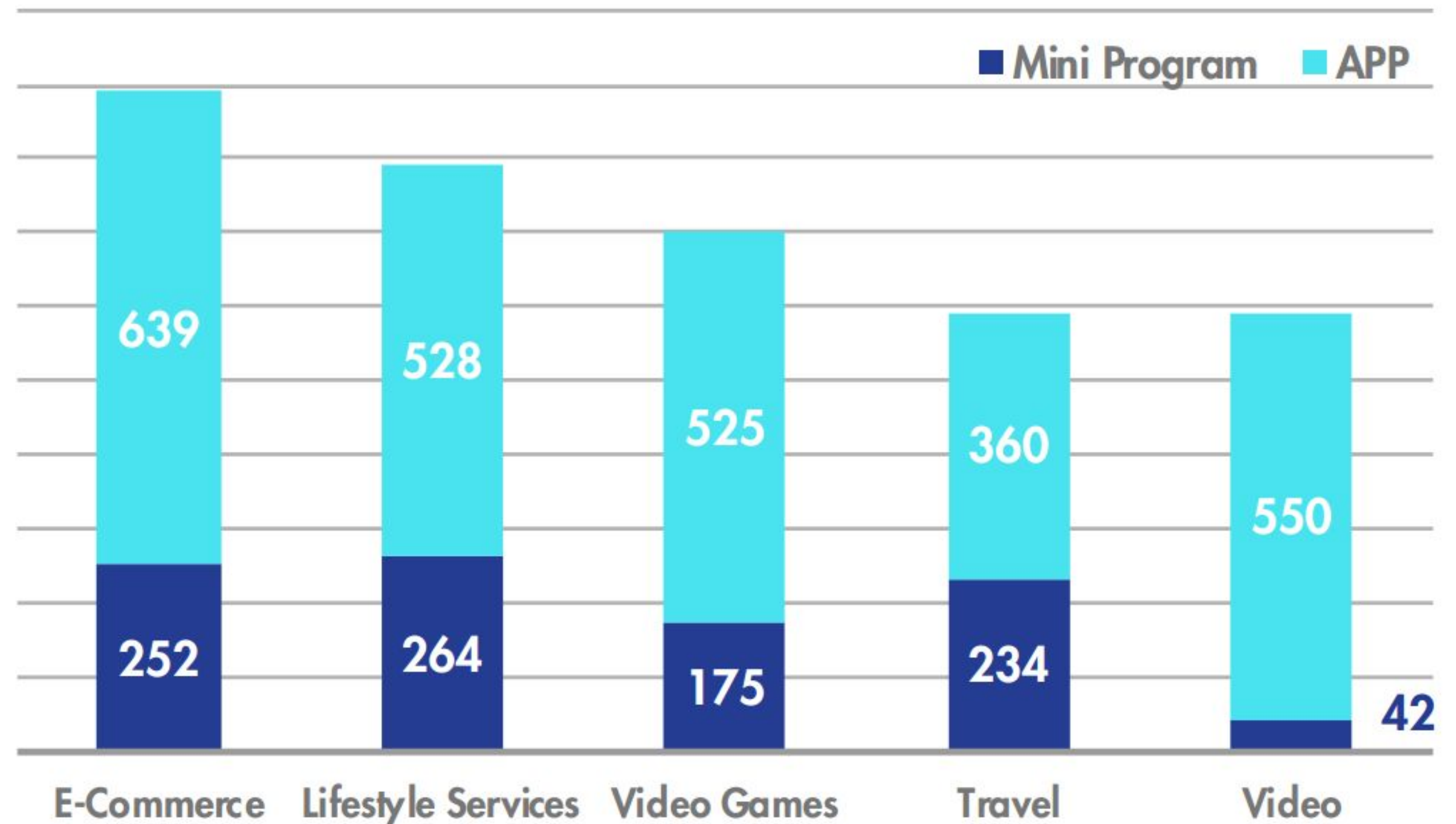


Average time spent using Mini Programs
(minutes per day)



Mini Programs already represent 20~30% of traffic

Distribution of user traffic across Apps and mini-programs (July 2018), in millions



Data from the Top 100 apps with an accompanying Mini-Program; all numbers rounded to nearest million. Source: Quest Mobile, 2018, Quest Mobile 'TRUTH' Data Set (August 2018), Resonance Analysis

A much better access experience



Mini Programs = “Instant” Apps embedded in WeChat for disposable interactions, at a fraction of the cost of an App



LIGHT & FAST

- 4 Mb codebase, much quicker to load than an App
- Loads from Tencent servers
- No updates needed: the latest version is automatically loaded
- Cached on the phone
- Home screen shortcuts (Android only)
- Works offline: display ID, calculator, etc.



TIGHTLY EMBEDDED INTO WECHAT'S ECOSYSTEM

- >60 entry points (and counting!)
- Directly shareable in chats
- “Deep linking” to a specific subpage of the MP
- Easy, normalized login
- Seamless integration with WeChat features: Member Cards, IoT/Bluetooth devices, Coupons, WeChat Pay...
- Can access WeChat info against permission (fapiao info, phone number, addresses...)

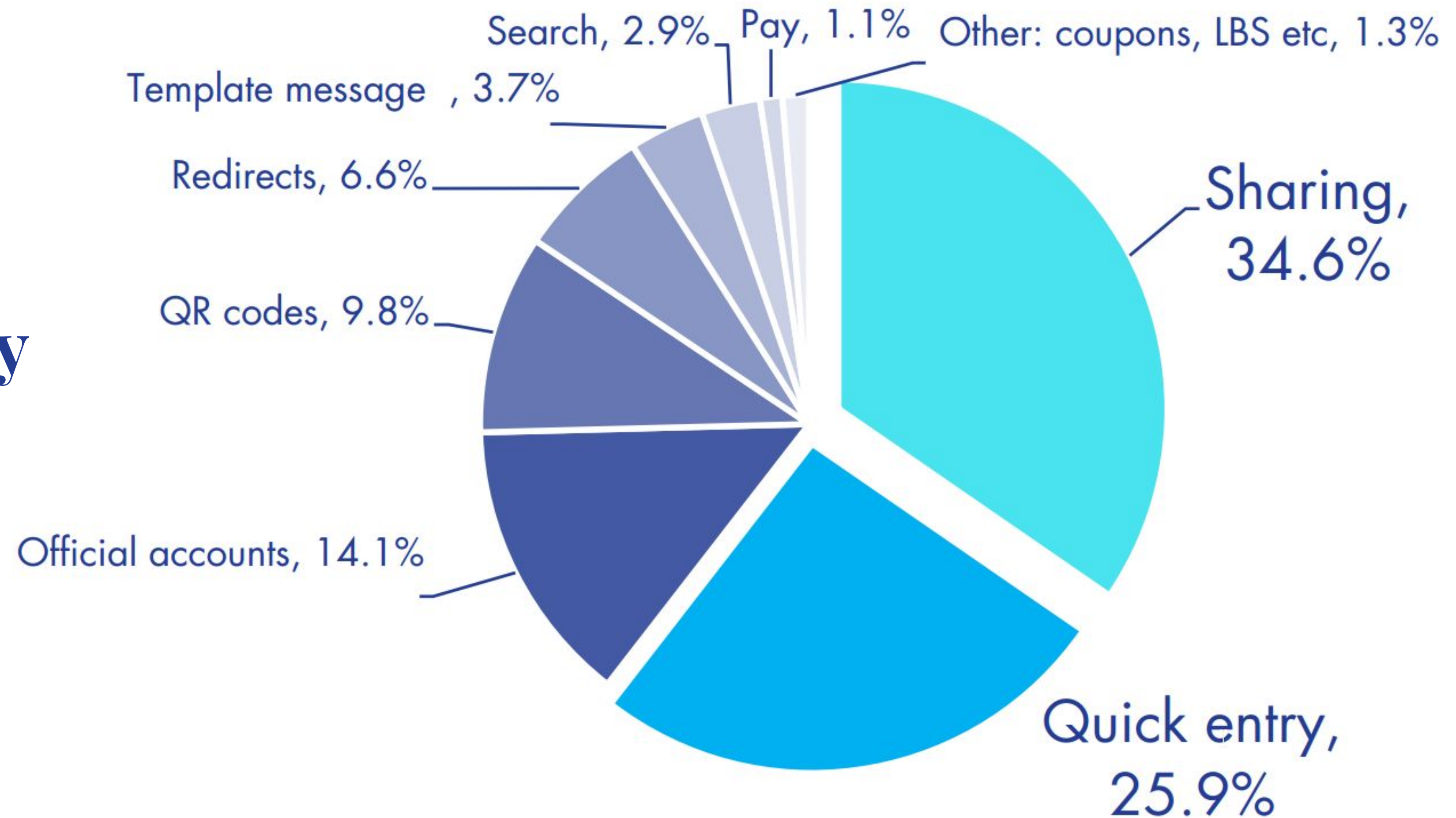


COST EFFECTIVE

- Unique codebase across iOS and Android, no need to maintain 2 APP versions
- 20~50% of the development cost of an APP
- Much shorter time-to-release

Low acquisition cost
through accessibility:
**sharing is the #1 entry
point overall**

Mini Program Traffic by source, June 2018



Want to learn more about Mini Programs?

How do they fare compared to Apps?

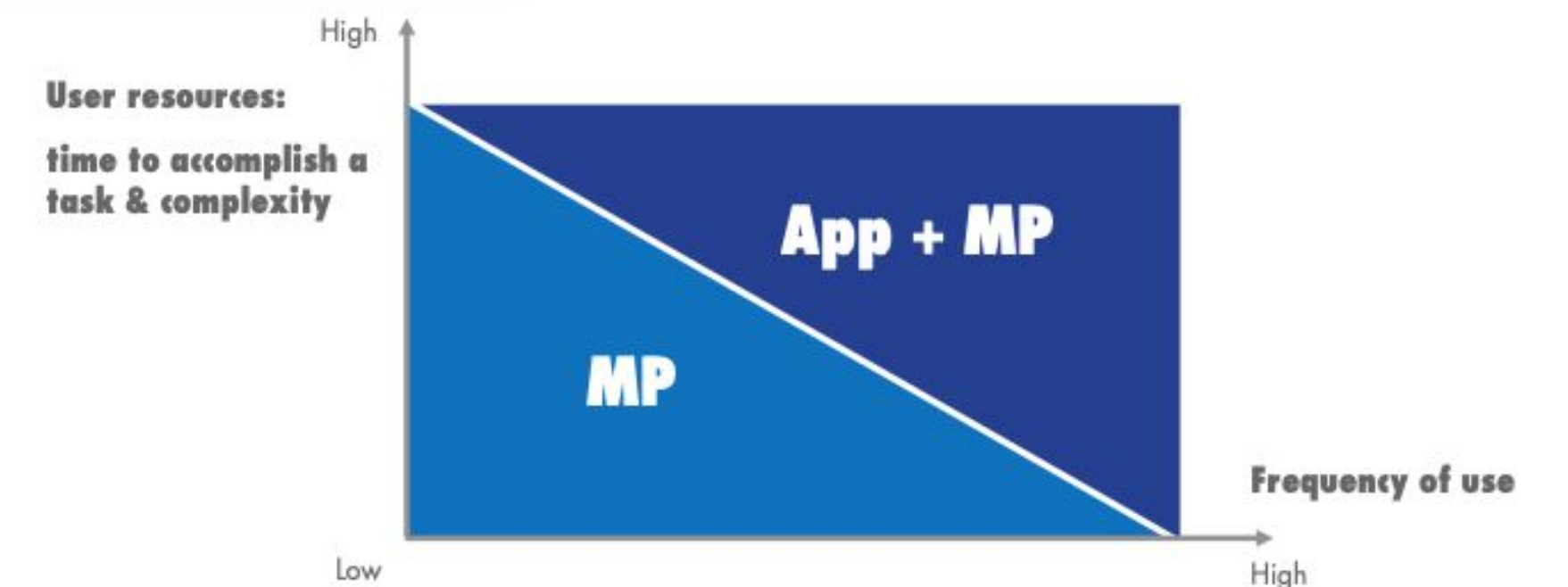
Download our 40 slide introduction here:

Presented at the CHina CHat 2018 conference in Shanghai in September

Click: <http://cpc.cx/nl1>
Or scan QR code:



So, App or MP?



2. Mini Program Analytics Setup

2.1 Overall MP Strategy



If you track your website using a 3rd party measurement solution, you should do the same for any type of WeChat Mini Program. It's the best way to have total control over the data collection quality, and get more insights with regards to user behavior.

Victor Ariza, Analytics Project Manager at LVMH

1 main central hub or many focused Mini Programs?

Each WeChat service account can have a total of 13 Mini-Programs attached to it. 10 owned directly, and 3 third-party MPs.

This allows you to break down your Mini Program presence over multiple MPs with singular, focused purposes.

Compared to a regular App, they need to be understood very fast, especially for infrequent use. It is recommended to offer a user experience as simple as possible, and to not try to replicate a fully blown App (read more [here](#)).

BEST PRACTICE:

1 MP
=

**1 core functionality &
1 main business goal**

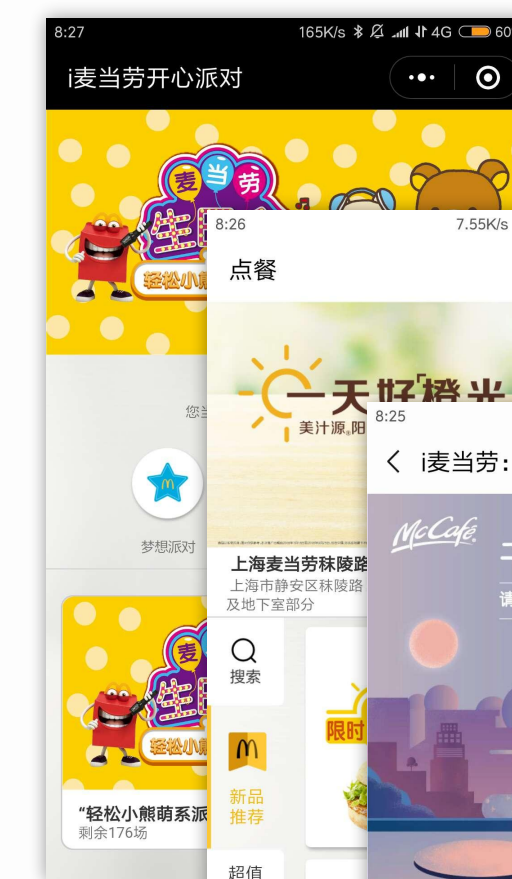


QUNAR: 1
booking-focused MP

VS



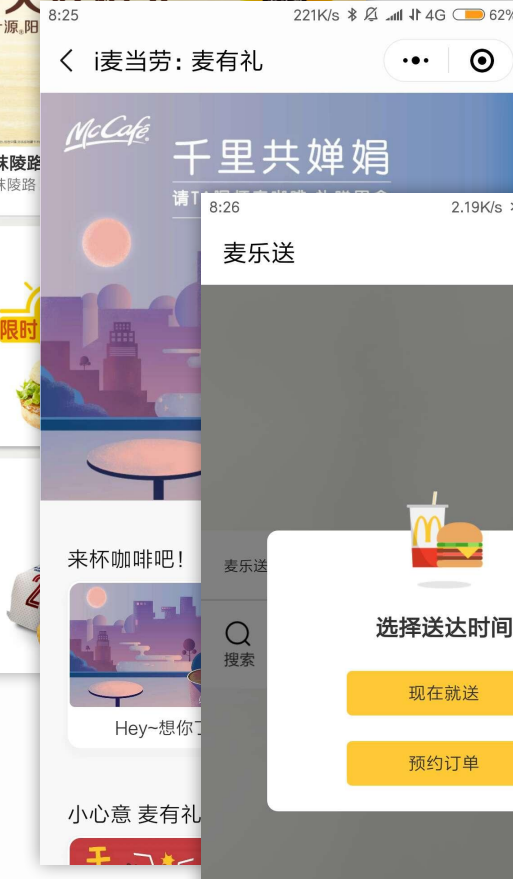
Main "Hub"
Mini Program



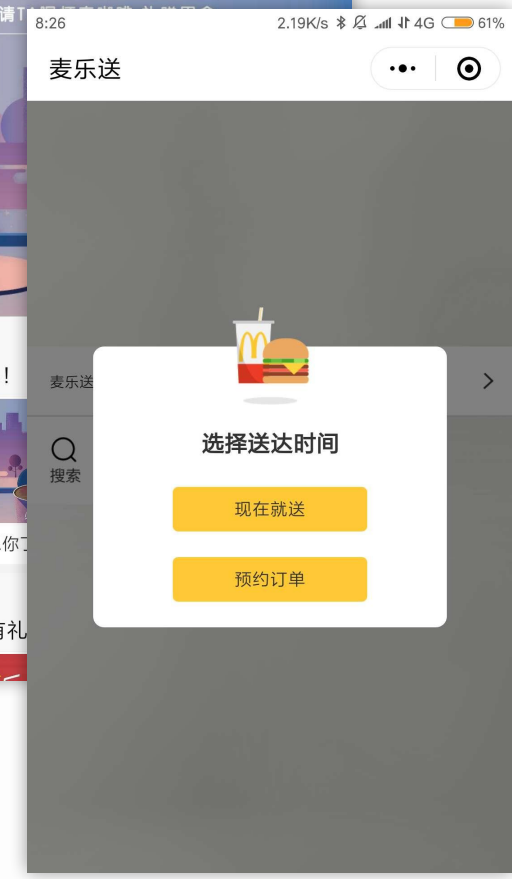
Birthday Club



Order in store



Gift Cards



Delivery

MC DONALD'S: 1 main MP and 4
dedicated sub Mini Programs

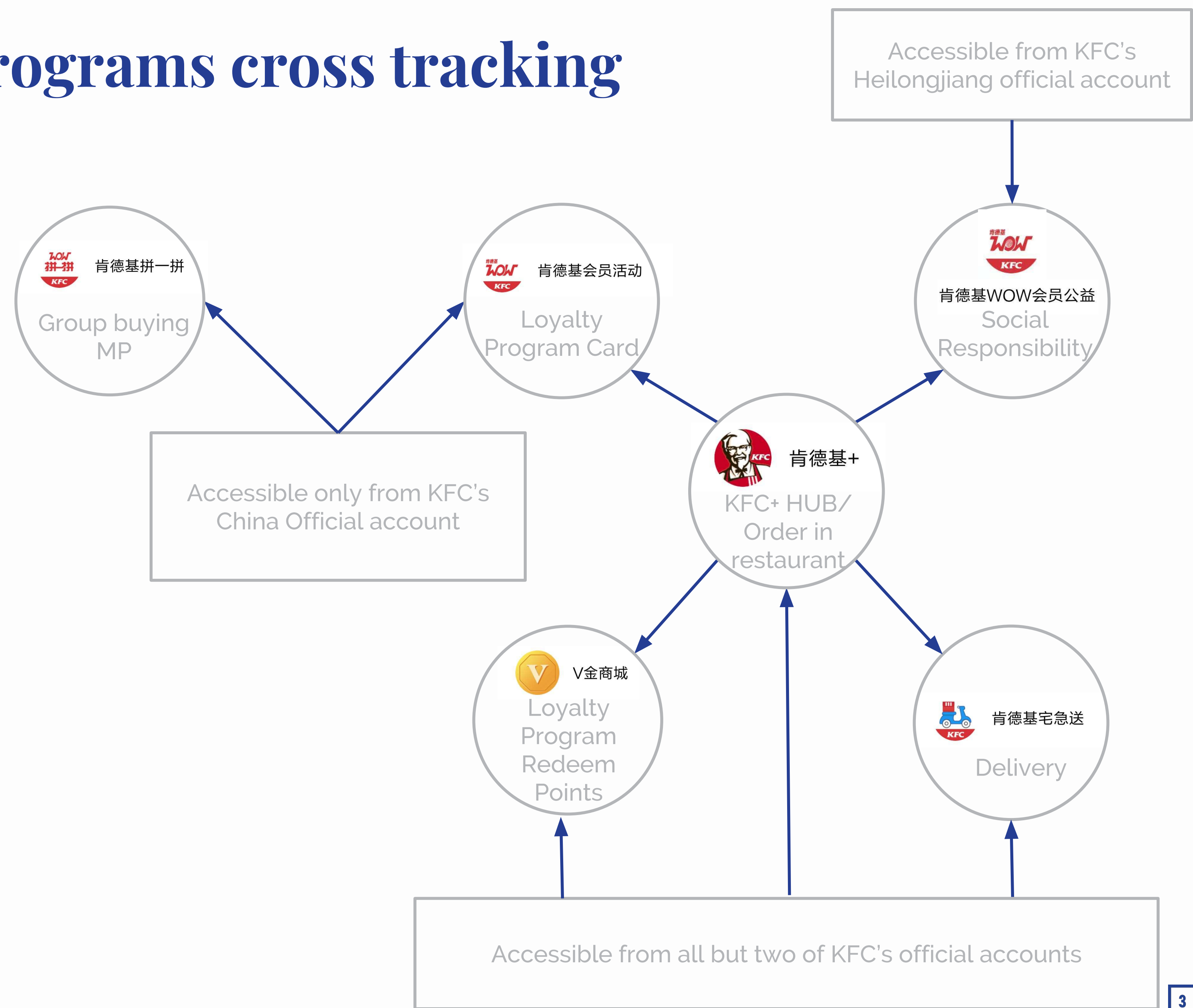
Example: KFC mini programs cross tracking

KFC provides an array of services to its customers through dedicated Mini Programs, from delivery to social responsibility.

Although fragmented and providing each a particular service, they are all held together by a “Hub” MP.

KFC has 21 official accounts linked to their Mini Programs, of which one is the official national KFC account, and 20 focused on specific cities.

The drawback is it increases the complexity of the performance tracking, with the multiplication of traffic flows and entry points.



Which touch points to focus on?

Map of the main Mini Program entry points within the WeChat ecosystem



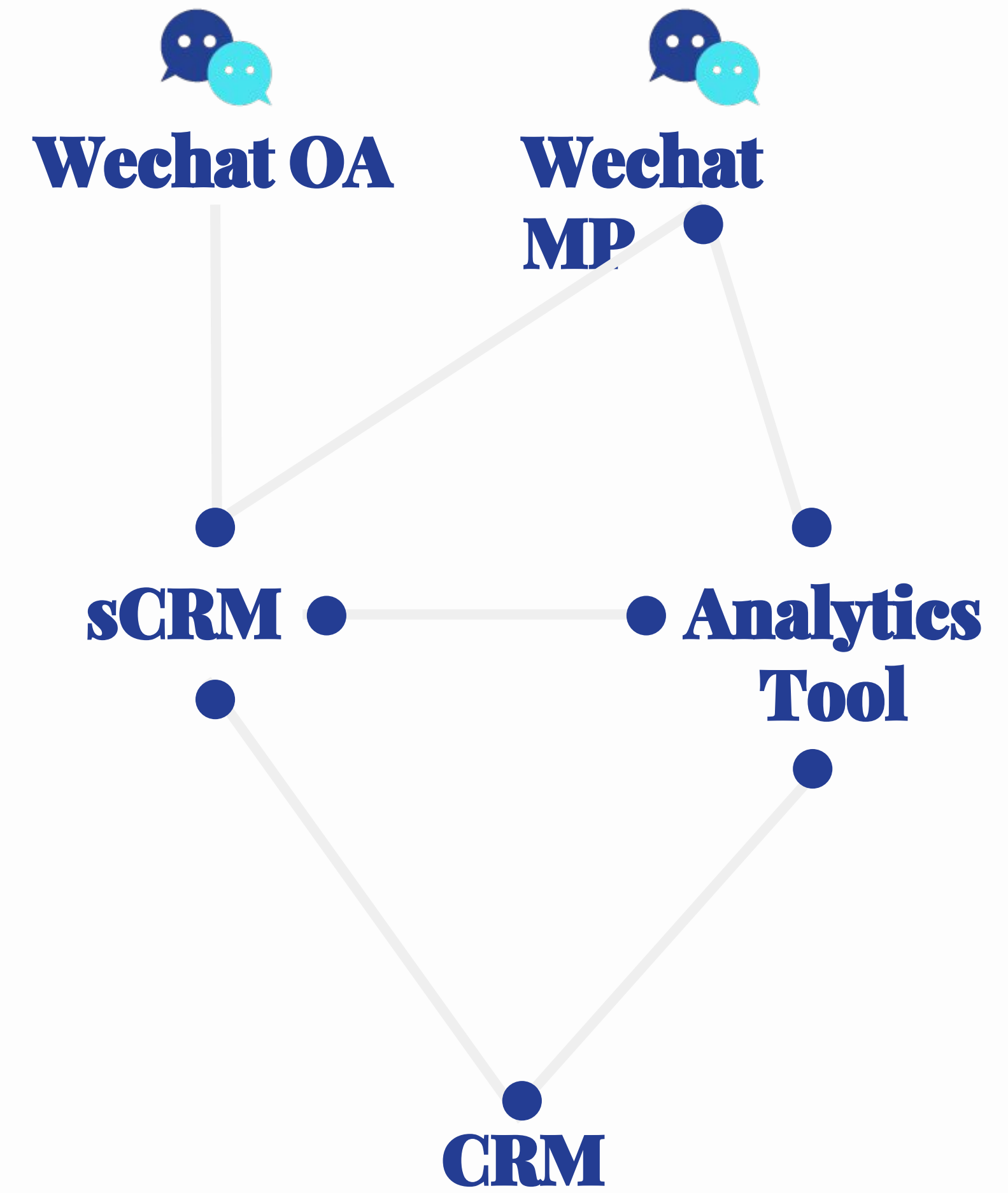
Integrating an MP with 3rd Party analytics tools

Tracking WeChat mini programs performance is possible at two levels:

- Quantitative aggregate level: using the default WeChat MP backend or third-party tools like Aladdin
- Individual user behavior analysis: each visitor can be tracked individually via an identifier pair called the UnionID (MP level) and OpenID (Official Account level). With a social CRM system (sCRM), you can then connect MP usage with official account engagement, website visits, purchase history and more.

The default WeChat backend typically falls short in tracking capabilities, as it only allows for aggregate analysis. It also lacks a lot of the features you need to track conversions at the micro level. E.g custom events such as interactions with a specific element of the MP page.

To track interactions at an individual user level, you will need a 3rd party social CRM solution. They can be omni-channel, or WeChat specific.



2.2 Tracking Objectives

- **Before the MP is designed, you need a clear picture of your business goals and how success will be measured (KPIs)**
- **Once the MP is released you should focus on tracking conversion and adjust / update the MP accordingly.**

01

Business Goals

- *Identify existing customers among WeChat followers*
 - *Increase repeat orders*
- *Offer a seamless omni-channel customer experience*
- *Increase engagement and brand awareness*
- *Generate qualified leads with name and phone number*

02

KPIs

- *% of new followers identified as customers*
- *% of sales from repeat customers, order frequency, average basket*
- *% of MP users from sharing, from favorites*
- *% of MP visitors considered engaged*
 - *Overall MP conversion: lead generation, action completion etc.*

03

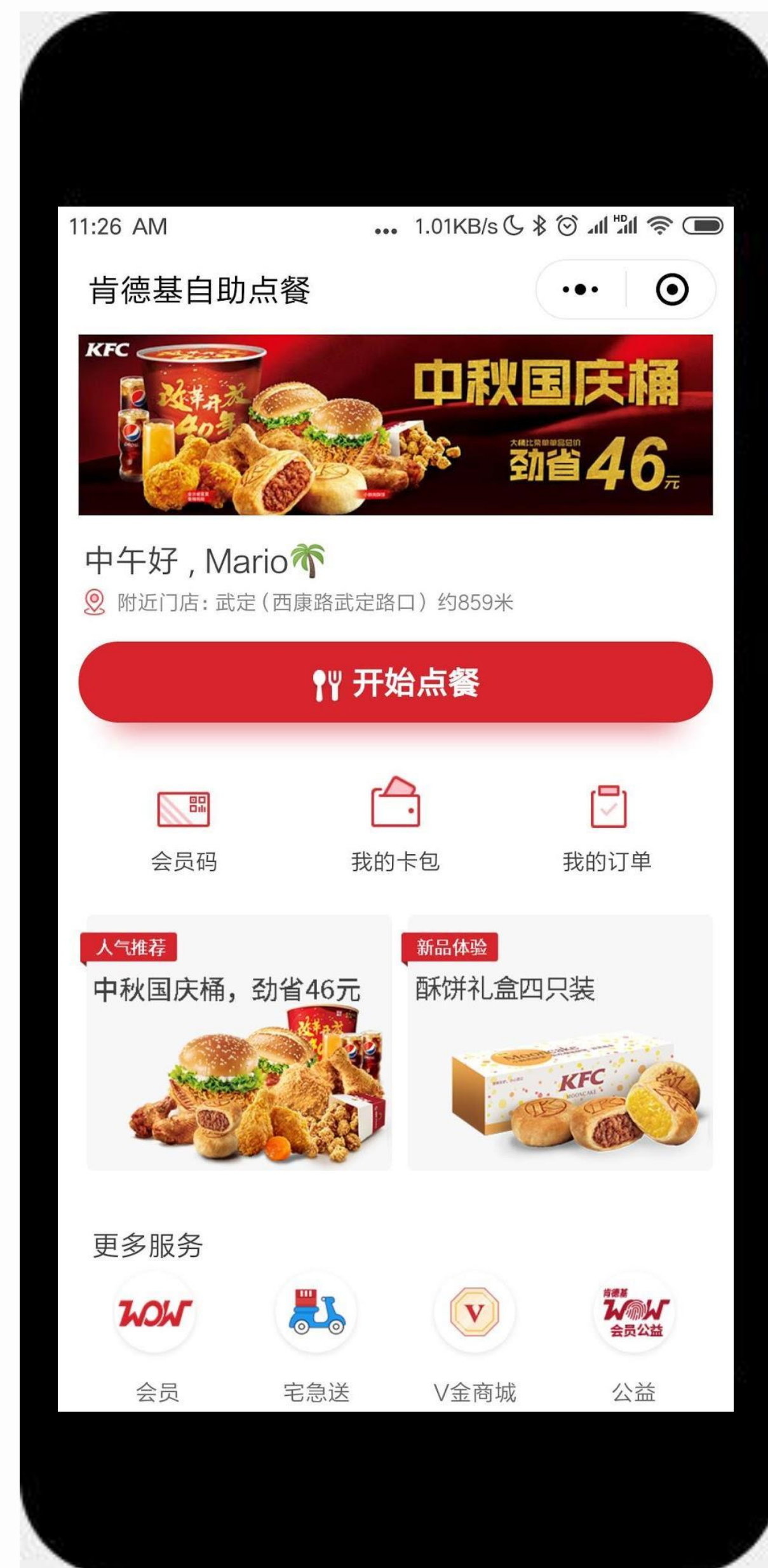
Macro Conversions

- *Journey completions*
 - *Repeat MP users*
- *End conversion: form filling, registration, purchase completion*

04

Micro Conversions

- *Journey steps, page visits*
 - *Sharings*
- *Interactions with page elements*
 - *Page scroll > x%*
- *Customer service requests*
- *Traffic to linked Mini Programs*
 - *Reviews, ratings, comments*
- *Content interactions: live streaming views, video views*



KFC+ (肯德基+)

Business Goals:

- In-store orders
- Delivery orders
- Repeat orders, average basket
- % of WeChat users registered with the loyalty program
- Offer a seamless experience via a "Hub" linking all Mini Programs together

KPIs:

- Active Users (DAU, MAU)
- New Users % over last X weeks
- Registered Users with loyalty program
- Retention Rate
- Average Revenue per user, avg. basket,, lifetime Value
- Conversion Rate
- Number of Shares
- Traffic from favoriting and search

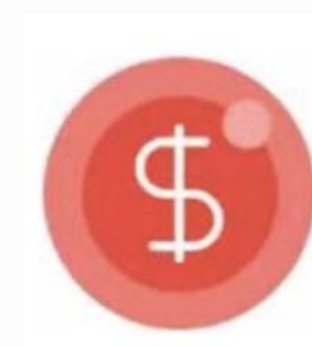
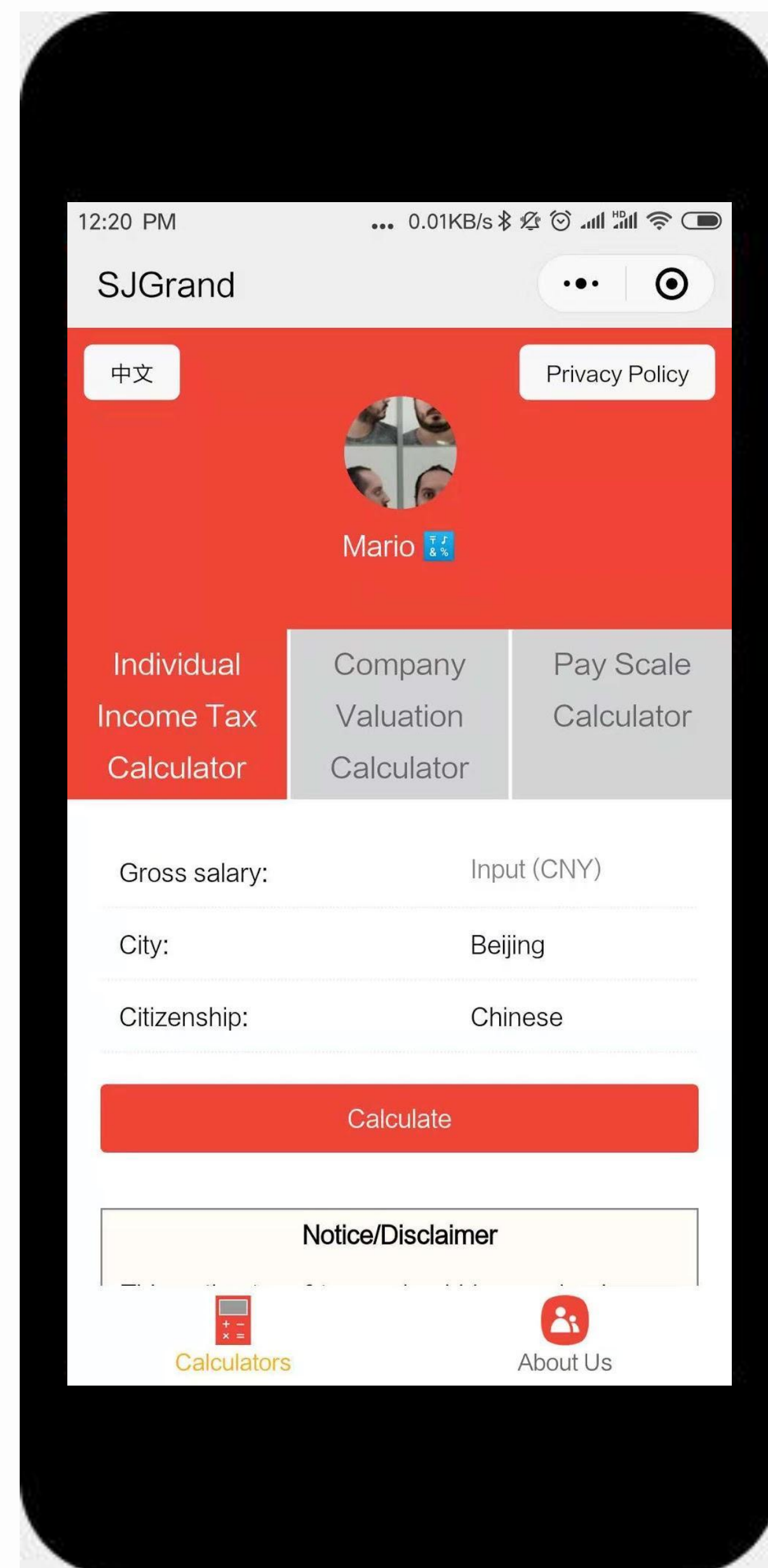


Macro Conversions:

Journey completions
Repeat MP users
Churn
End conversion:registration, orders

Micro Conversions:

Journey steps, page visits
Sharings
Interactions with page elements
Customer service requests
Traffic to linked Mini Programs



SJGrand Calculator



Business Goals:

- Brand awareness & engagement among a target audience of foreign business owners and managers
- Collect engagement information from WeChat followers to personalize content targeting
- Generate qualified leads & inquiries

KPIs:

- Active Users (DAU, MAU)
- New Users
- Usage frequency across the 3 functions: IIT, company valuation, pay scale
- Retention Rate
- Source Channels
- Number of Shares
- Leads generated

Macro Conversions:

Journey completions
Repeat MP users
Churn
Clicks on phone number

Micro Conversions:

Sharings
Interactions with page elements

Using MP performance tracking to feed your optimization strategy

The key to defining your mini program performance is to identify how your entry points perform in regards to your mini program's core engagement/conversion goals such as:

- Which WeChat posts from OA have brought the most traffic or has the highest conversion rate?
- Which KOL campaign has generated the most sales or engagement on the mini program looking at goals related to engagement or sales?
- Which advertising channel has brought the most qualified traffic on the mini program?
- Which form field has the highest drop-off?
- Which features on the Mini Program are the most used?

And optimize the design or features accordingly (e.g., removing form fields that are causing high abandonment, removing clutter on a product page to increase adding to cart, add helpers on checkout steps, retarget cart abandonment with transactional notification messages, etc.)

Just like any other digital product, it is also crucial to A/B test your WeChat Mini Program. Some solutions such as [AB Testin](#) offer such testing out of the box.

In order to A/B test a Mini Program, you need to have two different versions which you can direct a portion of the traffic to.



A/B testing flow with conditions

“

We can demonstrate WeChat chatbot performance through numbers. We did A/B testing and a side by side funnel analysis for Budweiser on the effectiveness of chatbots and how we helped them better convert followers to members and sales. Leverage Chatbot + Analytics to better support, convert retain users and discover unique qualitative insights through conversation.

Weiqi Li, Vice President at Rikai Labs



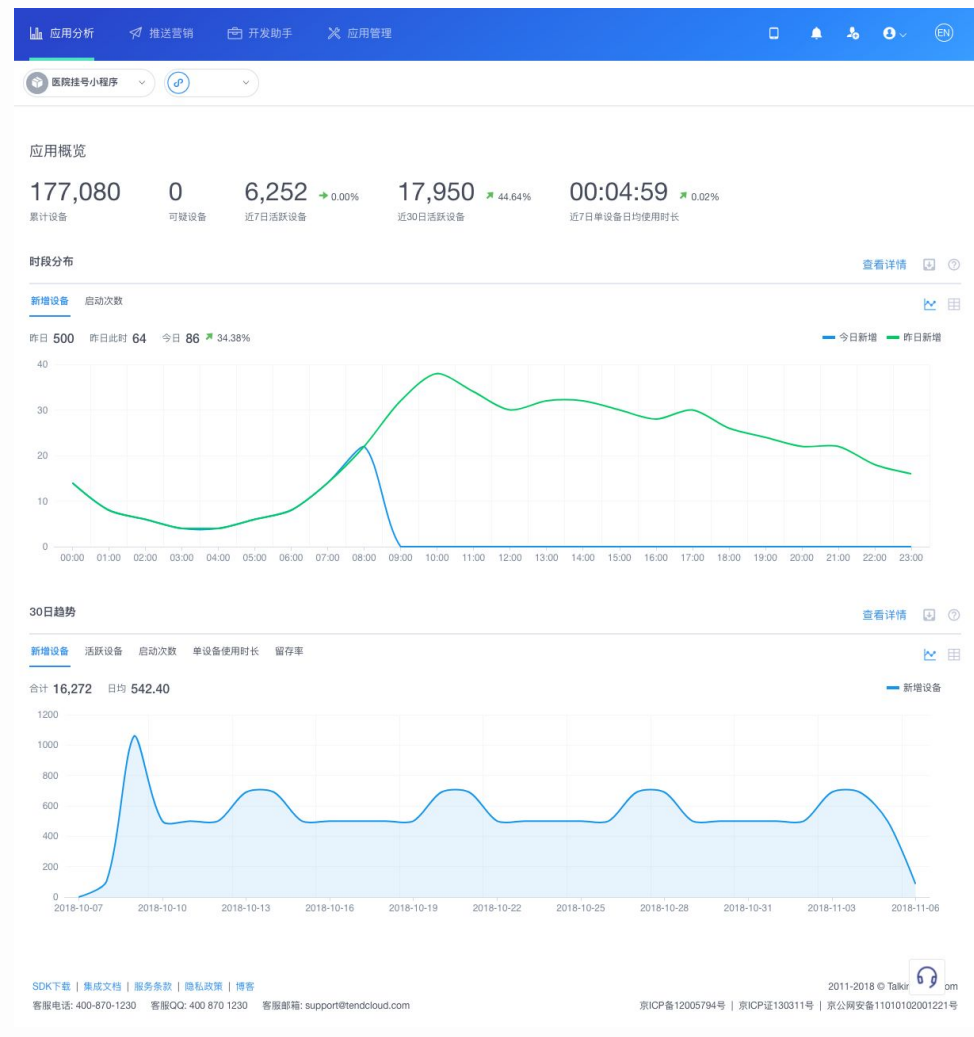
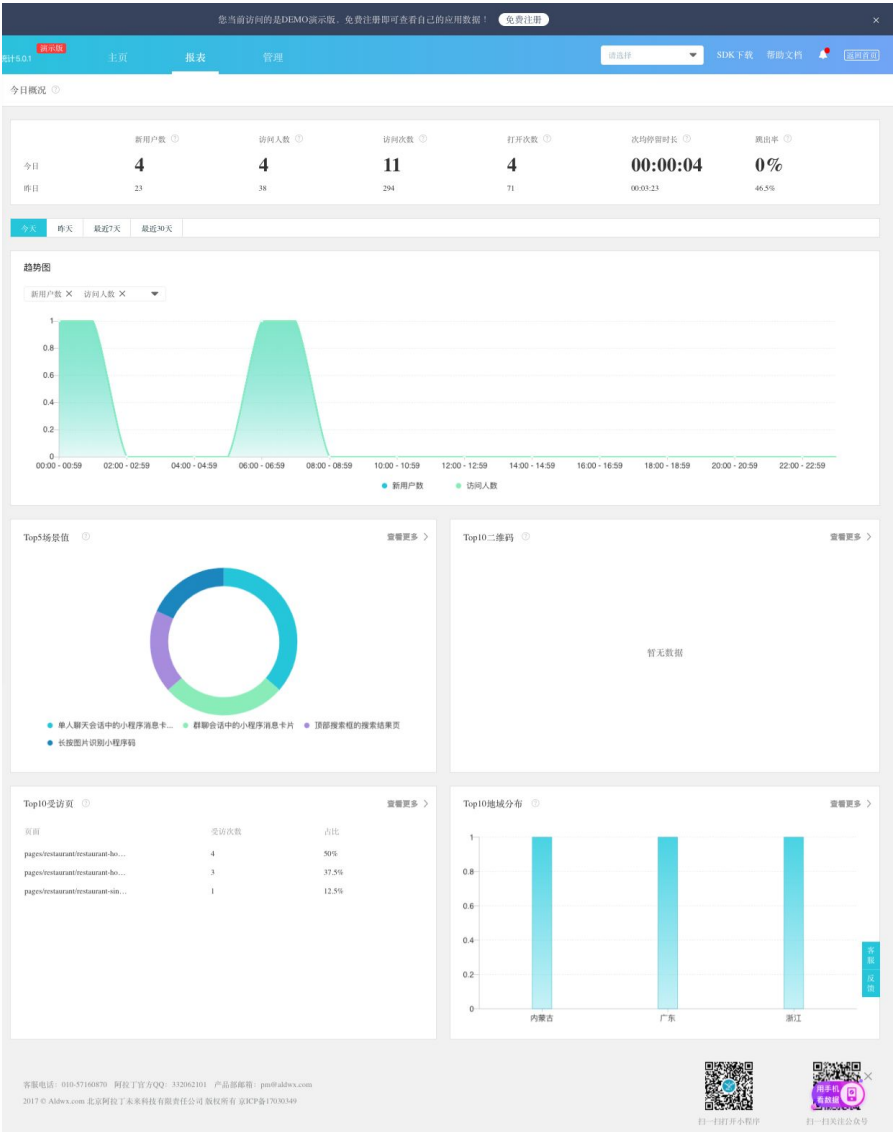
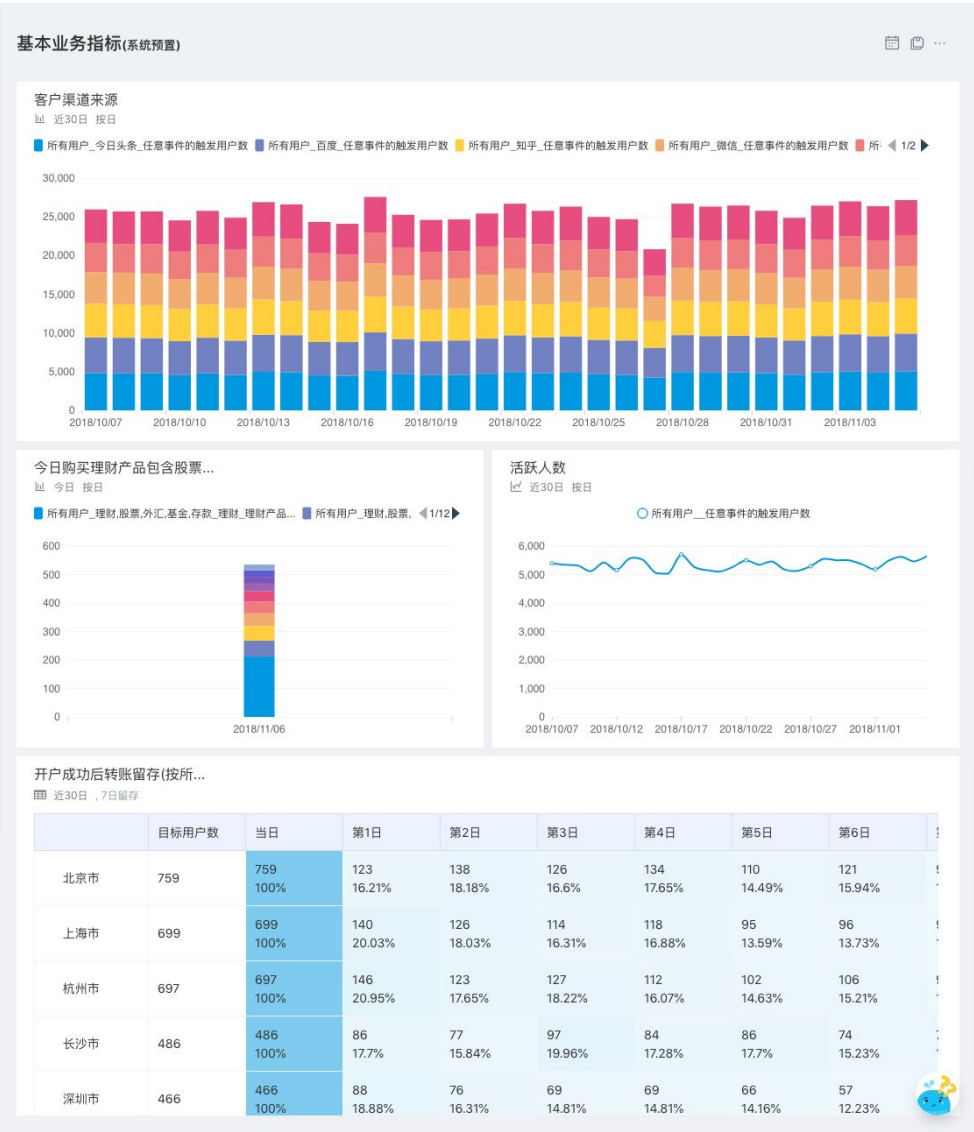
How to build your MP performance tracking dashboards?

Mini Programs being just one of the multiple pieces of your WeChat puzzle, you most likely need an overall solution to track all your WeChat data points at once:

1. OA
2. H5 Media Campaigns
3. Website with JSSDK
4. Mini Programs
5. Chatbot
6. CS Livechat
7. WeChat H5 Store

This is why we recommend to primarily look at API connectors when choosing your MP tracking solution, to be queried by your overall data visualization/dashboarding (Tableau, Google Data Studio, etc.)

However, if you prefer to manage the MP tracking dashboards separately, each platform has its own data reporting capabilities. We recommend looking at the visualization engine and its flexibility vs. out of the box features: Talking Data, for example, allows users to build their own fully custom dashboards.



2.3 Tagging plan: Principles & Implementation



The purpose of tracking a Mini Program doesn't differ from any digital initiative. You will want to tie users segments to conversions, marketing campaigns, key UI triggers and backend/transactional data. It's currently impossible using the native analytics UI and functions. Considering the flexibility of the framework used for Mini Programs, I'd recommend working at the API level from the planning phase and use a pure player in analytics for reporting.

Thomas Portolano, Digital Lead APAC at Christie's



Tagging Plan

Capturing transactional macro conversions is often the easiest, as they are often usually tracked automatically, e.g., for an E-commerce Mini Program.

On the other hand, non-transactional macro conversions may require to add specific tracking, such as traffic source for example.

Implementing funnels to track the path to your macro conversions is also imperative to detect the choke points or issues with the design, the content, etc.

Download our event tagging template and implement event tracking and funnels on your MP: <http://cpc.cx/nl2>



Tracking micro conversions is where default Mini Programs analytics typically fall short, as they do not measure interactions with elements of your interface (unless they send to another page).

You need then to prepare a plan of what you want to measure, and augment your mini program with third-party analytics to track custom events.

Custom Event

Page View

Traffic Source

Tagging example: KFC+



Can we still use Google Analytics to track WeChat Mini Programs?

Yes! Most international brands are still using Google Analytics as their central analytics solution for all their web properties. In that regard, it is possible to use GA as analytics for your WeChat Mini Program.

MPs cannot fire the default frontend GA script. There is an [existing connector](#) available that will send hits to GA from the Mini Program backend.

But beware of the limits:

- Because the google-analytics.com domain name is not ICP enabled it cannot be added to an MP's server whitelist, you need to proxy the requests to GA with an ICP-enabled server
- MP-specific events cannot be tracked (e.g., tracking entries from individual QR code scan)

主要维度: 来源/媒介 广告系列 来源 媒介 关键字			
绘制选定行		次级维度	排序类型: 默认
			高级
<input type="checkbox"/>	来源/媒介 ?	新用户 ?	会话数 ?
		740 占总数的百分比: 100.00% (740)	1,285 占总数的百分比: 100.00% (1,285)
<input type="checkbox"/>	1. 小程序场景 / 1044:带shareTicket的小程序消息卡片	471 (63.65%)	802 (62.41%)
<input type="checkbox"/>	2. 小程序场景 / 1058:公众号文章	91 (12.30%)	106 (8.25%)
<input type="checkbox"/>	3. 小程序场景 / 1048:长按图片识别小程序码	85 (11.49%)	91 (7.08%)
<input type="checkbox"/>	4. 小程序场景 / 1007:单人聊天会话中的小程序消息卡片	21 (2.84%)	47 (3.66%)
<input type="checkbox"/>	5. 小程序场景 / 1006:发现栏小程序主入口搜索框的搜索结果页	18 (2.43%)	19 (1.48%)
<input type="checkbox"/>	6. 小程序场景 / 1026:附近小程序列表	16 (2.16%)	16 (1.25%)
<input type="checkbox"/>	7. 小程序场景 / 1020:公众号profile页相关小程序列表	14 (1.89%)	16 (1.25%)
<input type="checkbox"/>	8. (direct) / (none) ?	10 (1.35%)	17 (1.32%)
<input type="checkbox"/>	9. 小程序场景 / 1001:发现栏小程序主入口	7 (0.95%)	112 (8.72%)
<input type="checkbox"/>	10. 小程序场景 / 1008:群聊会话中的小程序消息卡片	2 (0.27%)	9 (0.70%)

Mini Program entry sources as a dimension in Google Analytics

Download our MP tagging plan spreadsheet template

The next slides are detailing our Mini Program spreadsheet template and the logic behind each tab. It has been designed specifically to be used with Aladdin, but it can be adapted to any other solution.

We recommend you download it to better understand our descriptions:

Click: <http://cpc.cx/nl3>
Or scan QR code:



WeChat Mini Program Tagging Plan Aladdin Implementation

1) Limit is 1000 Custom Events

2) Key is string, and the character length must be less than 255.

3) When the value is string, the character length must be less than 255.

4) When the value is a JavaScript object, the value of the object can only be string type.

5) String supports special characters. But not included (English comma, English colon: dot.)

6) The value parameter of the event cannot be empty

7) Values contained by ## represent a variable value

8) Currently there's no limits to the number of parameters per event.

31°

TEN

TRACKING PLAN

#ID	Name	Key	Value	Description	Javascript code	Example
1	Name	key	value		app.aldstat.sendEvent('name',{key: value});	
2	form_name	page	#page path# (/, /products, /contact/article1)	When user fills in name on form	app.aldstat.sendEvent('form_name',{page: #page path#, form_name: #form name#});	app.aldstat.sendEvent('form_name',{page: '/content/article1', form_name: 'article_download'});
		form_name	#form name# (article_download, newsletter)			
3	form_phone	page	#page path# (/, /products, /contact/article1)	When user fills in phone on form	app.aldstat.sendEvent('form_phone',{page: #page path#, form_name: #form name#});	app.aldstat.sendEvent('form_phone',{page: '/content/article1', form_name: 'article_download'});
		form_name	#form name# (Possible Values)			
4	form_smsverification	page	#page path# (/, /products, /contact/article1)	When user fills in verification code	app.aldstat.sendEvent('form_smsverification',{page: #page path#, form_name: #form name#});	app.aldstat.sendEvent('form_smsverification',{page: '/content/article1', form_name: 'article_download'});
		form_name	#form name# (Possible Values)			
5	form_submit	page	#page path# (/, /products, /contact/article1)	When user clicks on submit form button on page X, with all the form values filled and validated	app.aldstat.sendEvent('form_submit',{page: #page path#, form_name: #form name#});	app.aldstat.sendEvent('form_submit',{page: '/content/article1', form_name: 'article_download'});
		form_name	#form name# (Possible Values)			
6	add_to_cart	product_name	#product name# (Possible Values)	When user clicks on add to cart button on any page	app.aldstat.sendEvent('add_to_cart',{product_name: #product name#, product_version: #product version#, product_price: #product price#});	app.aldstat.sendEvent('add_to_cart',{product_name: 'Pinart Poster 1', product_version: '100cm', product_price: '50'});
		product_version	#product version# (Possible Values)			
		product_price	#product price# (Possible Values)			
7	customer_service	page	#page path# (/, /products, /contact/article1)	When user clicks on customer service button	app.aldstat.sendEvent('customer_service',{page: #page path#});	app.aldstat.sendEvent('customer_service',{page: '/posters/bigbang'});
8	store_locator_button	page	#page path# (/, /products, /contact/article1)	When user clicks on store locator button	app.aldstat.sendEvent('store_locator_button',{page: #page path#});	app.aldstat.sendEvent('store_locator_button',{page: '/posters/bigbang'});
9	store_locator_store	store	#store id# (Possible Values)	When user clicks on store locator button	app.aldstat.sendEvent('store_locator_store',{page: #page path#});	app.aldstat.sendEvent('store_locator_store',{page: 'JA002'});
9	giftcard_select	page	#page path# (/, /products, /contact/article1)	When user clicks on gift card	app.aldstat.sendEvent('giftcard_select',{page: #page path#, gift_card: #gift card value#});	app.aldstat.sendEvent('giftcard_select',{page: '#page path#', 'gift_card': '200'});
		gift_card	#gift card value# (Possible Values)			
10	giftcard_message	gift_card	#gift card value# (Possible Values)	When user fills gift card message	app.aldstat.sendEvent('giftcard_message',{gift_card: #gift card value#});	app.aldstat.sendEvent('giftcard_message',{gift_card: '450'});
11	giftcard_cart	gift_card	#gift card value# (Possible Values)	When user adds gift card to cart	app.aldstat.sendEvent('giftcard_cart',{gift_card: #gift card value#});	app.aldstat.sendEvent('giftcard_cart',{gift_card: '300'});

Tagging Plan Tab 1 – Account Information

Integrating Google Analytics to a web app is simply generating a code snippet for testing and live account with 2 different views and insert it in the header and footer of the page.

On the other hand, most of the Mini Program analytics solutions generate a key and a SDK. Like a website, you can have multiple Mini Programs under the same account and do mini programs cross-tracking analysis.

Testing Account Information MP N.1	
Application Type	
APP Name	
Service Type	
Aladdin Key	
Access to the SDK	
Testing Account Information MP N.2	
Application Type	
APP Name	
Service Type	
Aladdin Key	
Access to the SDK	
Aladdin Implementation Guide	

Live Account Information MP N.1	
Application Type	
APP Name	
Service Type	
Aladdin Key	
Access to the SDK	
Live Account Information MP N.2	
Application Type	
APP Name	
Service Type	
Aladdin Key	
Access to the SDK	

Tagging Plan Tab 2 - Mini Program QR Code Detailed Listing

Just like WeChat Official Account QR codes, you can create MP QR codes with parameters to track sources of scanning: campaigns, posters, business cards, referrals etc.

Name	Generate Code with ID & Secret		Generate Code with Access Token	QR Code Group	Page Path	Style	1 - Parameter Name	1- Parameter Value	2 - Parameter Name	2 - Parameter Value
	Mini Program ID	Mini Program Secret	accesstoken							
Brand_Hairstyle_Shanghai_Spring17_OOH				Campaign	/	Round	Channel	OOH	Campaign	IDg85
Jingan_002				Store	/	Round	City	Shanghai	Store	JA002
ArtFair_Shanghai_Booth_Register Page				Media	/register	Round	Event	art_fair_100518	Media	a45

Tagging Plan Tab 2 – Mini Program QR Code Grouping

The grouping QR Code Grouping tab is used to outline the grouping logic of QR codes into categories: e.g. campaigns, KOL, stores, POS, events, etc... and therefore see the performance of each entry point and see the return on investment for every group from a higher level.

1) Values contained within **##** represent a variable value
2) Currently there's an **8 parameter per event** limit.

Name	Description	Parameter 1 Name	Parameter 1 Value	Parameter 2 Name	Parameter 2 Value
Campaigns	Place all QR codes related to marketing campaigns in this group	Channel	#Campaign name#	Campaign	#Campaign ID#
KOL	Place all QR codes related to KOL campaigns in this group	KOL	#KOL Post#	Article Bottom	#KOL ID#
Stores	Place all QR codes related to stores in this group	City	#City Name#	Store	#Store ID#
Media	Place all QR codes related to media Buying in this group	Event	#Event Name#	Promo	#Promo ID#

Tagging Plan Tab 4 – Mini Program Funnel Management

Funnels are working the same way as in Google Analytics.

Name	Description	Specifications
Checkout	Path the user goes through to complete a purchase	Page Path: /cart > /payment > /thankyou
Form User Info	When user fills out a form	Custom event ID#: 2-5
Add to cart	When user adds an item to cart in a specific order	Pages path: /Category1, /product3, /cart, /thankyou
Store Locator	User accesses store locator and selects store	Event 6 > Page: /storelocator > Event ID 7
Gift Card	Path the user goes through to purchase a gift card	Page Path: /giftcardlisting > /giftcarddetail > /payment > /thankyou

Tagging Plan Tab 5 – Mini Program User Groups

Same as for the QR codes, and using the same principles as most social CRMs, you can segment and group your Wechat Mini Programs users according to specific events, interactions or users behaviours.

Name	Description
New User Purchase	Users who accessed the MP for the first time and completed a purchase
QR Code Registered	Users who accessed the MP through a QR code and registered

Tagging Plan Tab 6 – Custom Events

- 1) Aladdin's current limit is 1000 Custom Events
- 2) Key is a string, and the character length must be less than 255.
- 3) When the value is string, the character length must be less than 255.
- 4) When the value is a JavaScript object, the value of the object can only be string type.
- 5) String supports special characters. But not included (English comma, English colon: dot.)
- 6) The value parameter of the event cannot be empty
- 7) Values contained within two dashes ## represent a variable value
- 8) Currently there is no limit to the number of parameters per event.

TRACKING PLAN

#ID	Name	Key	Value	Description	Javascript code	Example
1	Name	key	value		app.alddat.sendEvent('name',['key': 'value']);	
2	form_name	page	#page path# (/, /products, /contact/article1)	When user fills in name on form	app.alddat.sendEvent('form_name',['page': '#page path#', 'form_name': '#form name#']);	app.alddat.sendEvent('form_name',['page': '/content/article1', 'form_name': 'article_download']);
		form_name	#form name# (article_download, newsletter)			
3	form_phone	page	#page path# (/, /products, /contact/article1)	When user fills in phone on form	app.alddat.sendEvent('form_phone',['page': '#page path#', 'form_name': '#form name#']);	app.alddat.sendEvent('form_phone',['page': '/content/article1', 'form_name': 'article_download']);
		form_name	#form name# (Possible Values)			

“

We have our own backend and customized analytics tools to examine wellbeing and optimize the Mini Program accordingly. I.e., we optimize based on real-world efficacy, as opposed to Mini Program usage or other common metrics. An analytics platform with efficacy metrics would be tricky, and niche, but probably good for the community.

Bechara Saab, CEO & Chief Scientist at Mobio Interactive



3. Benchmark of Current Analytics Solutions

How to implement your tagging plan on a Mini Program?

The [WeChat backend](#) is the simplest way since the tracking can be done from the backend, much like Google Tag Manager. However, such events are not available yet to third-party tools.

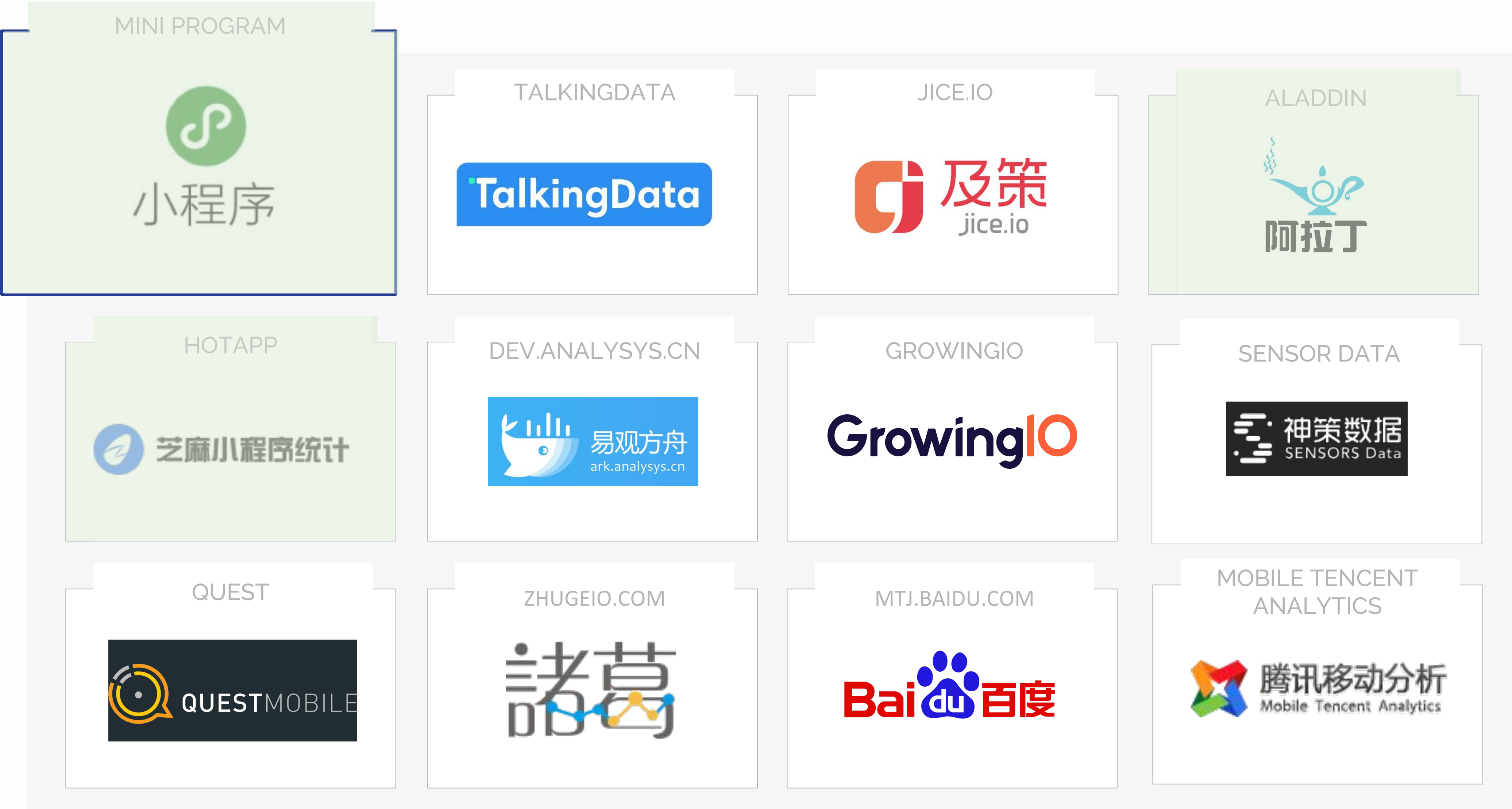
Other third party-tools, paid or free, will provide you with several extra data points and features allowing you to measure the performance of your MP more accurately

Most of the analytics tools use Javascript code to track custom events. This means that you will need your developer or vendor to implement your tagging plan into the Mini Program code.

There are two main categories of third-party tools: 1) pure WeChat Mini Program players, and 2) cross-channel analytics solutions. While pure players tend to have more MP specific tracking features and cover a lot of use cases with out of the box templates, cross-channel analytics have the advantage of gathering App, H5 and website tracking all in one place.





We have not thoroughly tested all the solutions listed in the following benchmark: feature comparison was done via analyzing each solutions's documentation, accessing demos and reading online reviews. The results are gathered in a shared Google Spreadsheet. You are welcome to contribute to this benchmarking effort: drop us a line and we will be happy to grant you editing rights to this shared knowledge base.

Map of the WeChat Mini Program analytics ecosystem







Specific to WeChat Mini Programs




Overview comparison of 11 Mini Program analytics tools (1/3)

No.	Tool name	Overview			Characteristics of the tools	
		Price	Affiliation	Service provider overview	Differentiated features	DMP
01	 Mobile Tencent Analytics	Free	Tencent	Tencent's comprehensive mobile application analytics service: support APP, H5/Web, WeChat MP		
02	 Talkingdata	Freemium	Talking Data	Multi-channel analytics platform: APP, H5/Web, WeChat MP	One of the most comprehensive App analytics platform	✓
03	 Baidu Tongji	Free	Baidu	Baidu Tongji's mobile module	Can be used to track Baidu Mini programs	
04	 ALadDin	Freemium	ALD	Pure WeChat Mini Program player. Created in 2016.		






Overview comparison of 11 Mini Program analytics tools (2/3)

No.	Tool name	Overview			Characteristics of the tools	
		Price	Affiliation	Service provider overview	Differentiated features	DMP
05	 芝麻小程序统计 HOTAPP	Free	HotApp	Specializes on tracked QR code management for Apps and Mini-Program	Rich QR code tracking features, with	
06	 易观方舟 DEV.ANALYSYS.CN	Free	Ark (E-Guan)	Full data analysis platform service for developers; support APP, H5/Web, WeChat Mini-Program		
07	 GrowingIO GROWING.IO	Volume based	GrowingIO	Cross platform analysis product: web, app, and Mini Program; charge for business usage.		
08	 神策数据 Sensors Data	Volume based	SensorsData	Big data analytics products and solutions for Internet industries;		✓

Overview comparison of 11 Mini Program analytics tools (3/3)

No.	Tool name	Overview			Characteristics of the tools	
		Price	Affiliation	Service provider overview	Differentiated features	DMP
09	<div> QUEST</div>	?	QuestMobile	Big Data solutions & research service platform		✓
10	<div> JICE.IO</div>	?	AdMaster	A platform under Admaster specialized on App promotion attribution		
11	<div> ZHUGEIO</div>	?	ZHUGEIO	Focused on data collection and analytics tools for H5/Web, mobile apps, and Mini Programs		






Deep dive on 5 solutions

Feature	 Mobile Tencent Analytics	 TalkingData	 Baidu Tongji Mobile	 Aladdin	 Hotapp
Price	FREE	FREE for analytics	FREE	FREE for analytics	FREE for analytics
Mini Program Analytics	✓	✓	WeChat/Baidu	✓	✓
QR code Generator	✗	✓	✓	✓	✓
Custom Events	JS	JS	JS	JS	JS
API	✓	✓	✓	ON THE ROADMAP	✓
Mini Program Service Notifications	✗	✗	✗	✓	✗

Deep dive – base features

No.	Tool name	Basic statistics indicators						Page analysis
		Open time	Page View	Visits	Sessions	Share frequency	# of Users who shared	
01	 Mobile Tencent Analytics	✓	✓	✓	✓	✓	✓	✓
02	 Talkingdata	✓	✓	✓	✓	✓	✓	✓
03	 Baidu Tongji	✓	✓	✓	✓	✓	✓	✓
04	 Aladdin	✓	✓	✓	✓	✓	✓	✓
05	 HOTAPP	✓	✓	✓	✓	✓	✓	✓





Deep dive – base features

No.	Tool name	User analysis granularity				Visit track analysis				User retenti on analysis	Out of the box custom reporting
		ALL	New/old users	Individual user tracking	User segmentation	Landing page	Exit page	Path	Length of stay		
01	 Mobile Tencent Analytics	✓	✓	✗	✗	✓	✓	✓	✓	✓	✗
02	 Talkingdata	✓	✓	✗	✓	✓	✓	✓	✓	✓	Time period Bounce analysis Use interval distribution daily open frequency
03	 Baidu Tongji	✓	✓	✗	✗	✓	✓	✓	✓	✓	✗
04	 ALaddin	✓	✓	Individual ID with custom events	✗	✓	✓	✓	✓	✓	✗
05	 HOTAPP	✓	✓	✗	✗	✗	✗	✗	✓	✓	✗






Deep dive – source analysis

No.	Tool name	Source analysis					
		Parametric QR code (Channel)		Share (individual user)		Official account entrance	Search
		QR code configuration	Channel analysis	Sharing configuration	Sharing performance		
01	 Mobile Tencent Analytics	✗	✓	✗	✓	✗	✗
02	 Talkingdata	✗	✗	✗	✗	✗	✗
03	 Baidu Tongji	✓	✓	✓	✓	✗	✗
04	 ALaddin	✓	✓	✓	✓	✗	✗
05	 HOTAPP	✓	✓	✓	✓ (monitor the assigned configuration)	✗	✗

Deep dive – environment analysis

No.	Tool name	Equipment/ Environment analysis					
		Geographical distribution	OS	Device model	Resolution	Network	Wechat version
01	 Mobile Tencent Analytics	✓	✓	✓	✓	✓	✓
02	 Talkingdata	✓	✓	✓	✓	✓	✗
03	 Baidu Tongji	✓	✓	✓	✓	✓	✓
04	 ALaddin	✓	✓	✓	✓	✓	✓
05	 HOTAPP	✗	✗	✓	✗	✗	✓

Deep dive – behavioral analysis

No.	Tool name	Behavioral events analysis			
		Native Mini Program event statistics	KOL performance monitoring	Custom analysis	
				Independent event tracking	Funnel model configuration
01	 Mobile Tencent Analytics	✗	✗	✓	✓
02	 Talkingdata	<ul style="list-style-type: none">• Share• Pull down to refresh• Touch the button of a page	✗	✓	✓
03	 Baidu Tongji	✗	✗	✓	✓
04	 ALaddin	<ul style="list-style-type: none">• Pull down to refresh	✗	✓	✓
05	 HOTAPP	✗	<div>✓ (monitor the assigned configuration)</div>	✓	✓


Access a more detailed analysis with our benchmark source file and stay up-to-date with the evolution of analytics solutions

Want to know which is the best fit for your specific needs among 3rd party MP tracking solutions? The shared spreadsheet for this section's benchmark is a lot more detailed.

Want to contribute to this effort? Send us an email to info@31ten.network, we will grant you editing rights.

Click: <http://cpc.cx/ntQ>
Or scan QR code:



<div><div>31° TEN</div><div><div>阿拉丁</div></div></div>				<div>TalkingData</div>			
Section Division	Dimension	Metric	Tool	Section	Dimensions/Metric	Comments	Tool
ALLADIN				Talkingdata			
Overview - Trend Analysis	Date	Number of new users Number of visitors Pageviews Sessions Average stay per session Bounce Rate	Today, Yesterday, last seven days, last 30 days custom period Comparison previous period	Data Overview - Application overview	Application Overview Total Devices Average duration last 7 days Retention rate Daypart Time of day Yesterday New devices Sessions Usage last 30 days Last 30 days New devices Active Devices Sessions Average duration Retention rate		
Overview - Retention	Date	New Users 1-30 days Active Users 1-30 days	Yesterday, last seven days, last 30 days custom period				
Overview - User Activity	Date	DAU WAU DAU/WAU MAU DAU/MAU	Yesterday, last seven days, last 30 days custom period	Data Overview - Usage trend	Usage Trend New devices Active Devices DAU/MAU Sessions Session duration Trend Details Date New devices DAU WAU MAU Sessions Session Duration		
Source (Scene)	Scene Value List Scene ID Scene Name Number of new users Number of visitors Sessions Opening times Average duration Bounce Rate Scene Value Type Number of new users Number of visitors Sessions Opening times Average duration Bounce Rate	Today, Yesterday, last seven days, last 30 days custom period Export CSV		Data Overview - Channel Data	Channel Data Date New devices Active devices Sessions Overview Quantity Metrics Channel Name Platform New devices Today New devices yesterday New devices Active devices Total Devices Overview Quality Metrics Channel Name Platform Start Today Active today Active Yesterday Sessions Average Sessions per device One session devices Percentage of total Average Session duration		
QR code	QR Code Statistics QR code name Page URL Group Cumulative Scans Number of people who scanned the QR code Number of times the code was scanned New users Creation time QR Code Group Statistics Group Cumulative Scans Number of people who scanned the QR code Number of times the code was scanned New users Creation time	Today, Yesterday, last seven days, last 30 days custom period		Data Overview - Retention	New device retention Date Devices		
Source Advertising Promotion analysis	Promotion Activity Analysis Promotion Name Promotion Channel Number of new users Add Authorized User	Today, Yesterday, last seven days, last 30 days custom period					

4. Analytics Tagging Exercise Using KFC+ and SJGrand Mini Programs



KFC+ Mini Program

Custom Event

Page View

Mini Program Source





SJ Grand Tax Calculator Mini Program

Custom Event

Page View

Mini Program Source

Page 1

12:20 PM

0.01KB/s

SJGrand

中文

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Mario

Individual Income Tax Calculator

Company Valuation Calculator

Pay Scale Calculator

Gross salary: Input (CNY)

City: Beijing

Citizenship: Chinese

Calculate

Notice/Disclaimer

This estimator of taxes should be used only as a reference. The individual income tax calculator provides approximate values based on the parameters entered by you. Real tax computation may also vary according to the interpretation of Tax Authorities. We suggest you contact us before taking any decisions about tax matters.

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Individual Income Tax Calculator

Company Valuation Calculator

Pay Scale Calculator

Industry : Advertising

Annual Expected Revenue Growth Rate : Input Rate (%)

Revenue (est. 2018): Input (CNY)

Net Income (est. 2018): Input (CNY)

Depreciation and Amortization (est. 2018) : Input (CNY)

Country: China

Calculate

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Individual Income Tax Calculator

Company Valuation Calculator

Pay Scale Calculator

City: Beijing

Industry: Technology

Position: CTO

Experience: 0-2 years

Calculate

Page 2

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About Us

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S.J. Grand Financial and Tax Advisory is a professional services firm that specializes in assisting foreign-invested companies and multinationals in China and South-East Asia.

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Victor Ariza

Thomas Portolano

Resources:

Mini Program Documentation: <https://open.wechat.com>

Aladdin: <https://aldwx.com>

TalkingData: <https://www.talkingdata.com>

Hotapp: <https://weixin.hotapp.cn>

Mobile Tencent Analytics: <https://mta.qq.com>

Growing IO: <https://www.growingio.com>

Zhuge: <http://zhugeio.com>

Baidu Tongji: <http://mtj.baidu.com>

Quest Mobile: <https://data.questmobile.com.cn>

Analysys: <http://dev.analysys.cn>

Sensors Data: <https://www.sensorsdata.cn>

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Need to design, build or audit/improve a WeChat Mini Program? Connect with us!

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31Ten is a digital agency specialized in building tailor-made web applications for WeChat: Mini Programs, "H5" or integrations with existing customer-facing or enterprise-grade solutions. In 3 years of existence, we have served 40+ brands across 90+ projects.

31°10'N: our name is derived from Shanghai's latitude, where we are based on serving as a compass that guides our clients in leveraging China's super app to reach, engage, convert and serve an increasingly agile customer. Our constant R&D ensures we will help you choose the best interface, user flow, and WeChat infrastructure to make your project a success. So get in touch with one of our expert consultants today and we'll show you how we can build your WeChat footprint effectively, together.

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