

**XPLORE**CHINA



WWW.NATIVEX.COM

# MARKETING ON WECHAT, THE ALL-IN-ONE SUPER APP



**Nativex**

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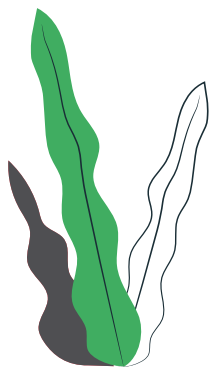
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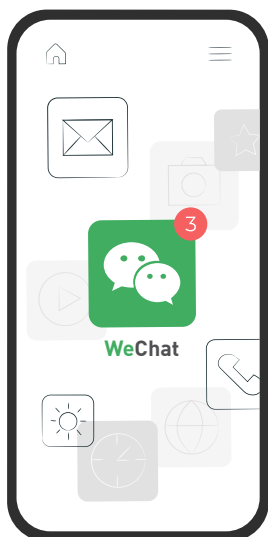
# Foreword

Starting in 2010 as a messenger app, WeChat has grown to become the single most powerful super app in China. It is virtually impossible to find a Chinese person who doesn't use WeChat on a daily basis.

**WeChat itself has become its own system that connects all of China**, permeating people's everyday lives and providing assistance every step of the way: messaging, social, payment, transportation, shopping, utility payments, gaming, internet search... you name it, WeChat has it.

You may have a vague idea of what a real super app like WeChat can achieve, but you probably have a hard time picturing just how big its impact on Chinese users actually is.

**If you're a marketer who is trying to succeed in the Chinese market, there is simply no reason to skip WeChat.** This is where this ebook comes in handy, as it provides you with crucial information on the latest WeChat stats, user behaviors, marketing features, pricing for different ad formats, and more. With this ebook, we believe you will gain a better understanding of WeChat's capabilities and how to use it in your media mix in order for your campaigns to achieve success in China.



*With over 1 billion MAUs,  
WeChat is more than just  
an app for Chinese netizens,  
it's an everyday essential.*

## 01

WECHAT  
FUNDAMENTALS**CHAT**

Messaging  
Voice messaging  
Voice & video calls

**WALLET**

Transfer  
Red packet  
Top up mobile  
Wealth management  
Repay credit card

**WHAT'S  
INSIDE**

WeChat

**MINI PROGRAMS**

Apps within an app

**ENTERTAINMENT**

Channels: short-form videos  
Games: mini games  
WeChat Shop: accessible  
via mini program

**SOCIAL**

Moments: share updates with WeChat friend circle  
Channels: engage with videos that friends liked  
Top Stories: read articles that friends liked

**SEARCH ENGINE**

Closed-ecosystem search: search posts from  
friends' Moments, WeChat Official Account articles  
Open search: search web-wide information

**PUBLIC SERVICES**

Pay utility bills & book  
doctor appointments etc

**THIRD-PARTY  
INTEGRATIONS**

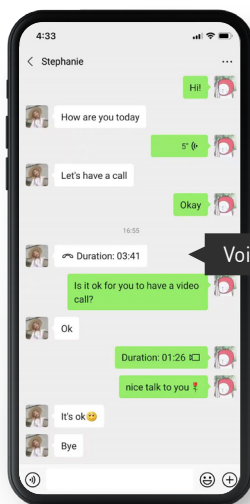
Ride-hailing & hotel  
Rail & flights  
Food delivery



# How an average user uses WeChat on a daily basis

## CHAT

- Messaging
- ) Voice messaging
- 📞 Voice & video calls



Voice message

Voice call

Video call

## ENTERTAINMENT

📺 Channels: short-form videos

🎮 Games: mini games



Likes from friends

Friends also play



## SOCIAL

🌟 Top Stories: read articles that friends liked

🌈 Moments: share updates with WeChat friend circle



Friend's status update

Likes from friends

Comments from friends



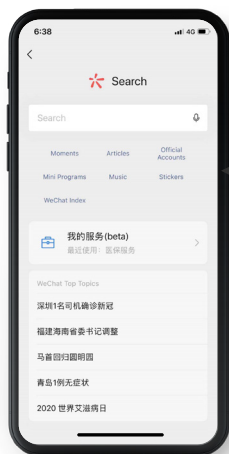
In-feed ads

User interaction

## SEARCH ENGINE

🌟 Closed-ecosystem search: search posts from friends' Moments, WeChat Official Account articles

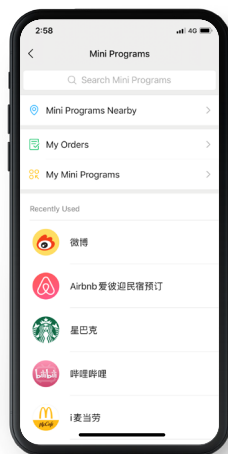
🔍 Open search: search web-wide information

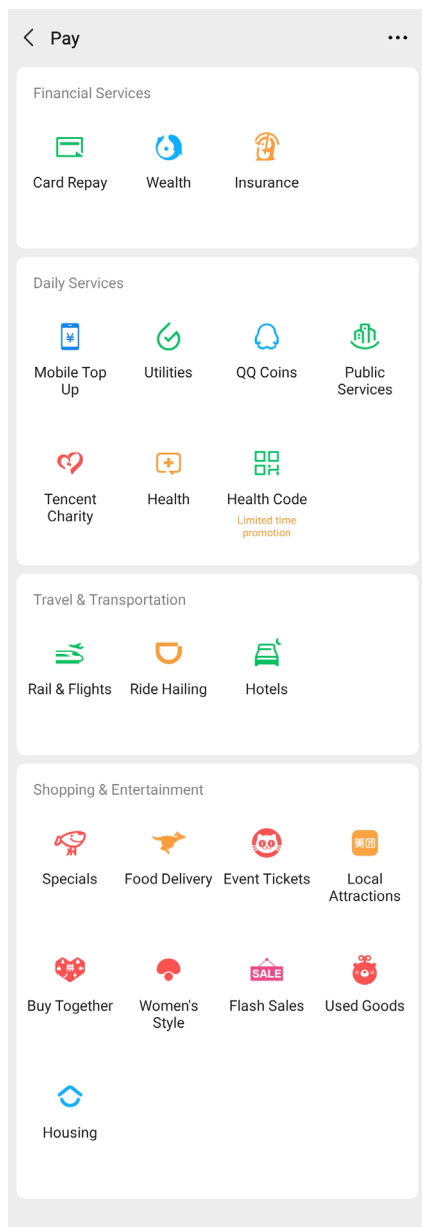


Closed-ecosystem search

## MINI PROGRAMS

📱 Apps within an app





## WALLET

Transfer  
Red packet  
Top up mobile  
Wealth management  
Repay credit card

## PUBLIC SERVICES

Pay utility bills & book  
doctor appointments etc

## THIRD-PARTY INTEGRATIONS

Ride-hailing & hotel  
Rail & flights  
Food delivery

## 02

WECHAT STATISTICS  
IN 2020

WeChat

1.206 Billion MAUs

As of June, 2020 Source: Tencent



Mini Programs

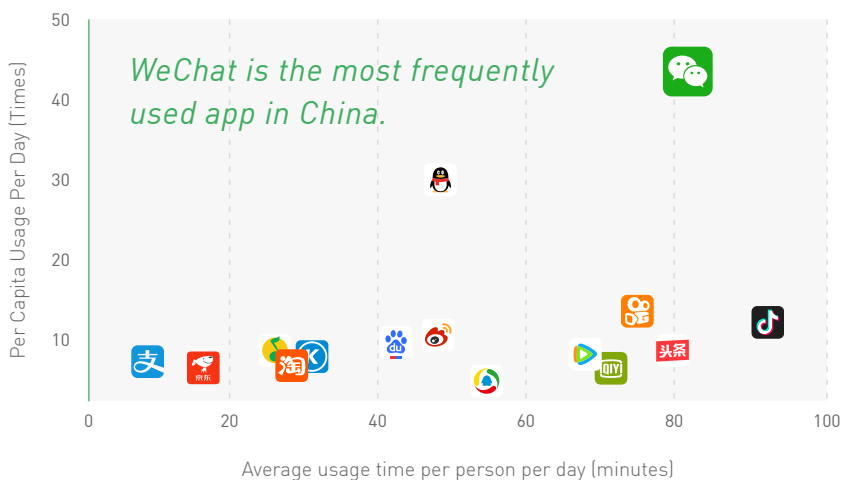
829 Million MAUs

Source: QuestMobile

*Over 80% of China's population use WeChat.*

## DISTRIBUTION OF TIME SPENT ON DIFFERENT APPS (JUNE 2020)

Source: QuestMobile TRUTH Database, 2020.06

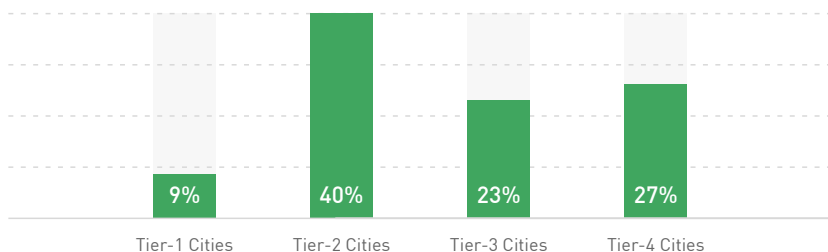
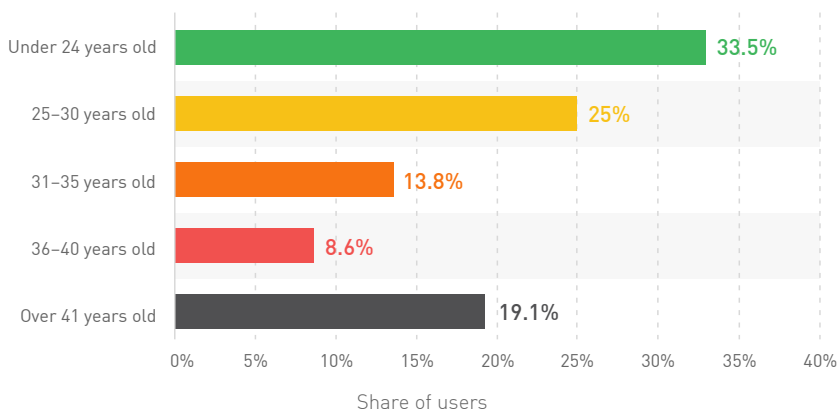




## 03

WECHAT USER  
DEMOGRAPHICS

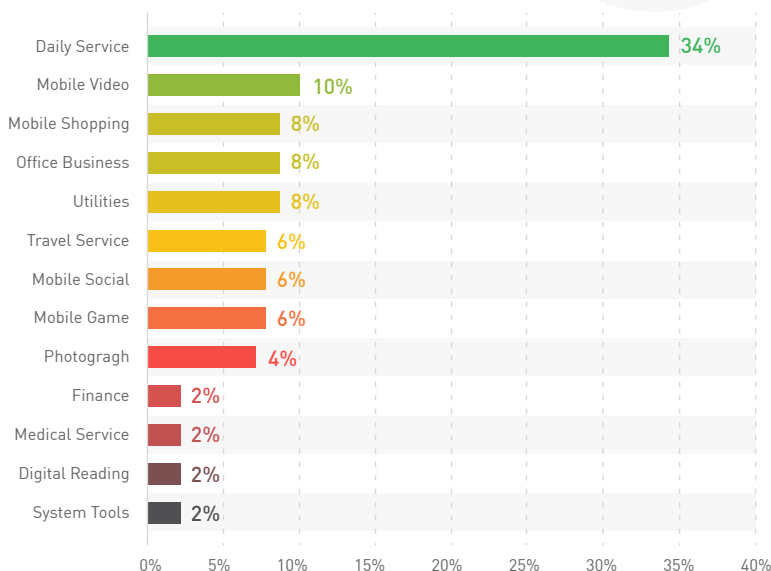
## DISTRIBUTION OF WECHAT USERS IN CHINA (JUNE 2019, BY AGE)



# Mini Programs user demographics

## MOST USED MINI PROGRAMS BY CATEGORY (JUNE 2020)

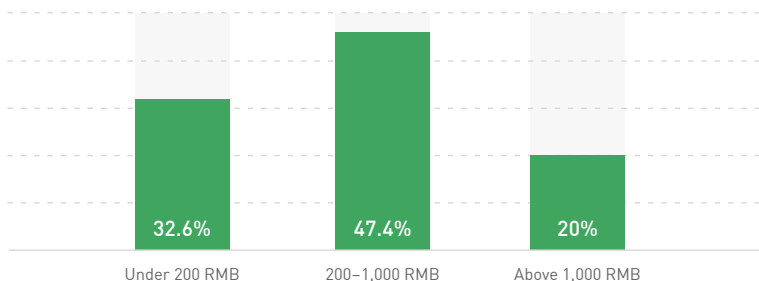
Source: QuestMobile 2020 WeChat Mini Programs semiannual report



\*Daily service Mini Programs provide services like delivery & logistics, bike-sharing, food delivery, etc.

## MINI PROGRAM USERS' MONTHLY SPENDING (JUNE 2020)

Source: QuestMobile 2020



## 04

# WECHAT ADVERTISING 101

## AD FORMATS

Before running a campaign on WeChat, you need to understand what your objectives are and what formats you can leverage to achieve your goals.

## WECHAT DETAILS OUT 8 OBJECTIVES



Promote your  
brand



Promote your  
brick-and-mortar  
shops



Gather sales  
leads



Promote your  
products



Promote your  
apps



Promote your  
mini games



Send out  
coupons



Promote your WeChat  
official account

# Ad Formats

Let's take a look at how you can promote your brands and apps with WeChat.

In general, your ads can be shown in these 3 places:



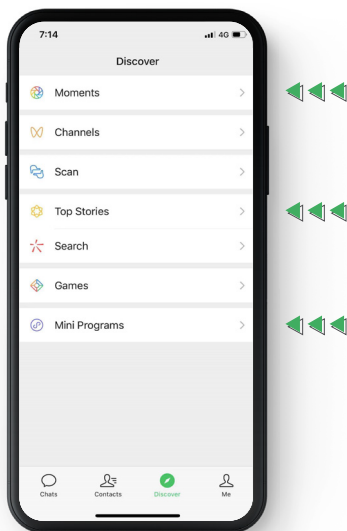
Moments



WeChat Official Accounts



Mini Programs

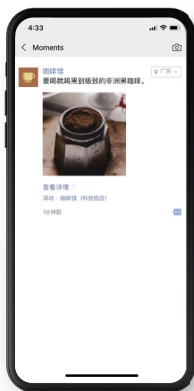


## WeChat Moments In-feed Ad



### FULL IMAGE AD

With a widescreen image, audiences are better attracted and engaged.



### REGULAR AD

Fits natively in users' Moments feed.



### DUAL CHOICES AD

Different choice made by users triggers different campaigns.

# WeChat Official Account



## BANNER AD AT THE END OF AN ARTICLE

Displayed at the end of articles.



## CO-OPT AD

Advertisers pick desired official accounts to display the specific ad; Content can be customized.



## IN-ARTICLE VIDEO AD

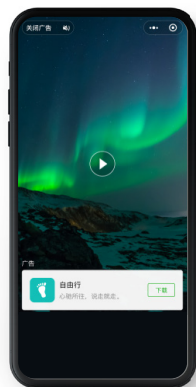
Supports 5 seconds of image display, 6 seconds or 15 seconds of video display.

# Mini Programs



## INTERSTITIAL ADS

This ad will be displayed as users click certain buttons or shift from one page to another.



## INCENTIVE AD

Users will be rewarded upon finish watching the ad. This is appealing to game advertisers.



## BANNER AD

The banner ad can be integrated in multiple slots within a mini program.

## PRICING MODELS

### FOR ADS IN MOMENTS

- Impression-based
- Auction-based

### FOR ALL OTHER WECHAT ADS

- Impression-based
- Auction-based (by impressions)
- Auction-based (by clicks)

## TIERED PRICING BY CITIES

Another thing to note is, WeChat's advertising pricing varies among different cities, below is an overview of how WeChat categories cities being targeted.

### Tier-1 Cities:

Beijing & Shanghai

### Core Cities:

More than 20 cities with a high volume of active users are categorized as core cities, including Guangzhou, Chengdu, Shenzhen, Hangzhou, Wuhan, Chongqing, Nanjing, Xi'an, Shenyang, Changsha, Qingdao, Ningbo, Zhengzhou, Dalian, Xiamen, Jinan, Harbin, Fuzhou and etc..

### Other Cities:

All unlisted cities.



*Below is a standardized WeChat ads' pricing plan. Many of the ad formats are highly customizable when you work with an agency who has a strong relationship with WeChat and is capable of ad creative production, optimization, and intelligent media buying.*

## 1. IMPRESSION-BASED

Ad Slots	Minimum Spend (RMB)	Prices (RMB)	Campaign Duration
In-feed Ads in Moments	50,000	<b>Video Ads</b> (Per Thousand Impressions)  Tier-1 Cities: 180 Core Cities: 120 Other Cities: 60	Campaign start day: 1 – 28 calendar days
		<b>Image Ads</b> (Per Thousand Impressions)  Tier-1 Cities: 150 Core Cities: 100 Other Cities: 50	Campaign duration: 12 hours – 5 calendar day
Official Account: Article end Ads	1000 per campaign	Pricing by per thousand impressions, varies by city tiers	Campaign duration: 1 – 28 calendar days
		<b>Video creatives</b> Tier-1 Cities: 40 Core Cities: 35 Other Cities: 30	
		<b>Image creatives</b> Tier-1 Cities: 40 Core Cities: 30 Other Cities: 25	Campaign duration: 12 hours – 28 calendar days
WeChat Official Account: In-article Video Ads	1000 per campaign	Pricing by per thousand impressions, varies by city tiers	Campaign duration: 1 – 28 calendar days
		Tier-1 Cities: 25 Core Cities: 20 Other Cities: 15	Campaign duration: 12 hours – 28 calendar days

## 2. AUCTION-BASED (BY IMPRESSION)

Ad Slots	Minimum Spend (RMB)	Prices (RMB)	Campaign Duration
In-feed Ads in Moments	1,000 per day	Pricing by per thousand impressions, varies by city tiers (/Per Thousand Impressions)  Tier-1 Cities: 100 – 300 Core Cities: 60 – 200 Other Cities: 30 – 200	Campaign start time: as early as possible  Campaign duration: 6 hours – 30 calendar days
WeChat Official Account: In-article Video Ads	200 per day	The minimum price is 20 / per thousand impressions	Campaign start time: as early as possible  Campaign duration: 12 hours – unlimited
Mini games incentive ads	1000 per campaign	Pricing by per thousand impressions, varies by city tiers (/Per Thousand Impressions)  Tier-1 Cities: 50 – 200 Core Cities: 40 – 200 Other Cities: 30 – 200	Campaign start time: as early as possible  Campaign duration: 12 hours – unlimited





### 3. AUCTION-BASED (BY CLICKS)

Ad Slots	Minimum Spend (RMB)	Prices (RMB)	Campaign Duration
WeChat Official Account end Ads / WeChat Official Account In-article Ads / Mini program banner ads	50 per day	Starting from 0.50 /click	Campaign start time: as early as possible  Campaign duration: 12 hours – unlimited

TO WRAP UP, EACH PRICING MODEL HAS ITS OWN BENEFITS:

## PROS

### IMPRESSION-BASED

- Cost-effective
- Easy to manage
- Ideal for driving brand awareness

### AUCTION-BASED

- Flexible pricing
- Optimization around creatives, ad slots are possible
- Higher ROI when done right
- Ideal for performance-focused advertisers

### IMPRESSION-BASED

- Not as flexible
- Less room for optimization

### AUCTION-BASED

- Requires a larger budget
- Requires experienced media buyers

## CONS

## 05

## ABOUT TENCENT ADS



To start your campaign on WeChat, you need to have a Tencent Ad Account.

*Tencent Ads representatives and support are only available in Chinese. Working with an agency will provide you with more autonomy as Tencent secure their best closed-ecosystem traffic to their certified agencies.*



You will be able to run campaigns on the following channels with a **Tencent Ad account**.



#### QQ ADS

QQ is the most popular messaging & social platform among Chinese youths. It had about 647 million monthly active users in 2019, more than that of Twitter users.

**659 Million MAUs** At the beginning of 2020



#### TENCENT VIDEO (V.QQ.COM)

A leading online video media platform in China.

**500+ Million MAUs**



## TENCENT NEWS ADS

A top news platform.

**288+** Million MAUs

## TENCENT NEWS FEED

An integrated platform for all the information distribution platforms like QQ browser, QQ Bui, and Kuaibao. QQ browser is the No.1 browser in China.

**280** Million MAUs

**No.1** Browser



## YOU LIANG ADS

Youliang works a lot like Facebook Audience Network.

Marketers can advertise on all Tencent's partnered media using Tencent ad technologies.

**500** Million MAUs



## TENCENT MUSIC

The largest online music entertainment platform, with three key music applications: QQ Music, Kuwo Music and WeSing.

**600** Million MAUs By May, 2020.

# Buying WeChat in-house?



Nativex Trading Desk

## The First Multichannel Media Buying Tool Connecting Top Channels across China and The West.

XMP is the first multi-channel media buying tool that connects top media between China and the Western markets. Built by the Nativex media buying experts for media buyers, XMP will allow you to streamline complex campaign workflows across platforms like Snapchat, Douyin, WeChat, and Kuaishou.

[Schedule a demo today.](#)

Features	XMP	Bidalgo	Smart.ly	BidShake
Global Media Supported				
China Top Media supported	<p>Top Content</p> <p>Full Bytelligence</p>			
30-day Free Trials	✓			
Edit bids in batches	✓	✓	✓	✓
Edit targeting in batches	✓			
Create campaigns in batches	✓	✓	✓	
AI-based Automation	✓	✓		
Multi-channel dashboard	✓	✓	✓	✓
Campaign grouping	✓			
Creative analysis	✓	✓	✓	
Creative services	✓		✓	

## 06

# HOW NATIVEX CAN HELP

If you're looking to take your campaigns to WeChat, we have some good news! As a **certified agency** for Tencent Ads, we can help you get your brand, product, or service in front of WeChat users in no time!

Our unparalleled knowledge of China's mobile ecosystem, combined with our industry-leading ad creatives and our reliable localization services, have made us the first choice for many advertisers looking to achieve success in China.



# Nativex can help you get started - quick set up, no hassle

Nativex is the [certified agency of Tencent Ads](#). Working with us, you can gain access to all traffic within Tencent's ecosystem, with a more competitive pricing package, no matter what media you are interested in running campaigns on.

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## 1

### Localized creatives powered by **TopWorks**

TopWorks Creative Studio has connections with over 160 global creative partners, spanning across 30 countries and areas. The TopWorks team can produce high-quality creatives for your campaigns in all your targeted markets, with formats including live-action video creatives, TV commercials, interactive videos, 3D animations, VR videos, and more.

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## 2

### Early access to new features

Be the first to try new marketing features the moment they go live on the platform.

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## 3

### Exclusive Wechat insights and analysis based on your verticals

Depending on the vertical you are in, you will gain access to exclusive reports, all based on our extensive experience working on WeChat-based campaigns.

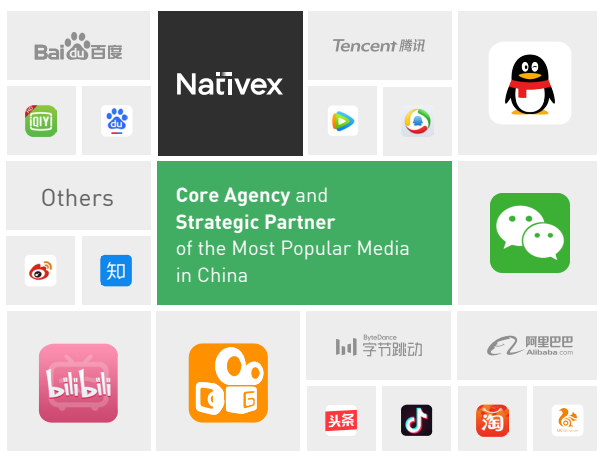
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# Take your campaigns to the next level with

## XPLORECHINA

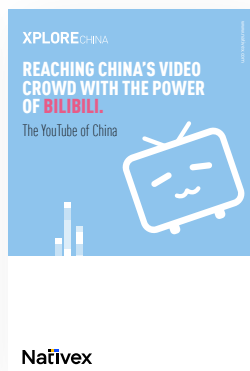
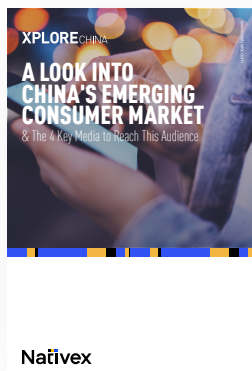
Our [XploreChina solution](#) is designed to help advertisers achieve sustainable growth in the world's largest mobile ecosystem.

At Nativex, our mission is to enable visible returns and our XploreChina initiative, combined with our unmatched understanding of the mobile landscape in China, means your advertising efforts are in good hands.



Nativex is the certified partner with key media giants in China. [Get in touch](#) with the Nativex team today. Let's get your campaigns the ROI boost they deserve!

# Get more out of our XploreChina ebooks:





# Nativex

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Learn More at:

<https://www.nativex.com/en/marketing-to-china/>

