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Meet China’s internet users in 2020
China’s internet Users 2020
99% of internet users use mobile terminal

1.4 Billion Population
904 Million Internet Users
Equal to 65% of the population

897 Million Mobile Users
Equal to 99% of Internet users
Equal to 64% of the population
Avg. 30.8 hours a week per person

Internet users' age distribution

Gender

Mobile App use distribution in November 2019

19.9%
24.9%
17.9%
9.9%
9.2%
16.1%

Messaging and socializing
Video
Music and audio
Literature and news
Game and live-streaming
Others

Source: CNNIC 45th Statistical Report on Internet Development in China
WeChat Mini-programs
I think the beauty of Mini-programs is that you basically can develop almost everything and anything.

Aurelien Rigart
Co-founder and Vice President of IT Consultis
WeChat Mini-programs are sub-applications within WeChat’s ecosystem

How Mini-programs are different from APPs

- **Run fast and smoothly**

  Existing within WeChat, less than 10 MB in size, Mini-programs launch quickly and run smoothly. Users can access them directly through WeChat, so there is no need to download an App.

- **Cross-regional**

  Mini programs have few geographical restrictions, wherever globally WeChat is available, Mini-programs are sure to work.

- **Lower development cost**

  Unlike the native Apps, developers don’t have to develop Mini-programs for multiple operating systems. They can be built with WeChat’s framework using HTML, JavaScript and CSS.

- **Simple and sweet**

  Due to the small size of Mini-programs, the features are relatively limited. Since Mini-programs are developed in the WeChat ecosystem, developers are given limited space to create and keep the functions simple.
WeChat saturated consumer base, paving the way for Mini-programs

6 out of 10 WeChat users are mini-program users

Evolution WeChat MAU
(Million people, June 2013 to June 2020)

Comparing the growth of WeChat and Mini-programs MAU
(June 2018 – June 2019)

WeChat MAU reached 1,133 million, with a 5.0% CAGR.

Mini-programs MAU reached 746 million, with a 51.9% CAGR.

Nov 2016
WeChat Mini-programs was first launched

Dec 2017
DAU surpassed 170 million.

Dec 2018
DAU had surpassed 230 million.

Dec 2019
DAU had surpassed 320 million.

May 2020
DAU had surpassed 400 million.

Source: huaon.com

Source: QuestMobile, Aldzs, huaon
The rapid growth of WeChat Mini-programs

The number of Mini-programs exploded after launch, but is now starting to slow.

**Number of WeChat Mini-programs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Mini-programs (in million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>0.58</td>
</tr>
<tr>
<td>2018</td>
<td>2.3</td>
</tr>
<tr>
<td>2019</td>
<td>3.0</td>
</tr>
<tr>
<td>H1 2020</td>
<td>3.2</td>
</tr>
</tbody>
</table>

WeChat Mini-programs’ GMV increased from 600+ billion RMB in 2018 to 1,200+ billion RMB in 2019, with a 100% annual growth rate.

In 2019, each person installed 56 Apps on average. However, they used more than 60 WeChat Mini-programs. The convenience of MPs makes them more popular than Apps.

**User activity of WeChat Mini-programs**

<table>
<thead>
<tr>
<th>Year</th>
<th>DAU</th>
<th>MAU</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>230</td>
<td>491</td>
</tr>
<tr>
<td>2019</td>
<td>330</td>
<td>746</td>
</tr>
</tbody>
</table>

Monthly WeChat Mini-programs entries per capita: 42.6 times.

Number of different WeChat Mini-program types monthly used by users: 4.9 types.

Duration of per capita daily usage in December 2019: 15 mins.

Source: QuestMobile & Aldzs

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Following WeChat, other platforms launched their versions of Mini-programs

Source: Users QQ, daxue consulting research; Aldzs, mini-program insights 2019
The penetration rate of Mini-programs

The users of BAT & ByteDance Mini-programs all surpass 100 million.

**BAT & ByteDance Mini-programs penetration rate (June 2020)**

<table>
<thead>
<tr>
<th>Company</th>
<th>渗透率</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tencent</td>
<td>98.7%</td>
</tr>
<tr>
<td>Alibaba</td>
<td>97.7%</td>
</tr>
<tr>
<td>Baidu</td>
<td>91.2%</td>
</tr>
<tr>
<td>ByteDance</td>
<td>63.3%</td>
</tr>
</tbody>
</table>

**Features of BAT & ByteDance’s top Mini-programs**

- **Tencent:** WeChat Mini-program & QQ Mini-program
  - QR code scanning
  - Socializing
  - Access multi-Apps

- **Alibaba:** Taobao light store & Alipay Mini-program
  - QR code scanning
  - Life service
  - Commercial service
  - Access multi-Apps

- **Baidu:** Baidu Smart Mini-program
  - QR Code Scanning
  - Smart Search
  - Apps compatibility

- **ByteDance:** Douyin Mini-program & Toutiao Mini-program
  - User preference push
  - Entertainment content

ByteDance, an emerging mobile App giant, is accelerating the development and promotion of its Mini-programs. Compared to June 2019, its MAU has increased with 7.1% YoY growth rate.

Source: Qianzhan, 2020 & QuestMobile
More and more brands consider their mini-programs more important than their brand site. As e-commerce mini programs do not really compete with marketplaces, they remain key to the e-commerce strategy of any brand as it is a more efficient way to convert comparing to brand sites and to also close the loop within WeChat’s ecosystem.

Clement Ledormeuer
General Manager of 31Ten
Micro, Medium and Macro Mini-program growth

Micro Mini-programs are growing the fastest

Growth of small Mini-programs (10 thousands < MAU < 1 million)

June 2018: 1,993
June 2019: 4,897

Growth of medium Mini-programs (1 million < MAU)

June 2018: 309
June 2019: 703

Growth of macro Mini-programs (5 million < MAU)

June 2018: 133
June 2019: 180

The top 10 fastest growing WeChat Mini-programs’ MAU in June 2019

(in million, user growth compared to June 2018)

1. Xiaoniangao+: 211.8
2. Elong: 151.7
3. Life expense: 146.7
4. Pinduoduo: 97.1
5. Meituan delivery: 82.1
6. Hottest weibo: 79.8
7. WPS Office: 78.7
8. Tencent photo album: 57.6
9. Baidu cloud storage: 53.8
10. Tencent news: 42.1

Source: QuestMobile
Share WeChat Mini-programs by type

- Mini-programs with over 5 million MAU are mainly for daily services, like video sharing and shopping.
- Mini-programs with over 1 million MAU tend to be gaming.

Shares of WeChat Mini-programs (June 2019)

- Games: 36.2% (1 million < MAU < 5 million), 13.3% (5 million < MAU)
- Tools: 12.30% (1 million < MAU < 5 million), 12.2% (5 million < MAU)
- Daily service: 11.8% (1 million < MAU < 5 million), 17.8% (5 million < MAU)
- Others: 10.5% (1 million < MAU < 5 million), 11.7% (5 million < MAU)
- Shopping: 9.7% (1 million < MAU < 5 million), 13.3% (5 million < MAU)
- News / Education / Tools: 8.8% (1 million < MAU < 5 million), 10.6% (5 million < MAU)
- Video: 5.1% (1 million < MAU < 5 million), 10.0% (5 million < MAU)
- Travel & commute: 2.9% (1 million < MAU < 5 million), 6.1% (5 million < MAU)
- Reading: 2.7% (1 million < MAU < 5 million), 5.0% (5 million < MAU)

Source: QuestMobile, Database June 2019
Top Mini-programs by industry in 2019

Around 20% are games, top MPs are related to entertainment and daily life tools

The top 100 active mini-program distribution by industry (% of Mini-programs, January-December 2019)

Based on Aldzs index, which is MP’s popularity calculated by search, share and use

Source: Aldzs, mini-program insights 2019
Top game Mini-programs

Puzzle and leisure games have more users than competitive games.

Top 10 game Mini-programs
(no. of MAU in million, June, 2019)

<table>
<thead>
<tr>
<th>Game</th>
<th>No. of MAU (in million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fight the Landlord</td>
<td>36.4</td>
</tr>
<tr>
<td>Tiao Yi Tiao</td>
<td>28.5</td>
</tr>
<tr>
<td>Gunfire Factory</td>
<td>25.1</td>
</tr>
<tr>
<td>Glory of Kings</td>
<td>22.8</td>
</tr>
<tr>
<td>Micronyes</td>
<td>22.4</td>
</tr>
<tr>
<td>Fight the Landlord (Real person version)</td>
<td>13.0</td>
</tr>
<tr>
<td>Universal Shifts 3D</td>
<td>9.6</td>
</tr>
<tr>
<td>Conflict of Match People</td>
<td>9.5</td>
</tr>
<tr>
<td>King of Gun King X</td>
<td>8.3</td>
</tr>
<tr>
<td>Game for Peace</td>
<td>8.2</td>
</tr>
</tbody>
</table>

Source: QuestMobile, Database June 2019
Top e-commerce Mini-programs

Group-buying is leading the Mini-programs' e-commerce

JD.com’s Mini-program stands out from Taobao & Tmall’s

Top 20 MP for E-Commerce
(no. of MAU in million, April-June, 2019)

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Source: Iresearch, 2019.08
Top life service Mini-programs

There is a large gap between Payment of Life and other Mini-programs.

Top 10 MP for Life Service
(no. of MAU in million, June, 2019)

- Living Expense: 146.7
- Meituan Takeaway: 82.1
- Dianping: 54.9
- Maoyan Movie: 52.3
- City Service: 50.7
- KFC+: 36.9
- Tencent Mobile Credit Add: 35.9
- Meituan: 33.0
- McDonald: 21.9
- Assistant of Zhongtong: 21.6

Source: QuestMobile, Database June 2019
Top video Mini-programs

Tencent’s Mini-programs make up three of the top 10 video Mini-programs

Top 10 WeChat MPs for video
(no. of MAU in million, June, 2019)

Source: Iresearch, 2019.08
If you’re doing the right thing, if you’re building the right services or selling the right product, then it will **spread like fire** because through **word-of-mouth** because of the **shareability of Mini-programs** over the social network.

Thomas Meyer  
Co-founder of Mobile Now Group
The main entry points of WeChat Mini-programs (1/2)

Main page / Discover
- Swipe down in the chats page
- Discover – Mini-programs
  - Mini-programs
  - My programs nearby
  - Recently used
  - Shake

Public account
- Profile page links to related Mini-programs
- Articles
- Official account menu
- Dialog box
- Template messages

WeChat work
- Messages
- Work sections

Chat
- Chat box
- Chat history

‘Me’ page
- Cards & Offers
- Public services
- Payment complement page and massage
- Money – Receive and pay

Advertising
- Ads in Moments
- Ads from articles in official accounts
- Ads banner in Mini-programs

App / Mini-program
- Mini-program linking to other mini programs
- Long press the right top icon to open the recently used Mini-programs
- App sharing
- Linking template message

Search
- Top search bar in the main page
- Top search bar in ‘Add Contacts’
- Discover – Search
- Search bar in ‘Discover – Mini-programs’

Scan
- Scan QR code
- Scan item code

QQ browser
- Navigation bar
- Search

Others
- Desktop icon in Android operating system
- TV shake

External

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The main entry points of WeChat Mini-programs (2/2)
Sharing is the key to acquiring and keeping users

How current users enter WeChat Mini-programs

<table>
<thead>
<tr>
<th>Entry Point</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share</td>
<td>38.8%</td>
<td>33.0%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Quick access</td>
<td>24.8%</td>
<td>22.2%</td>
<td>24.8%</td>
</tr>
<tr>
<td>Other Mini-program</td>
<td>15.7%</td>
<td>11.0%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Public Account</td>
<td>20.1%</td>
<td>7.4%</td>
<td>20.1%</td>
</tr>
<tr>
<td>QR code</td>
<td>5.8%</td>
<td>9.2%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Message</td>
<td>0.3%</td>
<td>2.0%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Search</td>
<td>5.2%</td>
<td>2.0%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Advertisement</td>
<td>12.1%</td>
<td>1.1%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Coupon</td>
<td>0.2%</td>
<td>8.6%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Others</td>
<td>5.5%</td>
<td>1.1%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

How new users enter WeChat Mini-programs

<table>
<thead>
<tr>
<th>Entry Point</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share</td>
<td>54.5%</td>
<td>38.8%</td>
<td>33.2%</td>
</tr>
<tr>
<td>QR code</td>
<td>8.6%</td>
<td>29.7%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Public Account</td>
<td>17.1%</td>
<td>12.0%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Quick access</td>
<td>12.0%</td>
<td>7.1%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Search</td>
<td>9.8%</td>
<td>5.5%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Other Mini-program</td>
<td>4.9%</td>
<td>2.1%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Advertisement</td>
<td>14.9%</td>
<td>16.3%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Message</td>
<td>3.6%</td>
<td>3.2%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Coupon</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Others</td>
<td>6.9%</td>
<td>2.0%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

Source: Aldzs, Mini-program insights 2019
How to set up a WeChat Mini-program

Open to: Individuals, businesses, government, media and other organizations

① Register an account
Register an account and log in WeChat public platform (mp.weixin.qq.com)

② Fill in information
Fill in information including name, logo, introduction and service scope

③ Mini-program development
Developer can use specific tools to develop and modify Mini-program’s functions

④ Review and release
Submit Mini-program code to WeChat’s team to review. After Approval, it will be released

Features of the development interface:
- Home page
- Management
- Version Management
- Member Management
- User feedback
- Statistics
- Function
- WeChat search
- Customer service
- Subscription
- Content access
- Brand mini-program

Three steps: account information, e-mail activation and information registration

Review and improve information

Send Mini-program’s code to WeChat’s team for Approval
Mini-program integration with Apps and websites

How to drive traffic to Apps and websites from Mini-programs

**Web-view**

WeChat allows developers to insert web-view in the Mini programs

**Leverage the web-view function to lead traffic to the App**

IOS: leads to the App Store
Android: direct download

**Directly navigate to the App**

Access within the Mini-program to bring users to the App
Mini-programs as a CRM system

After guiding customers to Mini-programs, brands can maintain relationship with customers, and use MP Analytics Dashboard to see consumer analytics.

Guide customers to become a member on Mini-program
- Scan QR Code
- Register as a Member
- Grant Personal Information
- Connect Phone Number

Leverage social media to get consumer insights
- Traffic Analytics
- Page Performance
- Region Distribution
- Retention Analytics
- Gender & Age Distribution

Maintain Customer Relationship
- Accumulate points
- Customer Service
- Send coupons
- Game Interaction
- Free Offline Service

Source: WeChat Mini Program Analytics Tutorial
WeChat Mini-program Users
Mini-program user demographics (2019)

**Gender Distribution**
- Male: 41.8%
- Female: 58.2%

**Age Distribution**
- Under 17: 3.9%
- 18-24: 17.8%
- 25-29: 17.5%
- 30-39: 27.4%
- 40-49: 18.6%
- Above 50: 14.8%

**Operating System Distribution**
- iOS: 71.9%
- Android: 28.1%

**City Distribution**
- First-tier, 15.9%
- Second-tier, 34.9%
- Third-tier, 18.6%
- Fourth-tier and below, 30.6%
- Beijing: 4.4%
- Shanghai: 3.7%
- Guangzhou: 3.6%

Source: aldsz.com
Silver generation VS. Generation Z
Generation Z VS. The Silver Generation

The younger generation use MP more for daily services & shopping, whereas the silver generation use tools & reading

Distribution of WeChat Mini-programs by Industry
June, 2019

Source: QuestMobile June 2019
## Generation Z’s Mini-program preferences

Generation Z likes Mini-programs related to eating, entertainment and travel.

### Travel Service

<table>
<thead>
<tr>
<th>#</th>
<th>Mini-program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Zhixing</td>
</tr>
<tr>
<td>2</td>
<td>Ctrip</td>
</tr>
</tbody>
</table>

### Transportation

<table>
<thead>
<tr>
<th>#</th>
<th>Mini-program</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Transportation Code</td>
</tr>
<tr>
<td>9</td>
<td>Mobike</td>
</tr>
</tbody>
</table>

### Social Platform

<table>
<thead>
<tr>
<th>#</th>
<th>Mini-program</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Weibo</td>
</tr>
</tbody>
</table>

### Life Service

<table>
<thead>
<tr>
<th>#</th>
<th>Mini-program</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Maoyan</td>
</tr>
<tr>
<td>6</td>
<td>KFC+</td>
</tr>
<tr>
<td>7</td>
<td>Meituan</td>
</tr>
</tbody>
</table>

### Practical Tools

<table>
<thead>
<tr>
<th>#</th>
<th>Mini-program</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Baidu Cloud</td>
</tr>
<tr>
<td>10</td>
<td>WPS</td>
</tr>
</tbody>
</table>

Source: QuestMobile, Database June 2019
Generation Z is always on the go
They are dynamic & familiar with public transportation; They share & learn on the go

Live
✓ Public transportation, train, metro, flights, bike

Learn
✓ City discover, culture & activities, exhibition, films, tickets

Play
✓ Socializing, idols
✓ Foodies, food delivery

Public transportation
Exhibitions
Travel
Foodies
Idols
Shared Bike
Films
Fast food
The Silver Generation are emerging users

Xiaoniangao (小年糕)'s MAU increased 20-fold in one year, reaching 210 million in 2019, making Xiaoniangao rank 1st in video

WeChat users VS. XNG Users
June 2019

XNG’s users are older than average WeChat users

Source: QuestMobile June 2019
Why Xiaoniangao+ is popular among the silver generation

What is Xiaoniangao?
Xiaoniangao is a photo-to-video user-generated content tool. Users can easily create beautiful digital albums. Xiaoniangao identified the silver generation as the main targets and tailored the functions to satisfy their needs.

Satisfying social needs
- Every album created in Xiaoniangao can be shared on WeChat.
- Videos can be posted in the community and users can interact with the post (like, comment, follow).
- Sections like ‘health’ and ‘square dancing’ appeal to the silver generation.

Easy to use
- The interface is simple for the elderly. All fonts are enlarged to make it easy to read.
- There is no need to download an APP.

Free
- Being free is an essential element for the silver generation. Any fee or charge would greatly prevent them from using it.
# The silver generation’s favorite content, topics & keywords

<table>
<thead>
<tr>
<th>Favorite content</th>
<th>Topics</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square Dancing</td>
<td>CN: 关注</td>
<td>CN: 推荐</td>
</tr>
<tr>
<td></td>
<td>CN: 中午好</td>
<td>CN: 光棍节</td>
</tr>
<tr>
<td></td>
<td>CN: 创新</td>
<td>CN: 性</td>
</tr>
<tr>
<td>Memories</td>
<td>CN: 健康</td>
<td>CN: 健康</td>
</tr>
<tr>
<td>Festival Wishes</td>
<td>CN: 广场舞</td>
<td>CN: Square dancing</td>
</tr>
<tr>
<td></td>
<td>CN: 上海</td>
<td>CN: Shanghai</td>
</tr>
<tr>
<td></td>
<td>CN: 祝福</td>
<td>CN: Bless</td>
</tr>
<tr>
<td></td>
<td>CN: 万圣节</td>
<td>CN: Halloween</td>
</tr>
<tr>
<td></td>
<td>CN: 立冬</td>
<td>CN: Winter solstice</td>
</tr>
<tr>
<td></td>
<td>CN: 佳作</td>
<td>CN: Excellent Works</td>
</tr>
</tbody>
</table>
Mini-program Games
Mini-games in a nutshell

China is the best place to launch a mobile game, as mobile games contributed 69% of China’s video game market in 2019

2,000+ Games
310M+ Monthly active users
1B+ Total registered users

Mini-games reach a wider audience than native app games

50:50 Male to female user ratio

>50% Of the users only play mini-games and not native app games

69% Of players are over 30 years old

Sources: WeChat mini game official data in Sept 2020, The Verge, ALDZ.com
Mini-games are ideal for businesses focused on ad-revenue

Who should build a mini-game?

- Game Publishers
- Startups
- Small companies specialized in gaming
- Celebrities

What about brands?

Because production time and cost is much high, brands might find more value by either...

- Building an H5 game, which takes less production time and cost
- Advertising on an existing mini-game
Mini Games are like a **free trial** of the app game or real game from a game studio perspective. It is a way to play/try a game without having to download it or purchase it. In that regard, it is essential to consider all the **social aspects of the game**, leveraging the **WeChat ecosystem** as much as possible such as sharing, templated messages, daily lucky draw, daily leaderboard, multiplayer or invite friends the game.

*Clement Ledormeur*

*General Manager of 31Ten*
The essence of a mini-game
What to know before building a mini-game

16MB
Total size of all sub packages

2MB
Max size of single sub package

Games can download extra assets from an external server, but take into account that they will have to be fetched every time the game is started. So, games should be rather light in terms of assets, and 3D games should use low-poly 3D objects and low quality textures.

3D games should use low polygons
Programming behind mini-games

**WeChat Mini-Game project lifecycle**
- Planning
  - Benchmark, feasibility study, app localization vs from scratch?
- Prep
- Development
  - Prototype
  - Game engine, build specific features, UI, animations, multiplayer, social layers
  - Back-end / Database / API connections
  - Server setup & infrastructure
  - Testing/ QC / Submission to Tencent / Release
- QA+
- Submission

**Mini-Game technical architecture**

- JavaScript VM (V8 / JS Core)
- Mini-game Code
  - Graphic Rendering
  - Game Logic
- H5 API
- Browser Adapter
  - DOM
  - Image
  - Web Socket
  - Storage
  - Audio
  - XHR
- WeChat API
- WeChat SDK
  - User
  - Payment
  - Files
  - Multimedia
- JS-Native Binding
- Native
  - Rendering
  - Storage
  - Networking
  - AV
- JS-Native Binding
## Comparison between Mini Game & H5

Mini-games are ideal for game publishers who monetize through ads, H5 is ideal for brands

<table>
<thead>
<tr>
<th>Entry points</th>
<th>Mini Games</th>
<th>HTML5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acquisition cost</strong></td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td><strong>Open / Activation rate</strong></td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td><strong>Return rate and revenue</strong></td>
<td>TBD</td>
<td>Low</td>
</tr>
<tr>
<td><strong>Performance</strong></td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td><strong>Local storage</strong></td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td><strong>Social gaming</strong></td>
<td>Great</td>
<td>Good</td>
</tr>
<tr>
<td><strong>Coding languages</strong></td>
<td>JavaScript, TypeScript</td>
<td>JavaScript, TypeScript</td>
</tr>
</tbody>
</table>

**WeChat’s official analytics tool**

- Number of accumulated users, active users, newly registered users, paid users per day and month

**Tencent H5 Game analytics tool**

- Number of new users and active users per hour

**Demographics**

- Nickname, avatar profile url, gender, city, province, country, language, openID, session ID

**Revenue**

- Overall revenue per day/week/month accumulated
- Revenue, game props exchange, tasks, lotterage
How to monetize WeChat mini-games (1/2)

1. In APP purchases (IAP)
   - IAP is the direct way for revenue, but now it’s only open to Android user, iOS doesn’t support it due to restrictions from Apple
   - IAP in a Mini-game needs to apply for Game License (注册版号和著作权) from the government
   - If a Mini-game is owned by an individual instead of a company, it cannot have access to IAPs
How to monetize WeChat mini-games (2/2)

2. Advertising (banners & rewarded videos)

- Advertising is the major and easiest way of monetizing for mini-game owners who don’t have a game license or business license, but Tencent will take cut of the revenue.

- Mini-games offer players rewards for watching ads. In exchange for watching ads, players get extra coins or extra lives. The ads interact with players instead of displaying ads bluntly like banner or pop-up ads.

80% YoY growth
Of traffic from ads from July 2019 to 2020

39 mini-games
Have reached over 1 million RMB in ad revenue

Watch videos to get rewards
By placing a branded box on the game Tiao Yi Tiao (JumpJump), Nike and McDonalds reached 28 million daily actives users a day.

When users land on the branded boxes, they get extra rewards. French fries even pop out of the McDonald’s box after landing.

The event drew the attention of media and even the News, which was a level-up for brand awareness.

Such partnerships with Tencent are only achievable through bidding, and only big brands have such a budget.

Source: SixthTone
Dior uses mini-games to engage with consumers

Brands build mini-games to advertise at a lower cost than most of other Tencent formats advertising

Dior built two games to engage customers

**Game #1**
Remember every picture, and turn over matching pictures together.

**What it brings to brand?**
Draws players attention to the exquisite details of Dior’s luxury products

**Game #2**
Find the differences between two images

**What it brings to brand?**
Envelopes the user’s attention in a luxurious scene which is connected with Dior
E-Commerce case studies
Cosmetics Multi-Brand – O2O e-commerce mini-program

Brand WeChat mini-program links users’ WeChat with their memberships, allowing users to access it conveniently and stay informed. Brand also set up its own WeChat-based live-streaming broadcast channels.

Core e-commerce feature set
(Homepage, campaign, CLP, PLP, PDP, cart, checkout etc.)

Membership

Live-streaming

- Tiered membership program
- Sample store
- Receive free make-up samples with membership points

- Listing for all products featured in the live-stream.
- Detailed page to introduce all topics, hosts, and products.
- Complementary WeChat groups for beauty advisors and customers to further engage and discuss products and purchases.

In-store make-up training and event reservation
Luxury Multi-Brand - Membership and Private Cart mini-program

Client has big plans for their WeChat ecosystem, which would require months of design, development, and integration to realize. The membership and private-card MP were strategically put in place to space out launches leading to progressive launches.

**Membership overview**

- Points to next level
- Cash back gift card progress indicator
- Perks & benefits overview for all membership tiers

**Virtual membership card**

**Private Cart**

- With a unique QR code shared by sales assistants directly to WeChat, customers can access a shopping cart with preselected items tailored by experts specifically for their taste, needs and size
- Customers can review private cart details.
- Choose in-store pick up or home delivery.
- Add and remove items from the cart then complete the order with WeChat Pay.
SMCP - membership mini-program

WeChat CRM and Union ID binding activation for Sandro, Maje, and Claudie Pierlot, replacing the previous in-store registration process, shortening a 3 minute process to 20 seconds.

**Registration**

**Before**

SMCP used a paper registration form in-store, then shop assistant input the information manually. The efficiency is extremely low and took an average of 3 minutes.

**After**

SMCP digitalized this process, increasing registration efficiency, allowing the whole process to finish within 20 seconds.

**Membership**

SMCP on MP CRM

1. Identify, tag, segment, and target customers, prospects, and VIPs with tailor-made communications
2. Sales associates, in retail outlets, also have access to the same membership profile as customers can view in the MP.

**Membership Privilege**

Paving digital servicing & commerce activations

- Existing members can view their account details and tier benefits
- Backend integration & synchronization with SMCP’s ERP system, ensure the membership information displayed on the MP is always up to date
Case studies
E-Commerce case - Pinduoduo

Leverages WeChat’s social fission through word-of-mouth marketing and viral communication

**Introduction:**
- Pinduoduo’s launched its mini-program in May 2017
- E-Commerce functions in both mini-program and App
- Discounts and red packets incentivize users to share Pinduoduo Mini-program with friends

**Actions:**
- Get discounts by sharing with friends
- Invite friends to get coupons or cash
- Friends invitation message can be directly shared on WeChat, which would lead to the Pinduoduo Mini-program

**Outputs:**
- MAU: 97 Million in June 2019
- Ranked second among all WeChat Mini-programs

Source: QuestMobile, 2019, Aldzs, mini-program insights 2019

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E-Commerce case - Suning

Leverages the WeChat Mini-programs to connect online and offline

**Introduction:**
- One of the largest e-commerce platforms in China
- Gain positive reputation in terms of satisfactory delivery service and guaranteed product quality

**Actions:**
- Through WeChat MPs, Suning can communicate anywhere and anytime with customers.
- Has 12 unique WeChat Mini-programs, targeting different customer groups

**Outputs:**
- Between January 22nd and February 15th, 2020, the number of users of Suning's cloud store mini-program grew by nearly 300% from the previous year.
- During the same period, the number of payment orders increased by more than 500% from the previous year.

**Suning WeChat Mini-programs matrix**

**Success during China’s shopping carnivals, growth from 2018 to 2019:**

<table>
<thead>
<tr>
<th>Suning Pingou’s “8.18” shopping carnival:</th>
<th>Suning Yigou’s “11.11” shopping carnival:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness increased <strong>150%</strong></td>
<td>Number of shares increased <strong>193%</strong></td>
</tr>
<tr>
<td>Order volume increased <strong>200%</strong></td>
<td>Customer conversion rate increased <strong>15%</strong></td>
</tr>
<tr>
<td>GMV increased <strong>260%</strong></td>
<td>GMV increased <strong>283%</strong></td>
</tr>
<tr>
<td>Average value per order increased <strong>70%</strong></td>
<td>Order volume increased <strong>465%</strong></td>
</tr>
</tbody>
</table>
Food and beverage case – COCO

Leverages the high foot traffic of its 3,300 offline retail stores

Introduction:
- COCO launched its mini-program in September 2017
- 3,300 offline stores

Consumers’ pain points:
- Long waiting time for drinks

Actions:
- Offline: Set posters, QR code, and incentives to encourage consumers to use the mini-program
- Online: Pre-order; ‘you may like’; limited group buy, discount & coupons for sharing, videos, store guide

Outputs:
- Weekly retention rate: 8% for new users; 24% for active users
- Decreased order time from 4 mins to 2 mins
- 45 million registered users in 2019

Function illustration of COCO Mini-program

- Buy beverages for friends as gifts
- Get discounts and coupons
- Order online, no need to queue
- Time-limited promotion with more discounts
- Support for WeChat mini-program order

Source: COCO mini-program & 360doc
Fitness case – SuperMonkey
A highly profitable, membership-free gym chain

Introduction:
- SuperMonkey was founded in Shenzhen in 2014
- The chain received RMB 360 million in series D funding in Feb 2019

Actions:
- People can sign up for fitness classes and personal training through the mini-program. Users pay for one class at a time, with no membership fees.
- Users receive the entry code, check-in, and receive class pictures through the mini-program. All admin work is done through the MP, there is no need for a front-desk.

Outputs:
- The company was valued at CNY 1.66 billion in 2019
- Made 220,000 yuan in one hour on February 20th when it released a fat-burning boot camp
- The chain has 126 stores in China

Sources: SuperMonkey mini-program, pedaily, walkthechat, equalocean

SuperMonkey stores distribution:
- Shanghai: 43 stores
- Beijing: 24 stores
- Nanjing: 5 stores
- Wuhan: 5 stores
- Shenzhen: 27 stores
- Guangzhou: 11 stores
- Chengdu: 9
- Hangzhou: 2 stores
Game case – Tiaoyitiao

Viral mini-program game within the WeChat community

Introduction:
- Launched mini-program in December 2017
- Incentivizes users to compete to keep them active

Actions:
- Users simply press down on the screen to move a hopping black figure from one platform to another, collecting one point for each successful jump
- Tracks performance and ranking among all WeChat friends to encourage competition
- Commercialization: Added special boxes with a brand logo and extra points will be awarded every time users land on these special boxes

Outputs:
- 170 DAU million in January 2018
- 390 million players on total in March 2018
- Maximum number of players online at the same time was 28 million during Chinese New Year festival.

Game page demonstration:
- Main screen
- Table of Friends Ranking

Other WeChat Mini-games:
1. Fight the landlord (card game)
2. Tiaoyitiao (strategy game)
3. Animal restaurant (management game)
4. Pro-government (card game)
5. Fight the landlord real person version (card game)
6. Backgammon (chess game)
7. Matchmaker (puzzle game)

In addition to brand advertisements, game skins are also an effective marketing tool for mini-games. Besides the basic one, there are there superior skins that can be redeemed with game points.

Sources: QuestMobile & WeChat
Game case – Pirates are coming (海盗来了)

The most eye-catching WeChat Mini-game, reached the top in both user volume and revenue

**Introduction:**
- Launched Mini-program in April 2018
- The game relies on social fission, focusing on getting acquaintances from existing players to join

**Actions:**
- Social layer, interaction, and gameplay are the 3 most important arms. It provides various ways to compete engage with friends, including leaderboard, pirate union, game friends, world chat channel etc..
- The popularity of this game heavily relies on its social factor, players can chat, exchange items with friends, help each other to complete missions, or even fight against them all.
- The game frequently updates, with 10+ new versions a week, which keeps boosting user activation and retention

**Outputs:**
- Reached over 100 million users.
- Peak DAU reached 20 million.
Social media case - Weibo

Weibo launched mini-program as a new entry point, and Weibo MP could drive WeChat traffic to Weibo

Introduction:
- As one of the biggest social media platforms, Weibo has 550 million monthly active users as of Q1 2020

Actions:
- Weibo launched its first mini-program version in August 2018, and removed its mini-program on August 31st 2018
- Weibo launched another mini-program version with more functions, like user login and comment.

Outputs:
- Ranked 1st among Mini-programs for comprehensive news from April – June 2019
- Weibo users are satisfied by the convenience the mini-program brings, since they can see content easily when someone shares Weibo posts on WeChat

Development of Weibo MP

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 11</td>
<td>Official launched its mini-program version Named as Speedy Weibo, with simple functions</td>
</tr>
<tr>
<td>31 September</td>
<td>Remove Speedy Weibo from WeChat</td>
</tr>
<tr>
<td>October 16</td>
<td>Re-launched Weibo MP Add more function Renamed as Hot Weibo (热门微博)</td>
</tr>
</tbody>
</table>

Growth of MAU (Number of active users in million)

- April 2019: 66.4
- May 2019: 80.6
- June 2019: 85.5

Sources: Souhu & Weibo & iresearch
Short video case – Xiaoniangao+

Appealing to senior citizens through simplicity and social connection

**Introduction:**
- Launched mini-program in 2017
- A WeChat Mini-program allows users to edit and post videos with convenience and simplicity.

**Actions:**
- Xiaoniangao+ has established a WeChat official account, mini-program and subscription account.
- Targeting senior citizens, Xiaoniangao+ provides users experiences of simplicity without charge.

**Outputs:**
- Xiaoniangao+ was ranked the Most Popular Mini-program in July 2019.
- There are more than 500 million users, and more than 10 million DAU.
- Xiaoniangao+ has a great reputation with a user rating of 4.2/5.

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Xiaoniangao+ index trend chart
(6/27/2020 ~ 7/27/2020)

The highest index: Pinduoduo, 10,000

<table>
<thead>
<tr>
<th>Title</th>
<th>Discovery page</th>
<th>Video editing page</th>
<th>Templates</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>文章</td>
<td>视频</td>
<td>视频编辑</td>
<td>模板</td>
<td>工具</td>
</tr>
</tbody>
</table>

Sources: Aldzs, aicaijing, woshipm
Who we are

Your Market Research Company in China

We are daxue consulting:

• A market research firm specializing on the Chinese market since 2010

• With 3 offices in China: in Shanghai, Beijing and Hong Kong

• Employing 40+ full-time consultants

• Full, complete, national coverage

• Efficient and reliable fieldwork execution across China

• Using our expertise to draw precise, reliable recommendations

• With key accounts from around the world
The strengths of Daxue Consulting

6 crucial competitive advantages

1. Localized & Creative
   - Our team has an international background, leveraging the best of both worlds
   - Teams are tailor-made depending on the projects
   - One client = one dedicated team

2. Responsive & Flexible
   - At all levels at daxue consulting, daxue is creating an environment where freedom and responsibility go together.
   - daxue consulting has a commitment to answer emails within a day. We are result-oriented and do not count our time to accomplish our tasks.
   - Regular reports with our clients in order to make sure we reach the goal expected from our clients.

3. We manage from A to Z
   - daxue consulting does not outsource its services. We manage our own assistants and use directly technological tools.
   - We have a deep understanding on the fieldwork and the context within which data was collected.

4. Actionable recommendations
   - We care about results and design our research in order to be operational.
   - We are driven by metrics such as customer acquisition costs, business plan KPIs, P&L optimization.

5. Innovative
   - Constantly on the look for new research tools and methodologies
   - Our goal is to combine traditional methodologies with the latest tech tools

6. Professional
   - Our methodologies are rigorous and serious, taking information from the best practice in the world of consulting and research.
   - Demanding on the results, detail-oriented, respectful towards our commitments.
Our services

Experienced in answering to a wide variety of strategic business questions

- MARKET GAP IDENTIFICATION
- MARKET RESEARCH
- REGULATORY FRAMEWORK
- BUSINESS PLAN
- MARKET POTENTIAL ASSESSMENT
- GO-TO-MARKET STRATEGY
- MARKET ENTRY
- CUSTOMER JOURNEY
- COMPETITOR BENCHMARKING
- MARKET SIZING
- VALUE PROPOSITION & USP DEFINITION
- PARTNERSHIP SCREENING
- PRODUCT TESTING AND LOCALIZATION
- DIGITAL STRATEGY
- OMNI-CHANNEL STRATEGY
350+ clients with 600+ projects for the past 7 years

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Forbes

South China Morning Post  L'OBS  TECH INSIDER

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