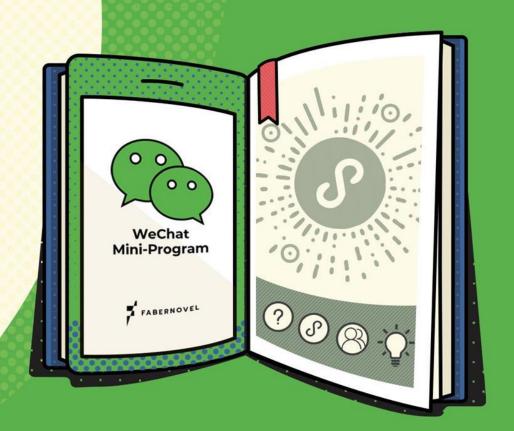




The WeChat Mini-Program Bible

July 2020



This work was made for you to share, reuse, remix, rework...

It is licensed under the <u>Creative Commons BY-NC-SA license</u> to allow for further contributions by experts and users in the coming months.

- You are free to share and remix / adapt the work.
- You must cite this document: The WeChat Mini-Program Bible (Fabernovel, July 2020).
- You may distribute a modified work under the same or similar license.
- You may not use this work for commercial purposes.

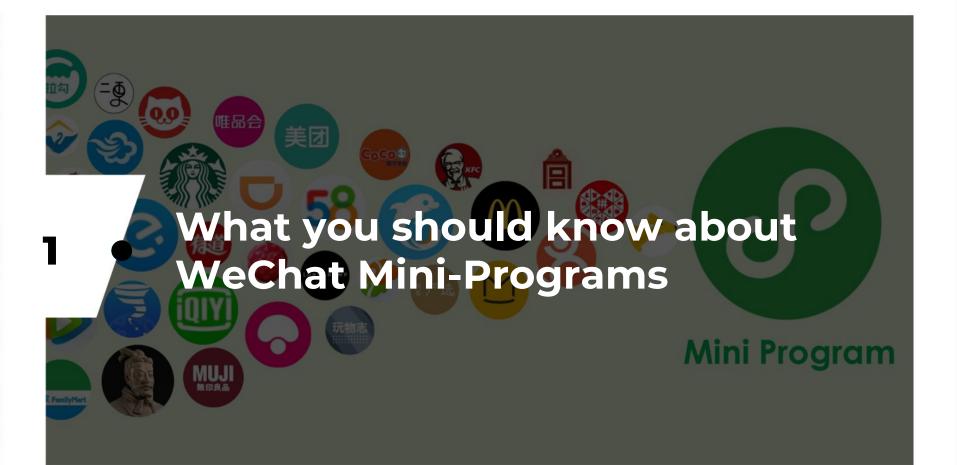
Why do we release this kind of work for free?

Our job is to enable companies to craft their best future self and tackle every upcoming challenge. We believe this can only be achieved by encouraging people to innovate and explore new business models. We aim to inspire you by giving you the keys to understanding new markets.

Table of contents



- Tried and Tested: WeChat Mini-Program Best Practices
- WeChat Mini-Programs for Creatives "How to" guide on Maximizing Creativity and Capabilities
- Tips to Get the Most Out of WeChat for Event Marketing
- Rise of Social Commerce & Omnichannel Mini-Programs
- Analytics for WeChat Mini-Programs: Where Do We Stand for Performance Tracking?
- WeChat Work



Mini-Programs: What are they?

The crisis brought about by Covid-19 showcased the power of mini-programs. There's simply no faster, more flexible way to build digital services and have them reach customers where they already are – in WeChat.



Matthew Brennan Co-Founder, Managing Director of China Channel

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



LIGHT & FAST

- 8Mb 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 with permission (fapiao info, phone number, addresses...)



COST EFFECTIVE

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

WeChat Mini-Programs have exploded since the beginning of 2018 and are defining a "post-app" age





450M Daily Active Users (DAU)

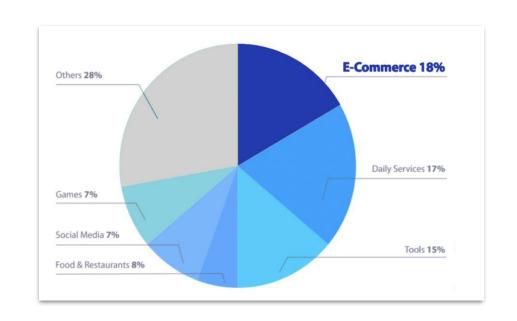


95% of e-commerce brands have an MP

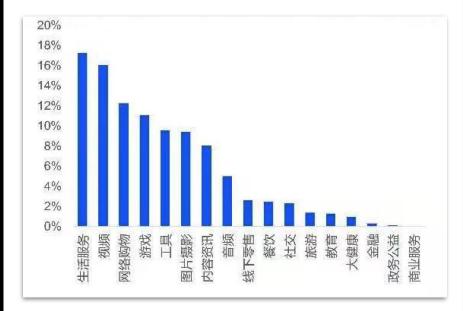


>60% of the 1.1B
WeChat users have
used them





Online shopping represents 12% of the DAU in the Mini-Program



Most visited MP by type of mini-program in first half of 2019

MP data from the first half of 2019's white paper www.aldzs.com and www.aldwx.com

- 1. Services
- 2. Video
- 3. E-commerce
- 4. Game
- 5. Efficiency tools
- 6. Images and videos
- 7. Content information
- 8. Audio
- 9. Offline shopping
- 10. Social networking
- 11. Traveling
- 12. Education
- 13. Health
- 14. Finance
- 15. Government related
- 16.Business service

/

Increasing players join the blue sea of Mini-Programs

Different **Mini-program platforms** focus on the major services provided by the MP platform.

In terms of WeChat MP, the focus is on **mobile** shopping, mobile games as well as offline services (each 16.7% MAU).

This is very different from Mini-programs in the **Alipay ecosystem** which focus on **traveling** (16.7% MAU) and transportation (20% MAU).

This difference comes from the ecosystem and the way the major app is built. These mini-programs represent the efforts of brands cultivating private communities.



Source: QuestMobile 2019 August

3 Key considerations for a WeChat Mini-Program

Entry points: Over 60 entry points to a Mini-Program - Which touch points to focus on?





公众号

OA

Notifications













自定义菜单 Customized menus 模板消息 Template messages 文章插入 Imbed into article

分享 Share

对话分享 Chat thread sharing 群分享 Group sharing APP分享 App sharing 图片分享朋友圈 Share image to 关联诵知 moments

搜索 Search

全局搜索 Global search 搜一搜 Discovery tab 品专 Product search 搜索过 Previously searched

支付Pay 卡包 Card pack

Coupons

会员卡

Members Card

支付凭证 Payment voucher 支付完成页 Payment completion screen 卡券

附近小程序 MPs nearby LBS广告 LBS Ads

LBS

广告

Ads

微信广告 WeChat ads

生态广告 Ecosystem ads

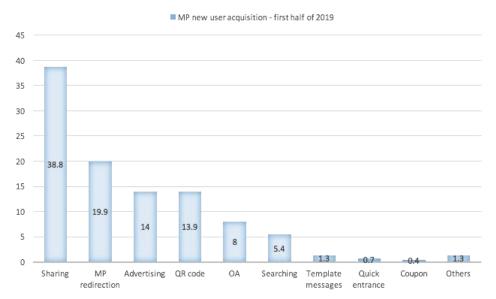
线下广告 Offline ads

Map of the main Mini-Program entry points within the WeChat ecosystem based on 8 main categories 11

3 Key considerations for a WeChat Mini-Program

Traffic Acquisition: Which source(s) will your Mini-Program users be coming from?

MP NEW USER ACQUISITION CHANNELS



Source: QuestMobile 2019

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

3 Key considerations for a WeChat Mini-Program

Segmentation: How many Mini-Programs and for which objective?

1 main central hub or many focused Mini-Programs?

Each WeChat service account can have a total of 13 Mini-Programs associated with 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 users an experience that is as simple as possible, and to not try to replicate a fully-blown App (read more here).

BEST PRACTICE: 1 Mini-Program

1 core functionality & 1 main business goal



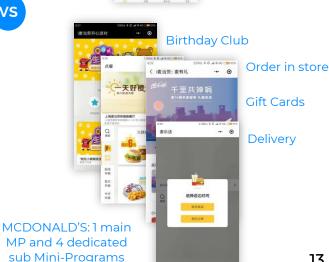
VS

OUNAR: 1 booking-focused MP



Main "Hub" Mini-Program

13



1.2

3 main use cases where Mini-Programs excel

W Good digital products let the user jump in and jump out quickly.

Allen Zhang, WeChat Founder



020 - Contextual quick interactions



Bike unlocking



Loyalty Program QR code



Convenient fapiao information storage and retrieval

Complete replacement of long tail applications



Courier ordering and tracking



Booking directly from airline

- Infrequent use
- Quick tasks: simple and straightforward

Complement - entry point to "heavy applications"



Offer the most frequently used features of your App

- Order repeat, order status tracking, etc.
- Use high value tasks as an incentive to use the App (e.g., Issuing a fapiao, International courier, etc.)
- Apps can share links to MPs



A testing ground for new features

- Fast release, no update required from the user
- Leverage WeChat and third party analytics data to tightly target and measure each iteration



Exclusive complementary features

- Limited editions for ecommerce
- Personalized products

Qunar

Much more task-focused user experience







Native APP Mini-Program

7

19

Segmentation across 5+ Mini-Programs

McDonald's

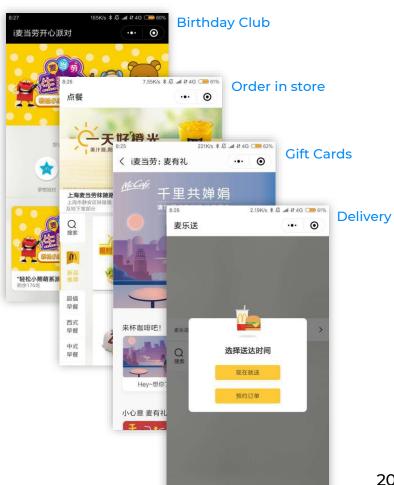


VS





Mimi Program



IKEA

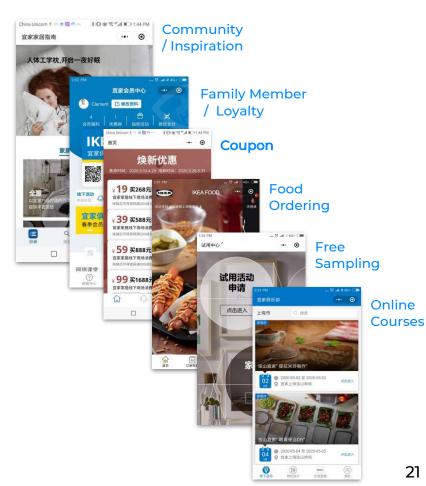
Segmentation across 8+ Mini-Programs



Native APP

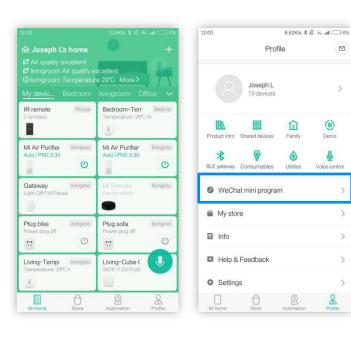


Mimi Program E-commerce



Xiaomi Home

MP can only be used after you download and link the App







Native APP

Shortcut to the devices shared with the MP

Invitation to link devices from the App

1.3

How to maximize organic traffic with entry points

In a world where 'content is King' but 'experience' is currency, mini programs are an integral part of your WeChat strategy.

WeChat is an excellent platform to engage with your most loyal customers; people who already want to follow you and consume your content. Yet many brands are too focused on 'building awareness' with WeChat, when they should be thinking about how to combine content with function to create a seamless customer journey that delights and retains their most valuable consumers.

Olivia Plotnick
WeChat & China Marketing Specialist





○ 魅可

最常使用

使用过的小程序

聊天记录

M.A.C魅可

MAC魅可礼品卡

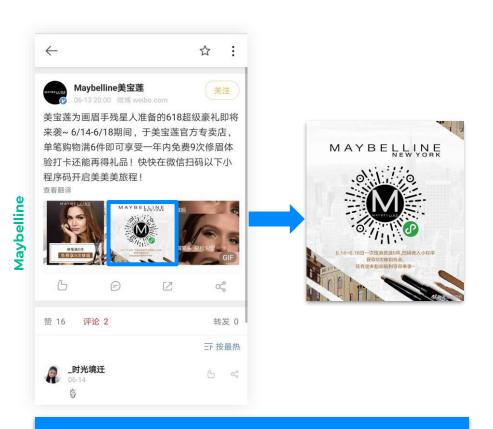
〇 更多使用过的小程序

◎ 取消



Dropdown entry

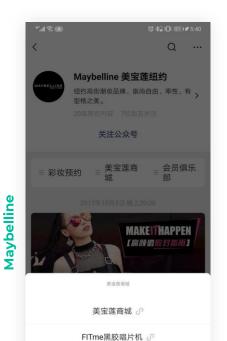
Android Desktop



Scanning QR code from external source - Weibo



Sharing in chats



Official Account (OA) menu

FITme底妆组合 P

取消



Scanning QR code - OA post



Clicking on image will jump to purchase page of MP

Embedded into OA Post

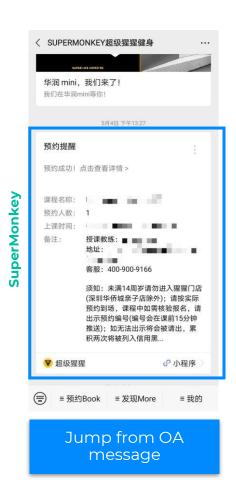
7

Popular Entry points



Jump between MP





28



Recently used MP



Search result



Clicking on product will iump to purchase page of JD MP

Product search







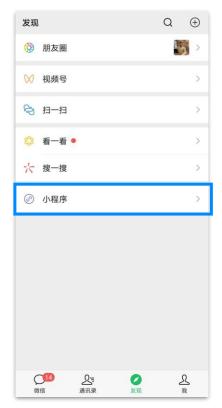


Payment receipt

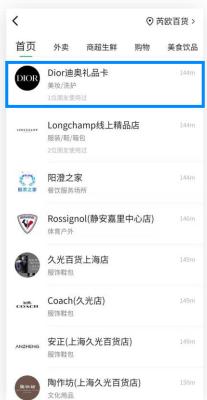
Payment history

Member card

Coupon









Old brand zone



New brand zone



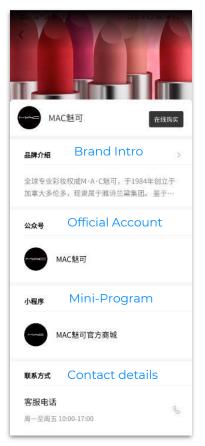
The **new brand zone** is tempting for brands to consider when optimizing their SEO presence in the WeChat Ecosystem.

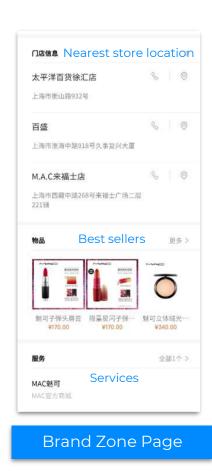
See example from Dyson Brand Zone before and after Class A brand zone.

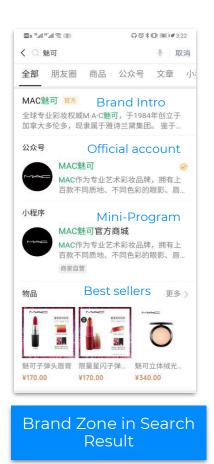
/

WeChat brand zone 2.0 update

MAC







1.4

How to convert Mini-Program users into WeChat Official Account followers

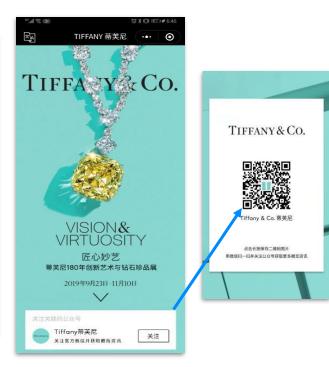
Tricks and techniques for the MP user to become an OA follower

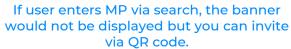
LVMH, Tiffany













Invite user to follow OA after successful payment in MP

DO NOT ask your users to search for your OA

La Mer & Tiffany

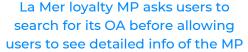
There are undoubtedly many limitations on WeChat for channeling users from MP to OA.

But the MP should be designed in a way that shortens the steps before users get to the result.

La Mer is an example of bad user experience where the mini-program is asking users to type the name of their OA and search for them.

Tiffany would be a **better example** of a workaround to invite users to their OA. It provides a **QR code** for users to scan and reach the OA easily.







Invites users to follow their OA after providing an easier way

Turn consumers into loyalty members

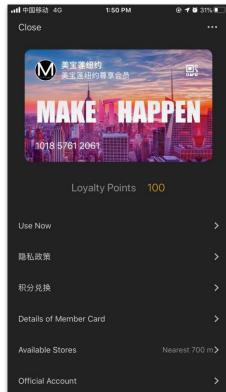
Maybelline

Create rewards for more than just spending (This can be anything from writing reviews online, to participating in different surveys, to pretty much anything else you can come up with)

Implement a relatively short journey to benefits

Make sure all your offers are strategically personalized





Leverage favorites

La Mer & Kiehl's & Givenchy

Again, while super popular, Mini-Program users may still not be fully aware of the extent of the default features, especially when it comes to navigation.

Consider **pop-up notifications** to encourage the user to **add it to their favorites** (to be later accessed via the top shortcut bar).



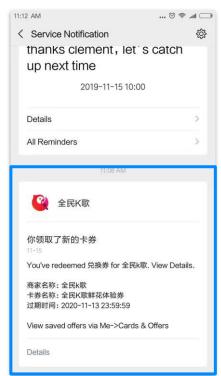
3 different Mini-Programs displaying a call-to-action to add to favorites via the top menu & explaining the benefits of having a shortcut.

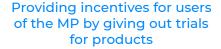
Voucher

Everyone KTV

Mini-Programs can link to an official account via **banners** shown on **O2O entry points** (scanning QR codes, payments).

If you want to provide a distinct value through your Official Account — e.g., sending transaction status notifications — you can invite your Mini-Program users to follow the OA via a pop-up notification as well.







Gift Certificate

Embedding Official Account follow option at the bottom of the card

Ź

Subscription messages

Template messages

WeChat has recently published the next generation of **template messages** to subscribe.

When users click on a certain **Call-To-Action** in the mini-program, there is a permission pop-up. Permission pop-ups include the title of the subscription message.

- **User decides** if they want to receive the subscription message.
- **Timeframe** for pushing the subscription message time is not limited.

Points to consider:

- How to **increase the frequency** of users triggering this subscription pop-up?
- How to increase the subscription rate?



Subscription messages

Template messages

Tencent normally takes **3-7 days to assess** one template and they do not provide any guidelines. From experience, it normally takes **2-3 rounds of modifications** to validate one template.

The limitations in the template are not properly disclosed by Tencent. Thus, it is a **time-consuming** trial and error process. Also, Tencent limits only **10 templates** that can be submitted for validation **per month.**

Preparation for template: Brands needs to consider what scenarios require subscription messages to be sent 1. Title 2. Sample content 3. Template title







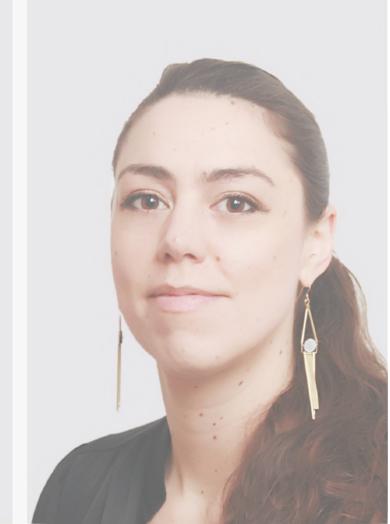


1.5

How to amplify Mini-Programs by using WeChat Social Ads

WeChat has accelerated the development of advertising solutions supporting driving traffic to mini-programs. By taking hybrid approaches like the newly launched "combination ad set", brands can apply one key visual to both feed ads and mini-program ads at the same time. This new format maximizes ads' exposure through multi-formats and channels, allowing for small budget to reach a CPF as low as 6 RMB.

> Rachel Daydou General Manager Fabernovel China



WeChat advertising placement











In-Article Ads

Ads in Moments feed

Ads within WeChat payment receipts

Ads within Mini-Programs

In-game ads

WeChat ads overview

3 types of display offerings



Native Ads displayed in users' Moments feed similar to a friend's original content appears.

Official Account Ads:
Displayed when users browse content on public accounts
(Vogue, Elle, etc.)

Mini-Program Ads:

Displayed when users browse Mini-Programs or mini games.







WeChat moments Ads

Ad placement

User's moments feed

3 formats available

- 1. Image/Video + Text + Link
- 2. Card image/video + Text
- 3. Special Format



WeChat official account Ads

Ad placement

In-article or page bottom

3 formats available

- 1. Bottom Ads
- 2. In-Article Ads
- 3. Mutual Selection Ads



WeChat Mini-Program Ads

Ad placement

In Mini-Program/in Mini Game

3 formats available

- 1. Bottom Banner Ads
- 2. Incentive Ads (Mini Game Video)
- 3. Pop-up Ads



Definitions

Impression: number of times an ad has

been shown

Reach: number of viewers

Like: thumbs up

Comment: leaves a message **Share**: forwards to friend

Click: press the photo/link/copy, ect. **Engagement**: number of actions done by viewers (Like + Comment + Share +

Click)

Canvas Engagement: Engagement of the landing page (number of times the

video plays + buttons clicked)

Follow: number of new followers

Cost: money spent

CPM: cost÷impression×1000 **CPE**: cost ÷ engagement

CPF: cost ÷ follow CPC: cost ÷ click CPA: cost ÷ action

CTR: click ÷ impression×100% FTR: follower ÷ click×100%





Moments Ads key KPIs

Impression Engagement Follow CPF

CPF

Official account ads key KPIs

Impression Engagement Follow

CPE

CPF CTR – FTR –

For ongoing ads to optimize the visual & criteria

WeChat Mini-Program Ads key KPIs

Impression Engagement Follow

Follov CPE

CPF





Maximizing the friendliness of the ad to encourage engagement



Card Format

Creating an attention catching "branding zone" using key tags in moments feed.



Special Format

(1M+ RMB investment)
WeChat offer special formats
and features such as A/B
option, full frame, etc.
Able to direct to MP
through landing page

Official account ads - 3 format types





Bottom Ad (Image/Video)

Maximizing the friendliness of the ad to encourage engagement



In-Article Ad (Image/Video)

Displayed in the middle of an article page



Mutual Selection Ad (Image)

> Displayed in the bottom of an article page

Mini-Program Ads





Mini-Program banner (Image)

Very eye-catching when users browse the list of Mini-Programs





Users can choose to watch the ad in exchange for game bonus





Users can choose to watch the ad in exchange for game bonus

How to Amplify MP by using WeChat Social

Restrictions on WeChat Ads



Chinese advertising law & Tencent stipulation

- 1. Absolute terms such as "national level," "highest level," and "best" shall not be used.
- 2. No false or **misleading** advertisements may be placed.
- 3. The data, statistics, survey results, abstracts and quotations used in advertisements shall be true and accurate, and the source shall be indicated.
- 4. False patented products or patented methods shall not be involved in advertisements.
- 5. Do not use advertising ideas that are easily misunderstood and intentionally deceive or mislead consumers.
- 6. The commodities or services of other producers or operators shall not be **belittled**.
- 7. The words "well-known trademark" shall not appear in advertisements (article 15 of the trademark law of the People's Republic of China).
- 8. "National products exempted from inspection" and other contents related to quality exemption shall not appear.
- 9. Unauthorized third-party images or logos shall not be used.
- 10. The image and security of the state, the nation, and society shall not be harmed.
- 11. It must not go against the requirements of building social and spiritual civilization and must not go against the good customs of society.
- 12. Shall not violate the advertising endorsement rules.

F

Restrictions on WeChat Ads



Campaign advertising launch rules

- WeChat advertising limits the types of campaigns: Promotional activities with strong inducement and high risk. Activities that do not involve the purchase of physical goods. The selection of spokespersons, models and actors, etc.
- 2. WeChat advertising **prohibited types of activities**: including but not limited to crowdfunding, 1 RMB shopping, etc.
- 3. WeChat advertising promotion campaign content basic requirements: advertising **content description** needs to be clear, detailed rules of the campaign.
- 4. Lucky draw campaign, prize price must be less than 5000 RMB.
- 5. **Gift activities** state clearly the variety, specification, quantity, time limit and manner of the goods or services provided as gifts.
- 6. Coupon activities,do not use activities to induce sharing, attract attention to quickly get fans or seek improper interests.
- 7. No format clause like "XXX has the right to interpret this activity" shall appear in the content of the activity.

Advertising consistency requirements

The products and brands promoted in the advertisement shall be consistent with the account opening and authentication subject and account content, and shall not be placed on behalf of others

Restrictions on WeChat Ads

Clothing & Accessories	Automobile	Life services	Food & Beverage	Beauty & Skin care	Electronics	Media publishing
No restriction but brands with a certain reputation / currently sold are allowed to advertise	No restriction	No restriction	Some ad placements are not allowed for Alcohol	Some ad placements are not allowed E-commerce is not allowed except JD, etc. Hygiene permit is required	No restriction	No restriction
Agriculture	Engineering	Game	Software	Media	Online audiovisual	News
Some ad placements are not allowed	Some ad placements are not allowed	No restriction	No restriction	Some ad placements are not allowed	Some ad placements are not allowed	No restriction
Institutions	Daily products	IT communication	Home furniture	Safety & Security	Environment	Transportation
No restriction but approval is required from Chinese government to make Official Account	No restriction	No restriction	No restriction	Some ad placements are not allowed	No restriction	Some ad placements are not allowed
Real Estate	Legal services	Retail products	Restaurant	Parenting	Business services	Jewelry & Watch
No restriction but foreign investment is not allowed to advertise	Some ad placements are not allowed	No restriction	No restriction	Some ad placements are not allowed	Some ad placements are not allowed	No restriction
Outdoor sports	Travel	Finance	Education	Photography	Relationship	E-commerce
No restriction	Hotels with casinos are not allowed to place ads	Some ad placements are not allowed	No restriction but approval from Ministry of Education is required to make Official Account	No restriction	No restriction	No restriction

1.6

Mini-Program / APP / H5 Comparison

A much better access experience

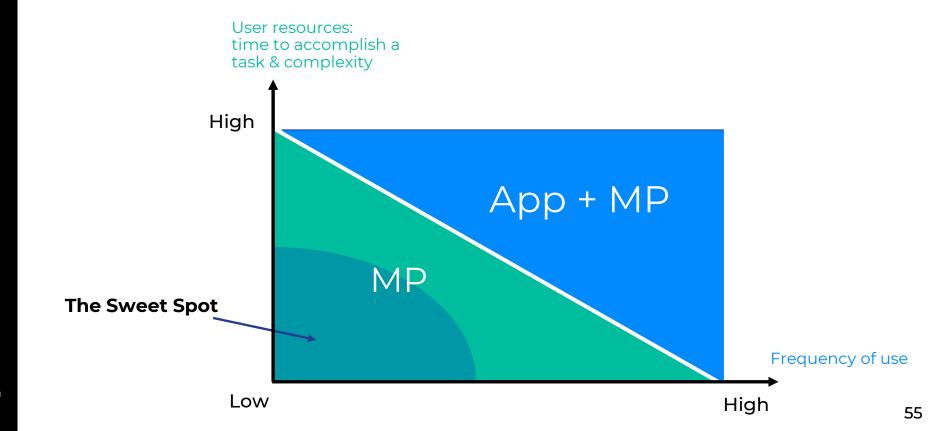
The two major operating systems, iOS and Android, requires the user to download the native mobile apps from different app stores. This situation is made even more complex by the numerous app stores in the Chinese market. For a native app to go live in the Chinese market, you need to get validation in more than 5 app stores in order to reach a majority of the audience.

Whereas, for mini-programs, all necessary development can be done within the existing WeChat mini-program framework which is available within the WeChat ecosystem. Validation is only necessary from the WeChat team with an estimated approval time of 1 - 7 working days.



So, App or MP?

Targeting the sweet spot with disposable mini-programs



C

Technical limitations of a WeChat MP vs APP and H5





MP vs APP



X	No Notification / Pushes
X	OA User ≠ OA Follower
X	Limited discoverability: still no real "App store" to find them
Х	No Games => Mini Games (小游戏), which have their own set of rules and APIs
X	No VR/AR (not really)
X	WeChat Pay preferred
X	Do not work well with audiences outside of WeChat
X	Dependent on Tencent's changing rules
Х	No Connections to APIs outside of China, all data sources need to be ICP enabled
X	Need Tencent approval on every update (unlike PWAs)

User login does not provide identifiers (email, phone number)

X	Within WeChat only / Mobile-desktop web browser
X	QR code / Web link
X	Limited access (not easy to find) / easy to access on every browser
X	Mini Game on WeChat / H5 game not convenient for users
X	No VR/AR (not really)
X	WeChat Pay preferred
X	Need to access from WeChat / Can access from every point on the web
X	Size limitation 10MB (can be extended) / No size limitation
X	Easy to retain users / Low retention rate



2.1

Mini-Program UX design best practices

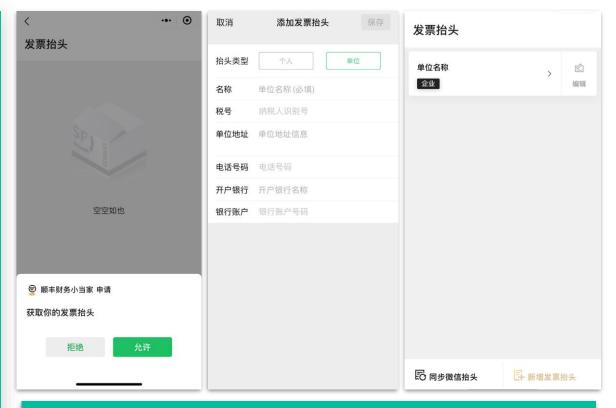
When a user shares a Mini-Program with a friend, in most cases it's exactly the same page that he will receive. Nevertheless, a good practice will be to personalize the content and offer different possibilities based on the user type: First time users, non members, VIP members, KOC.

> Vladimir Garnele, Creative Director at 31TEN

Focus on "extreme usability" & fast learning of the interface: you can't assume the user will learn through repeat use

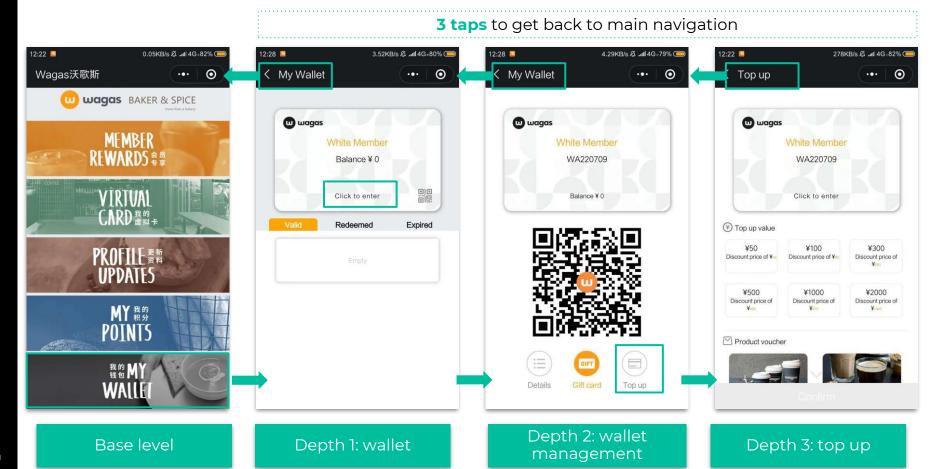
Focus **interface elements** to the task at hand and minimize attention fragmentation

Few key steps (3-4 max) to task completion



Withdraw invoicing information from your WeChat account

Leverage menus if you have a navigation depth >2 levels



7

61

Always keep sharing in mind



Landed from the MP homepage



Landed from a share within chat

There is no back button if the page is shared via a chat

Find an incentive high enough for Moments sharing



Test results and sharing CTA

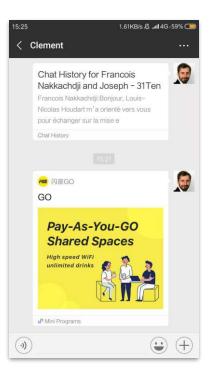


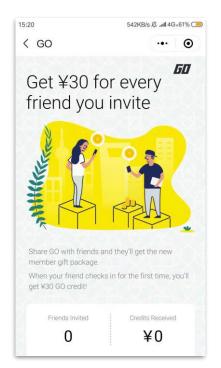
Poster image with trackable QR code



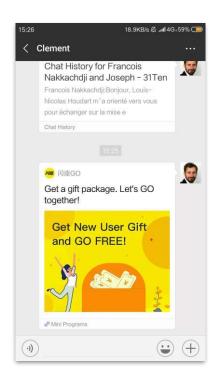
The MP stores the picture on the phone

Leverage faceted sharing with referral programs and clear incentive for users to share.









Default MP sharing card

Refer a friend and get 30 RMB

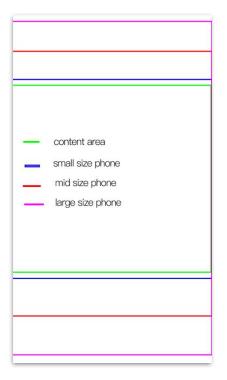
Sharing helper

Sharing card has a CTA specific to the referral

Faceted sharing with referral programs with emails, mobile phones and not only WeChat...



Leverage faceted sharing to its full potential







Make sure the sharing is adapted to every smartphone size to avoid content being cut off. 9:16 or 9:15 for mobile devices. Normally the screen size changes vertically, so as long as the content is centered it will fit a small viewport.

Refer a friend and get 30 RMB Share more than just 1 picture and even share a full design concept.

Make sure your key elements can be loaded offline





V6.7

V6.5









Sephora MP shows a "White screen of death" (right) on a 2yr old Android phone stuck with WeChat v6.5

Wagas MP fails to load on WeChat v6.5

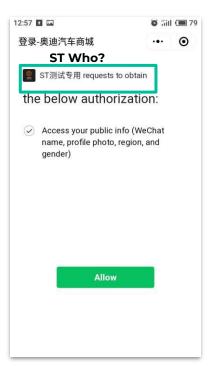
Catching an old noncompatible version and inviting to upgrade

Do not copy/paste your mobile site in a Mini-Program









4S Audi Mini-Program being the exact same user experience and content as the mobile site

Mini-Program asking for Web WeChat login instead of mobile number authorization for login or signup

Using helpers: pin to favorites







Different mini-programs always try to encourage users to pin them into their favorite mini-program section to increase user stickiness

Design for omni (WeChat) channel

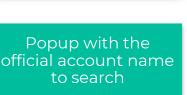


CTA to follow the

Official Account









On validation copies the OA name into clipboard, ready to paste in search

Design for omni (WeChat) channel



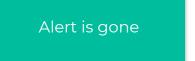
个人中心 ... ① hznz8897 全部订单 会员中心 优惠券 常用旅客 联系客服 退出登录 000 自 问答社区 我的

@ **1** 69% =

■ 中国移动 🗢

Detects that you are not following the official account

Provides benefits of following and a step-bystep breakdown of how to do so



Design for omni (WeChat) channel



Detects that you are not following the official account



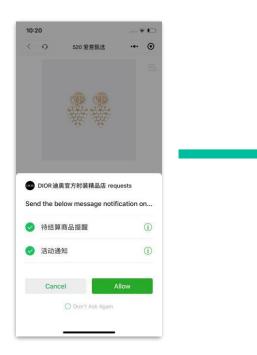
Provides benefits of following and a step-by-step breakdown of how to do so

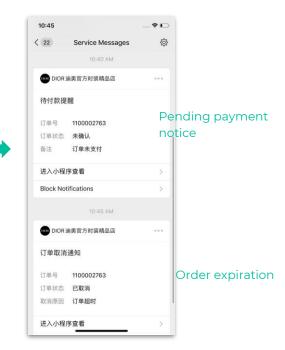
Leveraging example: Cart abandonment retargeting



Cart abandonment retargeting







Checkout process on mini-program

WeChat cart expiration

Product Authentication: QR scanning for product authentication

Only 4% of Tmall buyers are converted to members, yet 12% of WeChat followers are members



If not a member, registration is incentivized using points

法国原装 正品承诺 您所查询的是:法国原装进口贝德玛 系列产品,是正牌产品的标识,请放 心使用。 您已获得200个积分。点击下面积分 兑换按钮,即可参加明星产品与精选 服务兑换。

BIODERMA

=

Scan product's unique QR code

Dynamic authenticity result and single sign in page

If user is already linked with WeChat, points are directly credited

The brand zone: a branded mini-site as the first search result









Search Page

Brand Zone

Official Account

Mini-Program

Take advantage of Mini-Program APIs to minimize input complexity and collect users data in a faster and more efficient way.









Address retrieval consent

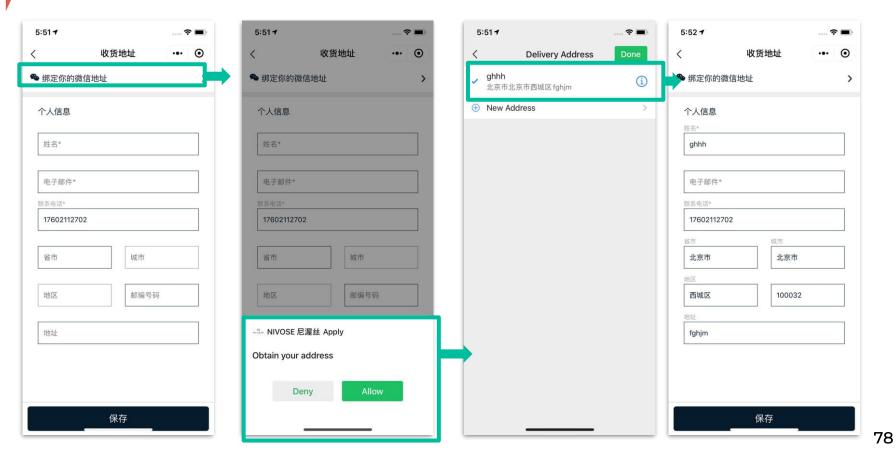
WeChat Login

Mobile phone retrieval

Ask for Fapiao information

Take advantage of Mini-Program APIs to simplify checkout process.

Address Book API only for checkout



2.2

Mini-Program E-commerce best practices

Pursuing a fluid interconnection between off and online, in the past two years Bylgari has relentlessly worked to ensure a seamless experience between the customer and the Brand in all its touch points – be them physical or digital - before, during or after the purchase.

For Bylgari's CEO Jean-Christophe Babin, "E-commerce must be an engaging and exclusive 360 degrees experience, offering the same service of excellence delivered in a Bylgari boutique. Not to mention the complementarity of the website with the Boutiques in terms of contents and information."

Jean-Christophe Babin Group CEO at Bvlgari



The next growth point

Consumers in GenZ:

As online user growth in China's Tier 1 and Tier 2 metropolises like Shanghai and Beijing reach a plateau. more than 50% of digital consumers will still reside in lower-tier cities. High online readiness of younger consumers in China's lower-tier cities represent a significant opportunity. They are now focusing on MP services (23% MAU for Gen Z) to improve efficiency and online shopping. MP accounts for 15% MAU for Gen Z.

Consumers of the Silver Generation:

More and more baby boomers are joining the trendy Miniprogram usage after being taught by their children. They focus more on practical tools and video streaming miniprograms according to a QuestMobile 2019 June report. But serving these consumers requires understanding how they are different from their top-tier city counterparts, and then crafting offers that meet their needs.



Type of MP preferred by Gen Z and Silver Generation. Report from QuestMobile 2019

Short-term EC Example: Online Popup Store MP

Balenciaga Popup Store MP

Test the market:

Launch a single limited edition item in the Mini-Program

Mysterious sales:

- On post on the WeChat Official Account with the image of the product and a link to the Mini-Program (no more information)
- In the Mini-Program, just information about the price and the size

Objectives:

- Reconnect with Chinese customers
- Using the sense of limited sales and urgency to entice pulse purchase and improve conversion rate



Improves conversion rate: Cross-industry Cooperation

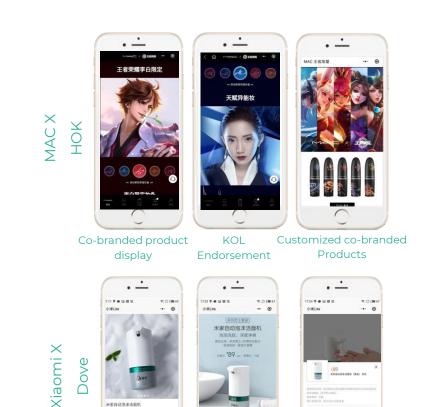
MAC x HOK & Xiaomi x Dove

Mac & HOK / KOL Endorsement - Rocket Girls

- Invite members of one the most well-known girl bands in China formed in 2018 to feature this new series.
- Introducing the new collaboration series applied on their lips.
- Introduction of MAC x HOK special stickers for MAC lipstick owners
- This MP is tailored to the focus on Gen Z using the most popular game to encourage the willingness to make a purchase

Extremely shopping oriented user journey for faster impulse purchase

- CTA on each picture linked to the product
- One-step login and checkout feature embedded in the MP
- Limited introduction on the products but very short user journey



/

Improves conversion rate: Cross-industry Cooperation

Shu Uemura x Pokemon

Co-branding Endorsement - Pokemon x Shu Uemura

- Specially designed Pokemon logos are printed on the best sellers of the brand
- In doing so, the brand is able to attract more potential buyers who are a Pokemon fans. Since there is a low cost to switch from one brand to another, these potential buyers might switch from other brands to Shu Uemura for the same type of product.

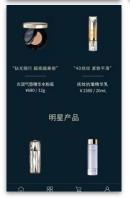
Extremely shopping oriented user journey for faster impulse purchase

- CTA on each picture linked on the Homepage to the product page
- One-step login and checkout feature embedded in the MP
- Limited introduction on the products but very short user journey











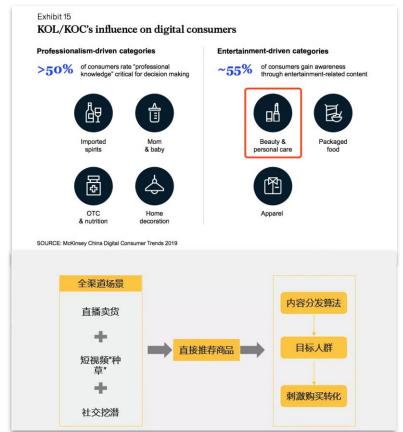


Improves conversion rate: KOL/KOC influencer

KOC becomes the new front line of branding

Live streaming for selling + **short video** to promote awareness → **KOC** is able to promote the product directly to the consumer. These targeted audiences are enticed, become consumers, and make purchases.

WeChat Mini-programs open up the potential of live-streaming. **Taobao live streaming promotions** can be replicated on WeChat.



The ultimate solution for a beauty brand on a Mini-Program, today...









Permanent E-commerce

Short-term E-commerce Makeup Service or Consultation

Store Locator

/

The ultimate solution for a beauty brand on a Mini-Program, today...









KOL

Content / Magazine

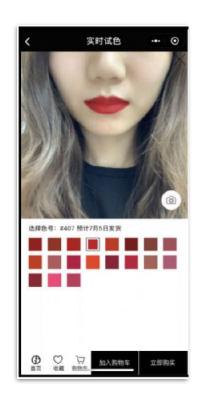
Gift Card

Loyalty Program

The ultimate solution for a beauty brand on a Mini-Program, today...











Seasonal Best Sellers

The ultimate solution for a beauty brand on a Mini-Program, today...















Member stored value

Release stored value rewards to



Promo codes for online and offline customers to buy promo codes and use discounts on their products. Ability to print the code and give to

Discount package (matching products package)

Select two matching products and set a package price. When you browse the product details page, customers see other items in the package and the customer can purchase the entire package at the discount price.

Sign in Reward

that allows customers to move Activate your customers by giving them rewards when they sign in.









Customer Service/Chatbot

Integration of live chat history to provide customer support and service

Ratings and Comments

Customers can share their feedback on your E-commerce MP. Customer feedback improves the purchasing decision-making process to drive sales and decrease returns

Warehouse management system

Order status, tracking, and integration with 3rd-party public

Coupons

Define and customize what kind of coupons you will make for your product. There are four types of coupons:









Gamification

Gift with purchase amount

Giving samples for purchases that are over a certain amount on the Miniprogram platform in order to direct

Price markdown

merchandise. When marked down, customers can decide which products to piece together for their order and enjoy the discount. There are a variety of marketing scenarios, with 6 kinds

Bundle / Package

Product bundling is a strategy you can use to encourage customers to buy more goods – offer to sell multiple items together at one price. A product bundle is good for your customers because they pay less for each item bought each item individually.









Flash Sales

A flash sale is a discount or promotion offered by an e-commerce store for a short period of time. The quantity is limited, which often means the discounts are higher or more significant than run-of-the-mill promotions. The time limit and limited availability entice consumers to buy on the spot - aka impulse buying.



A new way to customize gifts: distribution of electronic cards on social networks. Customize your own brand gifts cards and their value.

Points Mall

Build an exclusive points system to bring more loyal and active customers.

KOL Selling

-Designing and customizing banners, templates. -Integrated sharing with social networks.

93









Wish list

Customers make a wish list and bookmark products that they want to buy.



Reduce the price of the product and make an auction.

Buy as a gift

Send gifts to friends that will generate large traffic of customers. Send products directly to their address.

Split Cart / Split Payment

With single and multi-person purchase their desired product with the option to pay the full amount or Kiehl's

Some other features to consider





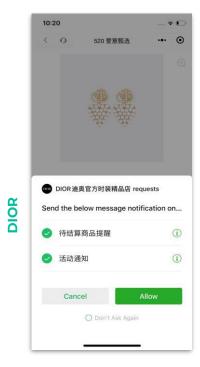
已拼253件

查看更多

¥ 1288 发起拼单

1





Notification

Providing options for the users to receive notifications that they actually find relevant with their user experience rather than

Friends Coupon

Share split coupons to friends / Red envelope forms for interactive fun. together to generate traffic and

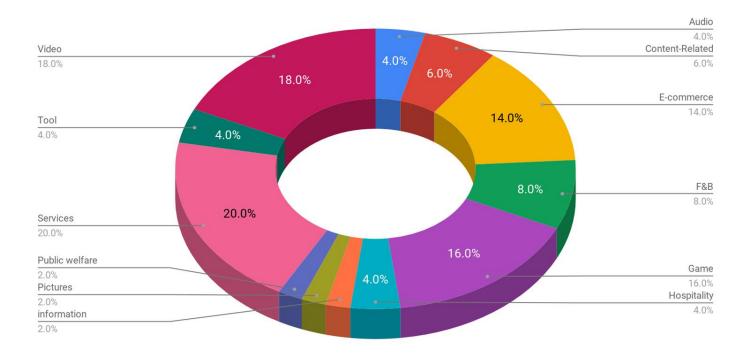
95

2.3

What to learn from the TOP 50 MP (by traffic)

Top 50 Mini-Program traffic share by category, May 2019

Services, videos, and games are the most popular MP categories representing more than $\frac{1}{2}$ of the Top 50 MPs.



2.3.1 Services

Maoyan Film



Top popular ticketing service platform from Meituan

Lite version with more social features than a mobile app:

- Invite friends to get discounts or free tickets
- Daily rewards

Highlights:

- Extensive keywords (e.g., film, ticket, concert, etc.) to get better SEO results on WeChat
- Scan QR code to open MP with "Follow OA"
- More localized social features on MP than an



Follow OA button when user scans a MP OR code



Get discount or free tickets by inviting friends to help

Dazhong Dianping



Top F&B comment platform, one of the MPs from this platform

Lite version with more social features than a mobile app:

- Group buying (invite friends to purchase together for discounts)
- Vote in WeChat group for restaurant selection

- Extensive keywords (e.g., film, ticket, concert, etc.) to get better SEO results on WeChat
- More localized social features on MP than an app







Voting with friends

Meituan



Top food comment/group buying/food delivery/ticketing platform

Lite version of mobile app that provides most of its services:

- Group buying
- Film tickets/Hotel/KTV/Train tickets, etc.

- Extensive keywords (e.g., film, ticket, concert, etc.) for better SEO
- Button to open on app





Yundong juanbu

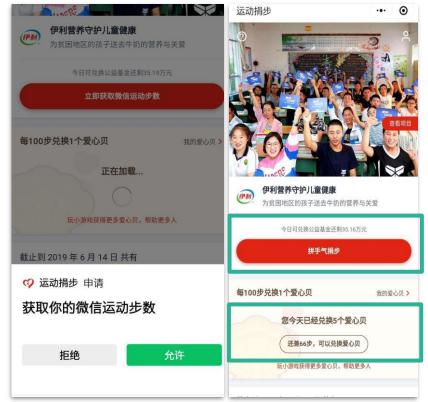


Retrieve WeChat Steps to get points and donate to the poor or a foundation

One of the welfare MPs from Tencent

Highlights:

- The more WeChat Steps, the more points can be donated. Encourages users to walk more
- Can get more points from one MiniGame



Get WeChat Steps in one click

Donate points by redeeming steps Jump to MiniGame to get more points 102

58tongcheng



Top job search platform

Lite version of the mobile app but with more social/gamification features:

- Lucky draw
- Daily check-in
- Reward for sharing
- CS chat window
- WeChat login/58tongcheng login (SMS)

Highlights:

CS chat window



Open app button: CS to send app link by keyword reply

Kuaidi100

Top delivery platform used with most delivery companies

Lite version of the mobile app but still provides most of its services:

- Search for delivery order
- Create delivery order

Highlights:

- Real name authorization via WeChat Pay
- Use CS chat window to ask user to follow OA



Link WeChat Pay for real name authorization

Follow OA by opening CS chat window and send keyword



Zhongtong Assistant



今日未签到

距开抢: 03:51:08

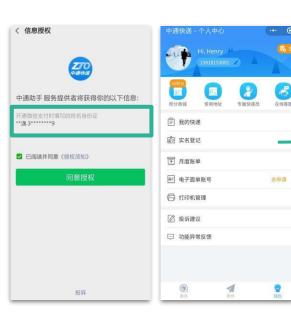
MP from one delivery company

Same services as Kuaidi but limited to one delivery company:

- Search for delivery order
- Create delivery order

Highlights:

- Real name authorization via WeChat Pay
- Ask for WeChat login/phone number/address authorization only when necessary
- One MP for delivery services, one MP for loyalty program



Link WeChat Pay for real name authorization

Direct link from one MP to the other, each one has a main feature

Chengchema

Bus Ticketing system from Tencent

It supports QR code use for bus tickets in multiple cities.

- Easy to use for bus tickets by scanning QR
- Get user location in one click
- Scan QR code to open MP. Has a "Follow OA"
- Invite friends to get free tickets
- Pay tickets for friends







Invite friends for free tickets

Chelaile



Bus searching platform in multiple cities

- Get user location in one click
- Nearby bus route by location
- Bus schedule and real time updates for stops
- Map navigation







Bus route and ETA/ETD by stops

Mobike



108

Top sharing bike platform

Lite version of the Mobike app

- Get user location in one click
- No need to download the app
- Ask for WeChat login and phone number directly from the WeChat API
- Scan the offline QR code on every bike using WeChat to get redirected to the Mini-Program instead of the app or H5.







Promoting joint membership for Mobike and Meituan

2.3.2 Videos

Zhufuquanzi

Short video MP by Xioniangao

Short video app like Douyin

Highlights:

- Notification from OA when album is created on MP
- Video community related to wishes
- Focusing on wish-related album
- Can generate album (images and videos) from templates and is synchronized in Xiaoniangao
- Direct link from this MP to Xiaoniangao



Video listing page related to wish



OA notification

Kanyikan

Short video MP by Tencent

Highlights:

- Douyin-like (short video MP) built by Tencent to counter Douyin
- Videos are listed by categories
- User can only watch and share videos. Cannot comment or do other interactions
- No login is needed so no user data is captured







Watch and share video

Yinmeng

Short video MP

- General video community
- Can create own video only when account is

Highlights:

- Can generate image with content to create a MP QR code in one-click for easy sharing
- Can subscribe to content from KOL for easy



Video listing page related to wish



One-click generation for content and QR code

Tangdou

Dancing short video MP

Short video MP focusing on dancing

- Dancing videos created by dancing teams
- Dancing KOLs for video tutorials
- Create Dancing team by downloading app

Highlights:

- CS chat window to download app
- One-click generation for content and QR code



Open app button: CS to send app link by keyword reply

One-click generation for content and OR code

Piaoquan Long Video

Short video MP

Video MP

- Douyin-like (short video MP)
- Videos are listed by categories
- Can comment, like, share videos, and create their own short video on MP
- Can upload long video on the web version

Highlights:

One-click generation for content and QR code



Videos ordered by categories, can comment, like, and share directly



One-click generation for content and QR code

114

Tencent Video



Converting the Tencent video website into a lighter version (Mini-program)

Lite version of the mobile app

- Film, TV series, and short videos
- Videos are listed by categories, which are similar to the Tencent video website https://v.qq.com/
- All of the popular TV series can be viewed on the mini-program instead of the mobile app.



Videos ordered by categories comment, like, and share directly



Vertical short video in same format as Douyin

Youku Video



Popular video platform by Youku

Lite version of mobile app

- Film, TV series, and short videos
- Videos are listed by categories

Highlights:

Can generate image with MP QR code for easy sharing





2.3.3 • Games

Chengyuxiaoxiucai

Puzzle gamification

Puzzle-like game for Chinese idioms Rich gamification features:

- Onboarding wizard
- Leaderboard
- Rewarded items
- Free points by tasks (Talk with CS, get more daily rewards from OA)
- Cross promotion for other games

Highlights:

- Daily reward from OA, to direct users to OA
- Get rewards from CS
- Easy tasks to get free points for users to finish







User onboarding to instruct how to play the game

118



Chengyuzhongzhuangyuan

119

Copycat of puzzle gamification

Puzzle-like game for Chinese idioms Imitation of Chengyuxiaoxiucai Rich gamification features

- Onboarding wizard
- Rewarded items
- Free points by tasks (Talk with CS, get more daily from OA)
- Cross promotion for other games
- Rewarded sharing

Highlights:

- Daily reward from OA, to direct users to OA
- Rewarded Bookmark
- Get reward from CS
- Easy tasks to get free points for users to finish



Get reward from CS



Rewarded Bookmark

Tiantiandoudizhu Live Edition

Improved imitation of a Tencent game

Imitation of a similar game from Tencent, more gamification than Tencent **Rich Gamification features:**

- Daily reward
- Reward video
- Lucky draw
- Shop
- Reward by sharing
- Reward by CS
- BookMark reward

Highlights:

- Hongbao by open CS channel, direct user to CS and download app to get hongbao
- Share a hongbao for points in WeChat group for users to get random points



Get Hongbao by talk to CS



Get random points by sharing hongbao in WeChat group

Card games: Landlord



121

Most popular card game in China

Famous card game in China

- Daily reward
- Reward video
- Lucky draw
- Reward by sharing
- BookMark reward
- Cross promotion for other games from same company

Highlights:

Follow OA to get more rewards



Follow OA to get more rewards



Reward video to get more coins

Killing the virus

Light and simple mini-game with clear incentive

Rich gamification features:

- Free coins by waiting time
- Daily reward for coins
- Reward video to get coin multiplier
- Lucky draw for coin multiplier
- Unlock/upgrade weapons for different levels

Highlights:

- Get users back by offering free coins
- Reward video for coin multiplier to encourage video views



Free coins by waiting time



100%清除

4+5

你赚到了:

336



Peace Elite

Player forum for most popular game on mobile

Rich gamification features:

- Personal ranking and highlights
- Personal history
- Live-streaming for top players
- Friends ranking and highlights
- Top players ranking and highlights

Highlights:

 Video platform for users to watch game highlights from professionals



Pernal ranking and friends highlights



Professional highlights by video

2.3.4 Content-related

Xiaoniangao+

125

Video & image album generation MP

Focusing on kids video/image albums

Highlights:

- Notification from OA when album is created on MP
- From uploading photos to music selections, you can create an album in just a few steps.
- General video community by categories
- generation MP)



Upload images and select music



Auto generate video album

Xiaobanding Group album



Create album within a WeChat group

Create album in WeChat group (all users from the group can be invited to publish videos or images in this shared album)

Create album by inviting WeChat friends

Create personal album

Video community filtered by tags for sharing funny content

(GIF/Image generator with templates)

Highlights:

Increase engagement level in the private traffic groups.



Album with users from same WeChat group



Video Community

Weibo

China's Twitter

Lite/WeChat MP version of Weibo

- Can do mostly everything that a normal native Weibo app user can
- Incorporating WeChat and Weibo login (SMS)
- No need to download Weibo app on mobile

Highlights:

Same features with less mobile resources consumed



WeChat and Weibo login on WeChat MP



Lite version of My Profile Page

Zhihu

知

Chinese Quora

Chinese netizen search for expert advice on a wide range of topics.

- This MP lists top topics from Zhihu, but cannot comment directly on MP.
- Users can only create MP link or Post to share with friends.

Highlights:

- One of the MPs from Zhihu (Q&A Platform), can jump to other MPs directly without having to login again
- Download Zhihu app from MP







Open Web within MP to download the app

2.3.5 E-commerce

Pinduoduo



130

Popular E-commerce platform for cheap products (discount oriented)

Lite version of mobile app

- Rich referral features for discounts
 - Invite friends or join group buying for discount

Highlight:

- Special promotion for first time users to download app
 - Purchase coupon on MP and use it on app



Strong push to invite friends to group buying for discounts



131

Popular E-commerce platform (one of 4 MPs from JD)

Focuses special discounts and campaigns on 6.18 (shopping festival)

- Extensive keywords (e.g., film, ticket, concert, etc.) for better SEO
- Discounts for brand products with limited
- 1 hr delivery for fruit
- Group buying for discount (Invite friends or join others)
- Loyalty program for membership
 - Free membership card for limited time
 - Daily check-in
 - Daily task
 - Reward for sharing to get more points
 - Group Buying with more points
 - Lucky draw



Q&A with crazy reward



Campaign oriented MP focusing on Q&A

Xingsheng Youxuan



Social E-commerce platform for food and daily supplies

- Make sale online + pickup products offline
- User can select which store to pick up from
- Products purchased online will be delivered to said store by owned Logistics
- Quick delivery (around one day) + location (less than 1 km)



Select nearest pickup store



All available products in this pickup store

Kuaishou mini-shop



E-commerce MP from Kuaishou (popular short video platform)

Enabling easy redirection from Kuaishou MP to this MP for E-commerce activity:

- Users can create their own EC stores from the Kuaishou app, all the products will be synced in this MP
- No direct link from Kuaishou MP to this MP



Weipinhui



Popular E-commerce platform for branded goods

- Discount for brand products with limited timeslot
- Loyalty program for membership
- Interaction with OA for notifications



Everyday Fresh



Popular E-commerce platform for cheap products

Focusing on food, fruit, daily supplies that are discount-oriented

- Extensive keywords (e.g., film, ticket, concert, etc.) for better SEO
- Discount for brand products with limited
- 1 hr delivery commitment for fruit
- Group buying for discounts (invite friends or join others)
- Loyalty program for membership
 - Free membership card for limited time
 - Daily check-in
 - Daily task
 - Rewarded sharing to get more points
 - Group Buying with more points
 - Lucky draw



Free membership for first time users



Loyalty program to get more points for discount

Little Red Book - E-commerce

Popular Social E-commerce platform

- Can view, like, and bookmark all the posts but cannot comment (requires downloading the LRB app)
- Own shopping mall for cross border products and third-party retailers
- Coupon for discounts and special discounts for membership





2.3.6 F & B

Meituan food delivery

One of MPs from Meituan focusing on food delivery

Lite version of mobile app

- Get user location to recommend restaurants nearby
- Special discount for first-time user

Highlight:

- Additional social layer compared to the app
 - Group-buying by inviting friends with auto calculation for splitting the bill
 - Follow OA to get notifications



Invite friends for group buying with discount



Follow OA by opening chat window with CS

One of MPs from KFC focusing on food ordering

- One MP only focuses on one specific purpose
- Extremely intuitive user experience for ordering (order food and pick it up later in the store)
- Get user location to recommend the restaurant nearby
- Some Mini-Programs are linked up to 18 KFC WeChat Official Accounts
- Special discount for first-time user
- Cross promotion to other MPs (e.g., KFC delivery, KFC membership shopping mall, KFC loyalty program)



Order by selecting food and pickup store

_

McDonald's

One of MPs from McDonald's focusing on food ordering

- One MP only focuses on one specific purpose
- One General MP as a dashboard to connect all the others (e.g., shopping mall, membership card, order, food delivery, etc.)
- Get user location to recommend the restaurant nearby



Main Mini-Program

McDonald's











Birthday Club

Order in store

Gift Cards

Delivery

F & B

2.3.7 **Tool**

Retrieve WeChat Steps to get points and redeem products

Highlights:

- The more WeChat Steps, the more points can be donated. Encourage users to walk more
- Moment-like social channel for content sharing
- Can get more points from rich loyalty program
 - Daily task
 - Special task
 - Reward for sharing
 - o Quiz
 - Challenge by friends
 - Shopping mall to redeem







for content Loyalty program to get points and consumption

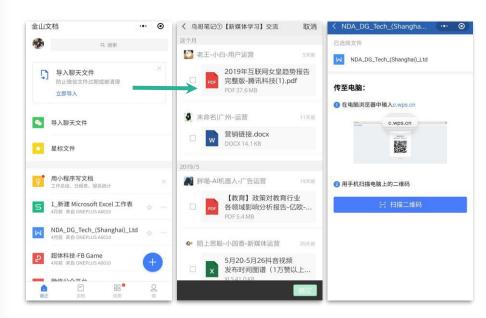
Jinshan Doc



Google Doc-like online real-time doc editing tool

Highlights:

- Invite friends to edit doc together in real time
- One-click to import doc from WeChat Group to MP
- Scan QR code to transfer and edit doc on desktop from mobile
- Cross promotion from MP to other Tool MPs (e.g., transfer PDF to Word, transfer image to text, etc.)



Import Doc from WeChat to MP for editing

Transfer doc to desktop for editing by scanning QR code

Album (video/image) generation MP by Tencent

Highlights:

- One-click to get all photos from QQ Zone
- Generate album by selecting template and uploading photos
- One-click to import all images/videos from WeChat Group



Import images from QQ zone or WeChat group

2.3.8 Travel

eLong

Popular OTA platform for hotel, plane, and train ticket booking

Focusing on special discounts and campaigns on 6.18 (shopping festival)

Lite version of mobile app

- Extensive keywords (e.g., hotels, tickets, train, plane, etc.) for better SEO
- Connected with 49 OA for cross promotion
- Rich Loyalty program
 - Free membership card
 - Daily check-in
 - Daily task
 - Reward for sharing to get more points
 - Group Buying with more points
 - Lucky draw





Point redeeming and consumption Membership with rewards

Ctrip



Popular OTA platform for hotel, plane, and train ticket booking

Lite version of mobile app

- Extensive keywords (e.g., hotels, tickets, train, plane, etc.) for better SEO
- Content oriented platform instead of rich loyalty program
 - Travel information for destinations
 - Travel journals by users (connecting other MP for journal upload)
 - Schedule assistant for users to easily manage their travel schedule



Search for destination information



UGC channel for travel iournals

2.3.9 **Audio**

k-song

Popular audio recording platform for songs

Lite version of mobile app

- Rich loyalty program instead of content
 - Leaderboard
 - Gift for content
 - Reward for sharing to invite friends
 - One-click recording and generation of







Leaderboard for friends

Kugou Music

K

Popular music platform

Lite version of mobile app

- Listen to music on MP directly instead of downloading the app
- Music-related Mini-Game linked with MP (music can still be played in the background)







7

Some of the APIs You Must Leverage...



Login API

Geolocation API

Canvas

Web View

Camera API

Microphone API

7

Mini-Programs Take the Best of JSSDK Functionalities

Mini apps have access to JSSDK functionalities as described below:

- QR Code / Barcode Scanner
- WeChat Pay
- WeChat login
- Get Location
- Accelerometer
- Templated messages
- Service center messages
- Interact with WeChat Card system
- Interact with ibeacons
- Services Messages
- Fingerprint authentication (Tencent Soter)
- Fapiao info. (title, tax number...)
- WeRun
- etc...



Scan this QR code to access the demo of a mini app to try out all the functionalities

Artificial intelligence

Google AI - Guess My Sketch

Drawing AI WeChat Mini-Program

- OR Code / Barcode Scanner
- WeChat pay
- WeChat login
- Get Location
- Accelerometer
- Templated messages
- Service center messages
- Interact with WeChat Card system
- Interact with ibeacons
- Services Messages
- Fingerprint authentication (Tencent Soter)
- Fapiao info. (title, tax number...)







Google Al Mini-Program HP

Drawing Al recognition Multiplayer

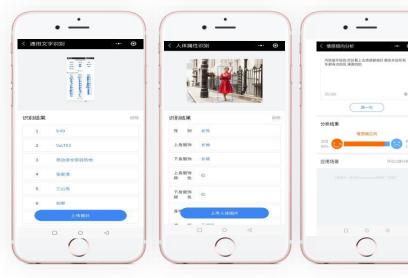
156

Baidu AI experience center

AI MP supported by Baidu

- Text recognition
- Facial recognition
- Voice recognition
- Sentimental recognition and analysis





Text recognition by image

Facial/body recognition by image

Sentimental recognition by text

换一句

3.2 Live streaming

Burberry - Live Streaming

During the event

Live streaming offers you a direct conversation with your customers and target audience. This makes your audience feel more connected to your brand.

- Allow users to watch the live fashion show when they open Burberry's Mini-Program
- Use notifications to remind followers they can start shopping during the show
- Generate specific QR codes to allow different stages of purchase (premium customers get priority before the general public)

User of WeChat:

- Users can subscribe to the incoming livestream so that they don't miss seeing it.
- Users can watch the replay of past livestream
- Call-to-action on the streaming page to a particular product page in the mini-program.





Douyu Live Streaming

PGC - Professional Live Streaming

- Invite members of the most well-known video game club to livestream games
- Recorded videos of previous livestreams.
- Chatroom with real-time comments for ongoing live streaming







Real-time chat room during livestream

160

Douyin & E-commerce

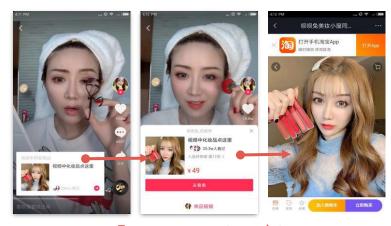
Maybelline

Live streaming and short videos have a direct ecommerce entry point

Douyin rooted KOL can have thousands of followers, each short video can have 25k-250k

Some brands have an official account on Douyin as a destination for advertisement traffic

Brands frequently collaborate with both actors and Douyin KOLs to promote and shoot advertisements / sponsored reviews



E-commerce entry point



3.3 Image recognition

Tencent Youtu Al

Al-supported facial recognition

Facial recognition

- Highlight:
 - Beautify filter: By recognizing key facial positions, AI can accurately beautify the face.
 - Interactive marketing: Based on key facial positions, images can be used to compare with the preset facial matching marketing activities.
 - Auto sorting: Based on facial recognition, AI is able to recognize and sort photos into different categories.



Facial recognition

Facial matching

Facial key point location

Meitu, Pitu and other facial recognition MPs

Mostly working on picture and facial recognition

- Selfie or group photobooth
- Avatar Building System based on a picture
- Facial Recognition



Recognition and detection of face

Matchmaker between two pictures

Displaying accuracy of the result, age of the user,, as well as gender and emotion

3.4 Voice / Speech recognition

Al recognition expert

Voice recognition

- Recognize voice and transcribe it to text in both Chinese and English
- Seems to work pretty well up to a certain point ("WeChat" becomes "Which at")





Voice recognition for both Chinese and English

3.5 Music / Audio

QQ music, 36KR Mini-Programs

Audio on Mini-Program

- Can retrieve songs or playlists from QQ API
- Music still plays if user leaves the miniprogram
- Mini-Program leverages helpers to follow the Official Account









The audio will keep playing even if you leave the Mini-Program

QQ music MP search the song database and by lyrics

36KR Podcast MP leveraging helpers to bookmark this Mini-Program

Xunfei Kuaidu

Audio on Mini-Program

Podcast MP

Reading the text from photo, images from chat history, camera roll, PDF and WeChat article

Extremely voice oriented user journey to read articles in different formats

- Generate image for sharing
- Generate video and save it on camera roll
- Generate audio (MP3) and save it on camera roll





Read text from images, PDFs, and WeChat articles

Read text in different languages

3.6

Gaming experience Mini game vs MP game

Comparison between 3 games stacks (Mini Game, H5, APP)

	Mini Games	HTML5	Native
Entry Points	WeChat	Browser, Wechat, Facebook	App Stores
Acquisition Cost	Low	Low	High
Open / Activation Rate	High	High	Low
Return Rate and Revenue	TBD	Low	High
Performance	Medium	Low	High
Local Storage	Medium	Low	High
Social Gaming	Great	Good	Poor
Coding Languages	JavaScript, TypeScript	JavaScript, TypeScript	Many Low Level and Scripting Languages

If you are a **BRAND**, do not build a **WECHAT MINI-GAME**. It's better to advertise your brand on an existing mini-game and/or build a **H5 GAME** instead.



There is no interest in building a WeChat Mini-Game for a Brand as the production time and cost is much higher for a WeChat Mini-Game than it is for a H5 game.

Mini-Games are mostly for publishers but brands can take advantage by building mini-games to advertise their brand at a lower cost than most of the other Tencent formats advertising.

If you are a **GAME PUBLISHER**, and your business model is based on **AD-REVENUE**, make sure to build a **MINI-GAME** and iterate it to have high retention rate and engagement by constantly improving it.



There is no interest in building a WeChat Mini-Game for a Brand as the production time and cost is much higher for a WeChat Mini-Game than it is for a H5 game.

Mini-Games are mostly for publishers but brands can use mini-games to advertise their brand at a lower cost than most of the other Tencent formats advertising.

Idol's coming

KOL Endorsement

- Fan club for most of the well-known idols and celebrities in China
- Join favorite idol's fanclub and vote for idol
- Share and invite friends to get more points to vote
- Leaderboard for idols and fans





Leaderboard for idols and fans



Incentive sharing to get more points



Join idol's fan club to vote for idol

3.8 • AR

Working with clients, technologies such as AI often gets proposed. But the fear of the technicalities with execution contrasted with effort and ROI, often resulted in oohs and ahhs without much to fruition. While AR and VR are poised to be the big thing in the years ahead, mainstream adoption is still facing a bottleneck, especially due to platform and hardware support.

Anthony Tham Head of Innovation / ECD at McCann

KOL Endorsement - Sun Yang

AR Code (marker)

- Display AR code on an object or download QR code directly on the Mini-Program
- If the user scans the AR code, use the QR code scanner to scan the AR code directly

Direct display of easy AR

- CTA on each picture links to the product page
- One-step login and checkout feature embedded in the MP
- Limited introduction on the products but very short user journey







Homepage with AR marker or AR direct display

User can download this AR code to scan it anywhere

Direct display of easy AR in the environment/space







Web AR: view demo

Beingmate

KOL Endorsement - Sun Yang

- Invited one of the most well-known swimmers in China to promote this new series.
- Introduced 4 treasure hunts and tutorial on how to unlock
- For example, the first one was to write on the OA so Beingmate could convert their MP users to WeChat OA Followers.
- Displayed AR-enabled Sun Yang once treasure hunt was unlocked



Instructions to unlock treasure hunt



Unlocked Treasure
Hunt for
AR enabled KOL

AR is still very much controlled by BAT... and requires partnerships to push the boundaries





AR Hongbao game -Collaboration between Uniqlo and Alipay



In-store and online customer experience collaboration between Starbucks and Alibaba's Mobile Taobao app and AR technology

Tencent 腾讯





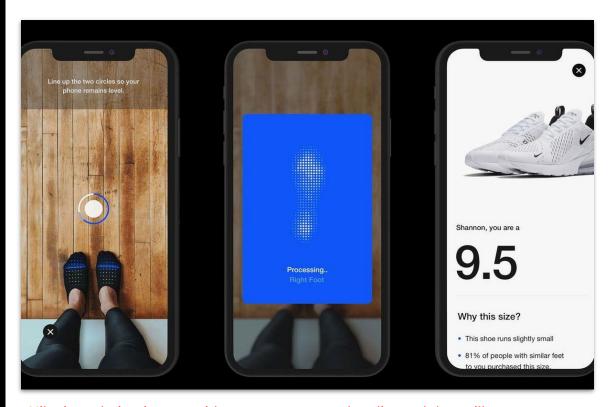
Tencent AR: view demo



Baidu AR: view demo



AR on mobile apps is still the best in-class AR experience possible



NIKE AR: view demo



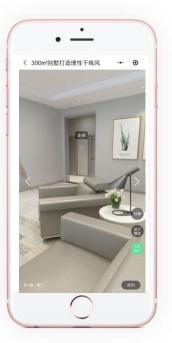
Nike is updating its app with a new augmented reality tool that will measure your feet so that it can sell your sneakers that actually fit

3.9 **V**R

House Displaying using VR

- Select 360 view of 3 / 4 houses. Templated solution
- Can scroll 360 degrees in the house
- Sell decoration / Interior design services for your house to users.







360 view and VR feature of the house

3.10 Miscellaneous

Pedometer







Incentives and tutorial for user onboarding

Customization - Absolut Nights WeChat MP

From social commerce to customization

- **Booking System**: Users can book tickets to parties all over China cheaper than anywhere else + you can submit your nightlife idea and win 10k RMB + you can discover nightlife city guides and party photos
- User Generated Content: Users can upload their party pics on the MP
- **Customization**: Design a bottle wrap from your city



Virtual Fitting Solution on WeChat

Try on clothes virtually

- Virtual Models:
 - Users are able to key in their body measurements to adjust the model figures in the mini-program.
- **Putting on clothes:** Changing clothes to check if the parkas are able to fit to your body shape.





Virtual fitting: view demo

Chatbot MP

Chatbot Mini-Program

- Chatbot for Q&A with customers to answer questions and recommend the right product
- Direct Link from Chatbot MP answer to EC MP for sales

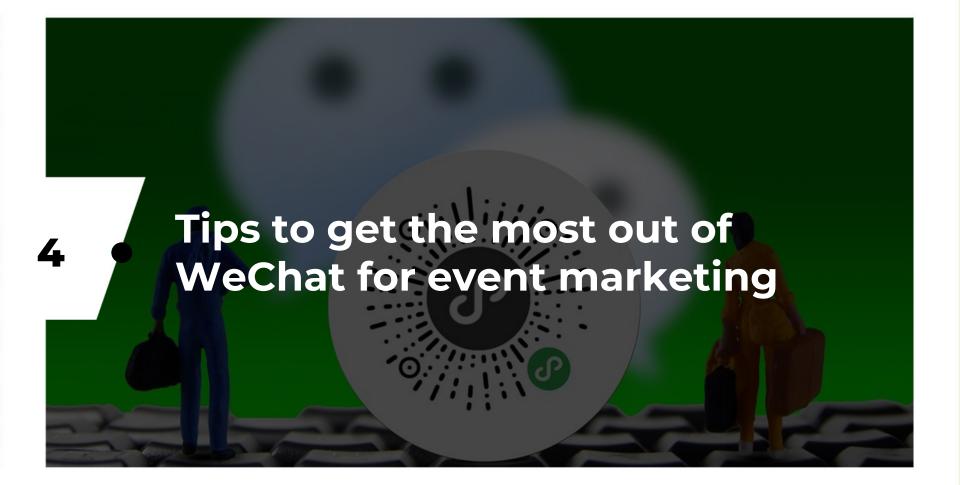




美宝莲纽约

Chatbot MP for Q&A

EC MP For sales



4.1 Experience economy in China

Mini-app's access QR code has been widely spread out through all theatrical marketing materials, such as film posters, film premiere entrance, Cinema Display, etc.

The film industry is facing a rapidly changing marketing environment that directs consumers to purchase tickets. Mini-app is a perfect tool that can increase consumers' film interests via their daily communication channel.

ZHAO YECHAO
Dream Work & Pearl Studio

Event marketing is booming in China

Sophisticated Chinese consumers are difficult to win over









As the Millennials are more sophisticated and tech savvy, global retailers should come up with a comprehensive digital strategy to snatch up market share.

Chinese customers are more willing to share their data in exchange for better customer experience. As the expectation increases, retailers have to differentiate themselves to sophisticated Chinese consumers using events and experience.

Originating from the Alibaba group, digitization of the offline store is used to enrich the consumer shopping experience in the store. Shopping increasingly becomes an event, and the store turns into a showroom.

Fast growing option for overseas brands and newly launched product lines to test the waters in China and iterate quickly.

7

Pop Up store in China

The way to impress, connect, and interact with the new consumers

Experience generation

- Attractive way to present your brand/product
- Explore new locations/ new cities
- Engage new target as millenials

Expansion of the malls:

Create high traffic and opportunity to reach the right target.

In 2020, there will be more than 10,000 malls in China.

E-commerce sites create online and offline popup store:

• Opportunity to link offline & online retailers

Objectives to launch a pop up store:

- Sales
- Brand Awareness
- Market insight





Digitizing your event



Key Factors: flexible and used for only a short time frame



Data generation

Experience augmentation

Event Personalization

Cost reduction

Shorter path to conversion and purchase during and after the event

Cheaper and easier to gather data compared to traditional events, further enhance the measurability of ROI and event performance Improve the experience for attendees with interactive activation, augmented information, gamification, AR, VR, etc.

Tailor the interactive experience in the event for attendees via personalized updates and messages

Multi-channel marketing break through via digital means to reduce the cost for traditional marketing and event organization hardware

Trackable/ Highly shareable / O2O

- Brand zone which gathers all information Regarding one brand
 - WeChat official account
 - Geographic store location
 - Aggregation of mini-program
 - Customer service phone number
 - Brand story introduction
 - o Products from the brand
- sCRM backend → Access to real time events analytics (improve the event experience and ROI)





WeChat is the privileged platform because it's ubiquitous

Trackable/ Highly shareable / O2O



With its shareability, WeChat mini-programs and Official Account posts have become viral on social media with the features of your event. Over 60+ entry points including offline and online channels enable mini-programs to reach more users.



WeChat native one-step login and one-step checkout helps to optimize conversion on registration and purchase journey.

WeChat is the privileged platform because it's ubiquitous

Trackable/ Highly shareable / O2O



- Moment ads
- Largest exposure but significant cost
- Price ranges from 3k RMB to +50k RMB



- Event & product marketing
- Link to H5 or Mini-program
- Link to
 - Android H5 application download page
 - iOS App Store directly



Wifi via WeChat

Increased traffic to the official account

WeChat features for events

Most of these can be done via the WeChat ecosystem

Get access to all of the possibilities of event management with WeChat mini-programs

- · Seat map
- · ROI reporting
- Registration
- Ticket groups
- Marketing service
- Promotion
- Ticketing
- · Priority withdraw
- Event series
- · Event schedule
- · Booking
- · Calendar

- Marketing
- · Brand awareness
- Customisation
- Logistics
- Questionnaires
- · Event tour
- · CRM
- Event confirmation
- Event publishing
- · Account manager
- · Online payment
- · Event reminder



Event platform solutions



Yoopay

Event cloud platform in China

- Event management
- Online payment
- CRM
- Marketing
- Membership
- Survey

Professional Account advantages

- Branding: domain name, tools, customized page and content
- Services: performance, funds withdrawal priority, favorable pricing
- Value-Add: Issue fapiao to attendees, multi-account management, marketing promotions





For more information:

Wing@yoopay.cn Saiying@yoopay.cn



Event platform solutions

EventBank

Event management & automation software

- Membership management
- Email marketing
- CRM
- Finance
- Websolution

Event management features

- Payment options
- Registration & ticketing
- Promotional tools
- Reporting & analytics
- On-site operations
- Attendee mobile app



EventBank

Optimize your Events with the #1 All-in-One Solution

For more information:

sales@eventbank.com binoy@eventbank.com

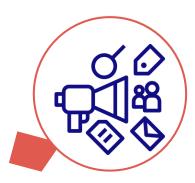


Social CRM platforms



Most of Event-related functions can be covered with an sCRM

Besides having features that can be leveraged individually, some sCRM tools have management tools, where you can manage all the resources for one event in one place.



Before

WeChat Follower
segmentation- Contact selected
followers
H5 Generator- Form
QR Code generator- Access preevent H5 WeChat Coupons



During

H5 Generator- Generate pages for the event, grant different users different experiences QR Code Generator- Generate interactive O2O experiences Track User Behavior on connected digital interfaces via SDK



After

H5 Generator- Generate survey of after event review
WeChat followers
segmentation- segment the event content based on followers characteristics

4.2 Benchmark

The WeChat event app was a **Ubisoft initiative which** allowed us to combine our offline immersive brand experience capabilities with the app. This vastly amplified our live performances and drove sales engagement. We were honored to be part of this Ubisoft project.

> Kestrel Lee, Freeman China ECD

End-to-end event lifecycle management using a WeChat Mini-Program

Get access to the full experience of the exhibition with the Mini-Program

- MP provides users and attendees a first glance of the event
- Allows for initial discovery of the event
- Full directories to the individual pages of the MP





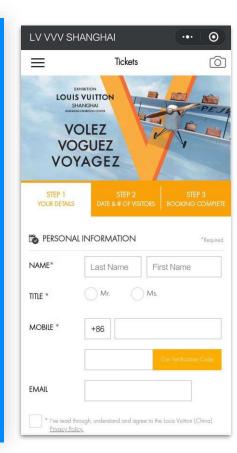
204

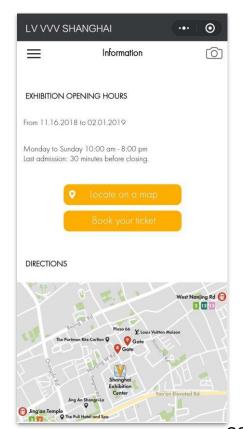
Before the event

Get access to the full experience of the exhibition with the Mini-Program

- Book your ticket on the platform
- Find all the information about the exhibition (opening hours, address with interactive map)

- Communication about the event
- Provides information to attendees
- Allows attendees to book tickets online





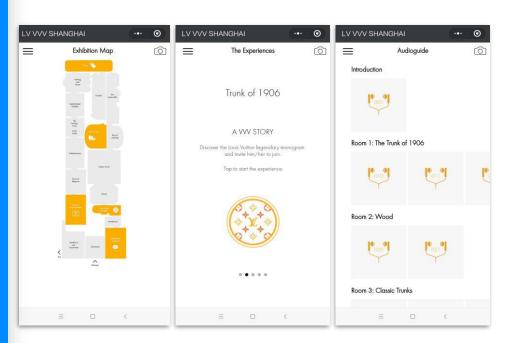
During the event

Get access to the full experience of the exhibition with the Mini-Program

- Find your way around the exhibition and plan your visit with the map
- Access the audio guide of the exhibition for an explanation of each room
- Follow the LV story via the experiences of the brand

Use of WeChat:

Interact with the scenography and the exhibition objects (O2O)



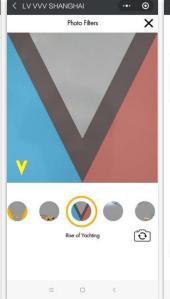
During the event

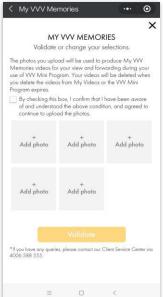
Get access to the full experience of the exhibition with the Mini-Program

- Share your pictures of the event using photo filters
- Create customized VVV shareable videos
- Use VVV stickers to chat with your friends and share your experience

- Create filters, picture section for the attendees so they can talk about the event
- Social interaction with your attendees network







Chanel - Mademoiselle

Before the event

- User can book ticket before the event on the Mini-Program
- Drive attendees to the event with useful information (time, date, address, accessibility)
- Event calendar to inform about the event planning/special happening

- Communication about the event
- Provide information to the attendees
- Allow attendees to book tickets online



Chanel - Mademoiselle

During the event

- Interactive 3D Map to display the different rooms of the exhibtion on the Mini-Program
- User can click on each room to access more information

- Create an interactive map with a 3D solution
- Interact in the space
- Show directions to the users



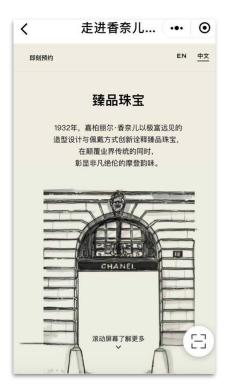
Bel

Chanel - Mademoiselle

During the event

- User can access each room description on the Mini-Program to discover more information about the exhibition
- Scan QR code on-site to unlock description of the art piece
- Increase user experience and O2O interaction

- QR code scanner to unlock some sections of the Mini-Program
- Allow users to have the information only if they are on site





Yves Saint Laurent - DARE & LOVE

Before the event

Create Offline to Online process with the Yves Saint Laurent Beauty Hotel event

- Check-in and booking for the event
- Presentation of the product with the Mini-Program
- Get personalized makeup consultation, learn about the brand history, master class

- Give information to the attendees and focus on the storytelling of the brand
- Content is shareable on Moments





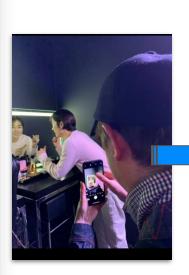
Yves Saint Laurent - DARE & LOVE

During the event

Create Offline to Online process with the Yves Saint Laurent Beauty Hotel event

- Experimental pop-up store for the next season's cosmetic product line
- At the end: option to purchase next years product online or offline (pre-booking)
- AR screens that use facial recognition enabling customers to virtually try on different makeup looks

- Presentation of the new product collection
- Lead the consumer to the popup store to try the product





Yves Saint Laurent - DARE & LOVE

After the event

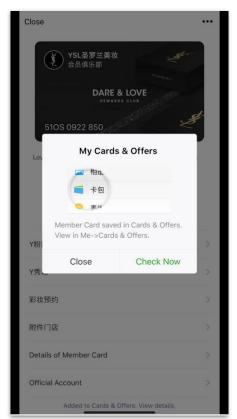
Create Offline to Online process with the Yves Saint Laurent Beauty Hotel event

- Link to e-commerce platform (Mini-Program)
- Cards and offers for promotions

Use of WeChat:

- Drive the attendee to the e-commerce Mini-Program
- Create loyalty program and membership card to retain the customer





213

Dior - Live Streaming

During the event

Use live streaming to increase the sales on WeChat: model 'See now, buy now'

- Live show presented by the creative director of Dior on Mini-program (to present the products and offer makeup tips).
- Simple for user to purchase online on the WeChat Mini-Program (product list with name, price, etc.)
- Create a social shopping experience without physical appearance.

- WeChat has launched native live streaming for e-commerce mini-programs.
- There are also live streaming MP powered by third-party operators, such as Yunxi TV, Tencent Live-streaming, etc.









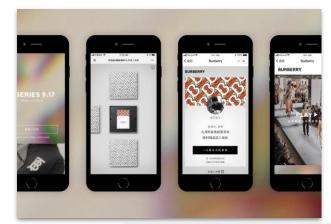
Burberry - Live Streaming

During the event

Use live streaming to increase the sales on WeChat and engagement from users

- Allow users to watch the live fashion show when they open Burberry's Mini-Program
- Use notifications to remind followers they can start shopping during the show
- Generate specific QR codes to allow different stages of purchase (premium customers before the general public)

- Drive users to the shopping section of the Mini-Program
- Social game to generate engagement and gather data





Prada House

Before the event

Prada presents "Storytelling," a solo show by Chinese painter Liu Ye curated by Udo Kittlemann, with the support of Fondazione Prada

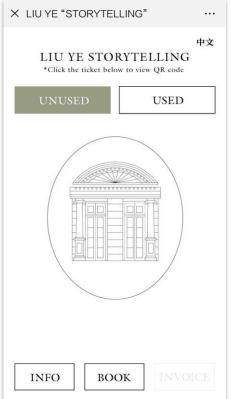
Booking platform for the exhibition with a QR code to confirm users' entry

Use of WeChat

Shares the H5 in Official Account for mass distribution and taps into the WeChat users' feed



BOOK NOW



Prada House

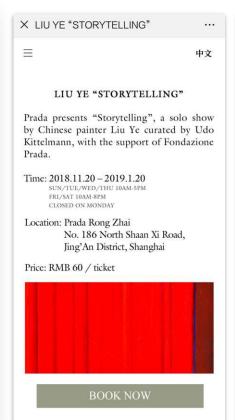
Before the event

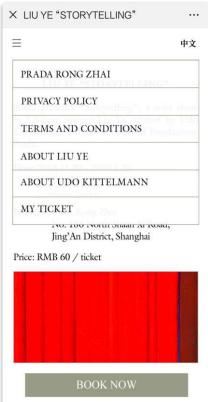
Prada presents "Storytelling," a solo show by Chinese painter Liu Ye curated by Udo Kittlemann, with the support of Fondazione Prada

- Presentation of the exhibition and general information
- Communication and branding around the Prada brand and the artist exhibition

Use of WeChat:

- Branding and communication about Prada and the exhibition
- Booking tickets for the event





Adidas Republic of Sport

Before the event

Experience the creative power of sport and setting the stage for sport action

QR code scanning to participate in the event (offline to online) and a need to register to Adiclub to come to the event (engagement)

Use of WeChat:

Create membership card on the Mini-Program



Adidas Republic of Sport

During the event

Experience the creative power of sport and setting the stage for sport action

- Book your classes and register to some Adidas activities
- Collect performance data of the attendees

Use of WeChat:

Booking + gather attendees information/data



Adidas Republic of Sport

After the event

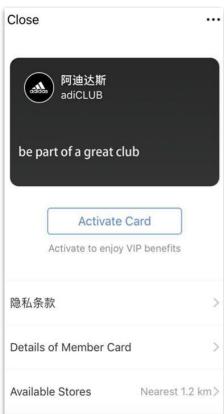
Experience the creative power of sport and setting the stage for sport action

- Link to other digital channels as an ecommerce WeChat Mini-Program
- Retain attendees with the Adiclub membership card

Use of WeChat:

- To connect to the e-commerce Mini-Program
- Increase loyalty with membership section





SFMOMA

During the event

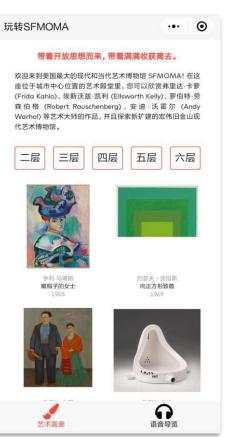
Offer Chinese tourists free audio guides via WeChat Mini-Program

- Audio stories that help to transform a passive art viewing experience into a more engaging one
- Clean layout of the museum's exhibitions
- Highlights and must-sees of the exhibitions

Use of WeChat:

- Give a unique experience for the visitors
- Create an interactive presentation of the





4.3

A to Z event lifecycle management with WeChat

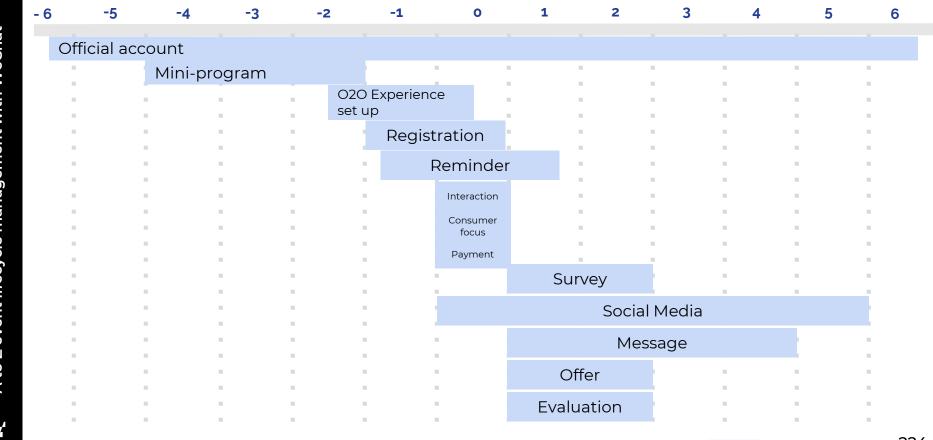
Mistakes to avoid: focusing too much on using "cutting edge" technologies but missing the core part of providing a good visitor experience - one that should aim at providing a personalized journey and getting the event messages across. A good event should be about rewarding human experiences, not about the digital tools it employed during the course of the event. Focusing solely on technologies is no good, technology serves a means to reach the purpose, not the other way around.

Yeelin Ng Vice President for Apax Group Greater China - Event



Timeline

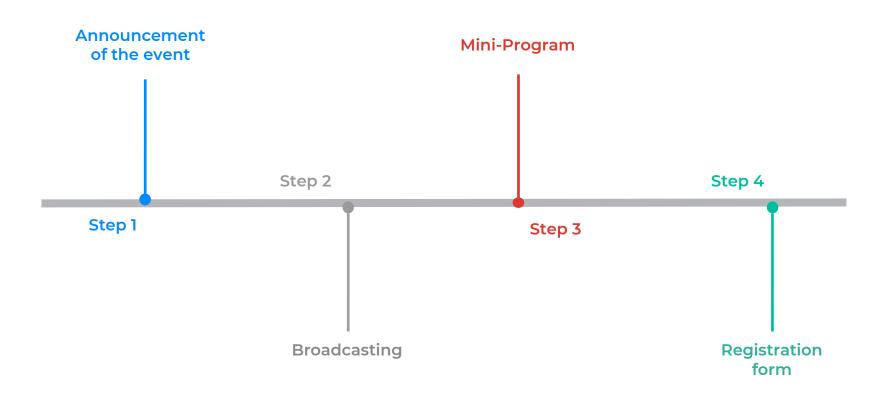
Timeline



224

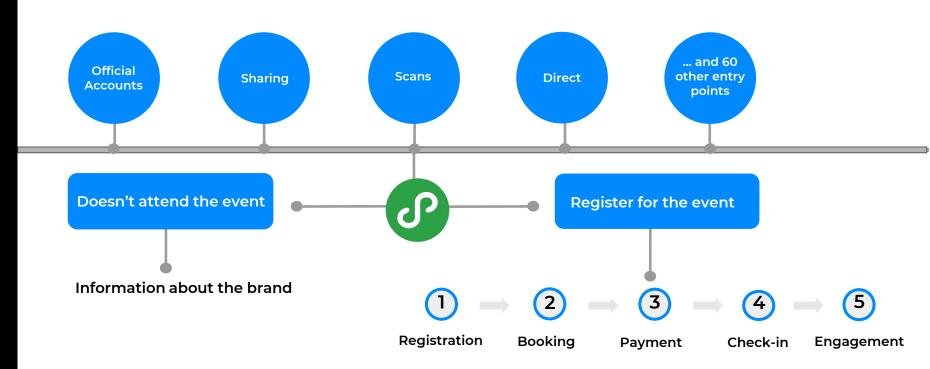
1 Week

Before



Before

Creation of marketing and communication content on WeChat and other channels



Event awareness - Acquisition

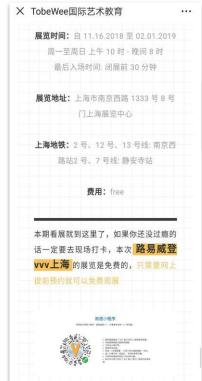
Create awareness for the event leveraging WeChat as a marketing channel

Objective:

- Generate presence of the event on one of the most popular social media platforms
- Communicate about the existence of the event repeatedly
- Set the foundation for potential EC features using mini-programs and H5

To-do:

- KOL, PR, and other publicity tools to redirect all stakeholders to the WeChat OA
- Leverage the in-WeChat paid promotions: e.g., moment & banner ads
- Send templated notifications to OA followers







Paid KOL posts

▲▲▲扫描上方小程序码可预约看展

7

Broadcasting the event

Sending messages via OA account to interact with the attendees and send the ticket (also transaction confirmation)

Objective:

- Connect the attendees with offline experience
- Find consumers online and bring them into real-world stores
- Incentivize the attendees with the products long before the events take place

To-do:

- Send customized information to the attendee linked to their reservation
- Interact with the attendees with schedules, plans, mapping, seat selections and other information



学习计划提醒 您有新的学习计划可以申请! 学习时间: 3月21日正式开营 4大AI方向,挑战年薪40万! 点击了解更多↓↓↓ Details 学习计划提醒 特邀【电商高级算法专家】寒小阳与您分享 学习计划: 2019年AI岗位求职攻略 点击详情,免费加入学习↓↓↓ Details

Invites Reminder

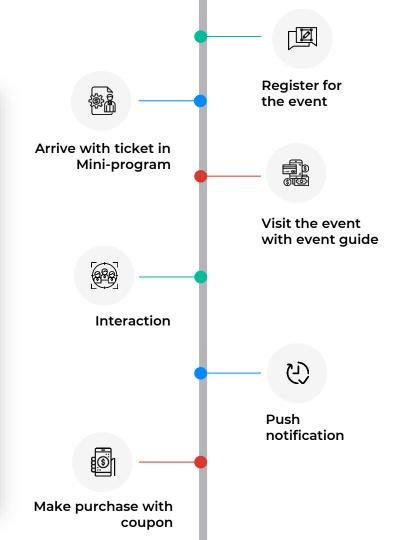
Designing Mini-Program/H5

Create a Mini-Program for a full digital consumer experience

Objective:

- O2O interaction: gamification, questions and answers, photo sharing, etc.
- Engage the consumer before, during, and after the event
- Many other event management lifecycles can be integrated with Mini-Programs

- Design the UI and UX interface of the proposed event mini-program → 2 weeks
- Decide the marketing communication content and media→ 2 weeks
- Develop the mini-program → 1 month
- Best to finalize 1 month before the event to allow room for wider buzz and spread of influence



Send registration form

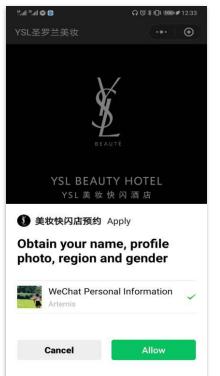
Integrate registration flow and collect key data from the attendees

Objective:

- Information gathering
- Attendee management: confirmation, etc.
- Increase segmentation accuracy
- Help to organize and maintain the number of attendees in one time slot of the event
- Drive traffic to OA and increase fan base

To-do:

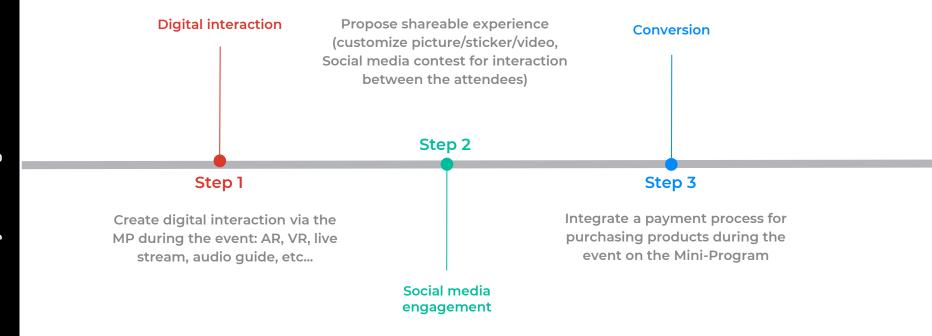
- Send out the registration form via Official Account push notifications
- Reminding attendees to fill out the form to book a time slot for the event



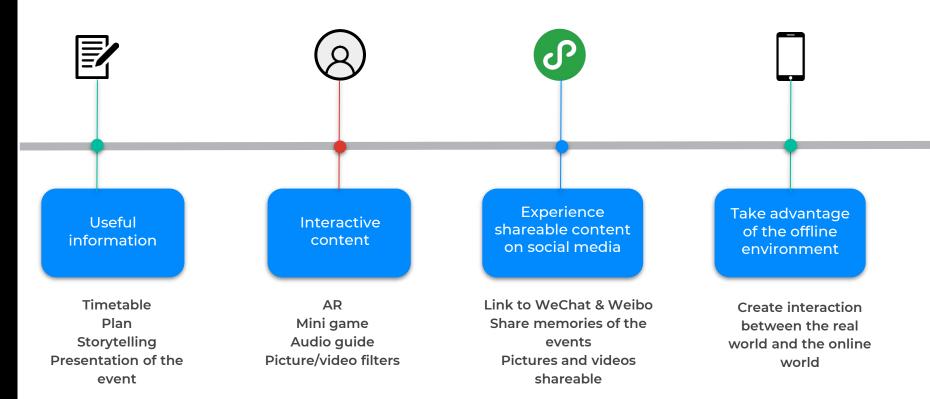


Possible medium: H5 / Mini-program

During



During



Create digital interaction

Create digital interaction via the MP during the event: AR live stream, audio guide, etc.

Objective:

- Before event → Directing the audience of the online marketing towards offline real-world event
- During event → Connect the attendees with online experiences
- Enrich the customer journey with digital channels

- Design AR experience that can be supported by WeChat or other in-the-field hardware tools
- WeChat just released their native live streaming capability
- In-event digital lucky draw, Q&A, photo sharing, etc.
- Prepare different QR codes for each section of your event:
- To link to different pages of the Mini-Program,
- To track the QR code entry point from which the attendees reached the Mini-Program



E-commerce in event= New retail

Integrate a payment process for purchasing products during the event in the Mini-Program

Objective:

- The easiest way of payment for registration.
- No need to link to outside API and other payment agencies
- Reduce the manpower needed at the showroom
- Shorten the payment process for users to complete the booking journey ASAP

- Connect the Mini-Program with the WeChat payment API
- Ensure the booking system is linked with WeChat pay



Social media engagement

Propose a highly shareable experience

Objective:

- Create buzz and dialogue around the event afterwards
- Introduce the attendees to be your mini-KOL within their friend circle

To-do:

- Create fun and outstanding shareable content to be posted on social media
- Make sure the venue is available on the Tencent map to accurately locate the event







Sport game



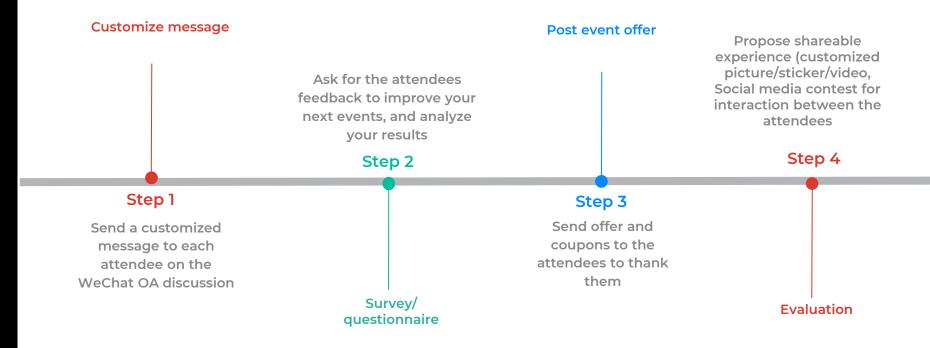
Concert



Geolocation

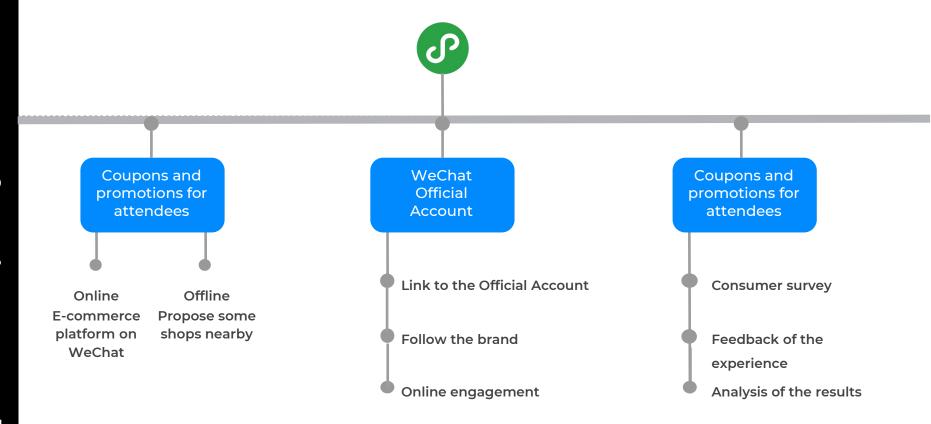
Exhibition

After



236

After



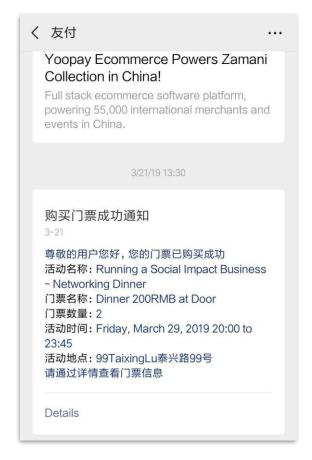
Templated messages

Send a customized message to each attendee on the WeChat OA discussion

Objective:

- To reconnect with the attendees
- Greeting the attendees and asking their opinion of the event
- Strengthen attendees' memories of the event
- Capture and redirect the potential target customers towards the product/service that was offered in the event

- Engineer interactive content in a customized message
- This can be done easily with a social CRM's marketing automation tools.
- You can even identify and segment the attendees to have them receive different templated messages in the OA sCRM backend



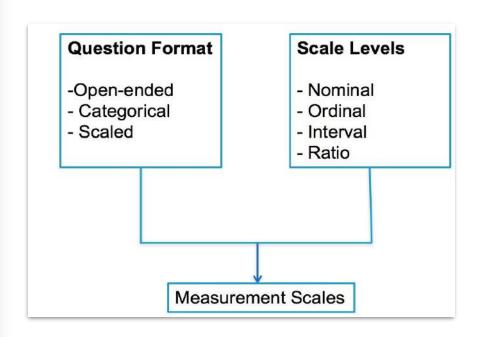
Share Survey/Questionnaire

Ask for the attendees feedback to enrich your data collection

Objective:

- Used as a follow-up after an event which identifies the key issues, key variables to measure the post-event effect.
- To reconnect with the attendees to remind them of the experience they had.
- Gather quantitative information and opinions about the event

- Design the questionnaire
- Avoid survey design mistakes such as:
- Scaling error in the survey answers
- Extremity bias
- Non-response error to increase response rate
- Mental set error that answers the previous question which influences the answers to a later question
- Decide on the measurement scale of your questions



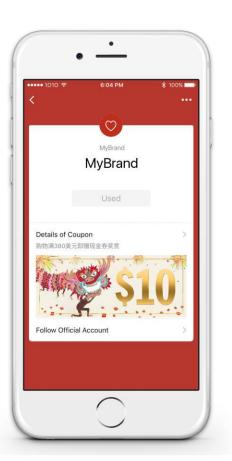
Post event conversion

Send digital coupons or freebies to the attendees to thank them

Objective:

- To reconnect with your audience
- Draw the attendees to the retail store or other platform of sales
- Convert the attendees to true sales leads

- Create trackable coupon code/QR code to understand the user of this offer:
 - Average time spent on the offer page
 - Success rate of converting to sales
 - Access depth
 - Exit pages



Data Analytics, Visualization, and Evaluation

Using the data gathered during the event to help improve the event in real time

Objective:

- Measure customer experience by visitor tracking analysis, length of stay, etc., in the Mini-program
- Behavior events analysis: KOL performance monitoring, independent event tracking and funnel model configuration, etc.
- Improve and upgrade your events

- Implement feedback tools
- Gather all the social media posts about your event
- More information is available in 31Ten's analytic white paper. Scan the QR code to see comparison across different tools





- Mini-Programs have become such an integral part of the total communications approach for brands.
- Above all, it is a powerful platform that enables brands to create a truly unique user experience.
- From a media perspective, Mini-Programs are also a valuable source of data intelligence to fuel deeper understanding of our users, and thereby identifying new opportunities for our clients.

Social Commerce Main Use Cases











Repeat purchase convenience for your existing clients: "subscriptions," loyalty programs, etc. Impulse buying favoring:
offering limited editions /
exclusive collections of
your products to your
most engaged social
media followers /
contacts

Referrals from clients and prospective clients group buying offers, affiliation schemes: KOL, KOC, Sales Rep. Acquiring new customers via engaging content and directing traffic to stores (O2O or e-commerce)

5.1 Looking forward

They're commoditizing very fast

Map of the WeChat Mini-Programs ecosystem



/

Increasing players join the blue sea of MP

In the Chinese digital landscape, a growing number of players have adopted Mini-Program technology by opening their own platform for developers to build on top.

There were 2 actors in June 2018 and there are now 12+ in June 2020. Below are the main players in the market:

WeChat - Quick App - Baidu - Alipay - Douyin - Toutiao - QQ - 360 - Weibo - JD



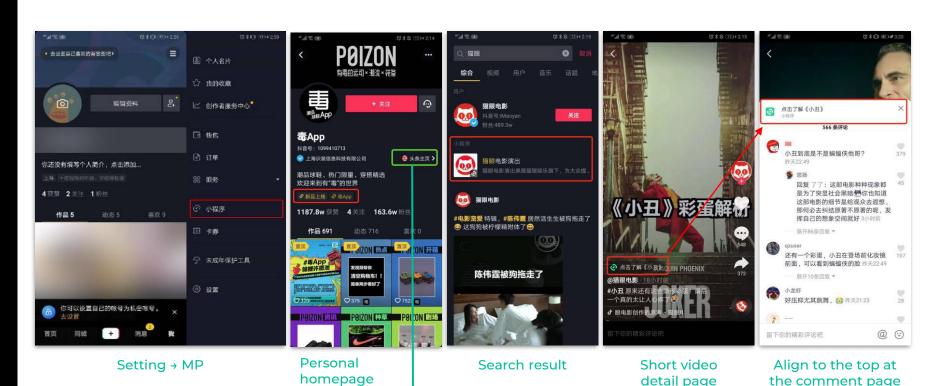
All the e-commerce marketplaces now have their Mini-Program on WeChat or on other platforms





The Tik Tok MP Entrances

Tik Tok slowly opening up their entry points towards the MP

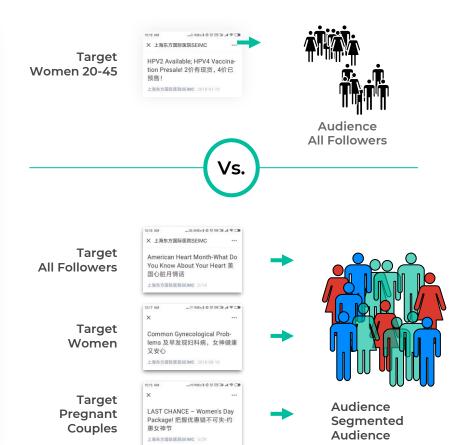


Better targeted communication



With improved segmentation, proper communication can take place.

Marketing automation can be set up, allowing one to build a unique relationship with each follower based on their interactions.

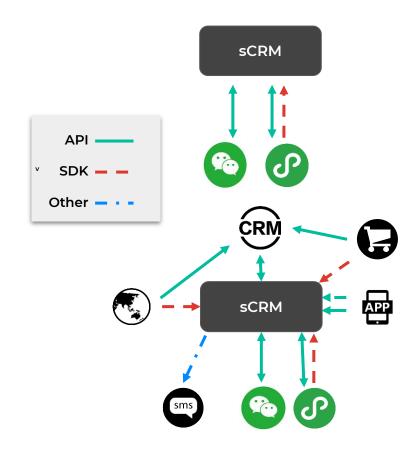


Where will your sCRM fit with WeChat OA & MP?

sCRM

It is essential to keep in mind which tools will help it exchange information and how this exchange will look.

While the placement of the sCRM might not be up to you. You need to keep in mind, these connections and data are relevant to retrieve.



Forward

Looking **F**

Selling on social media is on the rise, but it is a very fast-changing environment

5.2

Digital landscapes always change but the objective remains the same. "Content to commerce" is the ultimate goal for brands to invest in social or digital campaigns. Beyond creating social buzz online, digital campaigns should also fulfill the conversion objectives, either shop online or book offline events. To serve these purposes, Mini-programs can provide a more seamless digital experience than H5 sites.

Jin Brand & Digital Strategist at TOMORROW CHINA

Fast changing digital market

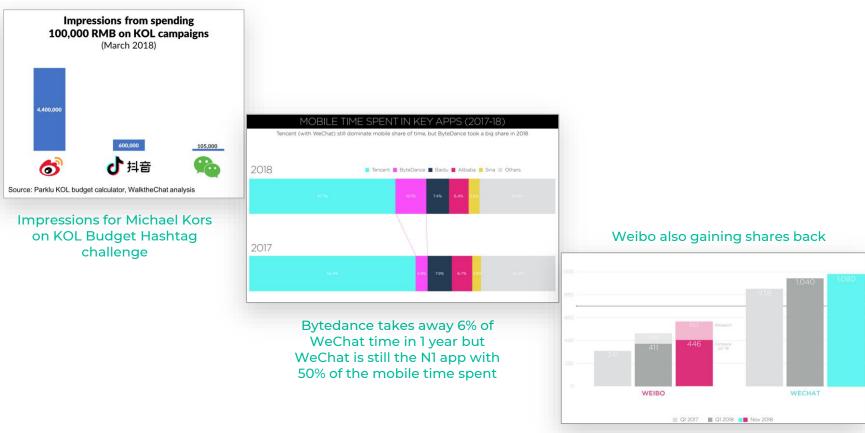
The market is becoming more diversified

Past years data already showed a strong interest in brands to shift the focus of marketing investment from PC to mobile platforms.

This diversifying trend has been intensified because of the Coronavirus pandemic across the globe. In the 2020 Q1, people were forced to stay at home while the sales shot up for mobile e-Commerce compared to traditional PC sales.

With the rising number of players in the miniprogram and increasing focus in the social commerce opportunity, there is an obvious trend for companies to set up multiple marketing strategies across the platforms.





7

256

Why do you need to build a solution that is bulletproof, and not only for WeChat?







Bytedance Is Grasping Attention / Virality

- Always keep an eye on the future applications in WeChat and mini-programs
- Douyin MPs are soaring in the past few months from 3% to 10%
- We aimed to expand into the Douyin market in 2019 to seize the opportunity in advance. Because not many companies saw the new business model within this new digital giant.

WeChat = Costly, But Great For Conversion

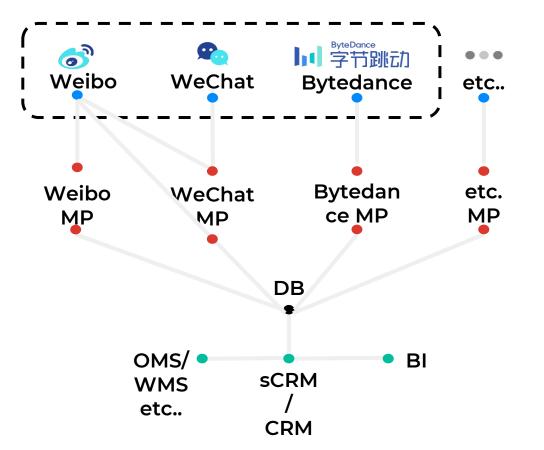
- Since April, Tencent has banned WeChat users from sharing external links to short videos on Bytedance's Douvin, Huoshan, and Xiqua platforms, as well as Kuaishou, "to vet inappropriate content"
- WeChat Advertising is becoming more and more expensive for impressions and mass advertising especially for 1st Tier cities, but still remains the number 1 app and a great channel for conversion and servicing existing customers.

Cost Effective Solution For Smaller Brands

- Advertise on Weibo and redirect to H5 or MP.
- Lowest CPM out of the 3 kev social media channels
- But need to look at the actual CPC and cost per sale



Use a unified backend infrastructure, with a front-end for each channel



60% of total mobile time spent in 2018

Increasing adoption of Cross-Platforms makes it easier to offer a unified cross social media conversion platform



WECHAT MP ALIPAY MP BAIDU MP XIAOMI FAST APP H5



We help our clients with Mini-Program tracking, do inter-Mini-Program data correlation, and drive insight through data analytics. For example, our data and experience based user behavior optimization analytics (using conversion funnels, heatmaps, etc.), media channel performance analytics, and user tag output (to help with precise operations on WeChat).

Joy Pu, Account Manager at GRIDSUM

6.1

KPI definition & business 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.





Macro Conversions



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

- % 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.

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

- **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



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

Micro Conversions:

Repeat MP users
Churn
End conversion: registration,
orders completed

Journey completions

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
- Retention Rate
- Source Channels
- Number of Shares
- Leads generated

Micro Conversions:

Journey completions

Repeat MP users

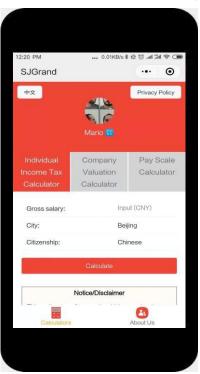
Churn

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 to 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. For example, 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" A/B Testing" offers 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 primarily looking at API connectors when choosing your MP tracking solution, to be queried by your overall data visualization/dashboard (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.









Tagging plan: principles & implementation **6.2**

The purpose of tracking a Mini-Program doesn't differ from any digital initiative. You will want to tie user 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 sources.

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

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 then need to prepare a plan of what you want to measure, and augment your Mini-Program with third-party analytics to track custom events

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



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)



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://epc.cx/nl3
Or scan QR code:



	hat Mini Program Tag	iging Plan Aladdin	Implementation				
234567) Limit is 1000 Custom Events.) Key is string, and the characto,) Key is string, and the characto,) When the value is atring, the colly When the value is a JavaScri). Soling supports special charac.) The value parameter of the eve) Values contained by ## sepres) Currently there's no limits to the	character length must be less pt object, the value of the ob- cters. But not included (Engli ent cannot be empty sent a variable value	s than 255. ject can only be string type sh comma, English colon: d	ot)		3 1 ° T E N	
				TRAC	KING PLAN		
,	Name	Key	Value	Description	Javascript code	Example	
	Name	key	value		app.aldstat.sendEvent('		
I	form_name	page	(/, /products, /contact/article1)	When user fills in name on form	app.aldstat.sendEvent(* 4 100 * Arosp path 4 100 * Arosp path 4	app_aldstat.sendEvent('form_name',{ 'page': '/content/article1,' 'form_name': 'article_download'	
		form_name	(article_download, newsletter)	Iom	10));	
I	form_phone	page	(/, /products, /contact/article1)	When user fills in phone on form	app.aldstat.sendEvent(*	app.aldstat.sendEvent('form_phone',{ 'page':'/content/article1',	
		form_name	(Possible Values)	STREET STREET	*	'form_name': 'article_download'));	
	form_smsverification	page	(/, /products, /contact/article1)	When user fills in verification code	app.aidstat.sendEvent("	app.aldstat.sendEvent('form_smsverification',('page': /'content/article1',	
1		form_name	(Possible Values)	33033283300000000	1	'form_name': 'article_download' });	
	form_submit	page	(/, /products, /contact/article1)	When user clicks on submit form button on page X, with all the form	app.aldstat.sendEvent(*	app.aldstat.sendEvent('form_submit',('page': '/content/article1',	
1		form_name	(Possible Values)	values filled and validated		'form_name': 'article_download' });	
		product_name	(Possible Values)		app.aldstat.sendEvent("	app.aldstat.sendEvent('add_to_cart',{ 'product_name'; 'Pinart Poster 1',	
l	add_to_cart	product_version	(Possible Values)	When user clicks on add to cart button on any page		'product_version': '100cm', 'product_price': '50'	
1		product_price	(Possible Values)			n:	
	customer_service	page	(/, /products, /contact/article1)	When user clicks on customer service button	app.aldstat.sendEvent(* Ameri Propriesed 10:	<pre>app.aldstat.sendEvent('customer_service',(</pre>	
	store_locator_button	page	(/, /products, /contact/article1)	When user clicks on store locator button	app.aldstat.sendEvent("	app.aldstat.sendEvent('store_locator_button',(
	store_locator_store	store	(Possible Values)	When user clicks on store locator button	app.aldstat.sendEvent(************************************	app.aldstat.sendEvent('store_locator_store',(
	glftcard_select	page	(/, /products, /contact/article1)	When user clicks on gift card	app.aldstat.sendEvent(" a some poor of the control	app.aldstat.sendEvent('giftcard_select',('page': 'lipage pathif', 'gift_card': '200'	
		gift_card	(Possible Values)		30)):	
1	giftcard_message	gift_card	Apri card yours	When user fills gift card	app.aldstat.sendEvent(*)	app.aldstat.sendEvent('giftcard_message',('gift_card': '450'	

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 inserting it in the header and footer of the page.

Application Type	
APP Name	
Service Type	
Aladdin Key	
ccess to the SDK	
Testing Account Inform	ation MP N.2
Testing Assount Inform	ation MD N 2
	ation MP N.2
	ation MP N.2
Application Type	ation MP N.2
Application Type APP Name	ation MP N.2

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.

Application Type	
APP Name	
Service Type	
Aladdin Key	
Access to the SDK	
Live Account	Information MP N 2
Live Account	t Information MP N.2
The state of the s	t Information MP N.2
	t Information MP N.2
Application Type	t Information MP N.2
Application Type APP Name	t Information MP N.2

Tagging Plan Tab 2 - Mini-Program QR Code Detailed Listing

Name		Code with	Generate Code with Access Token	QR Code	Page Path	Style	1 - Parameter	1- Parameter	2 - Parameter	2 - Parameter
	Mini- Program ID	Mini- Program Secret	accesstoken	Group			Name	Value	Name	Value
Brand_Hairs tyle_Shangh ai_Spring17_ OOH				Campaign	/	Round	Channel	ООН	Campaign	ID985
Jingan_002				Store	/	Round	City	Shanghai	Store	JA002
ArtFair_Sha nghai_Boot h_Register Page				Media	/register	Round	Event	art_fair_100 518	Media	a45

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.

Tagging Plan Tab 3 - Mini-Program QR Code Detailed Listing

- 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
Campaign s	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#

[✓] The 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 the return on investment for every group from a higher level.

Tagging Plan Tab 4 - Mini-Program Funnel Management

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

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

✓ 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.

Tagging Plan Tab 6 - Custom Events

	1) Aladdin's curre 2) Key is a string, 3) When the valu 4) When the valu 5) String support 6) The value para 7) Values contair 8) Currently ther								
				TRACKI	NG PLAN				
	I	Ī	I						
#ID	Name	l Key	Value	Description	Javascript code	Example			
1	Name	key	value		app.aldstat.sendEvent('name',{ 'key': 'value' }):	·			
	6	page	#page path# (/,/products, /contact/article1)	When user fills in name on form	When user fills in	When user fills in	When user fills in	app.aldstat.sendEvent('form_name',{ 'page': '#page path#',	app.aldstat.sendEvent('form_name',{ 'page': '/content/article1',
2	form_name	form_name	#form name# (article_download, newsletter)		'form_name': '#form name#' });	'form_name': 'article_download' });			
3	form_phone	page form phone	#page path# (/,/products, /contact/article1)	When user fills in	app.aldstat.sendEvent('form_phone',{ 'page': '#page path#', 'form_name': '#form_name#'	app.aldstat.sendEvent('form_phone',{			
		form_name	#form name# (Possible Values)	phone on form]);	'page': '/content/article1', 'form_name': 'article_download' });			

Analytics on Mini-Programs is not only about analyzing traffic and conversion. Companies can go beyond "simple" Mini-Program analytics with data enrichment on CRM/CDP/Data lakes, leveraging the OpenID and UnionID. Ultimately, the goal is to enhance the customer experience, online and offline.

Victor Ariza LVMH Innovation



6.3 Benchmark

How to implement your tagging plan on a Mini-Program?

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

			Over	<i>i</i> iew	Characteristics of the tools	
No.	Tool name	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		
02	'Talking Data Talking data	Freemium	Talking Data	MP Multi-channel analytics platform: APP, H5/Web, WeChat MP	One of the most comprehensive App analytics platform	~
03	Bai d 百度 Baidu Tongji	Free	Baidu	Baidu Tongji's mobile module	Can be used to track Baidu Mini-Programs	
04	阿拉丁 ALadDin	Freemium	ALD	Pure WeChat Mini- Program player. Created in 2016.		

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

			Overv	riew	Characteristics of the tools	
No.	Tool name	Price	Affiliation	Service provider overview	Differentiated features	DMP
05	② 芝麻川龍南統计 HOTAPP	Free	HotAp p	Specializes in tracked QR code management for Apps and Mini- Program		
06	DEV.ANALYSYS. CN	Free	Ark (E-Guan)	Full data analysis platform service for developers; support APP, H5/Web, WeChat Mini- Program		
07	Growing O GROWING .IO	Volum e based	Growing IO	Cross platform analysis product: web, app, and Mini- Program; charge for business usage.		
08	ご 神策数据 SENSORS Date Sensors Data	Volum e based	SensorsData	Big data analytics products and solutions for Internet industries;		~

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

			Overv	iew	Characteristics of the tools	
No.	Tool name	Price	Affiliation	Service provider overview	Differentiated features	DMP
09	QUEST	?	QuestMobile	Big Data solutions & research service platform		~
10	D 及策 JICE.IO	?	AdMaster	A platform under Admaster specialized on App promotion attribution		
11	並 zhugelo	?	ZHUGE IO	Focused on data collection and analytics tools for H5/Web, mobile apps, and Mini- Programs		

Deep dive on 5 solutions

Feature	Mobile Tencent Analytics	Talking Data	Bai 位 百度 Baidu Tongji Mobile	Aladdin	② 芝麻川程序统计 Hotapp
Price	Price Free		Free	Free for analytics	Free for analytics
Mini-Program Analytics			WeChat/Baidu	~	~
QR code Generator	Х	~	~	~	~
Custom Events	Custom Events JS		JS	JS	JS
API 🗸		~	~	On the roadmap	~
Mini-Program Service Notifications	Х	X	X	~	X

Benchmark

Deep dive - base features

No.	Tool name	Basic statistics indicators						
		Open time	Page View	Visits	Sessions	Share frequency	# of Users who shared	Page analysis
01	Mobile Tencent Analytics	~	~	~	~	~	~	~
02	<mark>Talking Data</mark> Talking data	~	~	~	~	~	~	~
03	Bai d 百度 Baidu Tongji	~	~	~	~	~	~	~
04	阿拉丁 ALaddin	~	~	~	~	~	~	*
05	② 芝麻川程序统计 HOTAPP	~	~	~	~	~	~	*

Benchmark

Deep dive - base features

No.	Tool name	User analysis granularity			Visit track analysis				User	Out of	
		ALL	New/old users	Individual user tracking	User segmentation	Landing page	Exit page	Path	Length of stay	retention analysis	the box custom reporting
01	Mobile Tencent Analytics	~	~	X	X	~	~	~	~	~	X
02	Talking Data Talking data	~	~	X	~	~	~	~	~	~	Time period Bounce analysis Use interval distribution daily open frequency
03	Bai 益 百度 Baidu Tongji	~	~	X	X	~	~	~	~	~	X
04	啊拉丁 ALaddin	~	~	Individual ID with custom events	X	~	~	~	~	~	X
05	② 芝麻川程序统计 HOTAPP	~	~	X	x	X	X	X	~	~	X

Deep dive - source analysis

	Tool name	Source analysis						
No.		Parametric QR code (Channel)		Share (indi	vidual user)	Official	Search	
		QR code configuration	Channel analysis	Sharing configuration	Sharing performance	account entrance	Search	
01	Mobile Tencent Analytics	X	~	X	✓	X	X	
02	Talking Data Talking data	~	X	X	X	X	X	
03	Bai	~	~	~	~	X	X	
04	៣ រ ួប ALaddin	~	~	~	~	×	X	
05	② 芝麻川殿閉绕计 HOTAPP	~	~	~	(monitor the assigned configuration)	X	X	

Deep dive - environment analysis

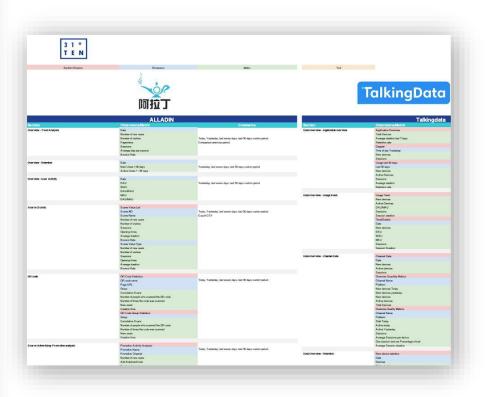
		Equipment/ Environment analysis							
No.	Tool name	Geographical distribution	os	Device model	Resolution	Network	WeChat version		
01	Mobile Tencent Analytics	~	~	~	~	*	~		
02	Talking Data Talking data	~	~	~	~	~	X		
03	Bai 	~	~	~	~	~	~		
04	阿拉丁 ALaddin	~	~	~	~	~	~		
05	② 芝麻川羅南統計 HOTAPP	X	X	~	X	X	~		

Deep dive - behavioral analysis

		Behavioral events analysis						
No.	Tool name	Native Mini- Program	KOL performance	Custom analysis				
		event statistics	monitoring	Independent event tracking	Funnel model configuration			
01	Mobile Tencent Analytics	X	X	✓	~			
02	Talking Data Talking data	Share Pull down to refresh Touch the button of a page	×	~	~			
03	Bai 位 百度 Baidu Tongji	X	×	✓	~			
04	阿拉丁 ALaddin	Pull down to refresh	×	~	~			
05	Ø 芝麻川程序统计 HOTAPP	X	(monitor the assigned configuration)	~	~			

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 third 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@3lten.network, we will grant you editing rights. Click: http://cpc.cx/ntQ Or scan QR code:



6.4

Understand your users and optimize with data

Understand your users further and access your KPIs in real time with a custom performance dashboard

Having a custom dashboard will allow you to organize and easily access your performance data, for

- Quick access to your Key Figures / KPIs
- User acquisition data by WeChat entry point with conversion information
- OR code traffic and conversions
- User demographics, location, and device
- Page views and users behavior on MP
- Custom events, form submissions, permissions granted, phones shared
- Sharing metrics, identify who is sharing the MP and how many people they reach



Creating a user profile for your Mini-Program

A user profile is essential to understanding your user. Identifying your user by collecting their:

- Unique behavior: Custom events
- MP usage: User experience funnels, Session duration
- Loyalties: Returning user, Retention rate
- Purchase patterns: Top purchased Products/categories, Top purchased price range...

With various data sources, User Profiles become clearer. Based on their unique characteristics and behaviors you can ensure that you are accurately reaching the right people. User Profile WeChat Backend



User Profile sCRM



User profile CRM+sCRM



User profile CRM+sCRM +OMS+DMP+...



User profile allows for accurate advertising.

Depending on your Business KPIs, your user profile is built based on the user data collected and it could easily help to cater your advertisements directly to

For advertisements within the WeChat ecosystem, the best part is that all advertisements can be customized for users who fit your audience profile and will be delivered to the real target audience. E.g., Ads in WeChat moments.

You can also generate QR codes on physical carriers, such as posters or flyers, based on a user's location. user interest by in-market segments, etc.





Based on the user profile to better provide user friendly content

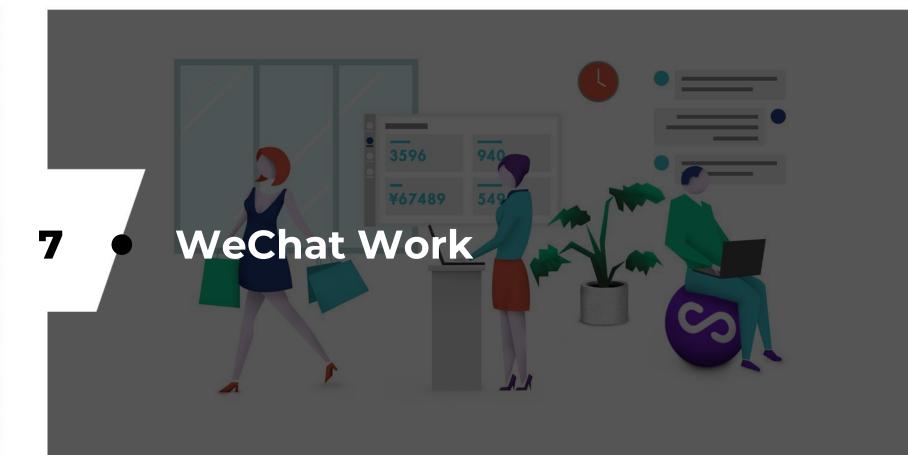
If you could keep providing users with great, relevant content that aligned with their direction, why wouldn't they want to visit or continue purchasing from your Mini-Program?

Other than the design aspect, content is always an important point to improve the **user conversion funnel and retention rate** of your Mini-Program.

A great example from Christie's Mini-Program: because of the **user-targeted content** and **feature updates**, there is a **+15% in registration conversion** out of total impressions.







Executive Summary

The offline traffic has drastically decreased since Covid-19 resulting in more online traffic profits

• As a consequence, retail staff had to make the switch from offline to online to minimize losses (e.g., VR, e-com, livestreaming, etc...)

People have new ways to seek out information or products

- The typical and traditional SEO / SEM optimization on search engines is disappearing.
- People search for information on social platforms or through their community, network, or groups.

Content Format is changing

- Look at any social media channel feed 2 years back and you'll
- Livestreaming, webinars, stories, short video apps, KOL / KOC, VR. AR. etc..

No-touch environment is becoming a habit

- China is the number one country for e-commerce and now people are used to getting deliveries to their home or picking up in a store without any issue and will now continue to do so even more.
- Scan & Go are even more popular (e.g., luckin / Manner Coffee)
- Hardware, robot, cashless ecosystem

LiveChat & Customer Service has always been prevalent here.

• While this is not new, people prefer to talk with humans through Chat or WeChat to get more information, negotiate, communicate, or sometimes complain.

With the fragile job environment, employees become loyal to their companies or even become ambassadors or KOC

• Focus your investment on building skills and a data culture before the tools: you can buy or build the best race car.

WeChat Work serves as the bridge between the sales team and massive online customers on all platforms

Sports Brand Anta's entire retail team goes online

Background

International and domestic sports brands like Nike, Lululemon and ANTA went online with exercise program live broadcast, ecommerce promotion, full-staff on WeChat

品牌	官方微博、微信公众号主要内容	品工朋友團	线上商城主推活动
安路	与Keop合作支布健身数学视频/动图(签约运动员); 差起#要核合家皮+练练技线(草根珠员) 爭較與視視第 签约运动员); 发起#一平米项法+活题录制视频(安略儿服签约重 量); 新品处策。	发产品图束货	1元秒券,滿398減100; 加入店铺会员,滿500或100; 新上线36家安錯儿會做弃城:
李宁	健身教学视频/动图(签约运动员、健身KOL); 新品发售	发产品图表货	澳499城100; 加入店铺会员、满499减50;
361*	健身數学报频/动图(签约运动员、歌手); 梁制权福报频(签约运动员); 新品发售;	发产品图类货	減300減100; 加入店铺会员。領10元无门模1 惠券:
特多	健身教学视频(动图(签约艺人、健身教练); 参与红星新闻及起的微精话题#红星老远会#; 深刻祝福视频(签约运动员); 新品故情;	发产品图支货	漢400減50; 加入店辖会员。漢350減50;
匹克	转发消费者的"英家秀"微博; 用30打印技术制作口罩筋勒耳小工具;	发产品图卖货	抢赛满500成100。 领券叠加满500减70; 加入店铺会员,满99减20;
乔丹体育	室内运动教学图文; 新品发售;	发产品图委货	满399减50
鸿里尔克	室內运动教学图文: 新品发售;	发产品图卖货	新上8斯起: 1双减50,2双减200

Execution

ANTA launched the "full-staff retail" project, with more than 30,000 employees participating on Wechat. Acting as WeChat dealers, publishing products and preferential information on social platforms to boost online sales. At the same time, ANTA broadcast star training season using brand spokespersons and contracted athletes to record short sports videos to encourage consumers to exercise at home and interact with consumers. In addition, Nike, Lululemon and other brands have adopted similar methods.





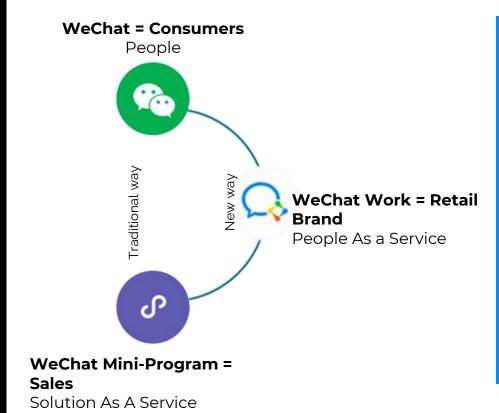
Result

The online fitness platform KEEP shows that in early Feb, the number of views of sports courses increased by nearly 430% than usual. The "Sports Live Broadcasting Encyclopedia" launched during the CNY aggregated the live sharing of sports brand course information. As of Feb 5, the cumulative number of participants exceeded 56.5 million, and the peak number of online users reached 160,000.





WeChat Work has become the exclusive connector of many retailers and consumers in order to drive sales.



Connect Vip and private operations

- Provide a unified brand image endorsement for BA
- Convert VIPs BA accumulated to brands private flow pool, continuous marketing

Offline Management and Online Sales

- Provide retail brands the online sales function
- Let BA actively sell online instead of passively waiting for customers offline

Data precipitation and visual analysis

- Collect VIPS data and Store transaction data
- Integrating and analyzing, showing on many terminals

3 main entry points on WeChat Work: Scan, OA & SHARING!





公众号

OA

自定义菜单

Customized

menus

模板消息

Template













messages 文章插入 Imbed into

> 关联通知 Notifications

article

分享 Share

对话分享 Chat thread sharing 群分享 Group sharing

APP分享 App sharing

图片分享朋友圈 Share image to moments

搜索 Search

全局搜索 Global search 搜一搜 Discovery tab

品专 Product search

> 搜索过 Previously searched

支付Pay 卡包 Card pack

支付凭证 Payment voucher 支付完成页

Payment completion screen

卡券 Coupons

会员卡 Members Card LBS

附近小程序 MPs nearby LBS广告 LBS Ads

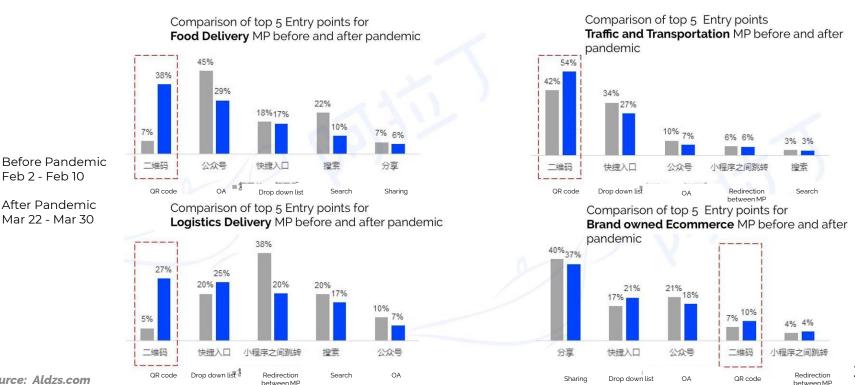
广告 Ads

微信广告 WeChat ads 生态广告

Ecosystem ads

线下广告 Offline ads

QR codes are still the major entry points for MPs before and after the pandemic



Source: Aldzs.com

Feb 2 - Feb 10

MP E-commerce for individual store

- Helping brands quickly convert stores clients to online consumers. On the other hand, attract online consumers to offline stores by online payment and pickup offline feature.
- Helping each store staff to contact clients, service, and operation, to achieve the purpose of shopping without being in the store

Key Functions



Generate trackable QR codes of different channels to open the MP to track performance



VIPS Center, VIP registration, binding users, searching and resolving phone number

Commodity

Management

Product information update, quantity management, online management, promotional activities, etc.



Purchase commodity, add, delete, clear all, keep, etc.

Order Management
System

Order list, review, delivery, notification, after-sales, etc.

Marketing
Activity

Setting and management of various promotional activities, such as flash sales, support the same products, prices, promotional activities, quantities, orders, users' information, etc.



Sync with store merchandise, price, quantity, order, shopping cart

Data & CRM

Analysis of key transaction data such as orders and user behavior

Other general functions

Payment, template message



MP for Sales Advisor & Remote Sales

Key Functions



Support to manage the online products of store on the mobile and set up hot search lists



Automatically generate notification of to-do tasks related to shopping guide through a social CRM

Sharing

Share online stores activities, hot products, etc. to increase browsing rate

Orders processing

Promptly and efficiently handle orders waiting for delivery and after-sales orders

Online Shopping

Help customers shop remotely by preparing the order for you.

Reminder & CS

Reminder for SA to reconnect with consumers that are having special holidays such as Valentines day, Birthday etc Data & CRM

Support search function for retrieving client information

Other general functions

Payment, template message

Remote Sales

When SA is not in the store, she still can help clients to shop remotely and avoid missing potential customers

Highlights

- 1. WeChat work group messaging, support sending text messages, text, pictures, mini-prog
- 2. When SA is not in the store, she can still help clients to shop remotely and avoid missing potential customers and opportunities



If WeChat work was purely a tool for internal workplace messaging, I think its scope significance would be much smaller. Only when it extends outside the enterprise does it produce greater value. People are the service.

Allen Zhang, WeChat Founder



307

But people need automated solutions to be served better

Points Statistics / Leaderboard:

Points scheme and leaderboard to promote group activity.

Customer Service:

Useful tool for customer service as it manages quick replies, welcome messages for instance. Useful tool to collect data of your users such as WeChat ID or usernames.

Zombie / Sleeping users:

Detection of zombie users / non-active users

Library:

Support multi-platform uploading materials

Marketing / Messaging Automation:

Automatically accept WeChat friend requests, welcome messages, batch group invitations and joining, welcome newcomers, ban users, generate groups by keyword, join groups, etc.





But people need automated solutions to be served better

H5 / UTM Tracking:

Get the essence of the group, support secondary editing and save as H5 page.

Multi-Group Forwarding:

Collect the speaker's message and forward it to other groups.

Statistics/Data / Dashboard Sub account management:

Sub-accounts unified management, centralized control Docking CRM.

Integration with CRM Friend deduplication: Oneclick deletion of duplicate friends across multiple numbers to release WeChat resources.

Cloud Synchronizations:

One-key synchronization of all configurations across computer terminals and across micro-signals.

AI / Smart Learning /3rd party Integration: Supports access to Takema, Turing, machine learning.





Luxury - Use Case of Jessica (Sales) and Alex (Manager)



Jessica needs more features such as:.

- Coupons TO convince budget sensitive prospects
- o Free gift based on amount spent TO thank big clients
- Personalized gift card or e-card
- Loyalty program TO reward my consumers
- Customer Service / Chatbot TO save time
- VIP Section TO send exclusive offers / products in advance to her best customers

INTERNAL INCLUDING



Alex needs to:.

o Drive more sales by delivering a better sales tool to my staff

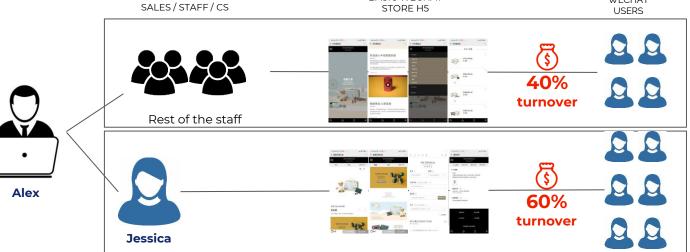
Make sure they have all marketing activities, promotions they need to reward our client

- Other staff to follow Jessica's way of selling through WeChat
- Make sure if Jessica leaves, staff taking over will have all the history





WECHAT



Tencent 騰訊 Q -- P.

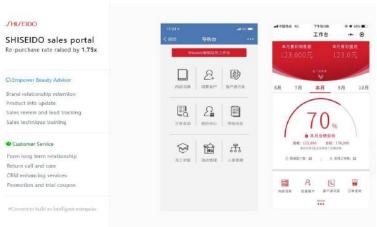
Connect

Visitors

· Official identity

Service mini program

Other Use Cases









- · Industry chain trust network
- · SFA application



#Connect to build an intelligent enterprise



- · CRM enhanced profile
- · Actions based on data







CRM mini program

Service actions

Summary of Customer Acquisition Points



Acquire cost-effective customers and potential customers cost-effectively

Use offline channels to connect with the most valuable customers and potential customers

Better insight and control of customers

Centralized management of sales and marketing content, as well as other social sales standards



One more channel to connect and communicate with your customers

Easily build relationships with target customers
Provide a personalized seamless omnichannel experience with panoramic customer data including demographics, interests, and purchase history



Establish an official relationship with sales in a more convenient way

Get a timely and unified experience from the sales office, no need to repeat communication when switching purchase channels, and get a sense of security when the sales staff communicates professionally

Summary of Social Selling Points



Gain additional sales channels

Expand store business hours, and provide mobile sales technology for each sale to achieve full sales and obtain additional sales



Save time through the official ecommerce process

Save sales staff time to sell without having to package and ship



Establish an official relationship with sales in a more convenient way

Get a timely and unified experience from the sales office, no need to repeat communication when switching purchase channels, and get a sense of security when the sales staff communicates as official

Manage to brand

Centralized management of sales and marketing content, as well as other social sales standards

Personalize customer interactions to increase conversions

Use behavior tracking to interact with the right potential customer at the right time to improve conversion

Have a consistent and reliable shopping experience

Sell the brand name and job logo, you can buy with confidence Get a better shopping experience through high-quality content and official ordering experience

Summary of Social Selling Points



Manage official customer service processes

Manage customer service processes Use guided tasks to communicate including welcome messages, quick continuously replies, and tasks. One-stop and efficient provision of best practices and employee training courses.



Generate sales through prompt reminders

Get the latest training and guidance to provide a quality customer experience



Personalized shopping experience

Personalized shopping experience Get a better shopping experience with high-quality content Enjoy better customer service experience and improved service auality

Supervise service quality through insight

Track sales performance including chat and customer numbers. identify internal KOL

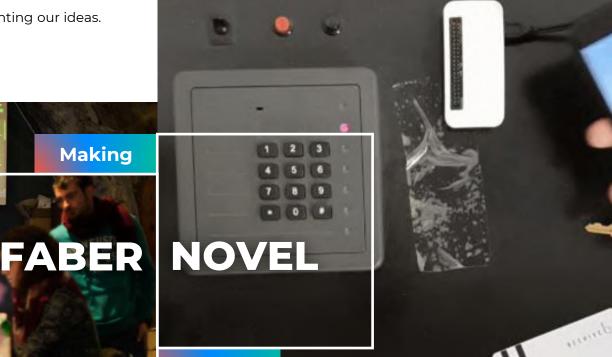
Communication is more efficient and relevant

Directly view omnichannel customer information, use tags to group send (or complete through the marketing team)

REACH OUT TO CHINESE CONSUMERS WITH FABERNOVEL

We are continually testing and implementing our ideas. We're here to help you craft your future. We're not only thinking differently, we're doing differently.





New

Since 2003, we've been pioneering new use cases and experiences, designing futures for both industry majors and startups, and creating code that works. We are a team of digital talents, at the innovation forefront.

Fabernovel has a network of offices and partners to deploy anywhere in the world

International Fabernovel Offices:
 San Francisco, Paris, Lisbon, Shanghai,
 Singapore, Lebanon, Morocco

International Fabernovel Teams: Japan, Slovakia

O International Partners:

Montreal, Toronto, New York, Madgalena del Mar, Buenos Aires, Sao Paulo, Madrid, London, Rotterdam, Kiev, Istanbul, Seoul, Senegal, Côte d'Ivoire, Ouganda



A complete value chain at your disposal



Strategy

Consumer Strategy

- Consumer Research & Analysis
- Travel Consumer Strategy
- Overseas Chinese Resident Strategy

Brand Strategy

- Competitor Benchmarks
- Market Analysis & Go-to-market strategy
- Digital Gap Analysis

Global Innovation Strategy

- · Innovation Research & sourcing
- Design Thinking & Agile
- Special activation programs
 - Learning Expeditions
 - Innovation Outposts
 - Digital Academy (training)

2

Technology

Business Design

- Research, User Experience
- Design & Testing

E-Commerce

- WeChat Mini-Program
- New Retail
- Store activation

H5/MP for campaigns

- Creative Campaigns
- Campaign Operations

Data & CRM

- Social CRM & Mrk Automation
- CRM & Loyalty
- · Data tracking & Reporting
- Data visualization

Marketing

Integrated Marketing

- Strategic Planning
- Campaign Creative

Social Media Activation

- WeChat, Weibo, Douyin, RED...
- Large KOL pool China & abroad

Retail & E-Commerce

- Drive-to-store campaigns
- E-Commerce Campaigns: 11/11, 6/18, 12/12, and other seasonal shopping festivals

Media & Analytics

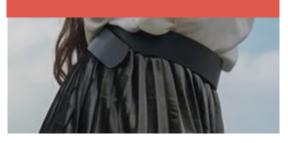
- Paid Media Display
- Social Advertising
- Data Tracking & Monitoring

Helping our clients win the Global Chinese Consumer



DOMESTIC CONSUMER

70% of millennials in China own properties and have tremendous **purchasing power** domestically.





OVERSEAS RESIDENTS

70M Chinese overseas residents are concentrated in **metropolitan cities** all over the world. **Overseas students alone** spent **\$10.6 Bn** on leisure and shopping.





OUTBOUND TRAVELERS

Outbound travelers from China reached **154M** in 2018. However, **only 9%** of Chinese own passports. The outbound travelers is predicted to be **doubled to 240 Million by 2020**



Our offer - Social ads





[✓] With our professional media team, we can provide you total solution to amplify your Mini-Program via media amplification in a clear process.

Our offer - Social ads



Define your advertising objectives



Brand event promotion

The objective is to increase brand awareness and bring participation.



Coupon distribution

Distributing coupons via ads can incite users to purchase online or offline.



Official account promotion

Promoting WeChat Official Account in order to attract subscribers.



Products promotion

Promote online products to bring more customers and orders.



Store promotion

The objective is to bring offline traffic and sales.



Application promotion

Some ads drive users to App or Android store to download the application.



Collecting sales leads

Some ads have objective to collect sales leads and find potential customers.



Games promotion

Attract more users to play games.

Select Your Target Audiences



Interest

Users' long-term interests (what I like)

News / LOHAS / Automobile / Entertainment / Travel / Games / Food & Beverage / Health / Sports / Cosmetics / Home / Tech

Behavior

Users' specific behavior (what I have done)

News / Fashion / Education / Services / Finance / Business services / Automobile / Entertainment / Parenthood / Travel / Real Estates / Gaming / Food & Beverage / Health / Sports & Fitness / Beauty / Home / Digital product

Geographic

Outbound China will be targeted by country

(inner China Mainland):

Core cities:

Beijing / Shanghai **Key cities**:

Guangzhou / Chongqing / Nanjing etc Other cities Age & Gender

Age:

from 14 to 60 years old

Gender:

Male / Female

Education background

Primary school
Junior high school
High school
College
Bachelor
Master
PhD

Marriage status

Single Newly-married Married Parenting

Mobile phone brand & price

By brand:

Apple / Samsung / Huawei / Xiaomi / Vivo / etc.

Price range:

¥1500 to¥4500+

Phone operating system & Internet provider

Operating system:

Android / iOS

Internet provider:

China Mobile / China Unicom / China Telecom

Our offer - Social ads Analyze the performance of your ad



Impression data

Total impressions and noncharge impressions help with assessing the range of audience the ad reached



Share data

Share to friends and Moments help with assessing users' acceptance towards the ad and initiative to spread it



Click data & Ad visual

Ad visual click rate and landing page click rate help with assessing the quality of the ad



Follow data

Icon & name click rate and the follow rate help with assessing brand influence



Interaction data

Like rate, comment rate and no interest percentage help with assessing the interaction between users and the brand



Other customized data

Sales leads, purchases, and other data

We proudly serve prestigious companies

Retail	Lane Crawford	bluebell	Cafayete	BEAUMANOIR	UNIBAIL-RODAMCO-WESTFIELD
Luxury fashion	KERING	LŸMH	Ermenegildo Zegna	BOTTEGA VENETA	KENT&CURWEN
Designer brands	Phristian Southeater	SONIA RYKIEL	CAROLINA HERRERA NEW YORK	Maison Margiela	PRONOVIAS BARCELONA
Lifestyle fashion	CONVERSE	Juicy Couture	CAMPER	MANGO	i BLUES
Watch & Jewelry	RICHEMONT	ROGER DUBUIS	BOUCHERON	Chopard	₿ BREITLING
Travel + F&B	ACCOR HOTELS	GALAXY HOTH H 77 M 8	€ Expedia	Lagardère TRAVEL RETAIL	MoëtHennessy
Boouty 9	JHIJEIDO	ĽORÉAL	● PUIG	AMORE PACIFIC	Avène
Beauty & Fragrances	Clé de peau BEAUTÉ	URIAGE	NINA RICCI	CLARINS	Aēsop.

CONTACT OUR EXPERTS



Clement Ledormeur
31Ten General Manager
(+86) 186 2104 2230
clement@31ten.network
linkedin



Add Clement on WeChat:



Rachel Daydou
Fabernovel General Manager
rachel.daydou@fabernovel.com
linkedin

BUILD YOUR WECHAT Mini-Program TODAY

China
Celine CHEN
meet_shanghai@fabernovel.com

Singapore
Sylvain JOANDEL
meet_singapore@fabernovel.com

United States **Katherine WANG**meet_sf@fabernovel.com

READ ALSO...





2019 Chinese Outbound Travel Market, co-published with Trip.com Group (March 2020)

Unleashing the power of Weibo ads (Published in April, 2020)



WeChat Social Ads Playbook (Published in Sep, 2019)

ACCESS THE STUDIES ON OUR WEBSITE AND WECHAT

https://asia.fabernovel.com/



