

WECHAT MINI-PROGRAMS 2020 REPORT

September. 2020

HONG KONG | BEIJING | SHANGHAI
www.daxueconsulting.com



CONTENT OUTLINE

- 1. Meet China's internet users 03
- 2. What are WeChat Mini-programs 05
- 3. Mini-program users 26
- 4. Gen Z vs. silver generation 28
- 5. Mini-games 35
- 6. E-commerce case studies 46
- 7. Case studies 50
- 8. About us 59

1

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

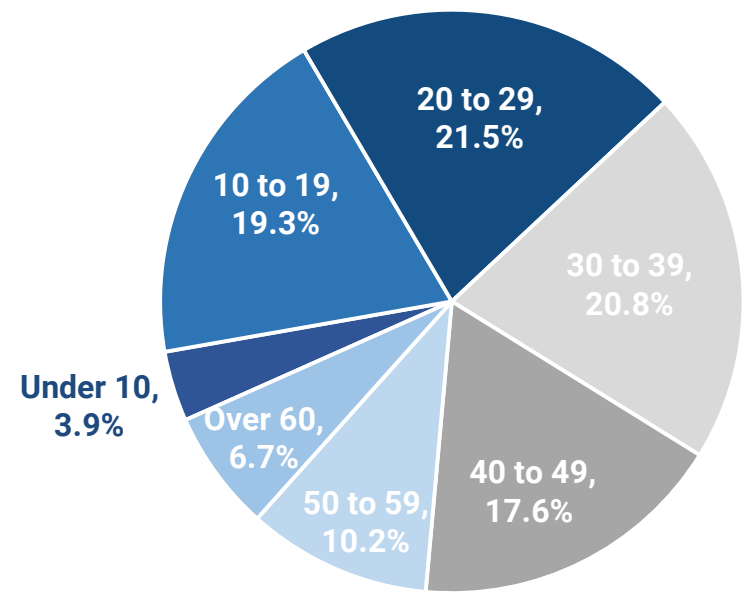
Equal to **99%** of Internet users
Equal to **64%** of the population



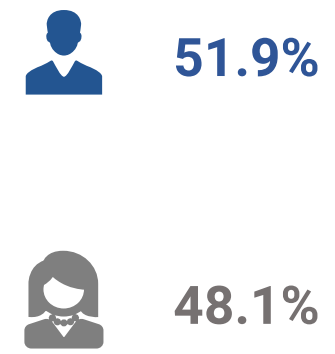
Avg. 30.8 hours a week per person



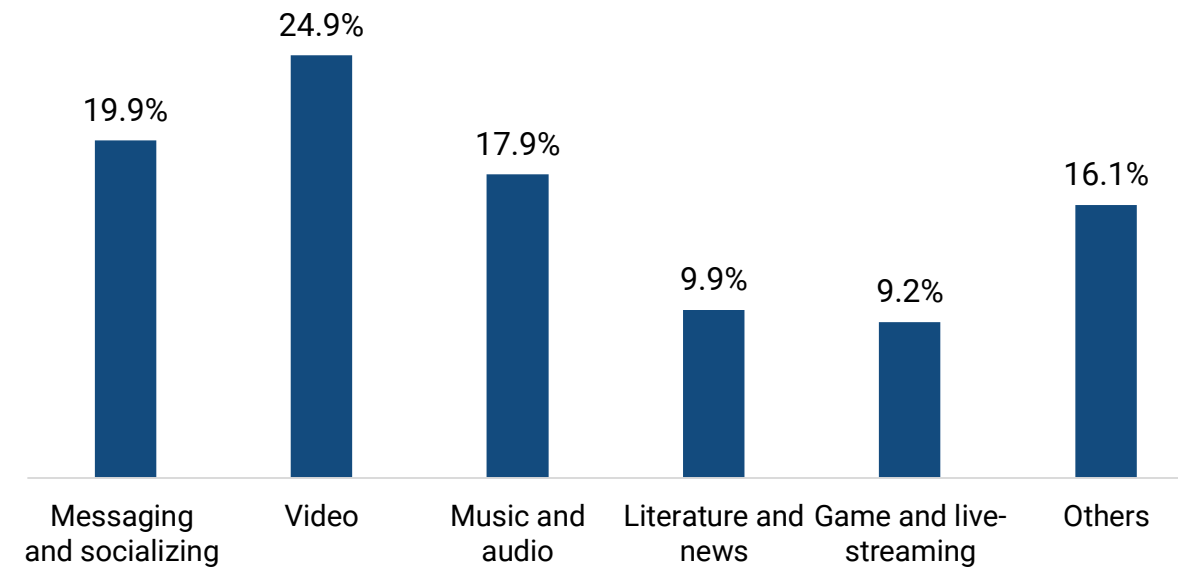
Internet users' age distribution



Gender



Mobile App use distribution in November 2019



2

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.



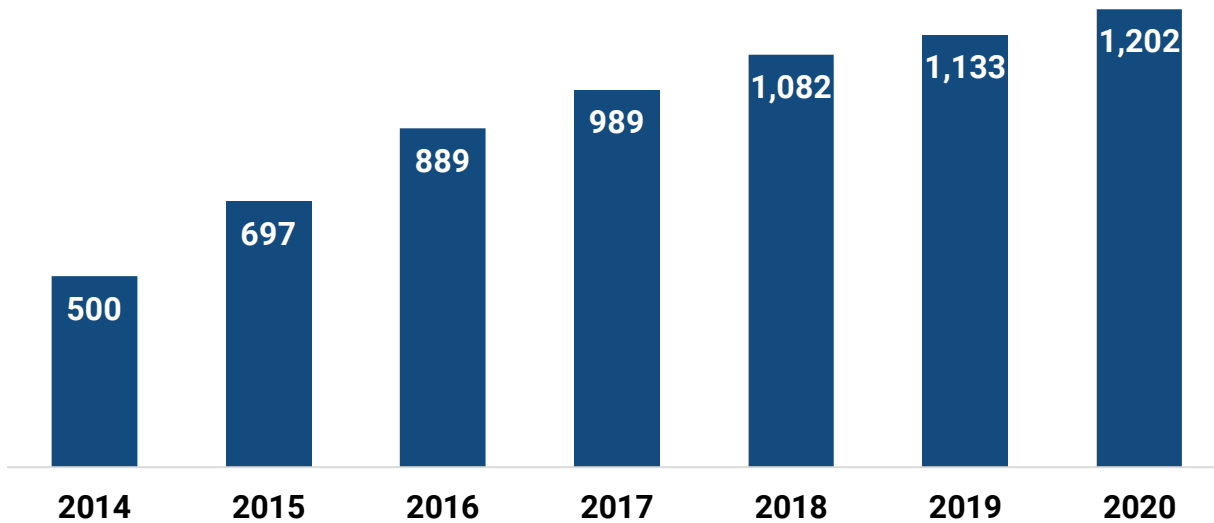
WeChat saturated consumer base, paving the way for Mini-programs

6 out of 10 WeChat users are mini-program users



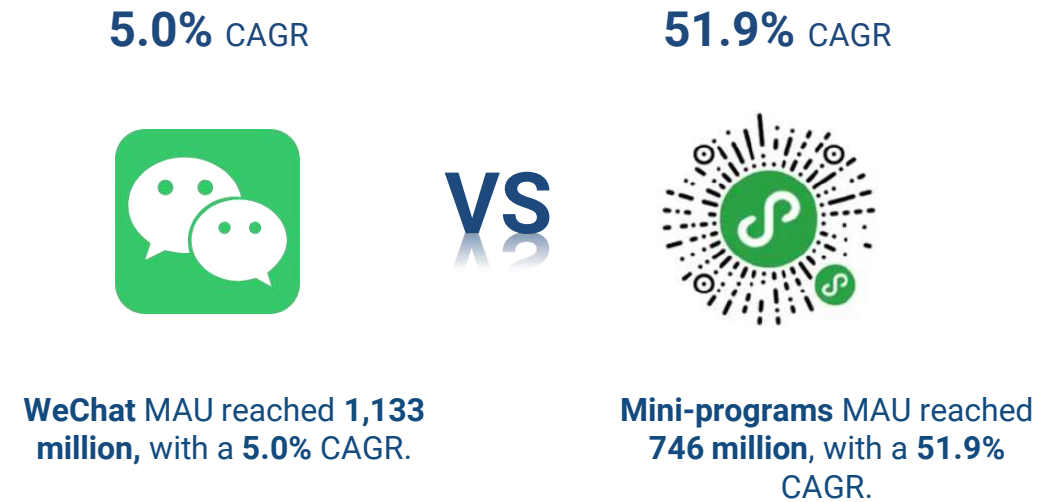
Evolution WeChat MAU

(Million people, June 2013 to June 2020)



Comparing the growth of WeChat and Mini-programs MAU

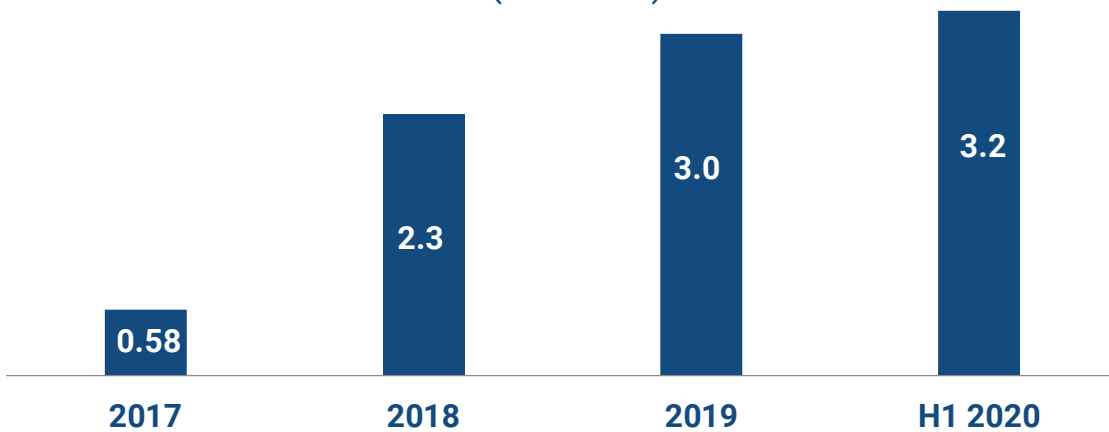
(June 2018 – June 2019)



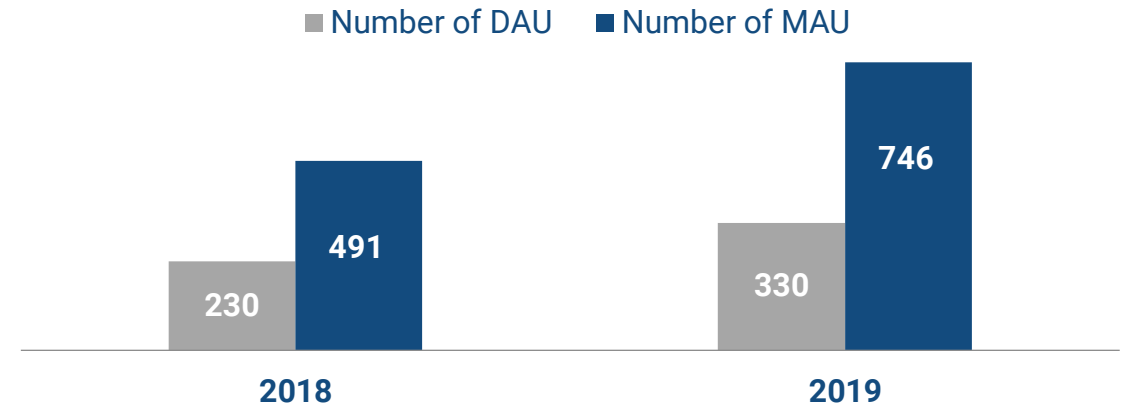
The rapid growth of WeChat Mini-programs

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

Number of WeChat Mini-programs
(in million)

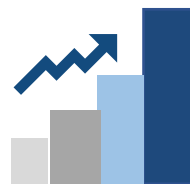


User activity of WeChat Mini-programs
(in million)



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.



Monthly WeChat Mini-programs entries per capita:

42.6 times



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

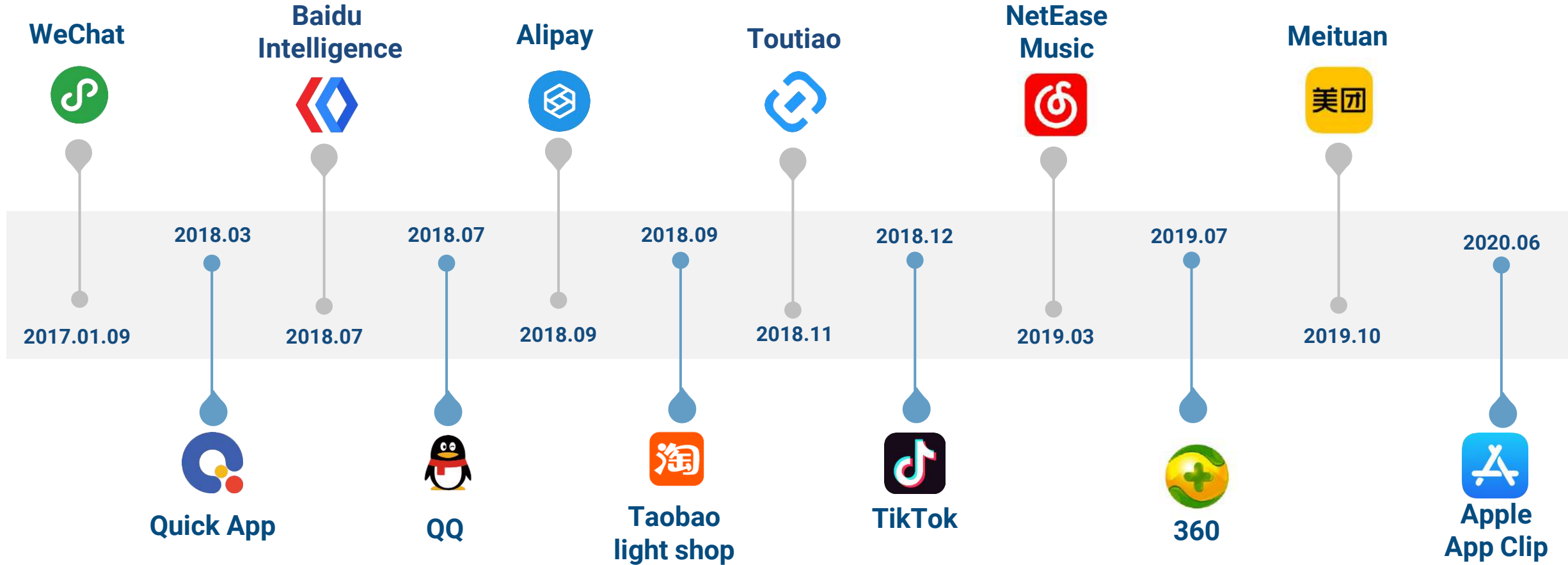
4.9 types



Duration of per capita daily usage in December 2019:

15 mins

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

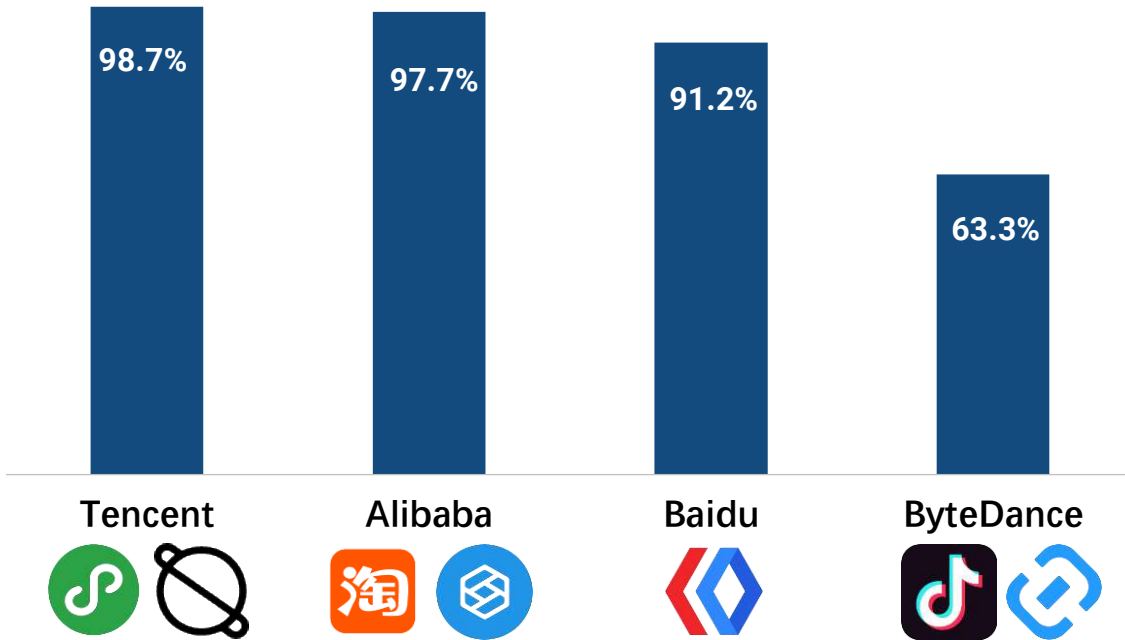



Source: Users QQ, daxue consulting research; Aldzs, mini-program insights 2019

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)



 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**

Features of BAT & ByteDance's top Mini-programs



Tencent:
WeChat Mini-program & QQ Mini-program

- QR code scanning
- Socializing
- Access multi-Apps



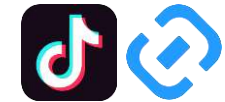
Baidu:
Baidu Smart Mini-program

- QR Code Scanning
- Smart Search
- Apps compatibility



Alibaba:
Taobao light store & Alipay Mini-program

- QR code scanning
- Life service
- Commercial service
- Access multi-Apps



ByteDance:
Douyin Mini-program & Toutiao Mini-program

- User preference push
- Entertainment content

*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.*

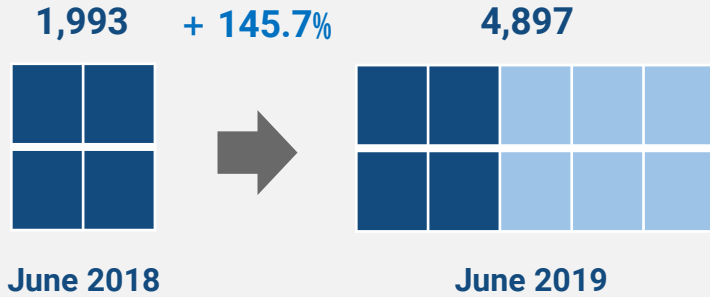
*Clement Ledormeur
General Manager of 31Ten*

Micro, Medium and Macro Mini-program growth

Micro Mini-programs are growing the fastest

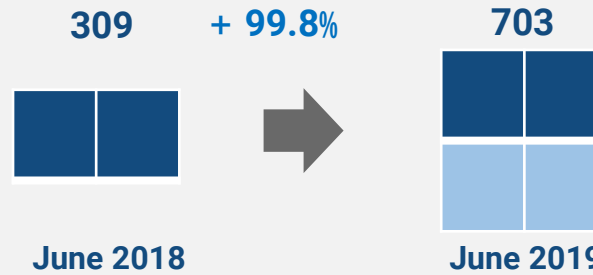
Growth of small Mini-programs

(10 thousands < MAU < 1 million)



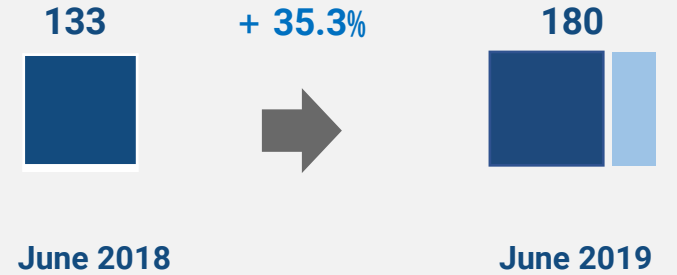
Growth of medium Mini-programs

(1 million < MAU)



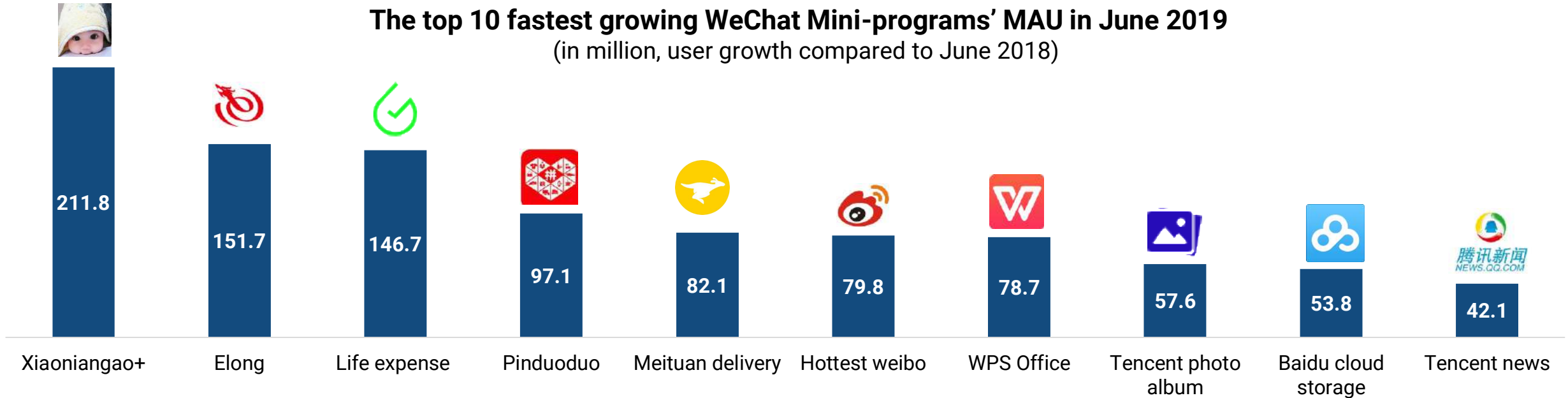
Growth of macro Mini-programs

(5 million < MAU)



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

(in million, user growth compared to June 2018)

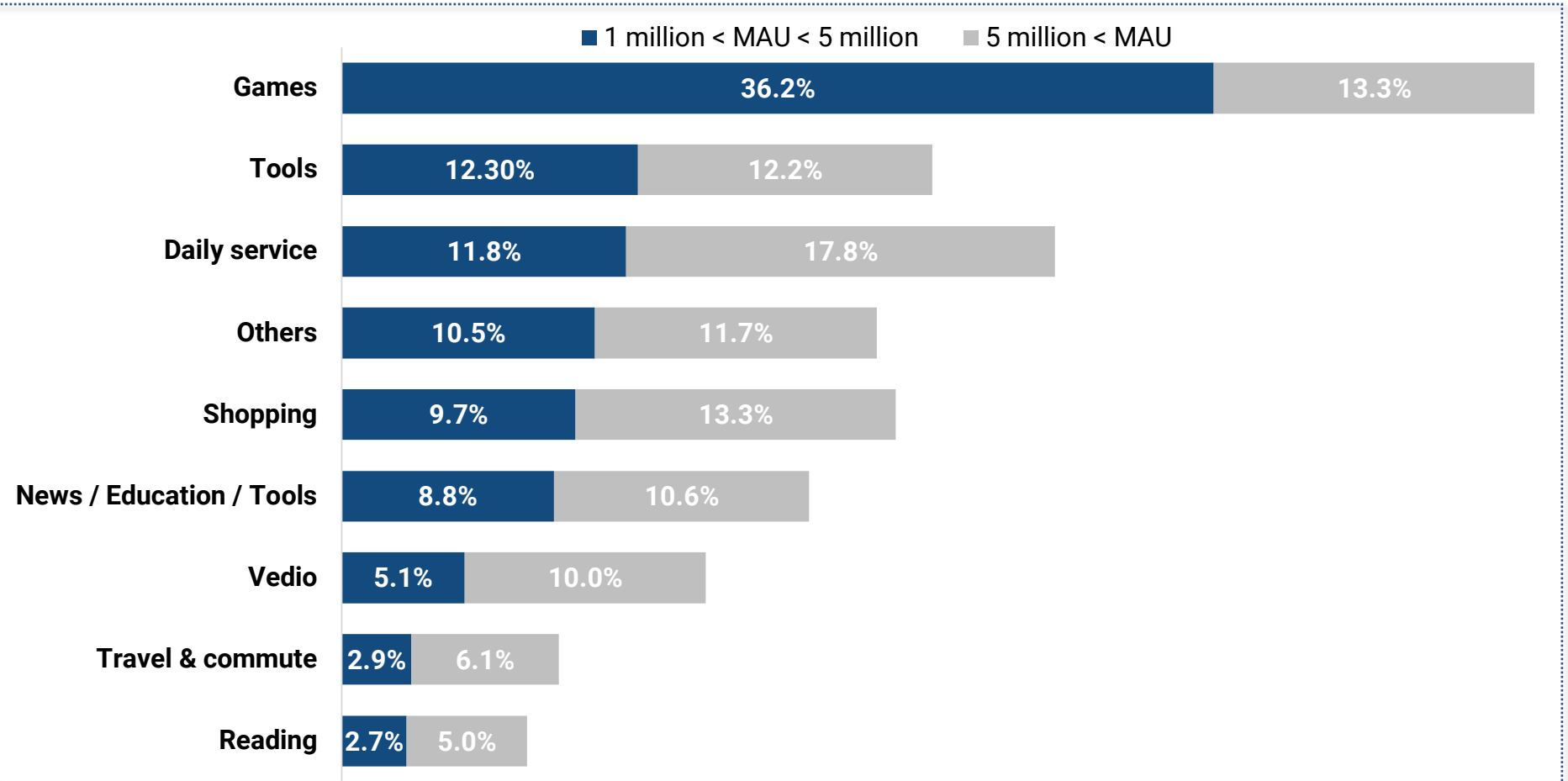


Share WeChat Mini-programs by type

- 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)

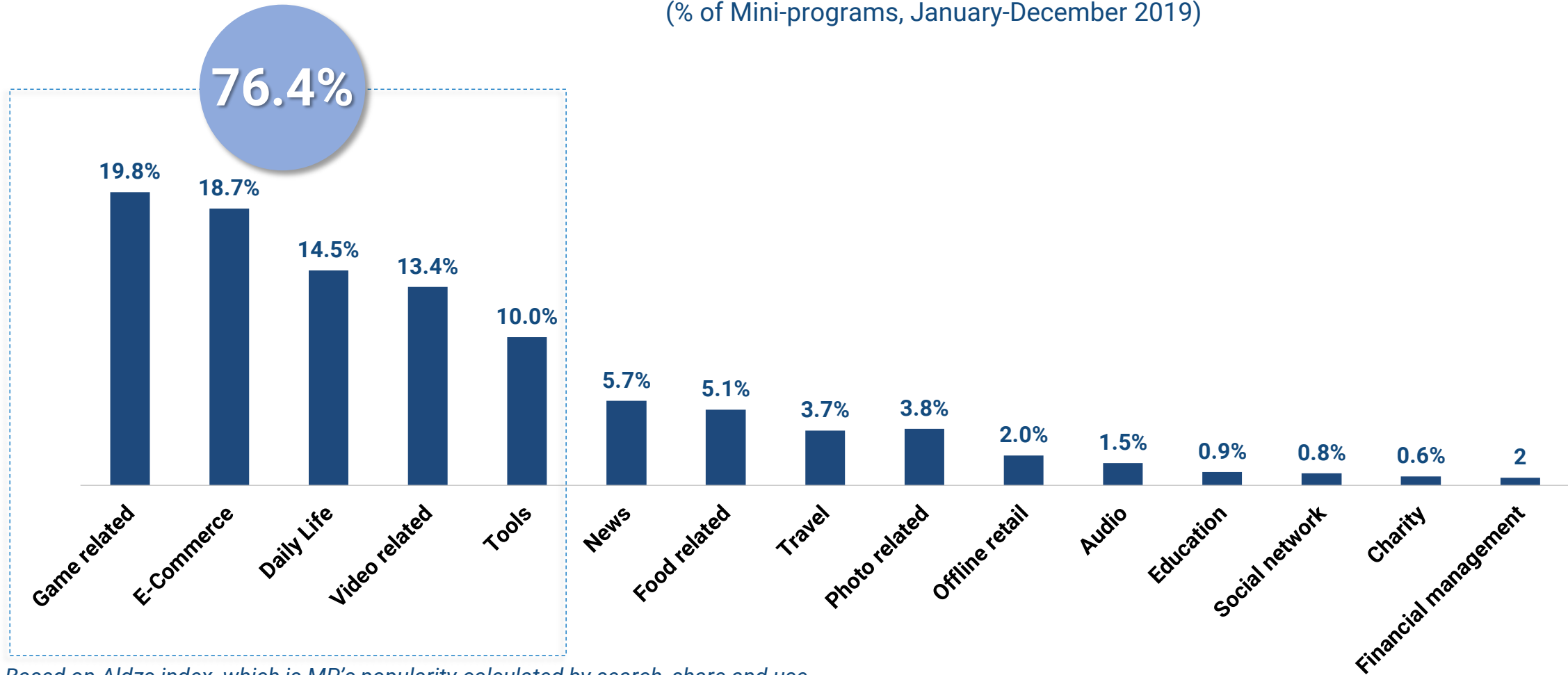
1,063
WeChat MPs with
more than 1 million
MAU



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)

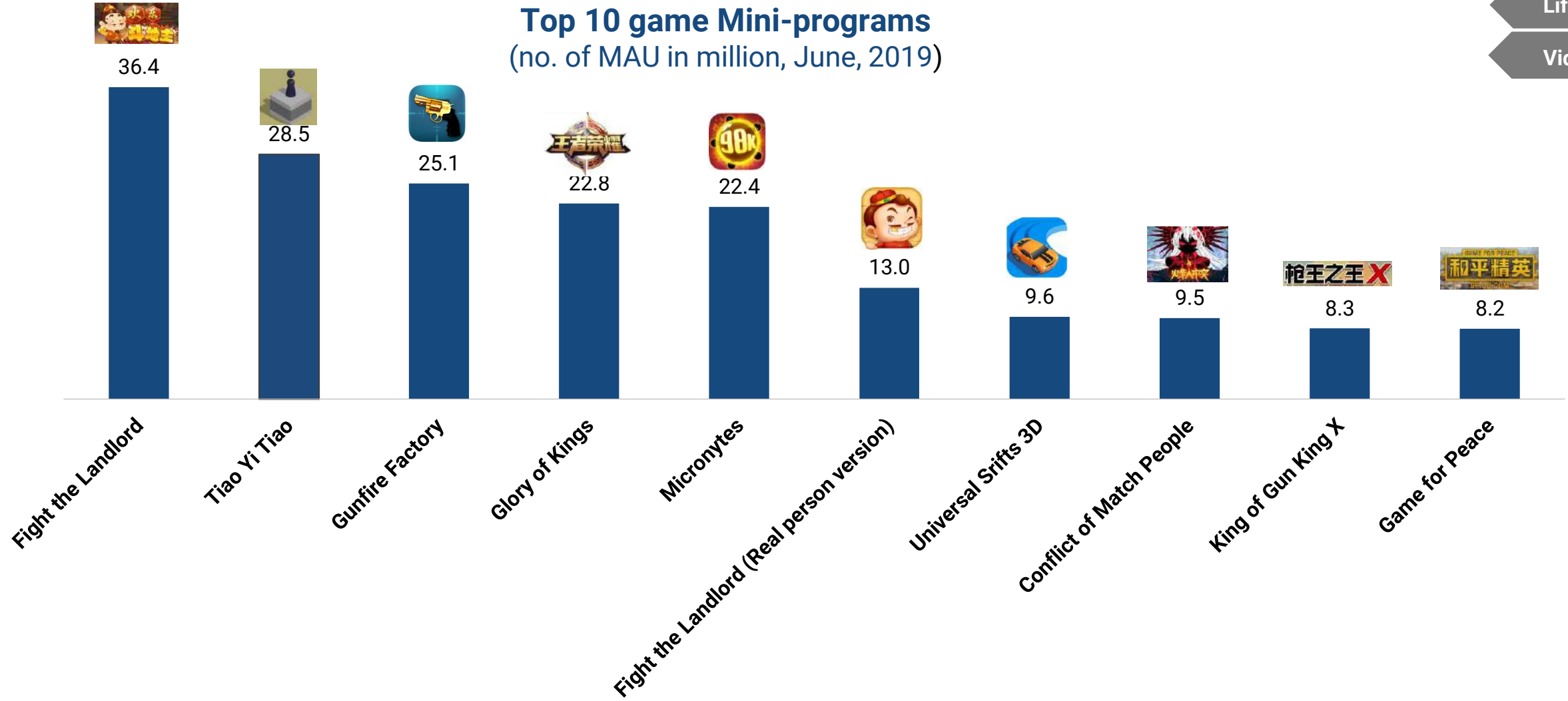


Based on Aldzs index, which is MP's popularity calculated by search, share and use

Top game Mini-programs

Puzzle and leisure games have more users than competitive games.

- Game
- E-Commerce
- Life Service
- Video

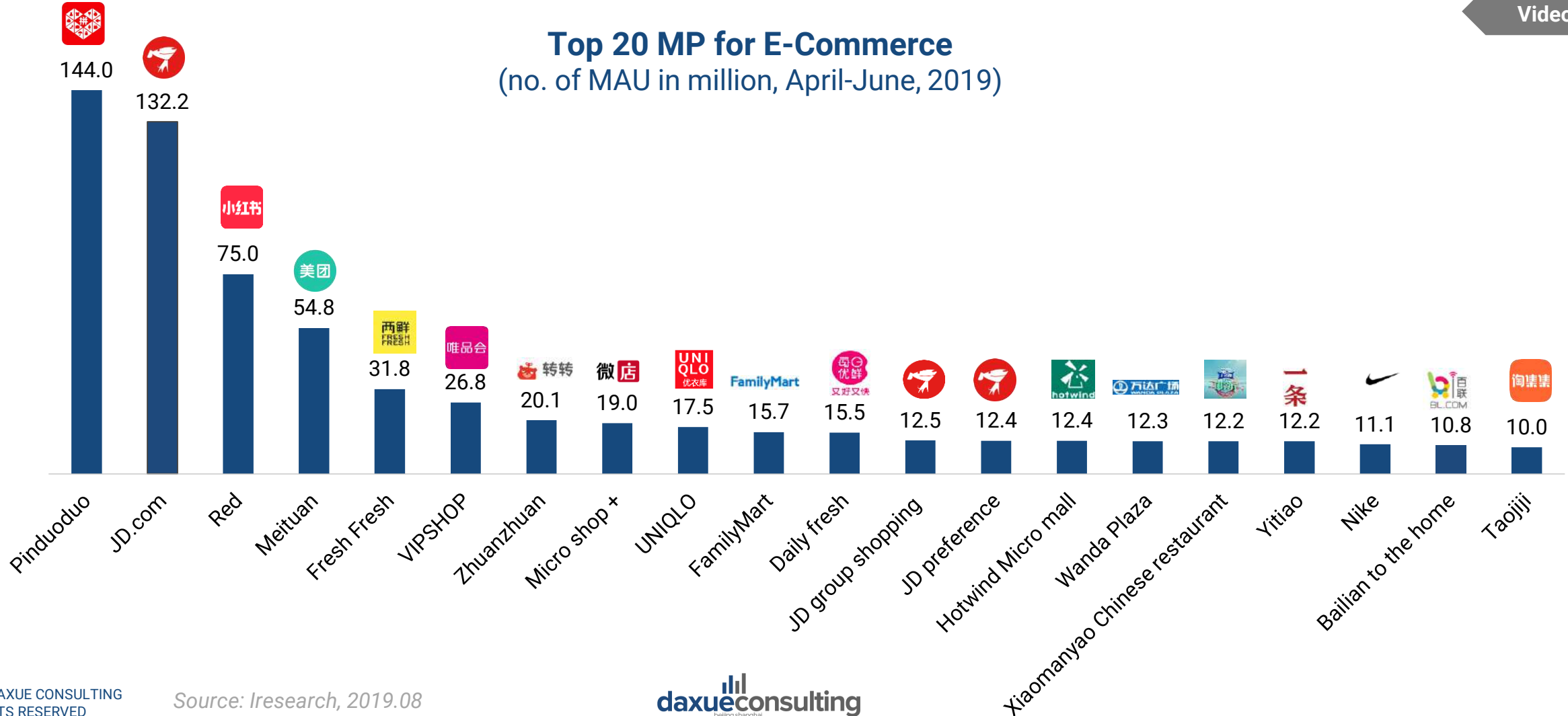


Top e-commerce Mini-programs

Group-buying is leading the Mini-programs' e-commerce
 JD.com's Mini-program stands out from Taobao & Tmall's

- Game
- E-Commerce**
- Life Service
- Video

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



Top life service Mini-programs

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

Game

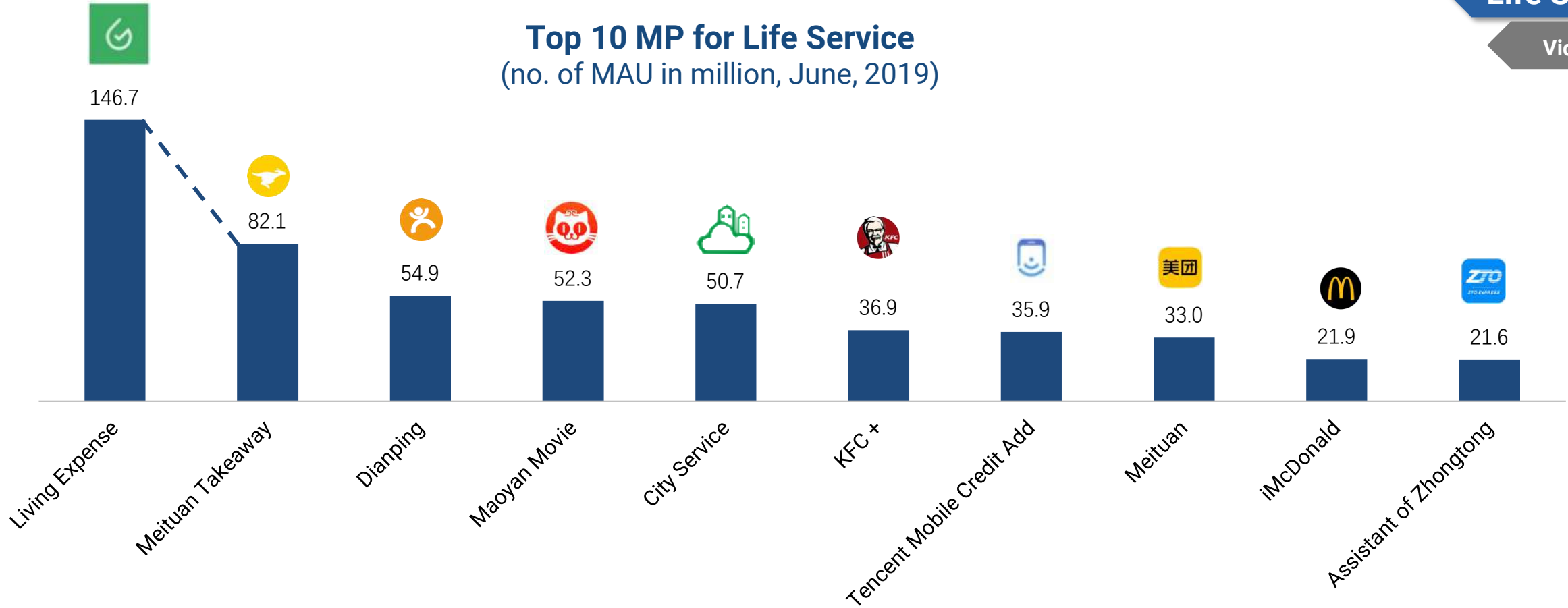
E-Commerce

Life Service

Video

Top 10 MP for Life Service

(no. of MAU in million, June, 2019)

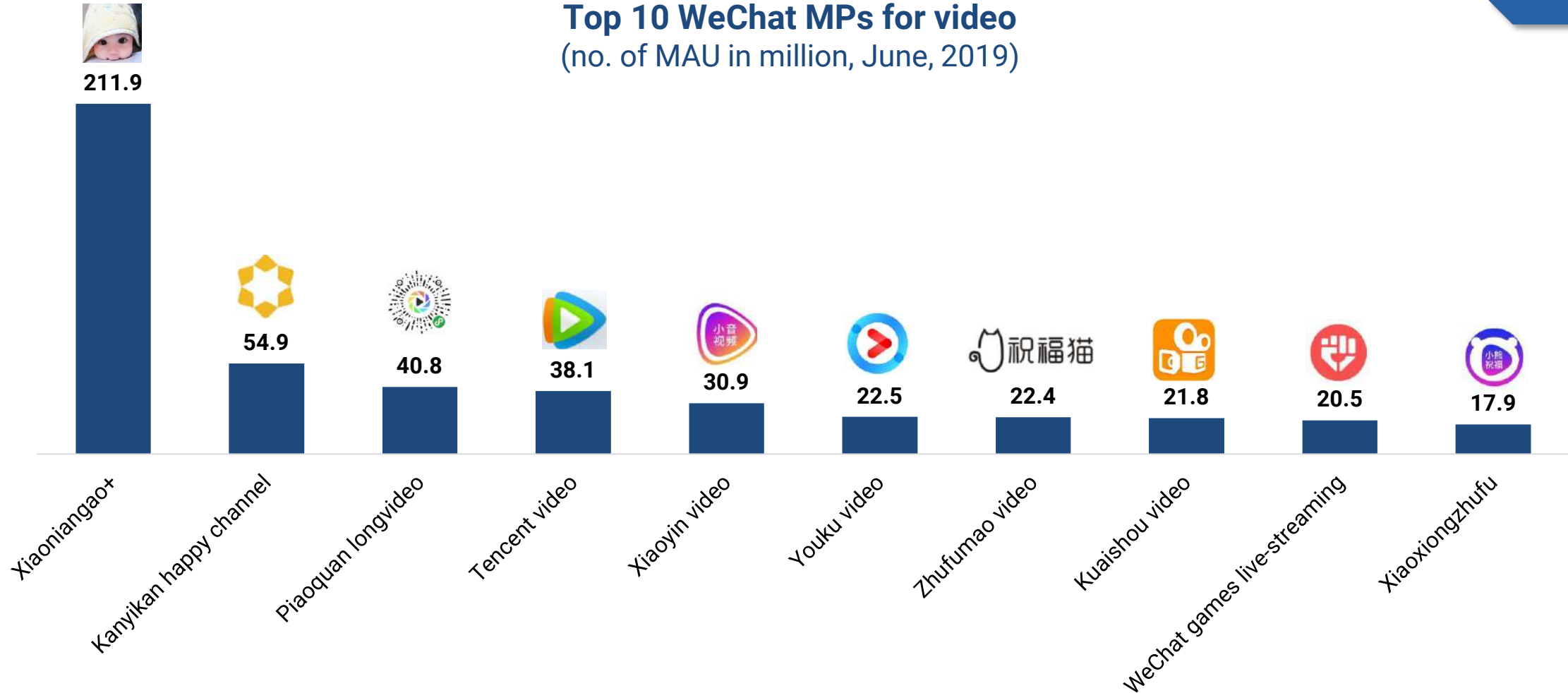


Top video Mini-programs

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

- Game
- E-Commerce
- Life Service
- Video**

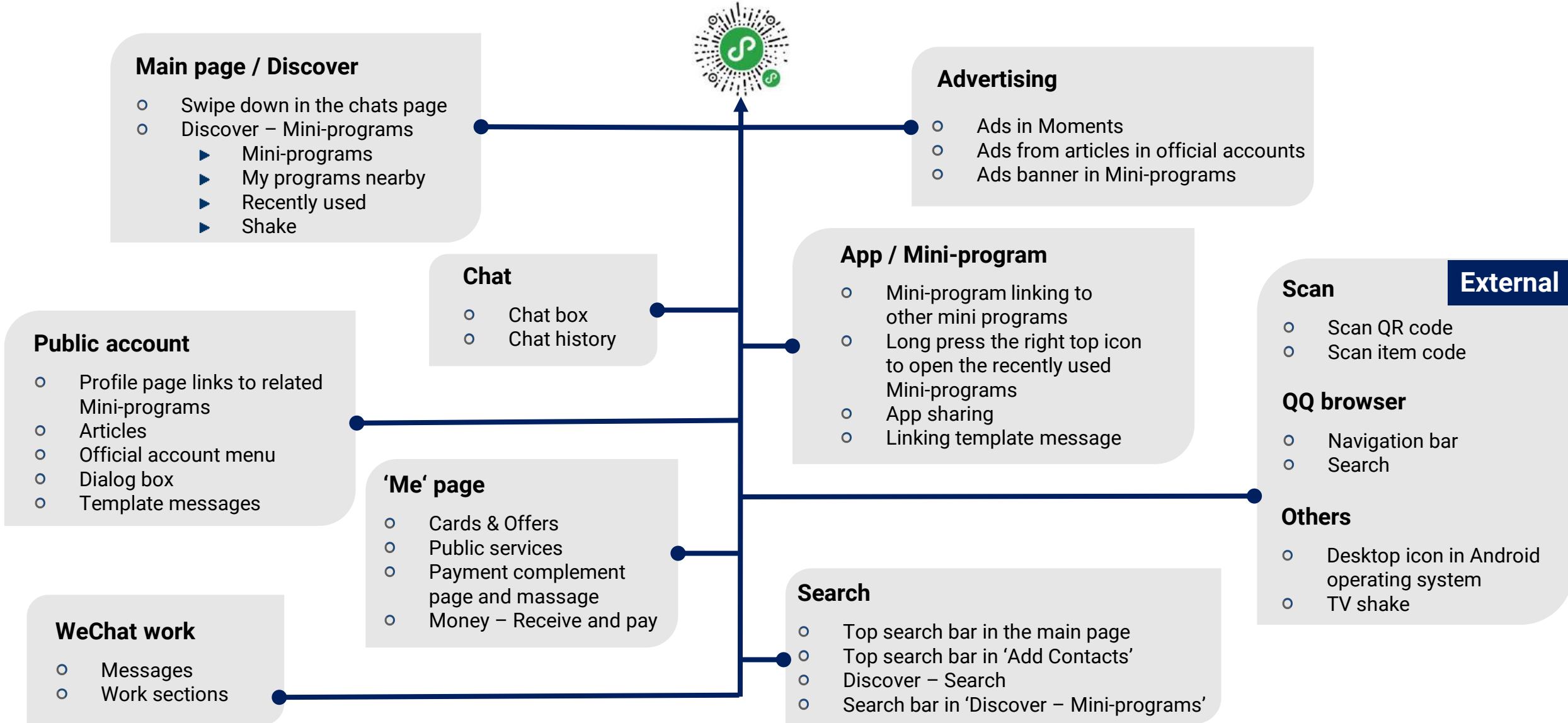
Top 10 WeChat MPs for video
(no. of MAU in million, June, 2019)



*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*

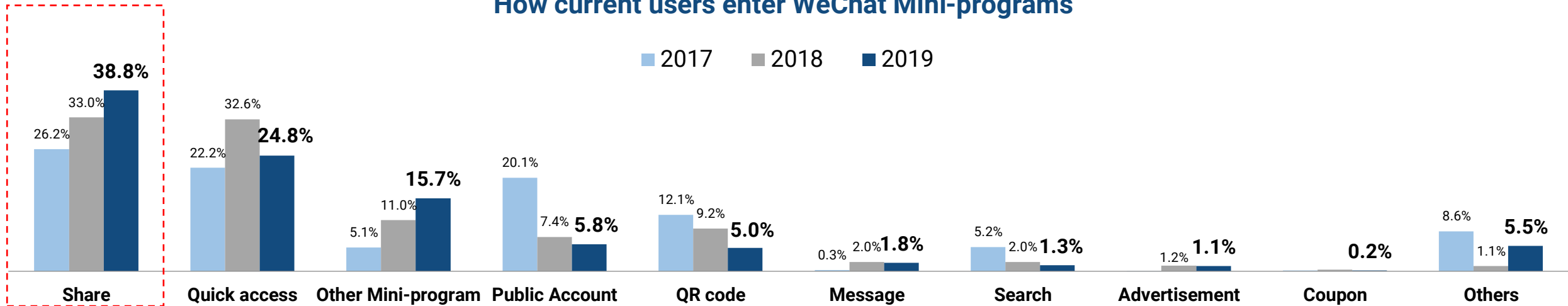
The main entry points of WeChat Mini-programs (1/2)



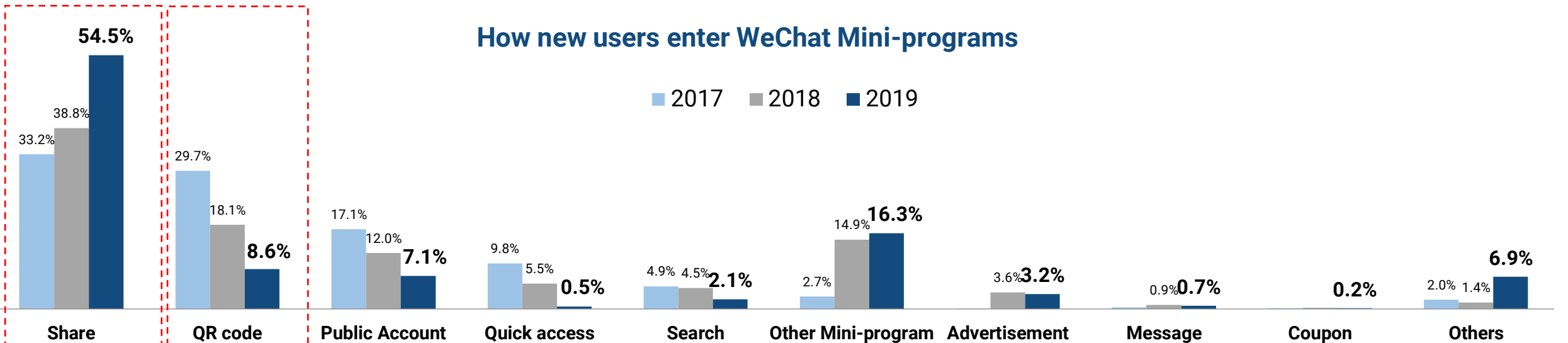
The main entry points of WeChat Mini-programs (2/2)

Sharing is the key to acquiring and keeping users

How current users enter WeChat Mini-programs



How new users enter WeChat Mini-programs



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



✓ Register an account and choose Mini-program section



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



✓ Features of the development interface:



✓ Review and improve information



✓ Send Mini-program's code to WeChat's team for Approval

Mini-program integration with Apps and websites

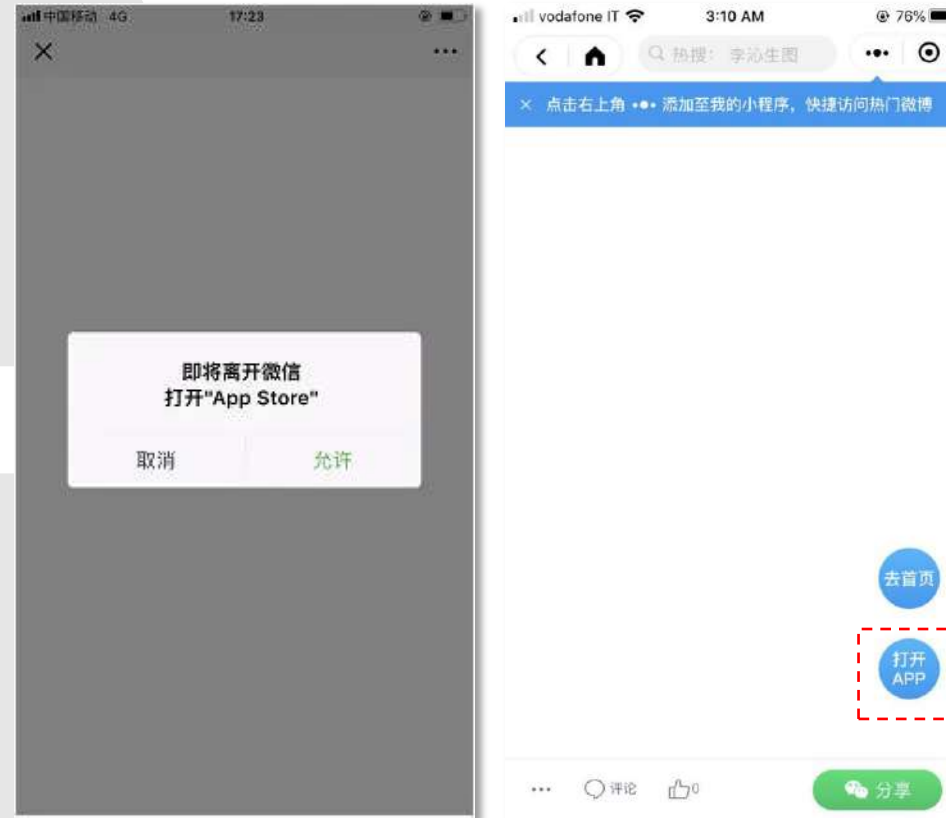
How to drive traffic to Apps and websites from Mini-programs

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



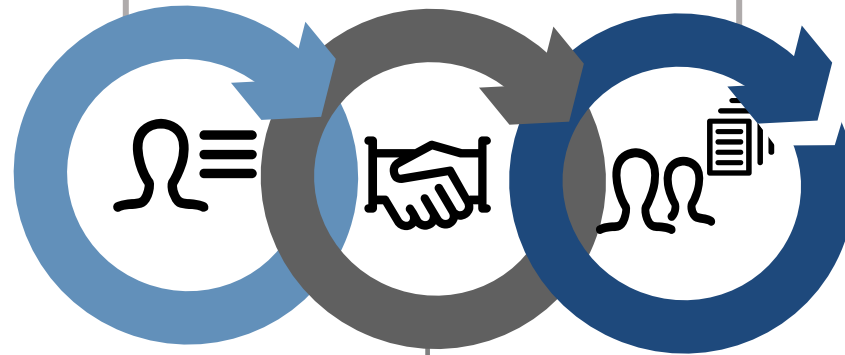
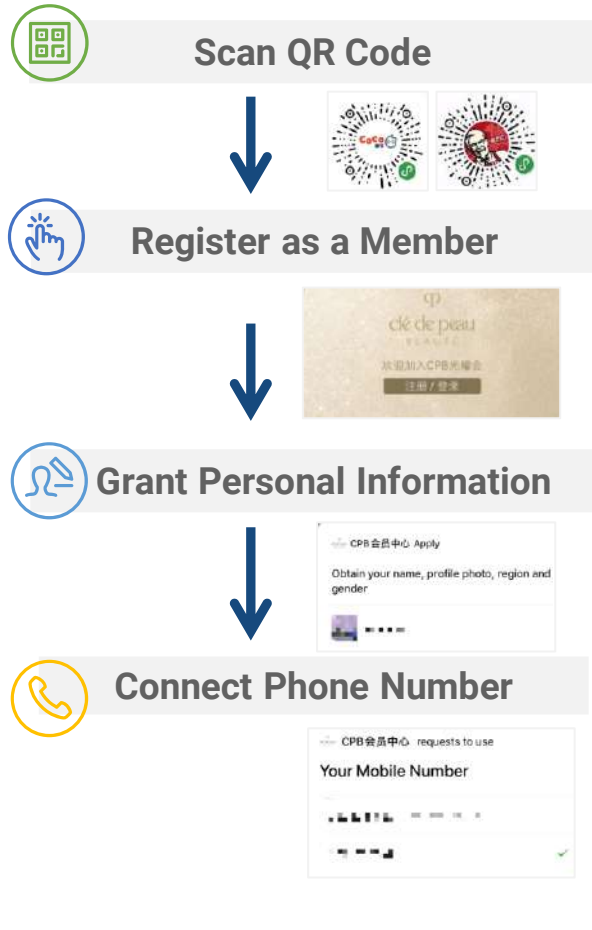
Directly navigate to the App

Access within the Mini-program to bring users to the App

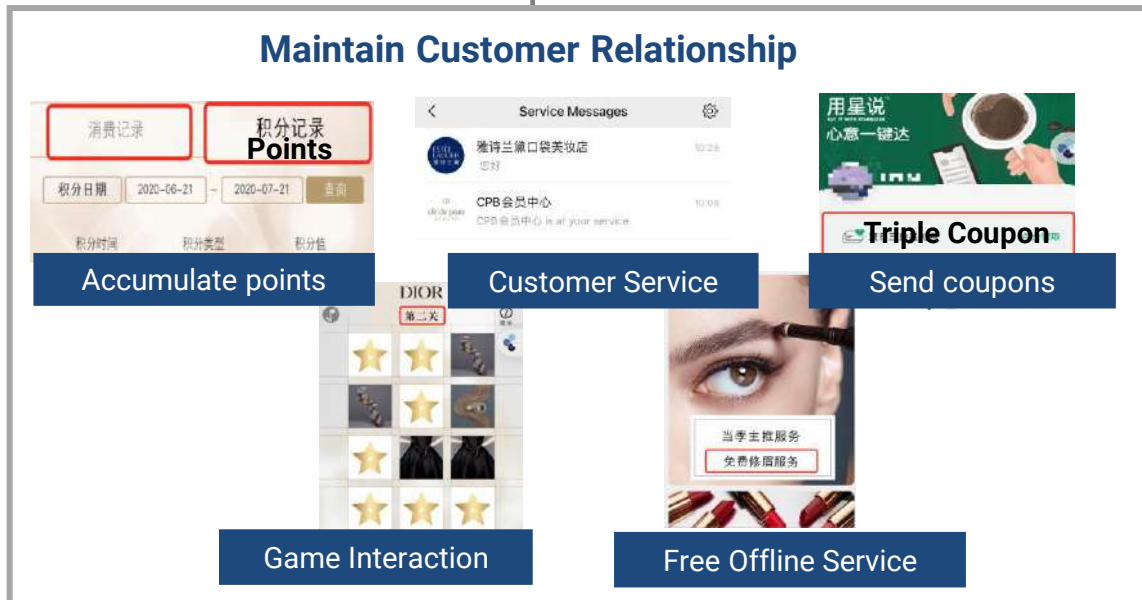
Mini-programs as a CRM system

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

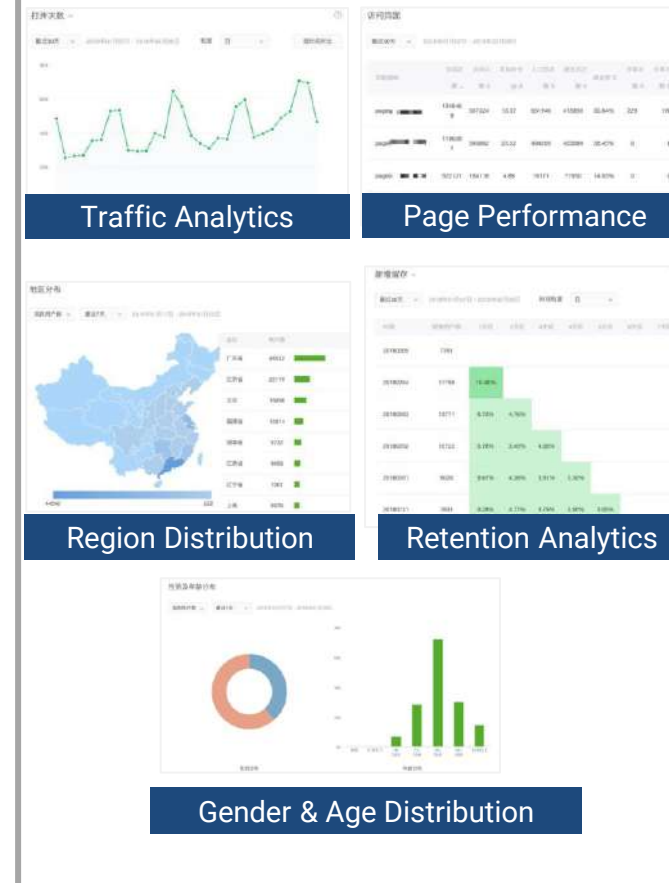
Guide customers to become a member on Mini-program



Maintain Customer Relationship



Leverage social media to get consumer insights



3

WeChat Mini-program Users

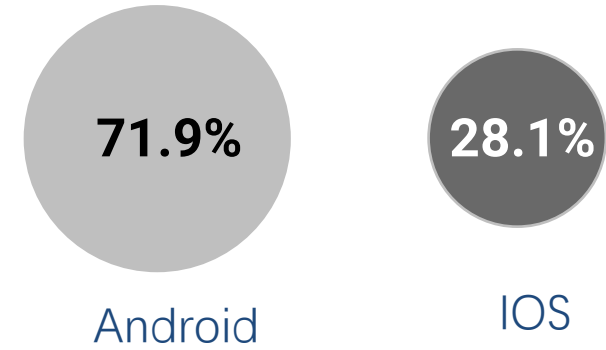


Mini-program user demographics (2019)

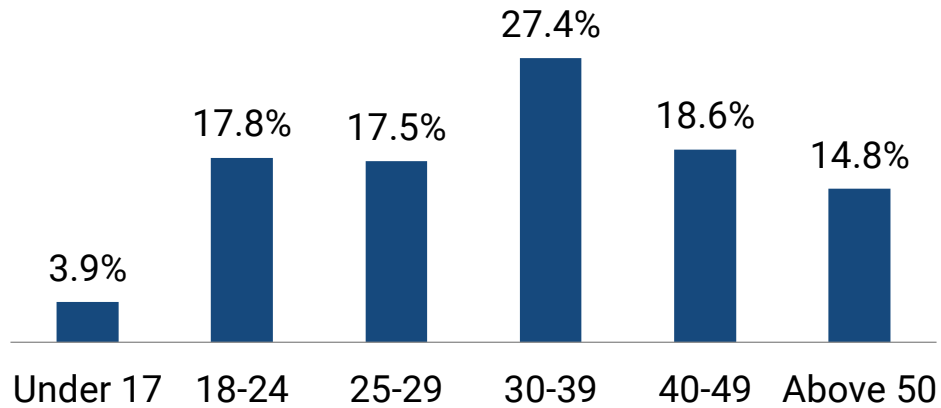
Gender Distribution



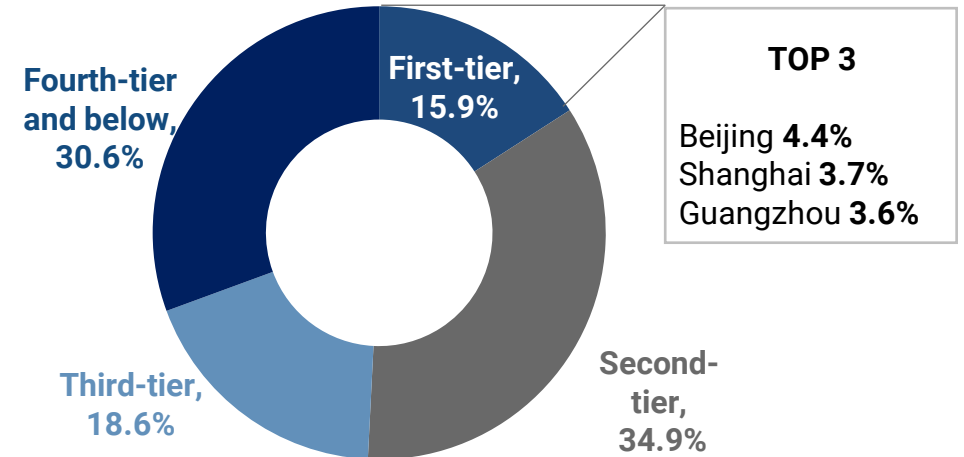
Operating System Distribution



Age Distribution



City Distribution



Silver generation VS. Generation Z



VS.

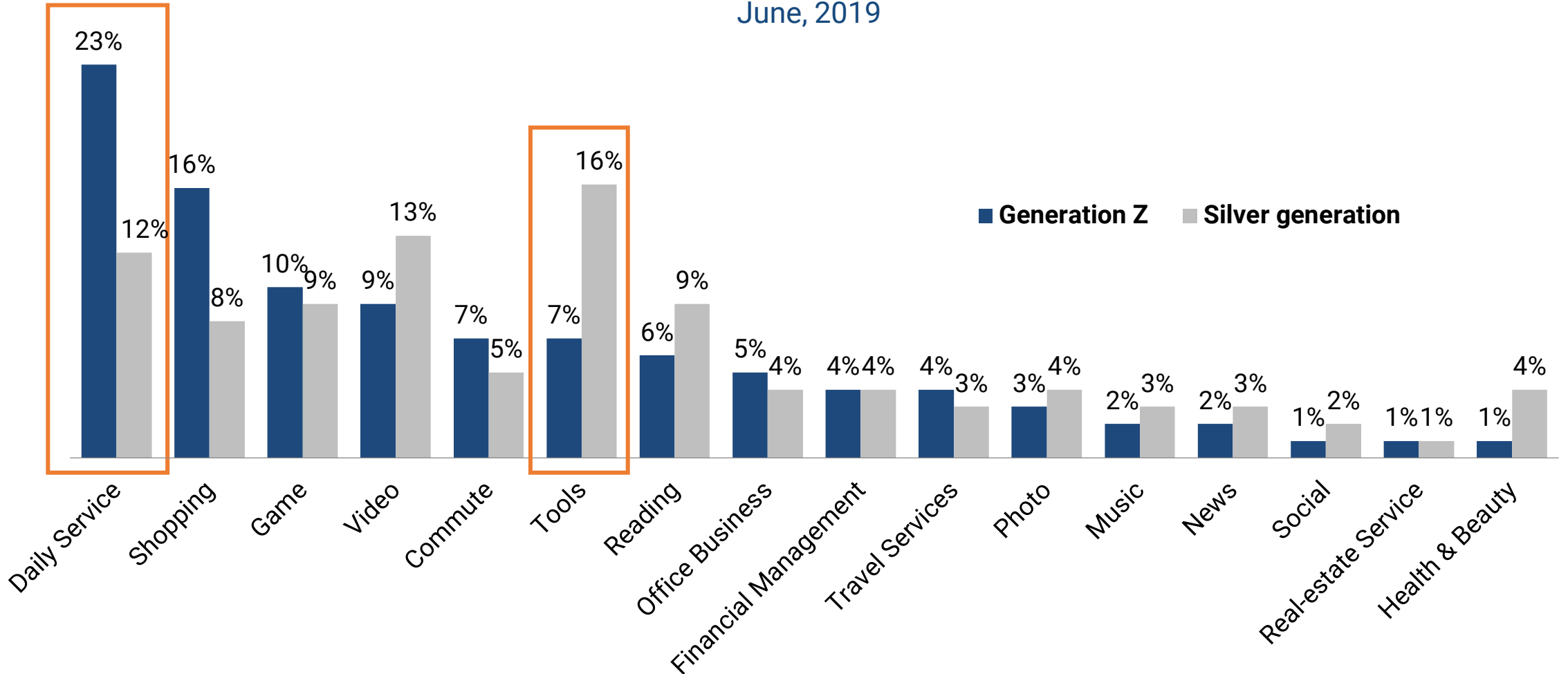


Generation Z VS. The Silver Generation

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



Generation Z's Mini-program preferences

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

Travel Service



Ctrip
2



Zhixing
1

Travel
Related

Transportation



Transportation Code
8



Mobike
9

Social Platform



Weibo
4

Life Service



Maoyan
3



KFC+
6



Meituan
7



Baidu Cloud
5



WPS
10

Practical Tools

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



Public transportation



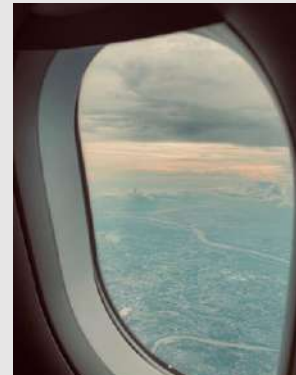
Shared Bike

Learn

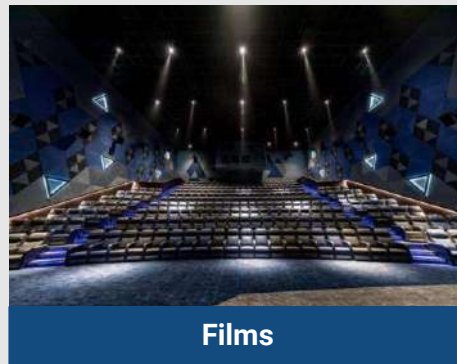
✓ **City discover, culture & activities**, exhibition, films, tickets



Exhibitions



Travel



Films

Play

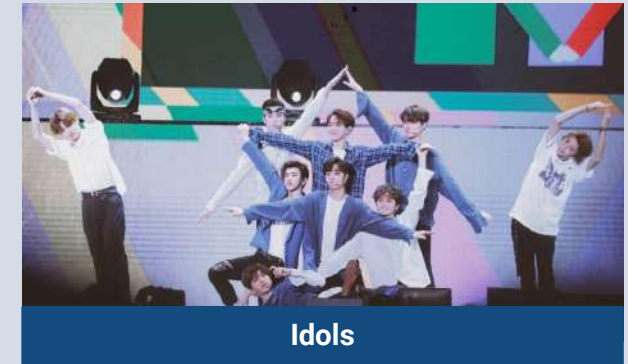
✓ **Socializing**, idols
✓ **Foodies**, food delivery



Foodies



Fast food



Idols

The Silver Generation are emerging users

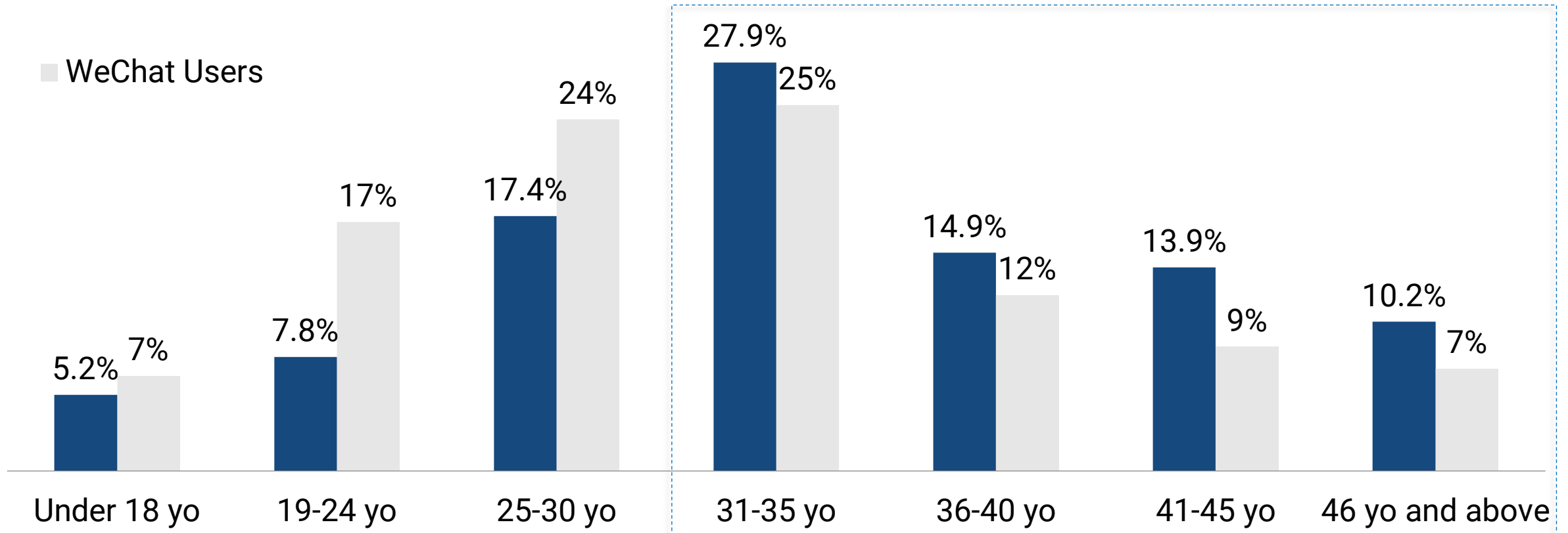
Xiaoniangao (小年糕)'s MAU increased 20-fold in one year, reaching 210 million in 2019, making Xiaoniangao rank 1st in video

WeChat users VS. XNG Users June 2019

■ XiaoNianGao's MP users

■ WeChat Users

XNG's users are older than average WeChat users



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.



Why is Xiaoniangao popular among elderly

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

Favorite content



Topics

CN	ENG
关注	Follow
推荐	Recommend
开心	Happy
广场舞	Square dancing
上海	Shanghai
祝福	Bless
健康	Health
妙招	Tips
原创	Original Works
佳作	Excellent Works

4:25 小年糕+ 上海 祝福 健康 妙招 原创 佳作 +

犹太男人拍下万张民国美女照片，私藏50年后再次曝光，原来他最懂中...

100000+人播放 07:08

大脑最爱的食物，核桃只排第四名，第一名谁都想不到……

100000+人播放 04:25

Keywords

CN	ENG	CN	ENG
推荐	Recommend	光棍节	Singles Day
中午好	Good afternoon	冬季	Winter
通用	General	小雪	Light snow
亲子	Parent-child	早上好	Good morning
霜降	First Frost	晚上好	Good evening
秋季	Autumn	感恩节	Thanksgiving
聚会	Gathering	周末	Weekend
生日	Birthday	冬至	Winter solstice
万圣节	Halloween	圣诞节	Christmas
立冬	Early Winter	腊八节	Laba Festival

秋季 霜降 聚会 生日 万圣节

100000+人播放 07:48

5

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...

H5

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



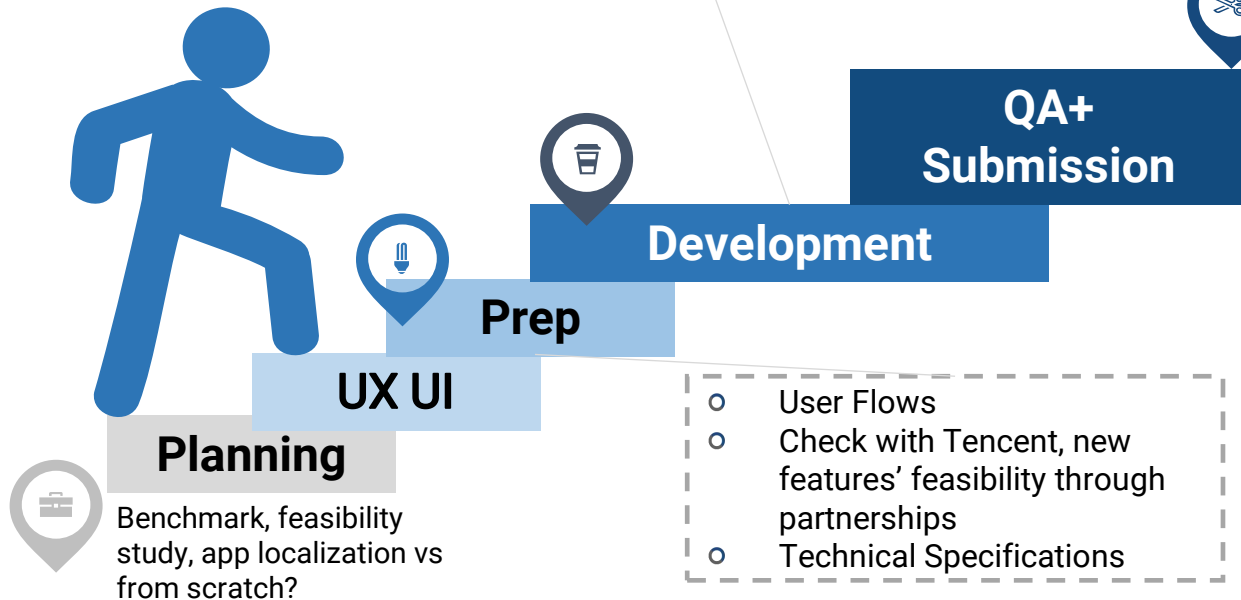
Games can download extra assets from an external server, but take into account that they will have to be fetched every time the game is started. So, games should be rather light in terms of assets, and 3D games should use low-poly 3D objects and low quality textures.

3D games should use low polygons

Programming behind mini-games

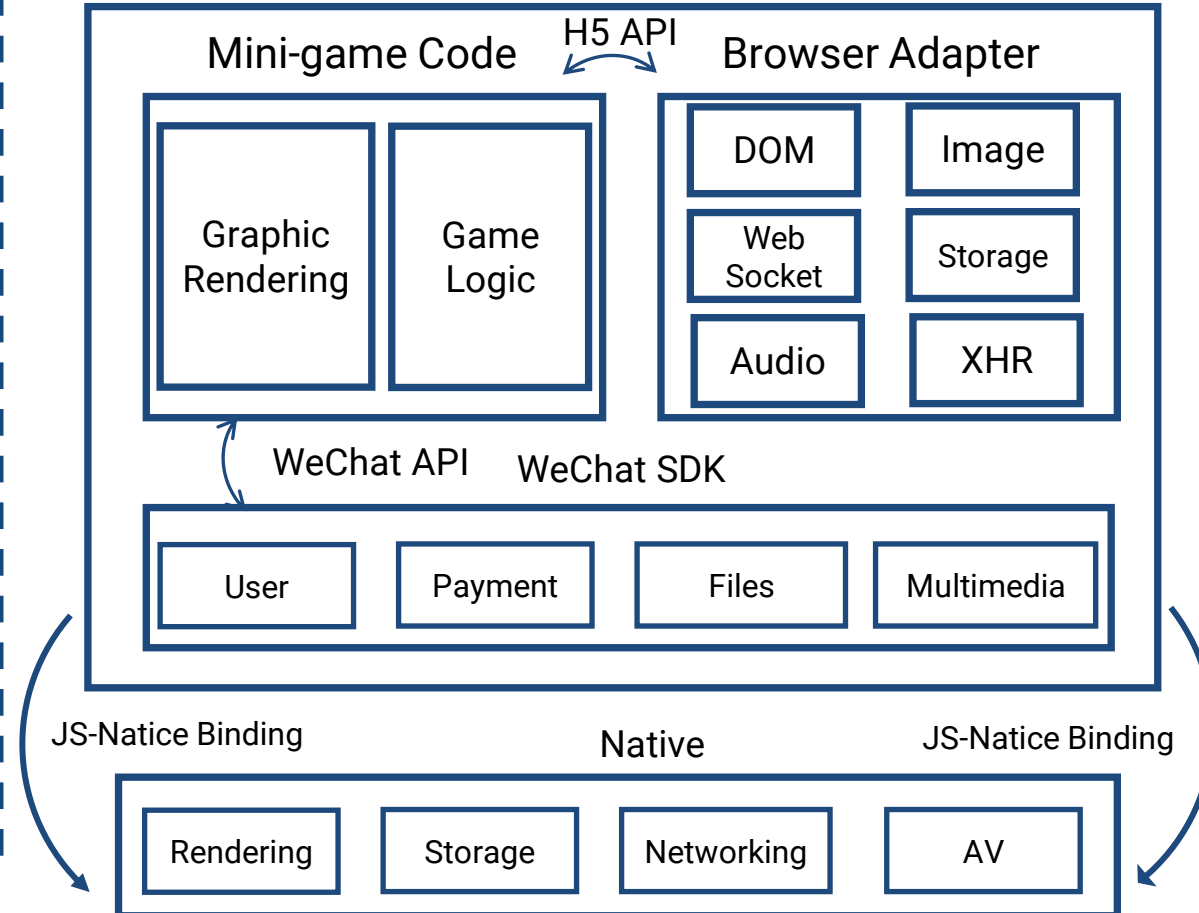
WeChat Mini-Game project lifecycle

- 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



Mini-Game technical architecture

JavaScript VM (V8 / JS Core)



Comparison between Mini Game & H5

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



	Mini Games	HTML5
Entry points	WeChat	Browser, WeChat, Facebook
Acquisition cost	Low	Low
Open / Activation rate	High	High
Return rate and revenue	TBD	Low
Performance	Medium	Low
Local storage	Medium	Low
Social gaming	Great	Good
Coding languages	JavaScript, TypeScript	JavaScript, TypeScript

WeChat's official analytics tool



Tencent H5 Game analytics tool

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

User number

Number of new users and active users **per hour**

Age and gender

Demographics

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

Overall revenue per day/week/month accumulated

Revenue

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.



Watch videos to get rewards

80% YoY growth

Of traffic from ads from July 2019 to 2020

39 mini-games

Have reached over **1 million RMB** in ad revenue

The 1st commercial ads on mini-games, Nike & McDonalds

Ads on Tiao Yi Tiao are allegedly priced at 5 million RMB a day or 20 million RMB for five days

By placing a branded box on the game Tiao Yi Tiao (JumpJump), Nike and McDonalds reached 28 million daily active 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

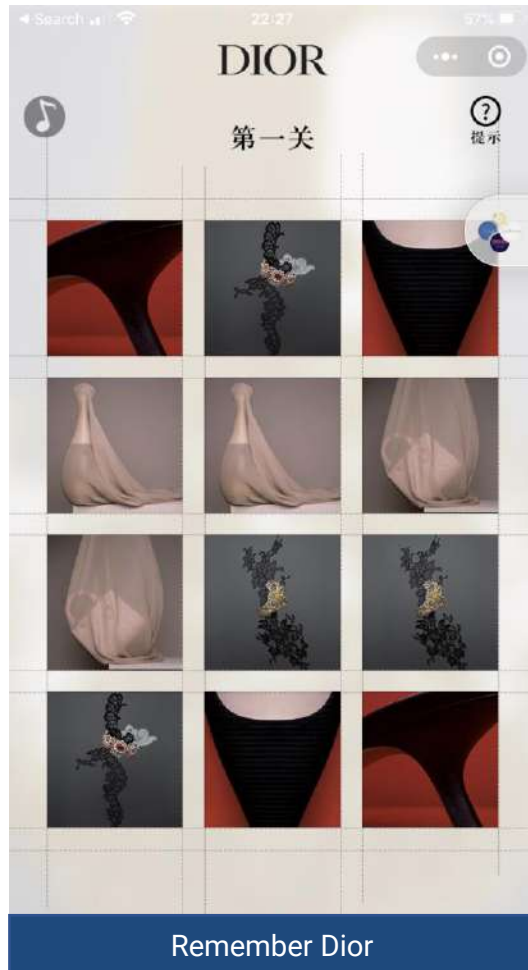
Dior built two games to engage customers

Game #1

Remember every picture, and turn over matching pictures together.

What it brings to brand?

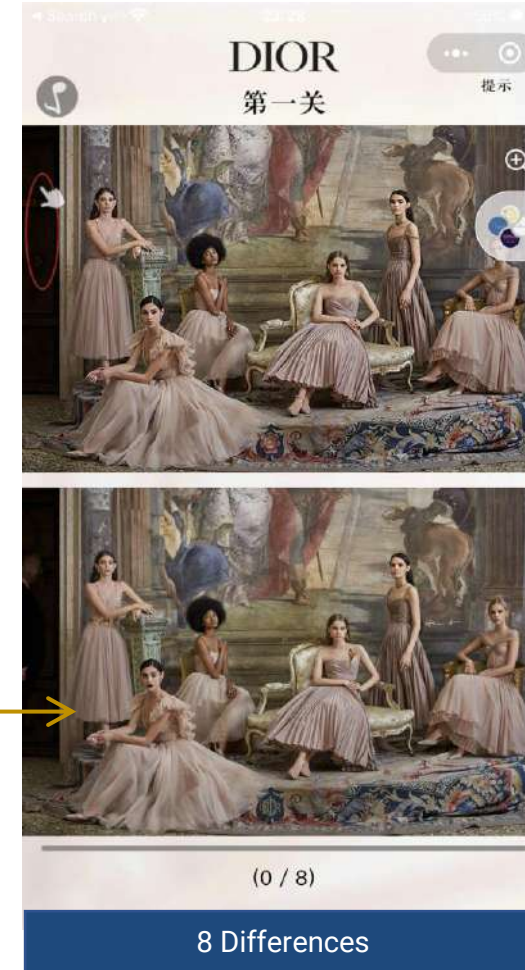
Draws players attention to the exquisite details of Dior's luxury products



Remember Dior



Interface



8 Differences

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



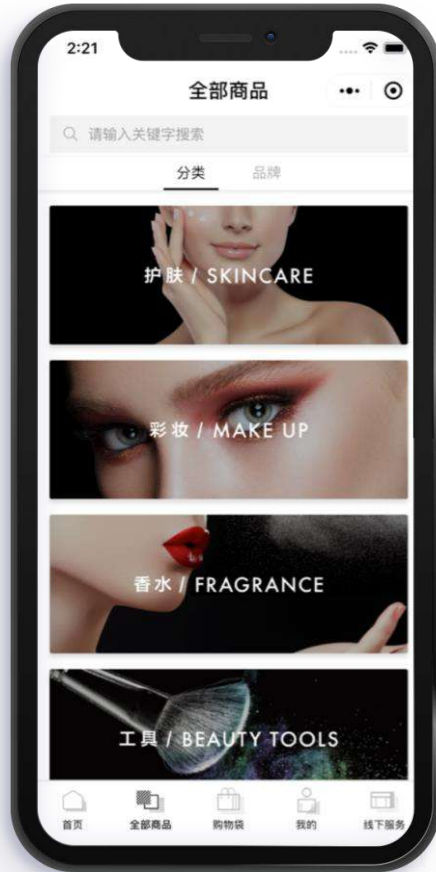
Cosmetics Multi-Brand – O2O e-commerce mini-program



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.)



In-store make-up training and event reservation

Membership



- 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.
- 

Live-streaming



Luxury Multi-Brand - Membership and Private Cart mini-program

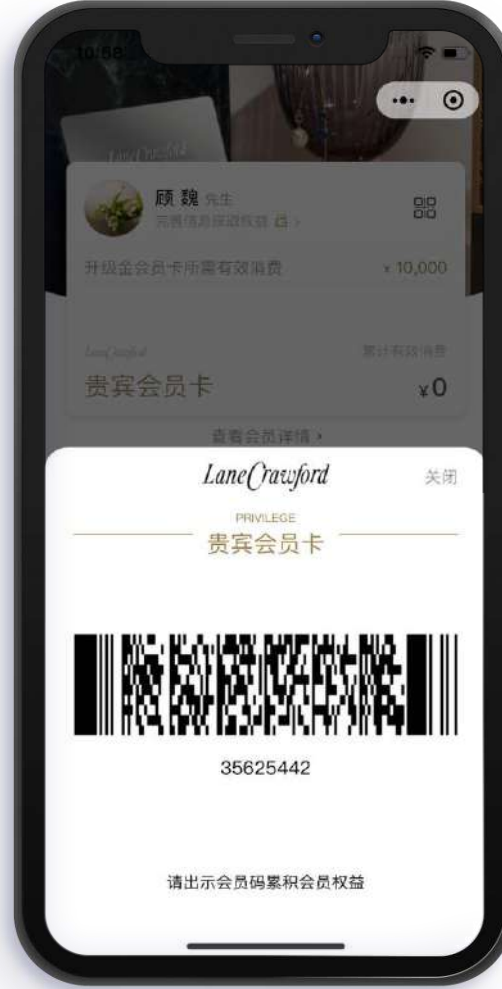
Client has big plans for their WeChat ecosystem, which would require months of design, development, and integration to realize. The membership and private-card MP were strategically put in place to space out launches leading to progressive launches.

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

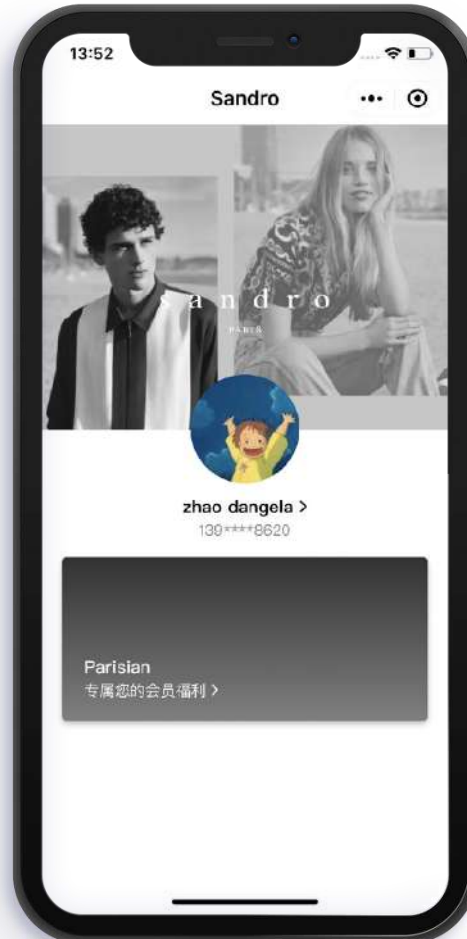
SMCP used a paper registration form in-store, then shop assistant input the information manually. The efficiency is extremely low and took an average of **3 minutes**.



After

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

Membership



SMCP on MP CRM



Identify, tag, segment, and target customers, prospects, and VIPs with tailor-made communications



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

Pinduoduo Mini-program's online strategy



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

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:

Suning Pingou's "8.18" shopping carnival:

- Awareness increased **150%**
- Order volume increased **200%**
- GMV increased **260%**
- Average value per order increased **70%**

Suning Yigou's "11.11" shopping carnival:

- Number of shares increased **193%**
- Customer conversion rate increased **15%**
- GMV increased **283%**
- Order volume increased **465%**

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



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:



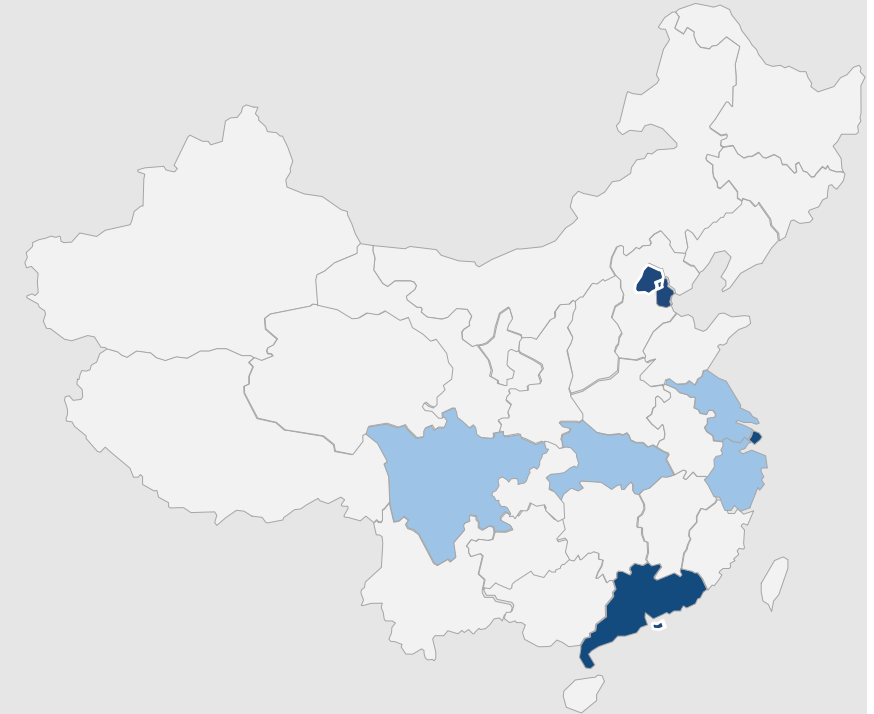
- People can sign up for fitness classes and personal training through the mini-program. Users pay for one class at a time, with no membership fees.
- Users receive the entry code, check-in, and receive class pictures through the mini-program. As all admin work is done through the MP, there is no need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

SuperMonkey stores distribution:



Shanghai: 43 stores

Shenzhen: 27 stores

Beijing: 24 stores

Guangzhou: 11 stores

Nanjing: 5 stores

Chengdu: 9

Wuhan: 5 stores

Hangzhou: 2 stores



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

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:

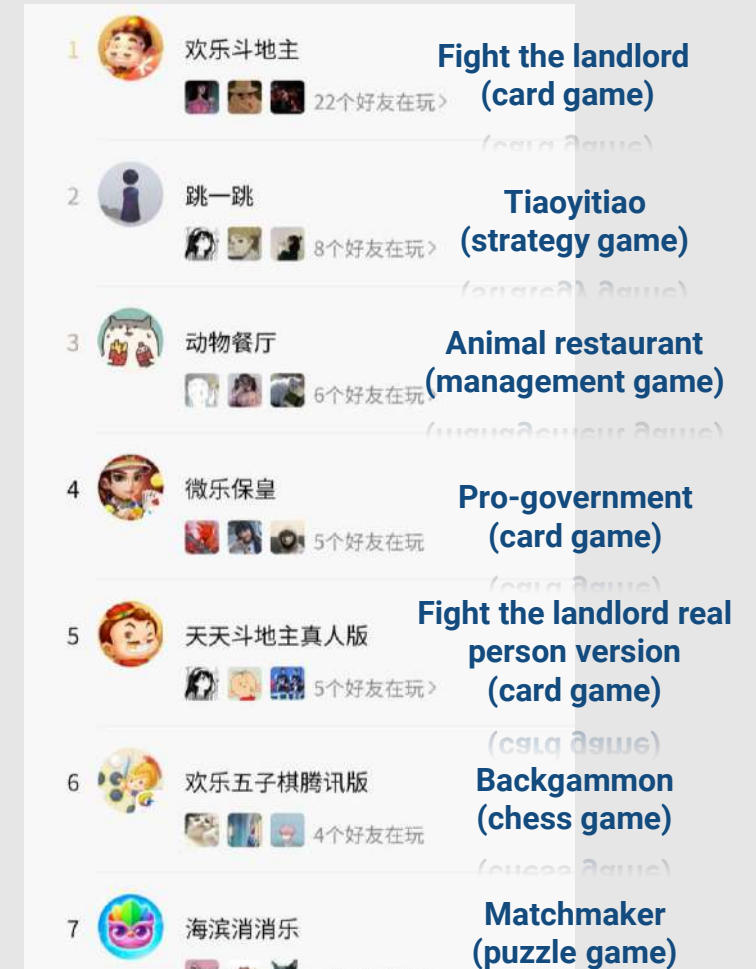
- 170 DAU million in January 2018
- 390 million players on total in March 2018
- Maximum number of players online at the same time was 28 million during Chinese New Year festival.

Game page demonstration:



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.

Other WeChat Mini-games:



Game case – Pirates are coming (海盜来了)

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:



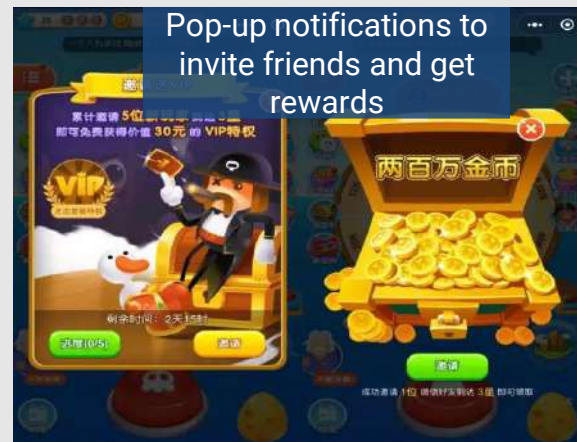
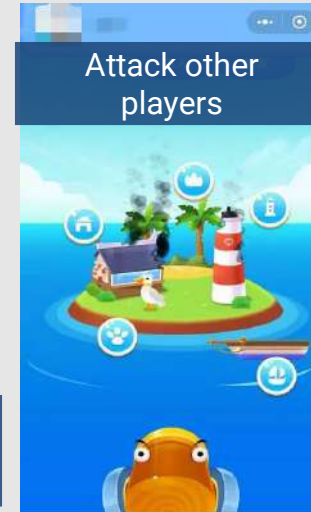
- Social layer, interaction, and gameplay are the 3 most important arms. It provides various ways to compete engage with friends, including leaderboard, pirate union, game friends, world chat channel etc..
- The popularity of this game heavily relies on its social factor, players can chat, exchange items 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.

Game page demonstration:



Social fission of Pirates are coming:



Add friends from WeChat



Ask friends to help get energy

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:

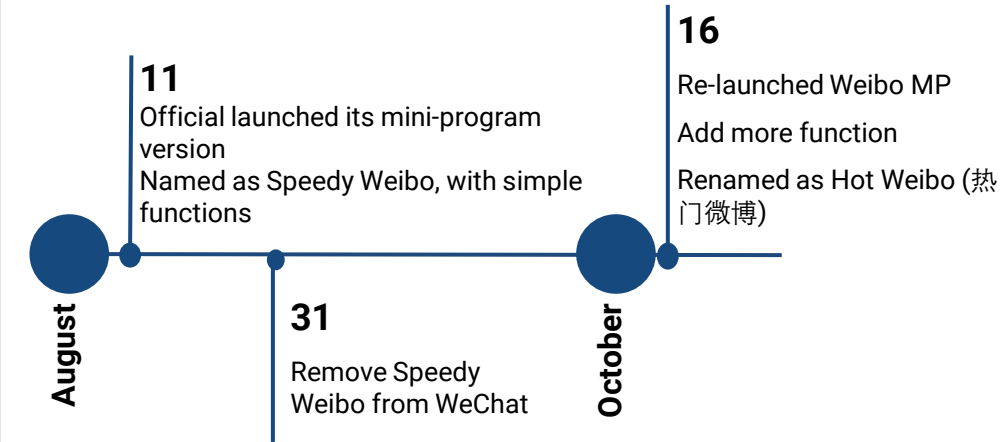


- Ranked 1st among Mini-programs for comprehensive news from April – June 2019
- Weibo users are satisfied by the convenience the mini-program brings, since they can see content easily when someone shares Weibo posts on WeChat

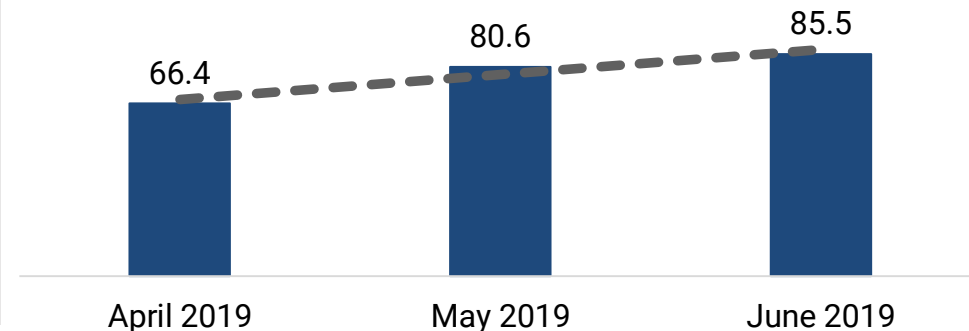
Home page

- Users can log in to access their favorite content and post articles.
- The categories feature allows users to easily find their favorite content.

Development of Weibo MP



Growth of MAU (Number of active users in million)



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:

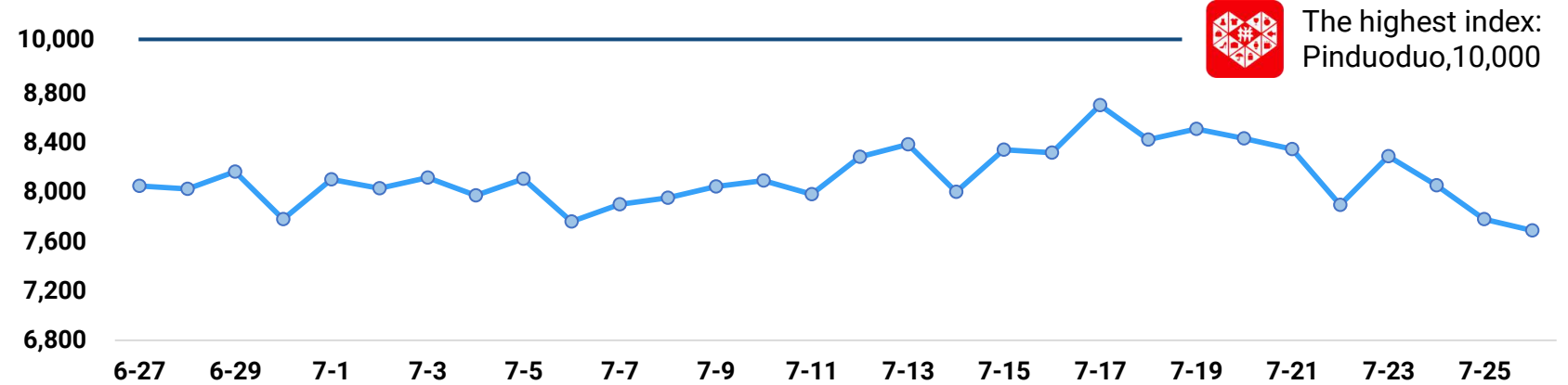


- Xiaoniangao+ was ranked the Most Popular Mini-program in July 2019.
- There are more than 500 million users, and more than 10 million DAU.
- Xiaoniangao+ has a great reputation with a user rating of 4.2/5.

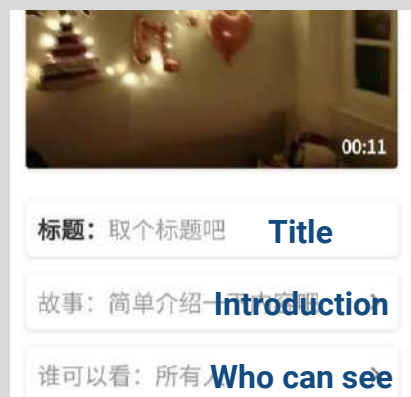


Xiaoniangao+ index trend chart

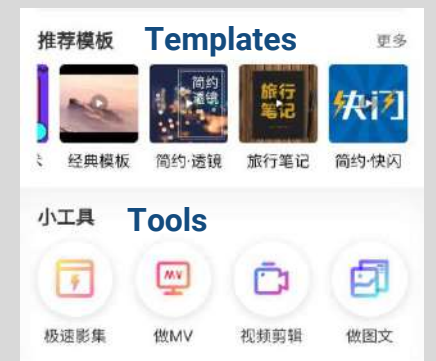
(6/27/2020 ~ 7/27/2020)



Discovery page



Video editing page



Video editing page

ABOUT

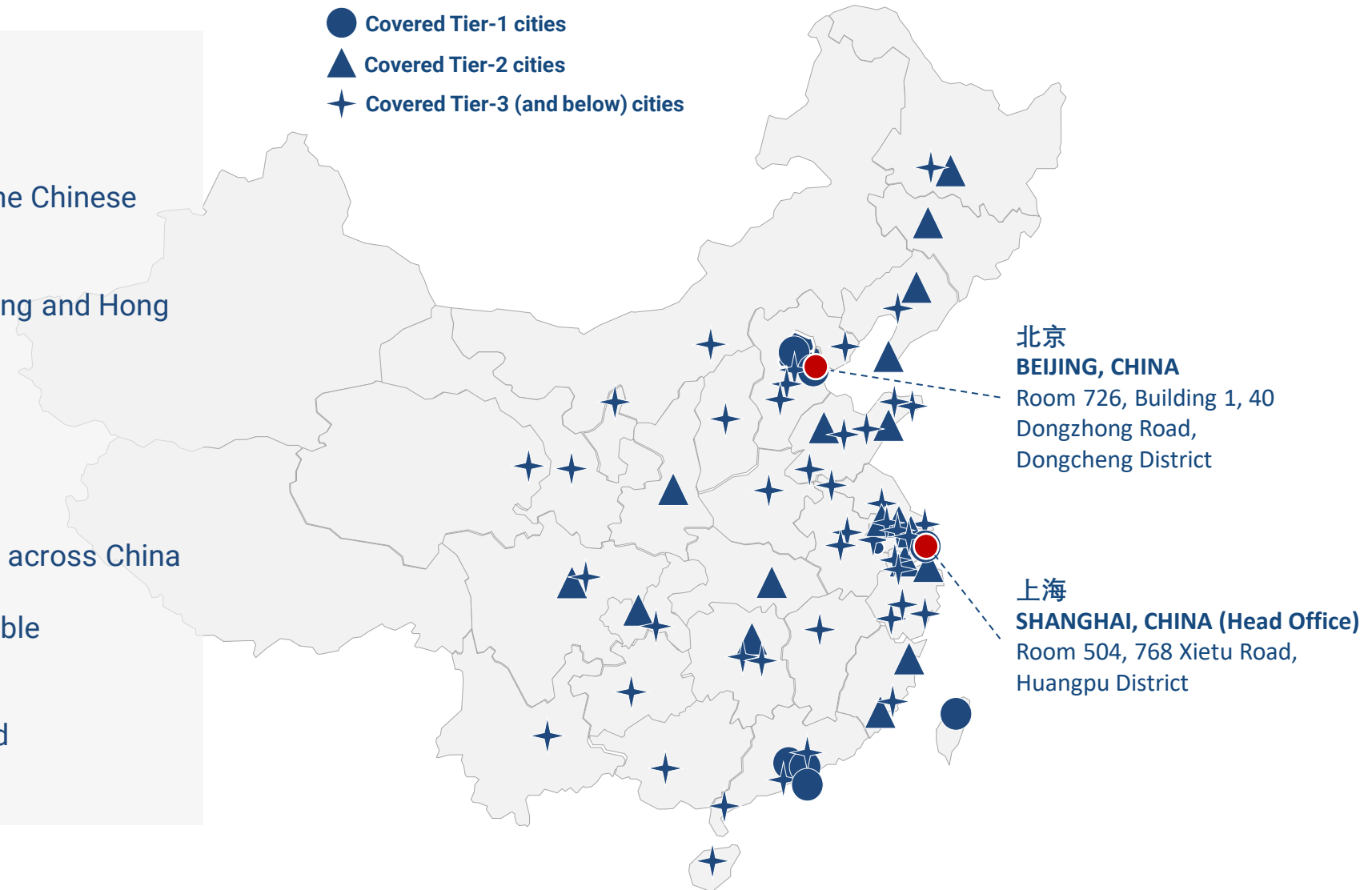


Who we are

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 创造和本土

- ✓ 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**

3. We manage from A to Z 内部

- ✓ 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.

5. Innovative 创新

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

2. Responsive & Flexible 负责和灵活

- ✓ 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.

4. Actionable recommendations 可行建议

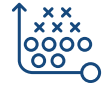
- ✓ We **care about results** and design our research in order to be operational.
- ✓ We are **driven by metrics** such as customer acquisition costs, business plan KPIs, P&L optimization.

6. Professional 专业

- ✓ **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
市场缺口



MARKET RESEARCH
市场调研



REGULATORY
FRAMEWORK
管理框架



BUSINESS PLAN
商业计划



MARKET POTENTIAL
ASSESSMENT
市场潜力评估



GO-TO-MARKET
STRATEGY
市场进入



MARKET ENTRY
市场准入



CUSTOMER JOURNEY
消费者旅程



COMPETITOR
BENCHMARKING
竞争者对标



MARKET SIZING
市场规模



VALUE PROPOSITION
& USP DEFINITION
价值主张和销售主张



PARTNERSHIP
SCREENING
合作伙伴筛选



PRODUCT TESTING
AND LOCALIZATION
产品测试和本地化



DIGITAL STRATEGY
数字战略



OMNI-CHANNEL
STRATEGY
全渠道策略

350+ clients with 600+ projects for the past 7 years

Examples of references



A recognized expertise on the Chinese market

Regularly featured and quoted in global publications

Daxue latest quotations in recent publications

The New York Times

TECHINASIA

france
bleu

LE TEMPS

SBS NEWS

ASIA WEEKLY

FT FINANCIAL
TIMES

英文中国新闻
The China Post

REUTERS

GLOBAL
TIMES

SBS NEWS

theguardian

y
net
news.com

Le Monde

THE WALL STREET JOURNAL

LesEchos.fr

THOUGHTFUL
CHINA

CHINA
ECONOMIC REVIEW

SWI

LE TEMPS

TechNode

CONDÉ NAST

TECHINASIA

FRENCHWEB.FR
LE PREMIER DE FRANCE

LE FIGARO

CHINADAILY
中国日报

THE WALL STREET JOURNAL

ESSEC
BUSINESS SCHOOL

The New York Times

Guanghua School of Management
Peking University

Forbes

jns
org | NEWS SERVICE

TECH.CO

Voci Globali

JDN
JOURNAL DU NET

L'OBS

Wine News
THE FINEST WINE HAS GIVE TO FEEL

france
bleu

gbtimes
Global News Local Source

South China
Morning Post

TECH
INSIDER

IT NEWS AFRICA
AFRICA'S TECHNOLOGY NEWS LEADER

THE JORDAN TIMES

Jing Daily

World
Trademark
Review

FINANCIAL REVIEW

ASIA WEEKLY

Contrepoints
le nivellement par le haut

The Street

Chef
d'Entreprise

CCI FRANCE CHINE
中国法国工商会

ISRAEL HAYOM
THIS IS WHAT IS AHEAD

CHANNEL NEWSASIA

algemeiner | a

華美銀行
EAST WEST BANK

EAST WEST BANK

The Business Pulse
BOF

Los Angeles Times

StartupBRICS
L'Actu Tech & Startup des Emergents

EL PAÍS

STAY UPDATED ON CHINA MARKET INSIGHTS



WeChat



To get weekly China market insights, follow our WeChat account



LinkedIn

<https://www.linkedin.com/company/daxue-consulting>



Newsletter

<https://daxueconsulting.com/newsletter-2/>