



The WeChat Mini-Program Analytics Toolkit Sneak Peek

January 2022





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Introduction to WeChat Mini Programs

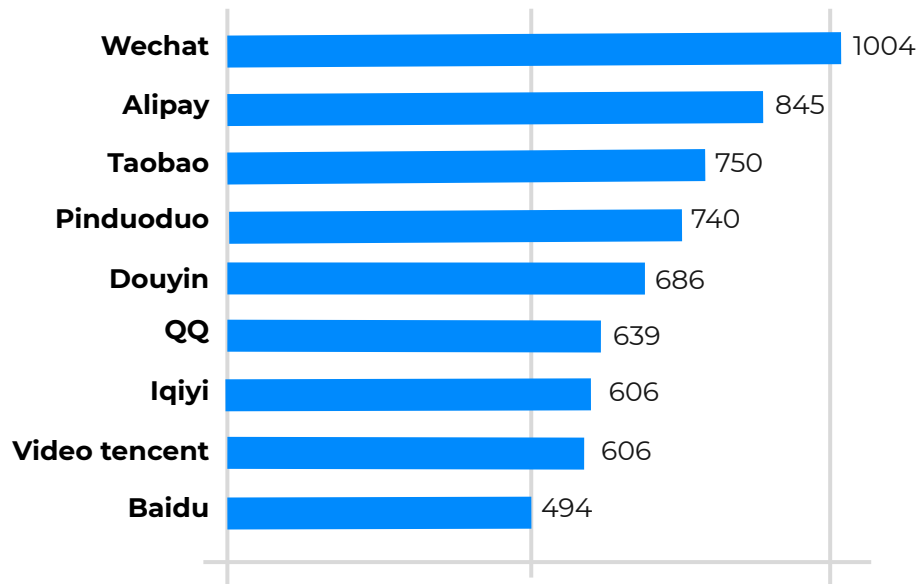
1.1 ● **Mini Programs Trends**

WeChat: The Super App That is Here to Stay

Fact: More than 1 in 10 people living on our planet are active WeChat users.

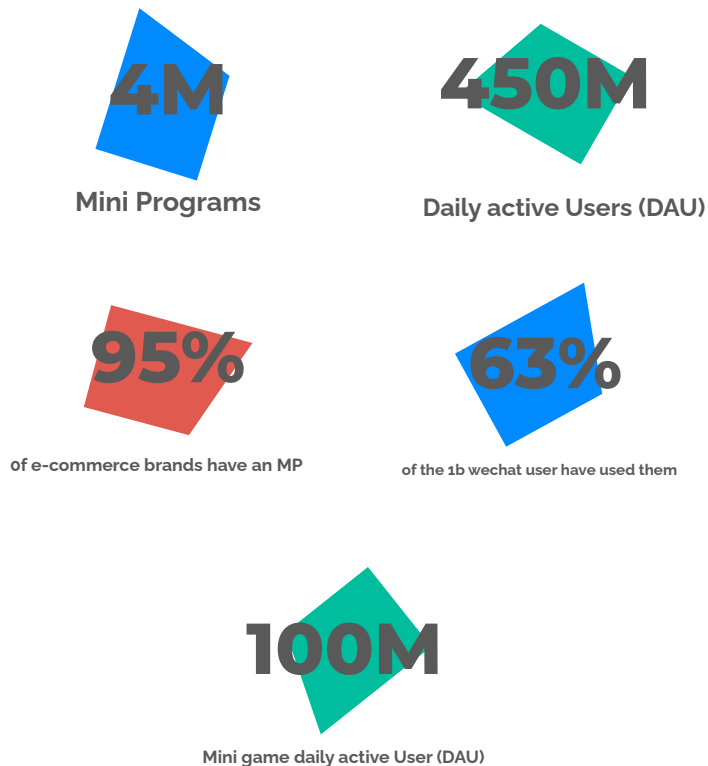
As of 2021, **over 78%** of people in China aged 16-64 are using WeChat - the most popular app in the country.

Monthly active users of the leading apps in China
March 2021 (in millions)

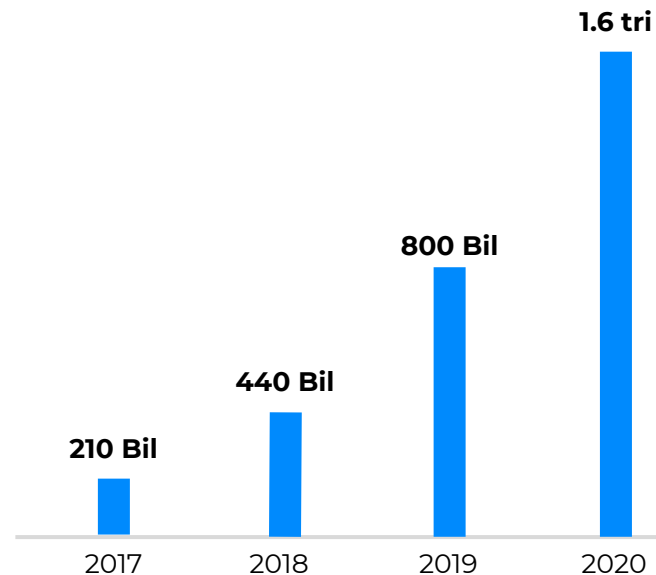


Data from Statistica: Monthly active users of the leading apps in China in March 2021 & 55+: WeChat Statistics - 2021

WeChat Mini Programs have exploded since their creation in 2017



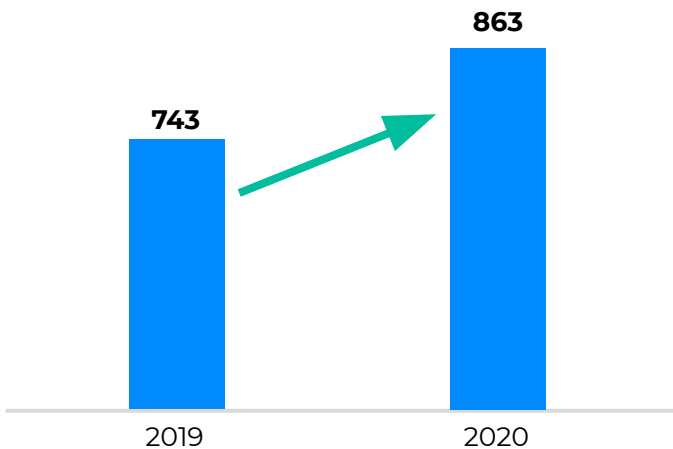
WeChat Mini Program Annual Transactions in RMB



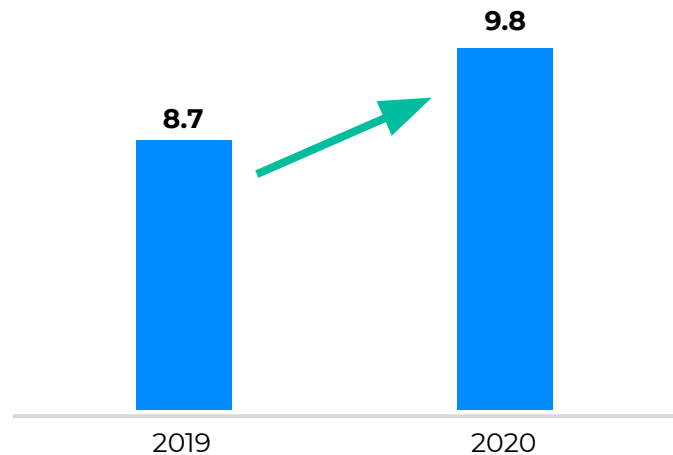
Data from Business of Apps: WeChat Revenue and Usage Statistics

Mini Program Usage is on the Rise

Monthly MAU of WeChat MP



Average Number of WeChat MP used per user each month



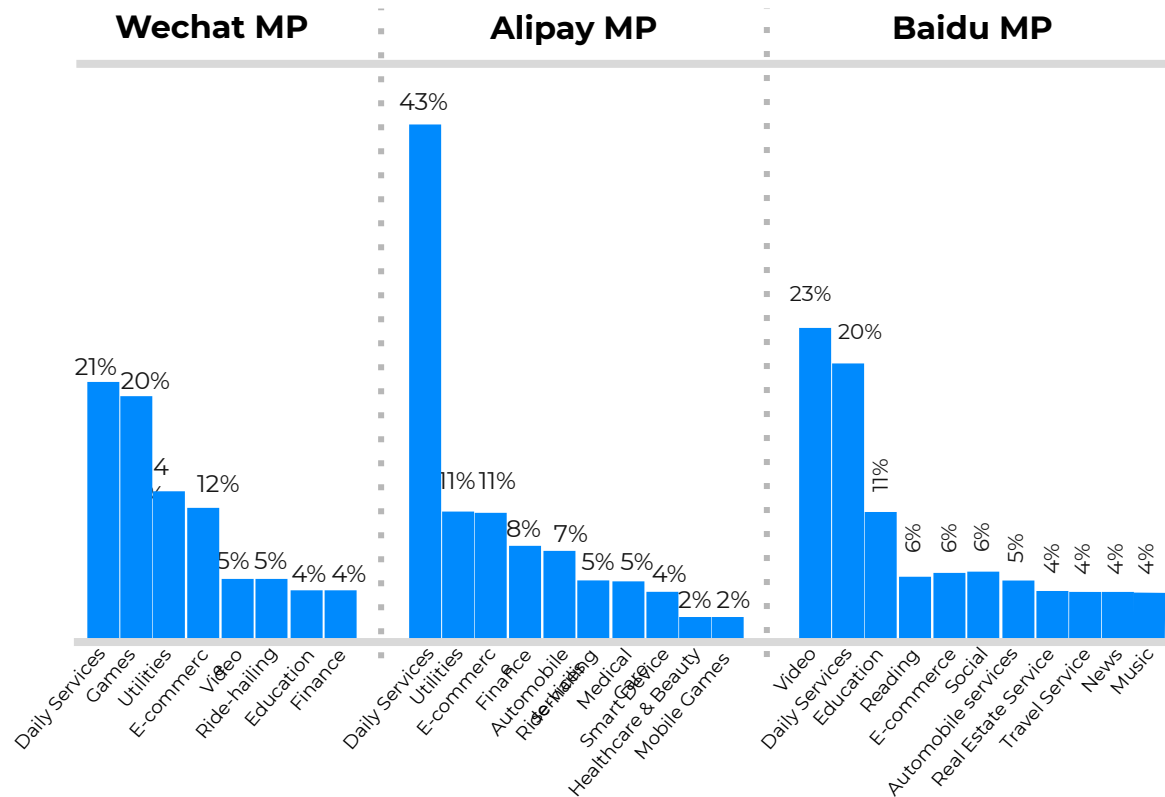
Source: Quest Mobile Mini program 2021 report

Mini Programs by Industry

From a brand perspective, daily services, video and e-commerce are the top 3 categories for Mini-Programs. As the earliest player in the track, WeChat enjoys the widest variety of MPs, while those of AliPay are mostly for daily services. Baidu MPs are mostly used for video, daily services, and education.

WeChat MPs also have the highest MAU out of the other types of MPs.

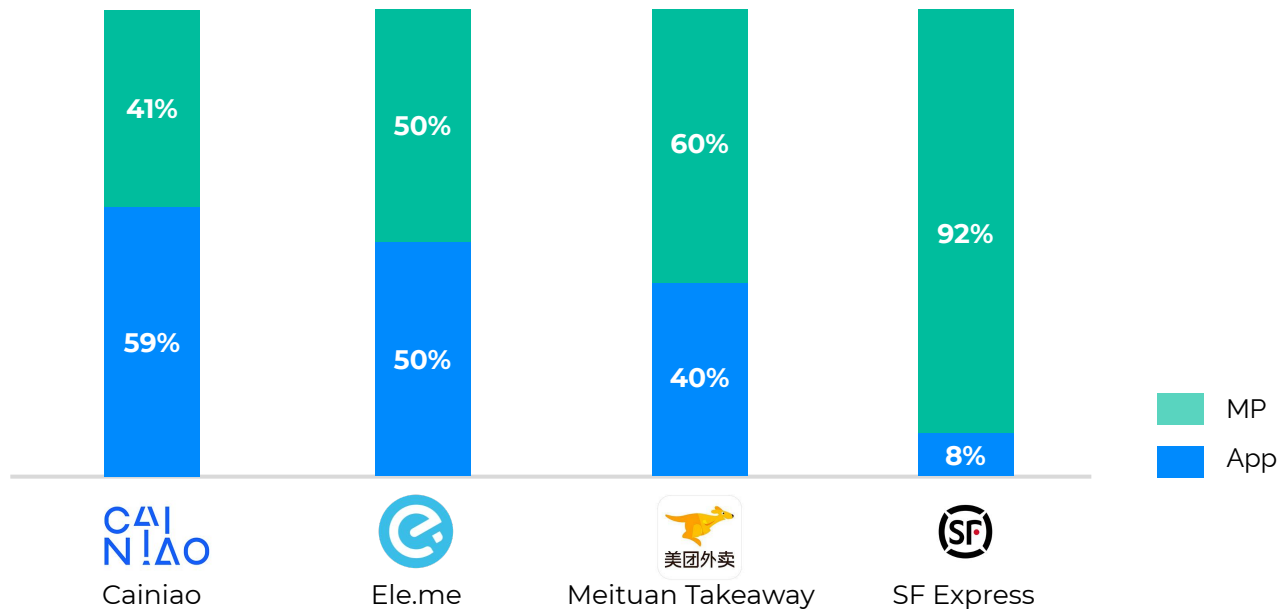
The 500M MAU of Baidu MP \approx WeChat DAU



Source: Quest Mobile March 2021

Mini Programs remain a major traffic source for some of the industry leading brands

Brand traffic occupation cross App and MP (May 2021)



Source: Quest Mobile: China Mobile Internet Panorama Ecological Traffic Half-Year Insight Report (May 2021),



Mini-program E-commerce will become the largest E-commerce eras in China following traditional E-commerce, social E-commerce, WeChat E-commerce, and live E-commerce.

Wenlu Shi, CEO at Aladdin

MP E-commerce VS Traditional E-commerce

Customer acquisition

- Unlike they can with third-party e-commerce platforms, brands can design their MP user interfaces the way they please and have control over all of their consumer data.
- Merchants are able to make full use of social relationship chains on WeChat platforms for product promotion and customer acquisition: by sharing the MP to group chat, timeline, OA promoting or the marketing campaigns, etc... over 60 entry points.
- Mini-programs are not only low cost but are also more effective when it comes to customer acquisition.



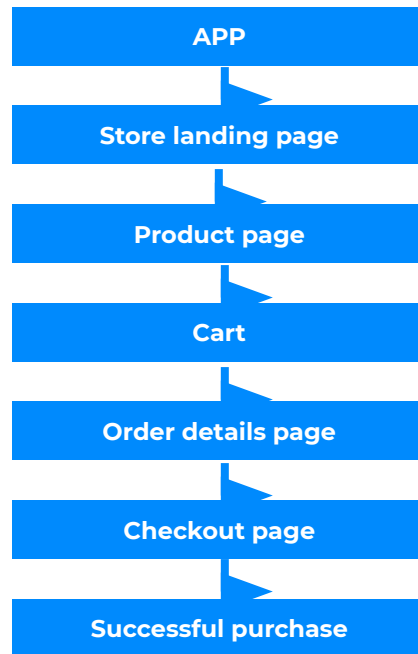
MP E-commerce VS Traditional E-commerce

Checkout UX

For MP users, the checkout process usually contains less steps than a traditional checkout process. This shorter conversion path leads to higher conversion rates.



Example Traditional E-commerce Checkout Process



Example MP E-commerce Checkout Process



A typical checkout process for MP often starts with a share sent via a chat message

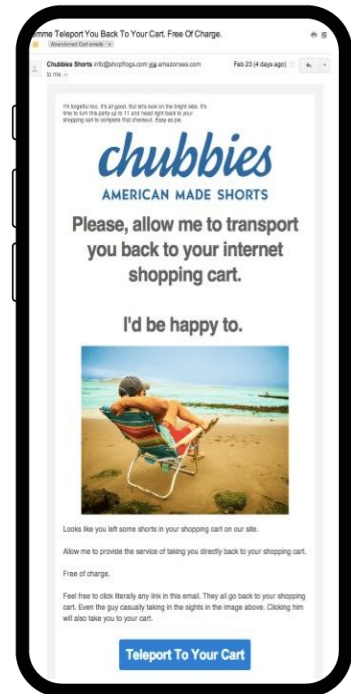
Retargeting / Remarketing

- Since it is easier to reach users via WeChat OA posting, reminder, etc... remarketing is much easier via an MP.
- For traditional E-commerce platforms, merchants usually can not directly reach users but via built-in mail/e-mail, phone or text message, etc... All of the methods come with long conversion paths and are separated from the platforms.

Template marketing promoting message from OA versus traditional Remarketing email.

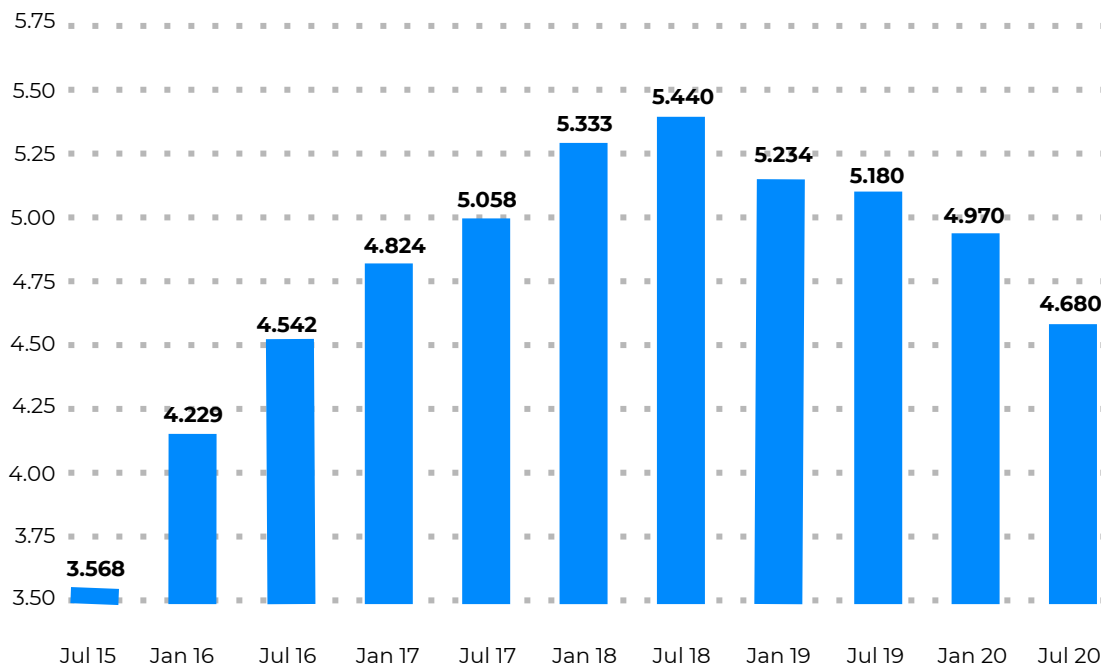


VS



Mini Program: More powerful than a website?

The number of websites in China reached the peak of 5.44 million in July 2018 then experienced a decrease to 4.43 million in July 2020. When it comes to internet usage, locals have long preferred to access applications via mobile devices vs. surfing on traditional websites. Creating an MP automatically sets you up for a higher conversion rate than what you would get for your brand website in China.



Source: www.ceicdata.com | China internet network information Center



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Stay tuned for more.
Coming January 2022