



WECHAT ADVERTISING

By WalktheChat

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Reach Chinese customers
through social media

What is WalktheChat?

We help foreign brands sell to China via social e-commerce



Cross-border shops

Sell to China while collecting payments in foreign currencies



Payments

Process payments via WeChat Payment and Alipay cross-border



Customer Service

Ensure your customers are happy and get answers to their questions



Promotion

Let Chinese customers know about your product and offer



Design

Make sure your visuals fit Chinese UX guidelines and expectations



Content

Keep your customers engaged via exciting pieces of content



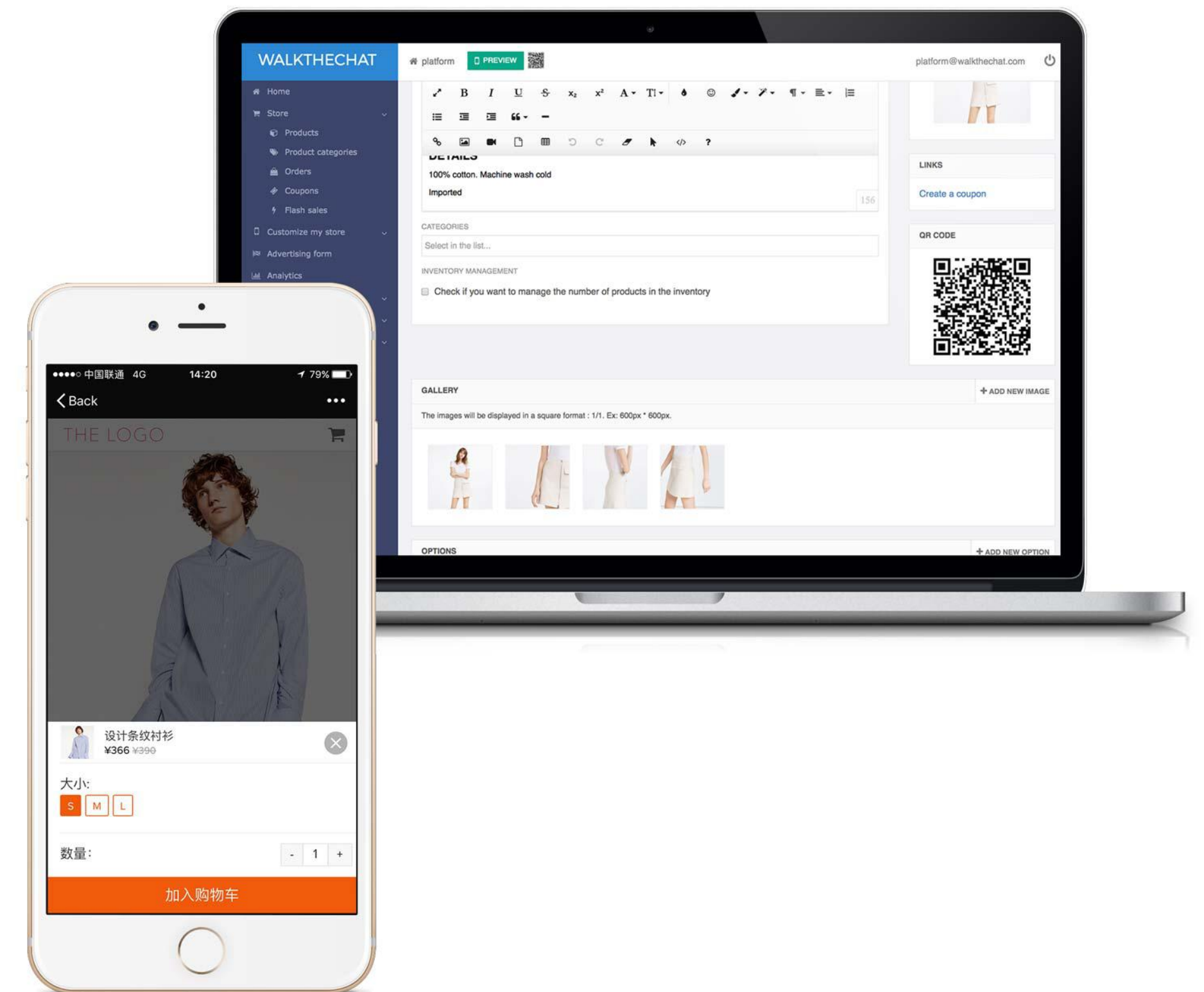
Management

Update your products regularly in order to keep your users excited



Analytics

Monitor your store traffic and orders in real time via our platform



Agenda



WeChat banner ads



What are WeChat Moment Ads.



Different types of WeChat Moment Ads



How to use WeChat Moment Ads



Targeting options



Pricing

A dimly lit desk with a computer monitor, a pen holder, and a mug. The scene is dark, with the monitor screen being the primary light source. The desk surface is light-colored, and the objects are silhouetted against the dark background. The text 'WECHAT BANNER ADS' is centered over the image.

WECHAT BANNER ADS

WeChat banner ads appear at the bottom of a third party WeChat Account



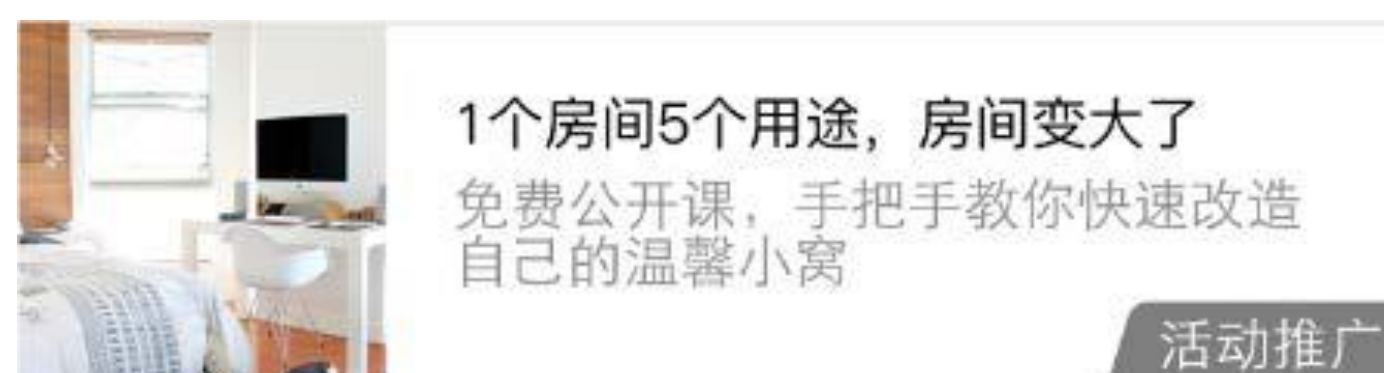
- ① **WeChat article:** WeChat banner ads appear at the bottom of a WeChat article written by another WeChat Official Account
- ② **Ad banner:** the ad banner contains a logo, account name and headline. If clicked, it takes the user to a page containing additional information about the brand/product
- ③ **Action call:** the action call gives the user the opportunity to perform a more direct and specific action such as following an account, purchasing a product or claiming a coupon

Various action calls enable to make the most out of WeChat banner ads

WeChat banner ads enable the choice between different type of action calls. These action calls are more diverse than for WeChat Official Accounts, enabling a wide range of conversion paths.



Follow WeChat Official Account



Direct link with headline



Claim coupon



Buy a product



Direct link with full screen image



Download an APP

WeChat Banner Ads pricing (minimum investment is 50,000 RMB)

Pricing for Banner ads is available on both CPM and CPC models.

Targeting is similar to WeChat Moment ads.

City size	CPM ¹	CPC ²
Core city	25	Bidding system Starts at 0.5 RMB / click
Large city	20	
Others	15	

Core cities: Beijing, Shanghai

Large cities: Guanzhou, Chengdu, Shenzhen, Hangzhou, Wuhan, Suzhou, Chongqing, Nanjing, Tianjin, Xi'an, Guiyang, Changsha, Qingdao, Ningbo, Zhengzhou, Dalian, Xiamen, Jinan, Harbin, Fuzhou

1. Cost per 1,000 ad impressions 2. Cost per click



WHAT ARE WECHAT MOMENT ADS?

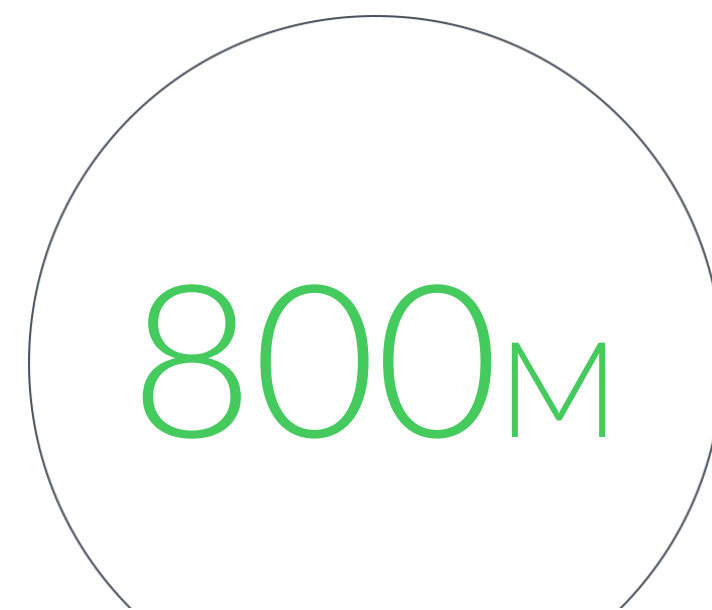
Similar to Facebook ads, WeChat ads appear on users' social timeline



- 1 **A friend's update:** WeChat advertising appear on the social timeline, in-between updates from friends
- 2 **WeChat ads:** WeChat advertising are displayed as a combination of text, pictures, videos and links (see next section) that the user can interact with
- 3 **WeChat ad comments:** If the same ad is displayed to several friends, they can see each-other's comments on the ad (unlike Facebook, comments from people you aren't friend with are hidden)

WeChat ads can reach almost any Internet user in China in a targeted way

10



MAUs

WeChat is the largest social network in China



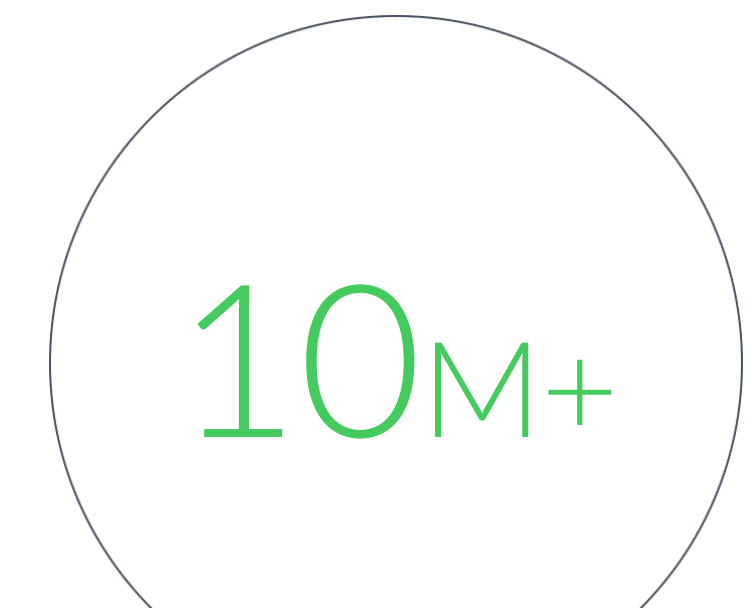
years old

Most WeChat users are between 15 and 40 years old



Penetration

In tier-one cities, 93% of people use WeChat



Public accounts

Millions of brands are already engaging with users via WeChat

A top-down view of a workspace. In the top left, a small green plant in a white pot. In the top right, a silver laptop with a black keyboard. In the center, an open notebook with blank white pages. To the left of the notebook, a black smartphone. To the right of the notebook, a yellow pencil and a pair of black-rimmed glasses. The entire scene is overlaid with a semi-transparent dark blue filter.

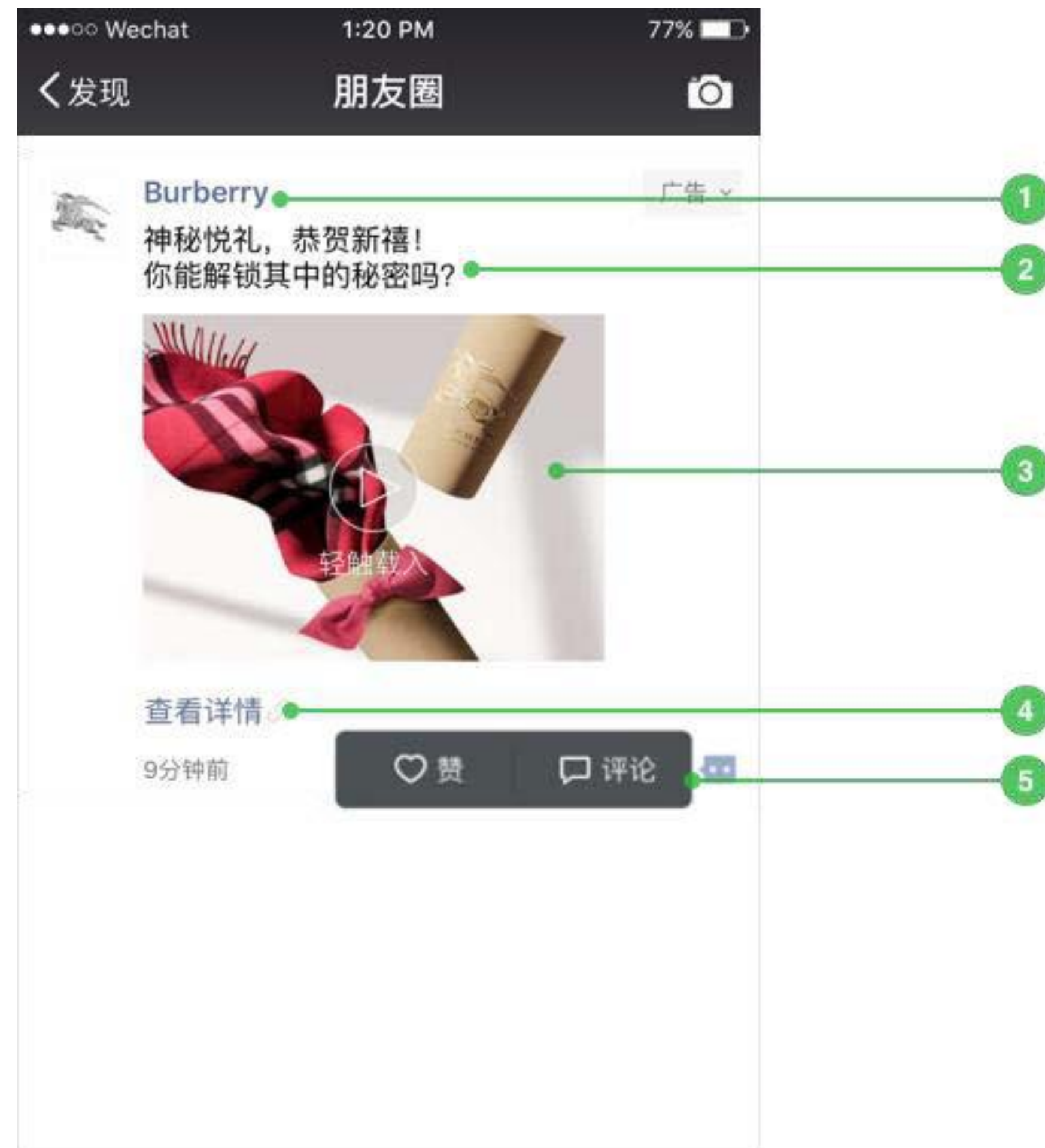
DIFFERENT TYPES OF WECHAT MOMENT ADS

Types of WeChat Moment Ads: Text & Pictures Ad



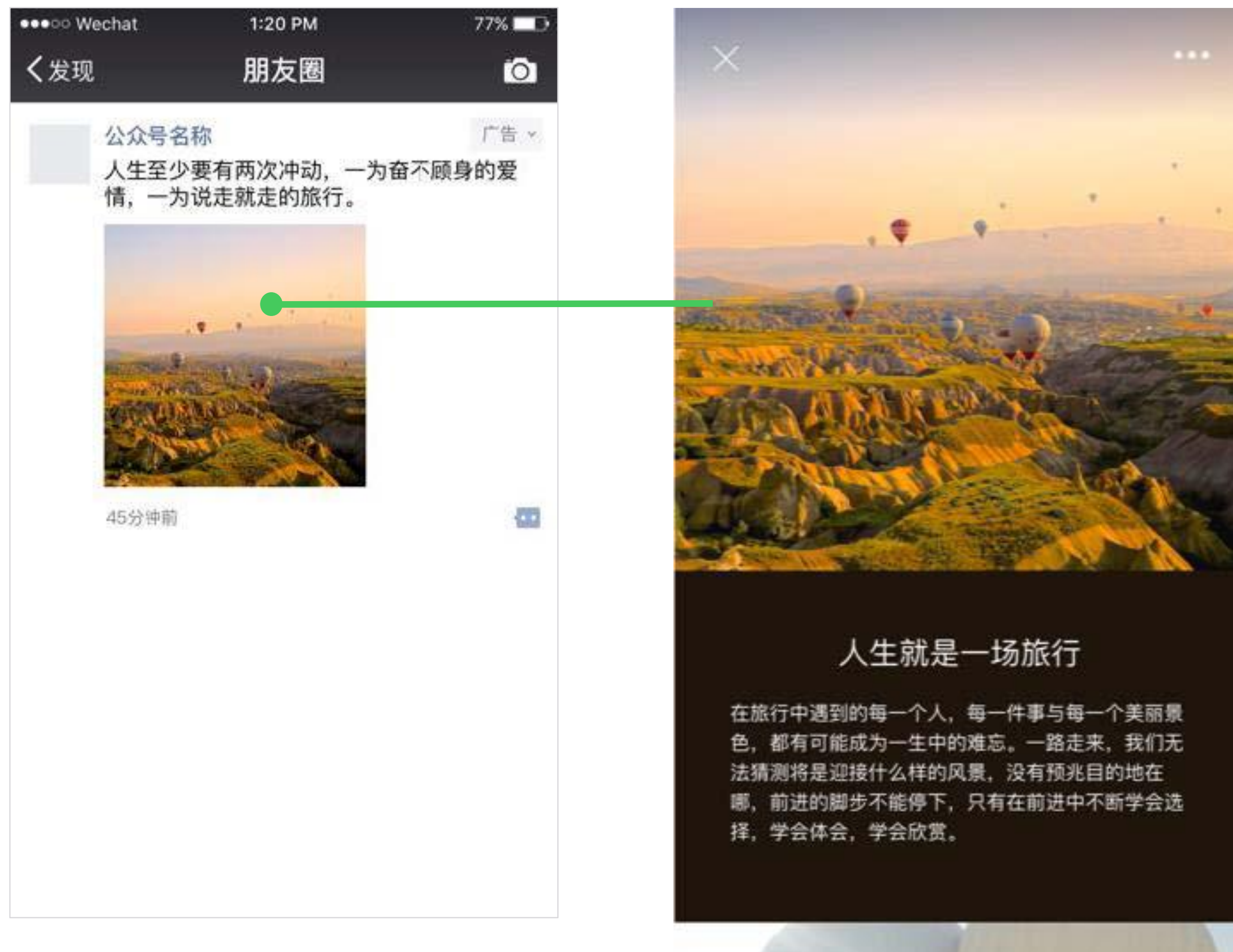
- ① **Account name:** profile picture and name of the WeChat Official Account conducting the advertising campaign
- ② **Main headline:** introducing the ad, at most 4 lines.
- ③ **Ad pictures:** set of pictures introducing the product in more details
- ④ **Link text:** brings users to an HTML5 introducing your products or invites user to follow your WeChat Official Account
- ⑤ **Comment section:** enables users to write comments about the ad

Types of WeChat Moment Ads: Video Ad



- 1 **Account name:** same as previous
- 2 **Main headline:** same as previous
- 3 **Ad video:** the video displays a preview of either 6 or 15 seconds. Upon clicking, the user can open a full screen video of up to 300 seconds
- 4 **Link text:** same as previous
- 5 **Comment section:** same as previous

Types of WeChat Moment Ads: Native Slider Ad



Native Slider Ad

1. When clicking the picture, users open a WeChat native sliding carousel
2. The carousel can contain pictures, text and videos
3. This ad format is ideal to bring a feeling of modernity and innovation to your brand
4. The Native Slider Ads can convert up to 10 times better than equivalent traditional ads

Types of WeChat Moment Ads: Location Based Ad



Similar structure than Text & Pictures ads

The display of public account name, text and picture is similar to the one of Text & Pictures ads

Local targeting

Location based ads can reach out people used to visiting specific areas, based on their average location over the past month. They can also be used to target Chinese tourists outside China

Link to business “name card”

The ads lead users to a page introducing the business in more details, including address, pictures and phone number

A person is sitting at a white desk, working on a laptop. Their hands are visible, typing on the keyboard. On the desk, there is a yellow pencil resting on a white notebook. To the right of the notebook, there is a small glass vase with a white candle and a green plant. The background is a light blue wall with a window. The entire image is overlaid with a dark blue semi-transparent layer.

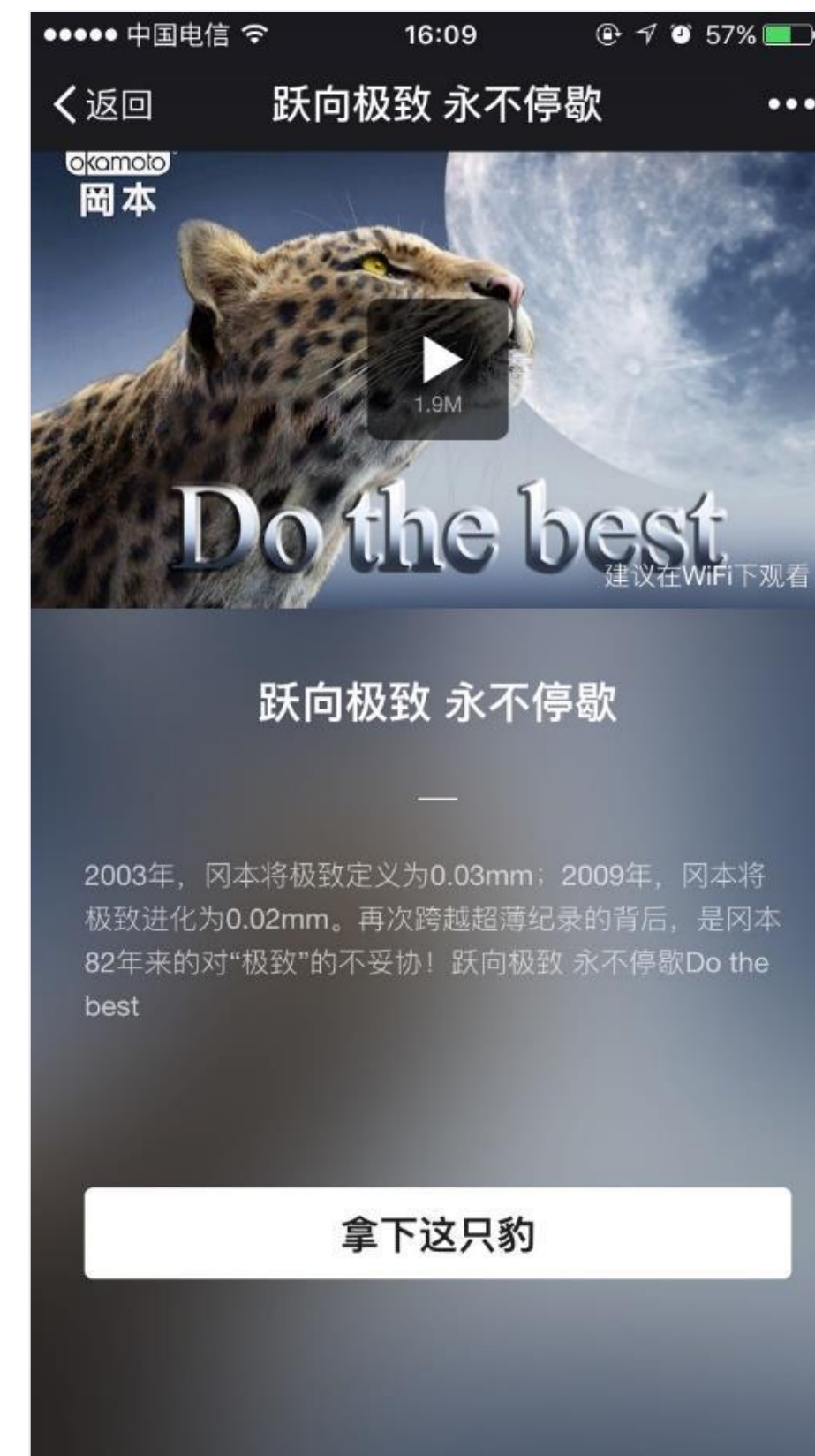
HOW TO USE WECHAT MOMENT ADS

How to use Moment Ads: Brand promotion

WeChat Moment Ads are powerful tools to directly promote your brand. The ads can link to beautiful HTML5 pages improving your visibility in China and brand perception



WeChat public account article



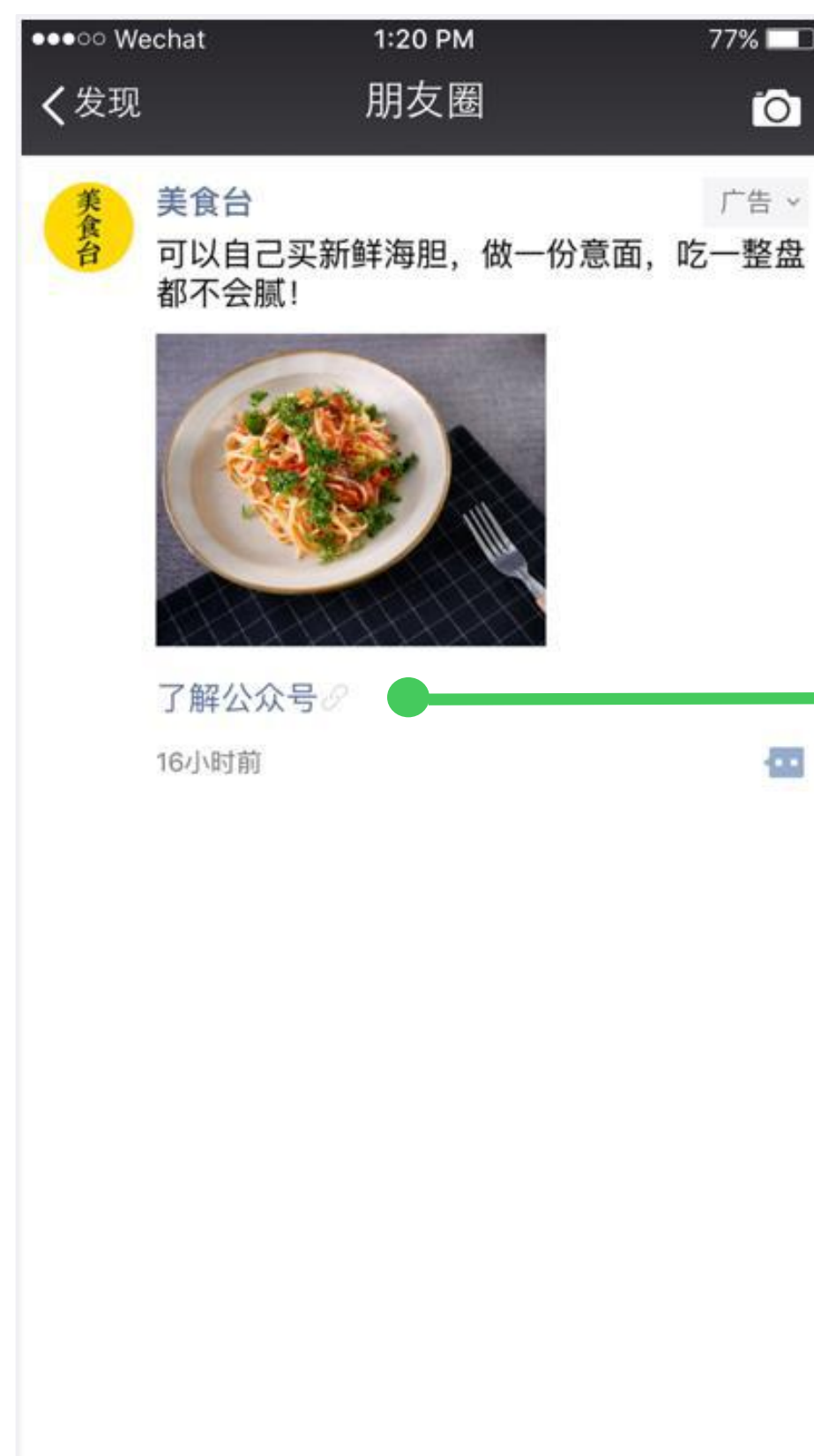
Default HTML5 template



Custom HTML5 template (>1M RMB)

How to use Moment Ads: WeChat Official Account promotion

You can use WeChat Moment Ads to promote your Official Account and acquire qualified, targeted followers. Average cost per followers usually ranges from 20 to 50 RMB.



WeChat Account Introduction



After the account has been followed

How to use Moment Ads: APP Promotion

WeChat moment ads can offer an excellent exposure to native APPs. The ads link to a landing page introducing the APP, and including a direct download button.



Direct APP download

The link on the action call page can lead directly to the iOS download page of the APP (for Android, the function is still in its testing phase and only enables to download the APP bundle)

How to use Moment Ads: Discount coupon

WeChat Moment ads can contain coupons which can be redeemed on your online store. Upon claiming the coupons, another action call invites users to visit the shop right away.



User can claim the coupon



This button links to the online store

How to use Moment Ads: Location Based promotion

Another way to use WeChat moment ads is to link to an article or the name card of a shop located in the vicinity of an area where users spend a large amount of time



Link to landing page

Link to store name card



WeChat article



Landing page template



Store name card

A top-down view of a person's hands typing on a silver laptop keyboard. The person is wearing a black watch with a white face and a black strap on their left wrist, and a brown leather strap on their right wrist. A black notebook with a blue elastic band is open to the right of the keyboard. A white mug with a black handle and a black rim, filled with coffee, is held in the person's right hand. The background is a light-colored surface.

WECHAT MOMENT ADS TARGETING

WeChat Moment Ads targeting options



Location: supports province, city or district (based on location of user during previous month)



Gender & age: gender and age from 5 to 60 years old



Mobile phone: targeting by OS (iOS, Android) or type of network used



Marital status: single, married, newly married or raising a kid



Education level: PhD, master, bachelor, high school, primary school



Interests: 18 categories and 122 sub-categories. 18 core categories are education, travel, finance, cars, real estate, furniture, fashion, F&B, personal services, professional services, cosmetics, home electronics, sports, health, child education, bags, watches, shoes, jewelry, politics and law, luxury goods, drinks, Internet, entertainment



WeChat behavior: currently following your public account, already using your APP, collected a WeChat coupon from ads within the past year, showed interest in your previous ads during the past year, remove users who are not interested in your content

A top-down view of a wooden desk with a silver laptop, a white cup of black coffee, two yellow pencils, and some crumpled paper. The scene is dimly lit, creating a moody atmosphere. A white rectangular box is superimposed over the center of the image, containing the text 'WECHAT MOMENT ADS PRICING'.

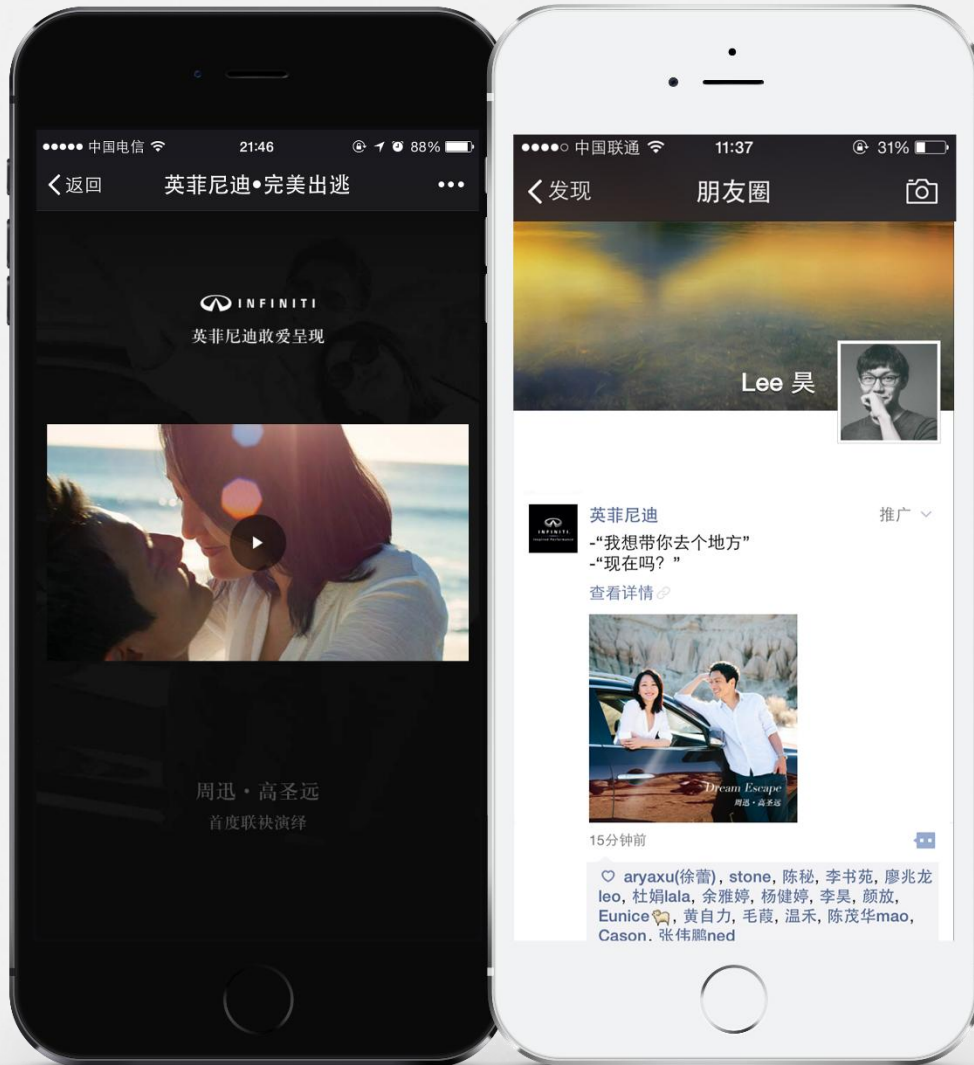
WECHAT MOMENT ADS PRICING

WeChat Moment Ads pricing (minimum investment is 50,000 RMB)

City size	Text & Pictures Ads CPM ¹	Video ads CPM ¹
Core city	150	180
Large city	100	120
Others	50	60

Core cities: Beijing, Shanghai
Large cities: Guanzhou, Chengdu, Shenzhen, Hangzhou, Wuhan, Suzhou, Chongqing, Nanjing, Tianjin, Xi'an, Guiyang, Changsha, Qingdao, Ningbo, Zhengzhou, Dalian, Xiamen, Jinan, Harbin, Fuzhou

1. Cost per 1,000 ad impressions



《完美出逃》

Promote through celebrity wedding, engage users to signup for test drive

40.85million
engagement

3million
OA followers

15,000
Test drive signup

Marriage between two celebrities attract high engagement and branding for INFINTI.



《谢谢，妈妈》

Mother's Day promotion with and emotional video

35.89million engagement	190K WeChat OA followers	15% landing page click
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An emotional video about the first time helping mother to wash clothes eventually leads to WeChat e-commerce purchase.



《见证盛唐时代的爱情》

Sell movie ticket via Moments

8.18million
engagement

300k
WeChat OA
followers

13%
Purchase rate

Show the movie trailer with Fan Binbin to increase the purchase for the movie ticket



美
大码美衣

Specific targeting leads to social commerces
and APP downloads

1.29million
engagement

40k
WeChat OA
followers

30k
APP downloads

Targeting the specific female groups leads to download of an
e-commerce APP selling plus-size clothes



拾墅

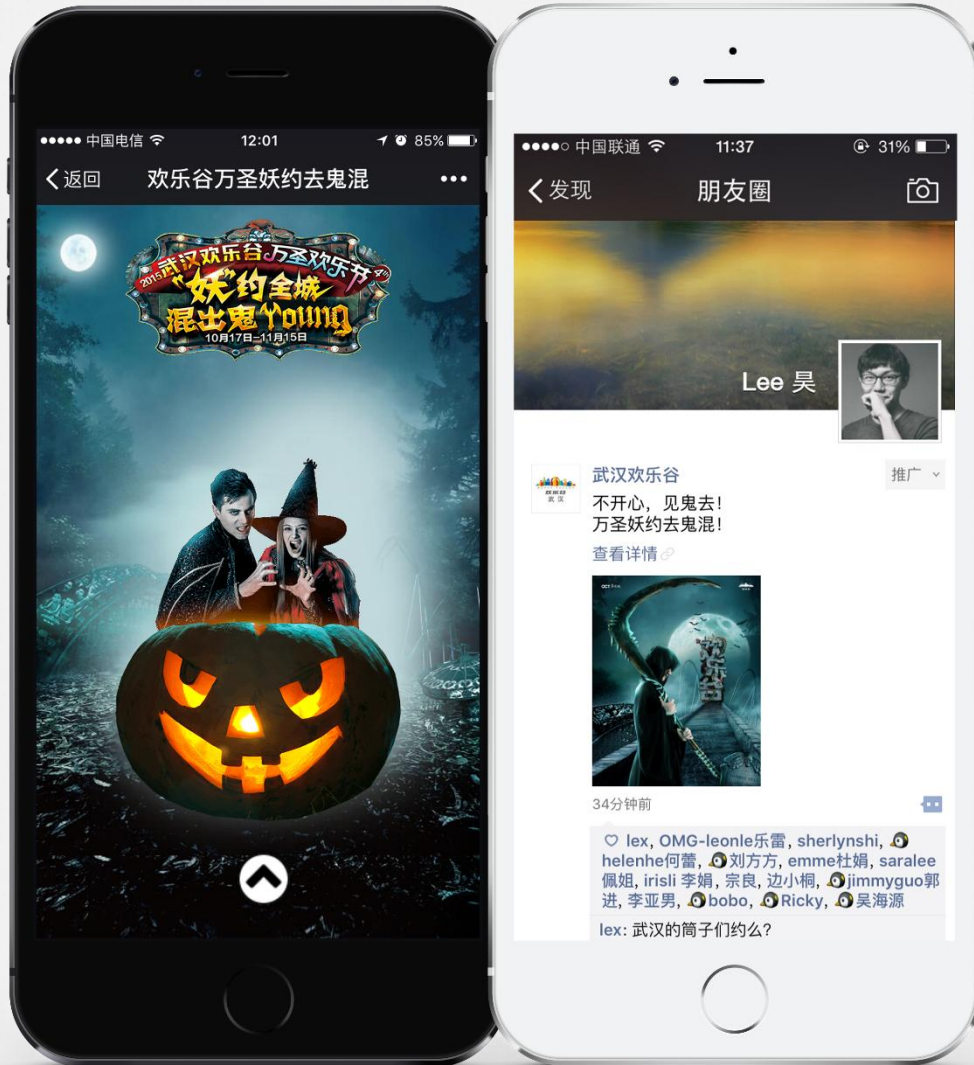
坤和和家园

Real Estate with specific targeting
(Mainland China only)

350k
engagemnet

6 house sold
over 14 million RMB
per house

Targeting users based LBS data, only targeting high income working area.



武汉欢乐谷

Amusement park with targeting for local residents

350k
engagement

6000 ticket sold
online

0.6+
ROI

Location based targeting for entertainment ares, and targeting students, sold more tickets than expectation

Contact us

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